

2019 Annual Report



World Oceans Day

Together We Can Protect and Restore Our Ocean

WorldOceansDay.org



Comisión Colombiana del Océano

More than a day

Thanks to the involvement of millions of people, especially youth, and the collaboration for conservation in thousands of communities, **World Oceans Day continued to significantly expand its reach and impact in 2019!**

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While 8 June serves as a global day of celebrating and taking action for our ocean, **World Oceans Day is much more than a single day, weekend, or even a month.**

For 17 years, we've been organically and collaboratively developing World Oceans Day as a way of thinking about our place on the planet, living more sustainable lives, and taking action in June with growing engagement year-round for a better future. Together, we are growing a global movement for our blue planet!



Ash Embi

About World Oceans Day

World Oceans Day unites the world on 8 June around a shared desire for conservation action and continues to connect, activate, and mobilize worldwide support for our blue planet 365 days of the year. It serves as a unique and global rallying point to promote personal, community, and societal action.

World Oceans Day belongs to all of us, everywhere, and is not country, group, or organization specific. Through an ever-growing World Oceans Day network, involving youth and partner organizations in over 140 countries, and other leading individuals from all sectors, the movement for a healthy blue planet continues to grow in hopes of achieving a more sustainable society, a healthier ocean, and better future on our planet.



- 1992**
Canada proposes the concept of a World Ocean Day at the **Earth Summit**
- 2002**
The Ocean Project begins global promotion and coordination of World Ocean Day
- 2003**
WorldOceanDay.org website launched to support event organizers worldwide with 25 events held in 15 countries
- 2008**
December 2008 the **United Nations** officially recognizes 8 June as World Oceans Day
- 2016**
World Oceans Day **Youth Advisory Council** launched
- 2019**
2000+ events in 140+ countries
- 2020**
Launch new website; goal to reach 3000+ events in 150 countries

Our Focus in 2019

TO EMPOWER GLOBAL PARTICIPATION

Thousands of organizations participated in World Oceans Day, including schools and universities, aquariums, zoos, businesses, musicians and artists, sailors and boaters, dive groups, surfers, as well as communities of faith, governments, and the maritime and tourism industries—all coming together to help grow the year-round World Oceans Day movement. 8 June also saw more support from celebrities and influencers across sectors!

TO ACTIVATE YOUTH

Youth engagement and leadership continued to grow as an integral part of World Oceans Day. The World Oceans Day Youth Advisory Council helped mobilize youth and event organizers around the world with the creation of five downloadable resources in different languages to encourage year-round action on plastic pollution. Council members also used their voices to amplify the World Oceans Day mission through international media platforms.

TO TACKLE PLASTIC POLLUTION

For the fourth consecutive year, the World Oceans Day conservation action focused efforts around plastic pollution prevention to highlight the pervasive global crisis, as well as to empower individuals, organizations, governments, and companies to change their behaviors and policies, and to inspire innovative solutions to tackling plastic pollution worldwide.

TO INSPIRE CORPORATE ENGAGEMENT

Corporations of all sizes stepped up their involvement in significant ways around World Oceans Day, including Procter & Gamble, Footprint, United by Blue, and Klean Kanteen. More brands increasingly seek ways to both do good and do well through purpose-driven missions and by practicing sustainability to ensure the health of both people and our blue planet.



Seaside Sustainability



Yusuf Kavuma



Dr. John Paul Sepe

World Oceans Day Youth Advisory Council 2018–2019

24

COUNCIL
MEMBERS

22

COUNTRIES
REPRESENTED

1

GLOBAL
MISSION



Aldrin Aujero
Philippines

Anna Zaske
Denmark

Anushka Bhaskar
United States

Cade Terada
United States

Gabrielle Tan
Malaysia

Isabelle Grace
Switzerland

Ibrahi Rodriguez
Ecuador

Kehkashan Basu
Canada

Laura Park
England

Nicolas Chesta
Chile

Olivia Livingstone
Liberia

Olivia Taylor
South Africa

Patricia Zanella
Brazil

Mae Paula Ross Clareza
Philippines

Portsea Turton
Australia

Rebecca Loy
Singapore

Rufai Balogun
Nigeria

Shantana Barbe
Seychelles

Sofia El-Rass
Denmark

Sophie Handford
New Zealand

Summer Snell
England

Unelker Maoga
Kenya

Wenqin Zhang
China

Yusuf Kavuma
Uganda

from left to right

“I’m absolutely amazed by the World Oceans Day Youth Advisory Council and have discovered extremely talented leaders from all over the world that are working hard in their local communities to raise awareness in protecting the ocean and marine species. This group of young people is generating an important impact and I’m really grateful to be a part of it.”

