

# World Oceans Day



2016/ANNUAL  
REPORT



## CONNECTING PEOPLE GLOBALLY IN 2016

This year, World Oceans Day was even bigger and better than ever with millions of people from over 100 countries participating in many different ways! It is exciting to watch as this event grows each year, from 2002, when we started coordinating and promoting World Oceans Day as a way to rally the world. Together, with you and our other partners, we are making a real difference for our shared ocean, collectively raising awareness and promoting action in fun and positive ways.

With many thanks to [our supporters](#), for 14 years The Ocean Project has taken the lead to activate, connect, and demonstrate worldwide support for ocean protection and conservation on and around June 8th. World Oceans Day serves as a global rallying point that captures people's imaginations and we help unite organizations worldwide to catalyze enhanced awareness, modify behaviors, develop the political will, and foster important societal changes locally, nationally and internationally. We then use these connections by collaborating with our network of partners to generate greater involvement and engagement of citizens so that they make more healthy ocean choices throughout the year.

Public support continues to swell and visits to the [World Oceans Day website](#) increase each year,

as do the number of registered events. In 2002 there were only a handful of events, while in 2016 there were [hundreds of events in more than 100 countries](#). To help us grow this global event, we have created relationships with hundreds of key organizations and individuals (our network of organizers and interested individuals currently includes over 10,000 people around the world) and we are building new connections and securing new partners every week. Our media network increases each year, and our social media following is growing exponentially.

Through year round outreach – growing the network, building connections in all sectors, and promoting and developing resources and materials efforts for successful World Oceans Day events in dozens of countries – we have developed strong relationships, trust and credibility with our network of partners.

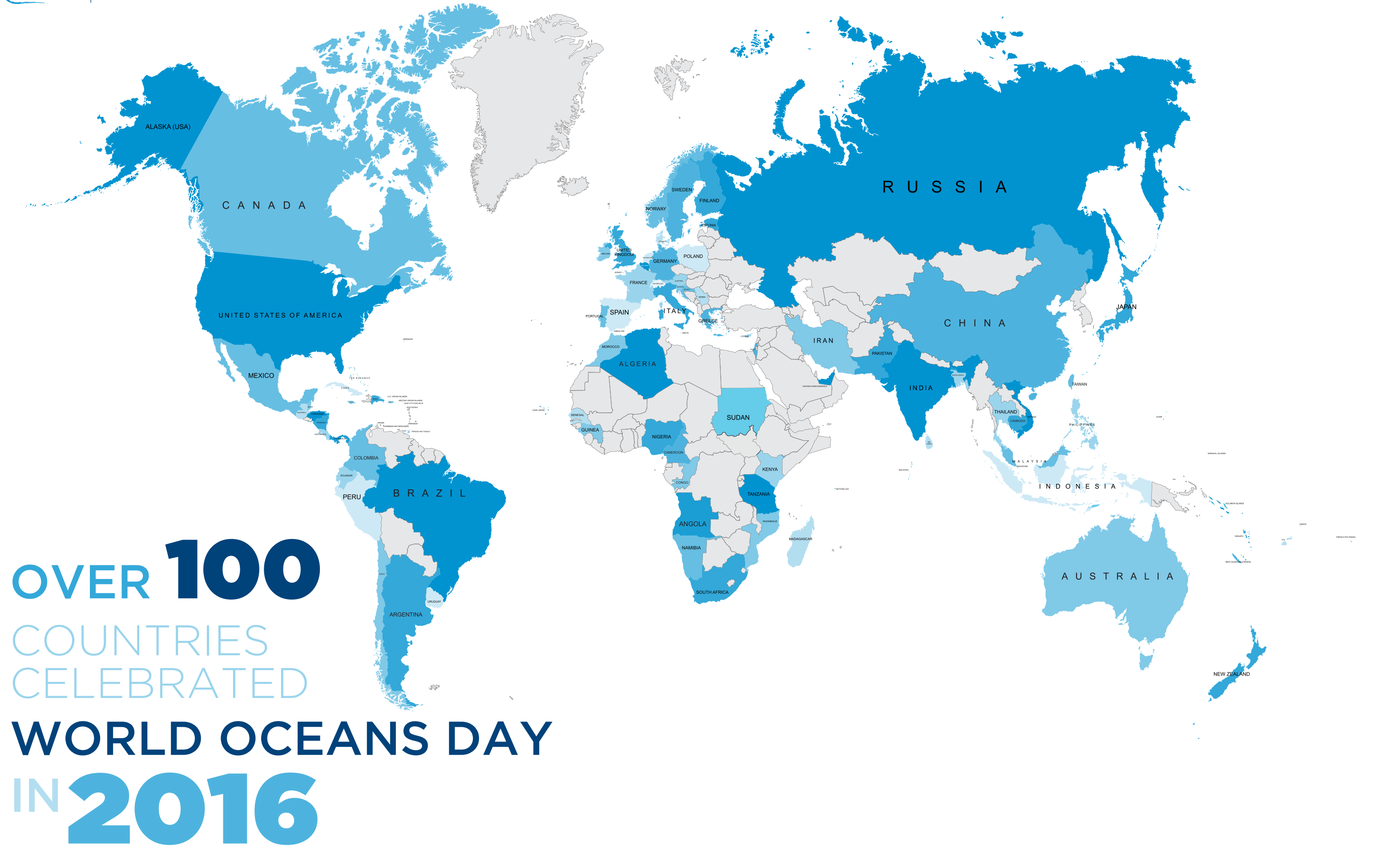
Thank you for your involvement! Working together, with you and our other partners, we can bring about truly significant changes every June and year-round. Our dedicated team looks forward to communicating with you throughout the year to collaborate and continually improve this opportunity to engage the world in bringing about a better future for a healthier ocean and a healthier planet!