—NICOLÁS CHESTA, CHILE
World Oceans Day Youth Advisory Council Member

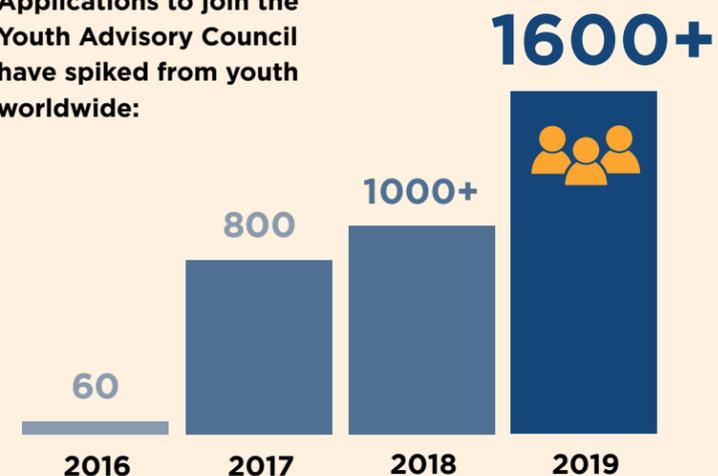


Council Members Mobilize Global Action

Since its inception, the World Oceans Day Youth Advisory Council has helped lead the growth and development of World Oceans Day.

In addition to advancing World Oceans Day engagement in their communities, Council members and the growing alumni network played significant roles on the local, national, and international stages. They encouraged organizations to get involved in planning community workshops, facilitated coastal and inland cleanups, organized youth summits, participated in media and film opportunities, and much more.

Applications to join the Youth Advisory Council have spiked from youth worldwide:



Youth Advisory Council Event Highlights



Kenya

Unelker Maoga worked with the Global Youth Biodiversity Network to develop an Ocean Plastic Pollution Sensitization Caravan that travelled nearly 500 kilometers from Nairobi to Mombasa, to raise awareness about the importance of conserving our ocean and the dangers of plastic pollution.



Philippines

Mae Paula Ross Clareza organized a Magsaysay Maritime Academy World Oceans Day Festival in the Philippines, a two-day event aimed at bringing plastic pollution awareness to hundreds of maritime students who will play an integral role in protecting the world’s ocean by preventing pollution from shipping.

Impactful events make waves of change for our blue planet

★
For a complete
list of all registered
events please visit:
[WorldOceansDay.org/
events-list](https://WorldOceansDay.org/events-list)



2000+
EVENTS



140+
COUNTRIES



365
DAYS A YEAR

Social Media Impact

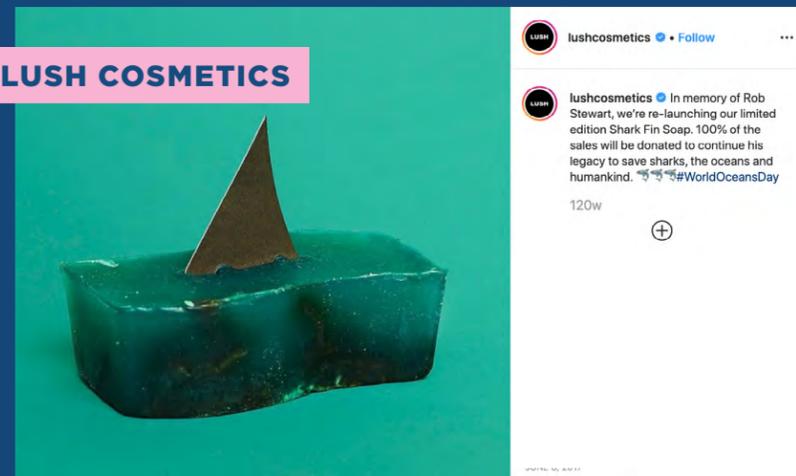
Top 2019 #WorldOceansDay Influencers

INDIVIDUALS:

- Leonardo DiCaprio
- Adrian Grenier
- Alessandra Ambrosio
- Suresh Raina
- Aidan Gallagher
- Ocean Ramsey
- Rossy D Palma
- Scott Kelly
- Alessa Quizon
- Clara Paget

ORGANIZATIONS:

- CNN
- National Geographic
- Adidas
- Ocean Conservancy
- Google
- Discovery Channel
- United Nations
- Oceana
- Greenpeace
- World Wildlife Fund



An engaged global audience, now more than ever



Belgrave House Beach Cleanup Day



Laura Park - University of Plymouth

145K+ followers on @WorldOceansDay Twitter, Facebook and Instagram

611M+ users reached

with #WorldOceansDay

164,000

IN 2018

226,000

IN 2019

Instagram photos tagged #WorldOceansDay



87M+ users reached with #TogetherWeCan

Top Media Mentions

Council members and the growing alumni network serve as leaders around the world and continue to use their voices in impactful ways at international conferences and in mainstream media.



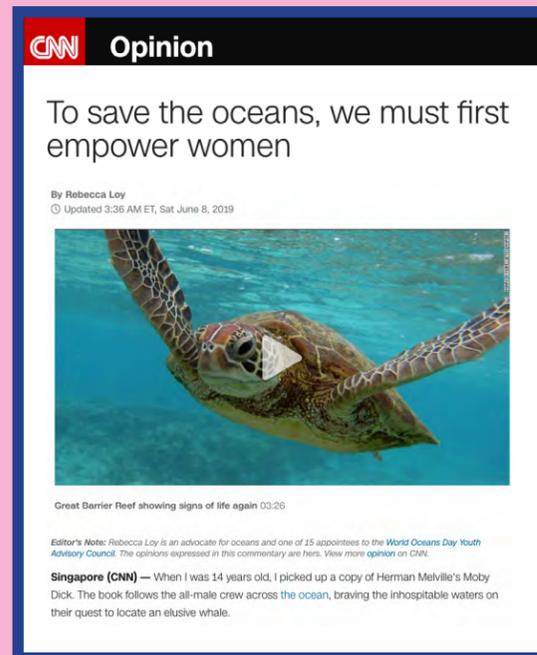
WATCH NOW

Council member **Gabriella Tan** (Malaysia) participated at the TEDx Vicenza conference.



WATCH NOW

World Oceans Day Youth Advisory Council **Aldrin Aujero** (Philippines) is featured on National Geographic's *Activate* series, mobilizes people in his community to take action on plastic pollution.



READ THE ARTICLE

Rebecca Loy (Singapore) authored an opinion piece featured in CNN that discussed the intersection of gender and ocean conservation.



“World Oceans Day 2019 is set to be the biggest, most impactful yet with thousands of events taking place around the world and a massive buzz around #WorldOceansDay on social media. Millions will be inspired to celebrate and join the global movement for our ocean.” —SAM MACKIEWICZ, ELLE UK

Texas State Aquarium



Blue Line Initiative



Trash Hero Bogor



Nick Jackson



Monterey Bay Aquarium



Primorsky Aquarium



Collaborating to create positive change in 2020



ALL NEW ONLINE WORLD OCEANS DAY PLATFORM to connect people and organizations across the planet around 8 June action with a redesigned platform that will enhance the user experience and functionality for year-round conservation action and involvement



EXPANDED SOCIAL MEDIA PRESENCE to advance World Oceans Day, its global reach and impact, and amplify collaboration with and for partners in the World Oceans Day network



NEW TEAM OF YOUTH ADVISORY COUNCIL MEMBERS to help rally youth, corporations, and governments around 8 June action and engagement 365 days of the year



MORE CORPORATE SPONSORSHIP OPPORTUNITIES to strengthen and expand partnerships with socially and environmentally responsible business leaders who wish to support the World Oceans Day mission

SUBSCRIBE FOR UPDATES

Thank You to Our Supporters!



The Ocean Foundation serves as our fiscal sponsor.

BECOME A SUPPORTER