- Bill Mott Director, The Ocean Project

COORDINATED BY:  
The Ocean Project









SEA YOUTH RISE UP

## ENGAGING YOUTH ACROSS THE GLOBE

We believe that youth are the key to success. For this reason, we are making youth engagement our top priority for growing the reach and impact of World Oceans Day.

Many universities and schools have been involved with World Oceans Day over the decades. We began to focus more on youth a few years ago. In 2014, for instance, we helped the Youth and United Nations Global Alliance (YUNGA) develop their [Youth Guide to the Ocean](#) and their [Ocean Challenge Badge](#), available in seven languages, to support World Oceans Day.

More recently (launched for World Oceans Day 2016), we helped facilitate a new collaborative youth engagement campaign, [Sea Youth Rise Up](#), with young people from North America (Canada, United States, and the Bahamas), and plan to grow this campaign internationally for 2017. These young ocean leaders hosted a live youth call to action at the New York Aquarium where they discussed ocean challenges and solutions to an audience of youth around the world. They visited the United Nations on June 8th and also travelled to Washington, DC to talk about the importance of youth leadership in ocean conservation with government leaders.

## WORLD OCEANS DAY YOUTH ADVISORY COUNCIL

This spring, we created a [World Oceans Day Youth Advisory Council](#), with 11 young people (ages 14 - 22) from 11 countries across Asia, Australia/Oceania, Africa, Europe, North America, and the Caribbean. These Council members will be instrumental in helping shape the development of World Oceans Day, providing new and unique perspectives, ideas, and recommendations on developing this global event. We plan to work with the Council members to engage their networks and reach millions of youth around the world in taking action for our shared ocean in June and expanding opportunities for ocean conservation throughout the year.

**Caitlin Philipps** - Australia  
**Gabriella Schaubert** - Canada  
**Brandon Koots** - Curacao  
**Sang-Jin Kim** - Germany  
**Nehara Pandey** - India  
**Melati Wijsen** - Indonesia  
**Mohammed Wahabi** - Morocco  
**Oghenechovwen C. Oghenekevwe** - Nigeria  
**Eugenia Barroca** - Portugal  
**LaTisha Parkinson** - Trinidad & Tobago  
**Baylee Ritter** - USA

These are just a few ways in which we're making youth involvement the key to the future of World Oceans Day and ocean conservation action throughout the year. Please [let us know](#) if you work with an organization that focuses on youth and wants to get more involved!

## HISTORY OF WORLD OCEANS DAY

The concept for a "World Ocean Day" was first proposed by the Government of Canada in 1992 at the Earth Summit in Rio de Janeiro. In 2002, The Ocean Project started to coordinate World Ocean Day globally, working in collaboration with other networks and organizations, starting ongoing year-round outreach to all sectors to grow this global event, launching a central organizing website for event organizers and participants, and developing World Oceans Day social media platforms. In 2002, our fast-growing network consisted mostly of several hundred aquarium and zoos in North America but now includes over [2,000 diverse organizations in over 100 countries](#). In late 2008, the United Nations officially recognized June 8th as World Oceans Day.

Since 2002, when a handful of organizations held events, World Oceans Day has grown to over 600 events in more than 100 countries, and tremendous online "buzz" about the ocean and taking action. Tens of millions of people were reached on World Oceans Day 2016.



# UNITED NATIONS RECOGNITION

The United Nations has become much more involved in World Oceans Day in recent years. Encouraged by the tens of thousands of signatures on a public petition circulated by The Ocean Project and the World Ocean Network, the United Nations General Assembly passed a resolution in 2008 officially recognizing June 8th as the day of celebration for our ocean.

Most recently, members of the United Nations family have become much more involved with World Oceans Day, including UNEP, which first got involved in 2005, and [UNESCO](#), which has actively celebrated World Oceans Day for the last several years. The United Nations has held an annual event at its New York City headquarters since 2009, and for the last three years, the United Nations has collaborated with The Ocean Project and other partners on an annual [World Oceans Day Oceanic Photo Competition](#).

Highlights from this year's event at the United Nations included a visit to New York by the [Polynesian Voyaging Society](#) with their traditional voyaging canoe Hōkūle'a, complete with a special traditional ceremony with Secretary-General Ban Ki-moon and other dignitaries; a "Talk Story" event to celebrate the "Oceans That Unite Us", hosted by the President of the Republic of Palau, the Missions of Micronesia, Seychelles, Grenada, the PEW Charitable Trusts, and other partners; and, at the reception, a special recognition of the [photo contest winners](#), and a concert featuring Jack Johnson and friends, including Paula Fuga, Chucky-Boy Chock and Brother Noland and the Hawaiian Serenaders.



© Beth Watson

2016 WINNER

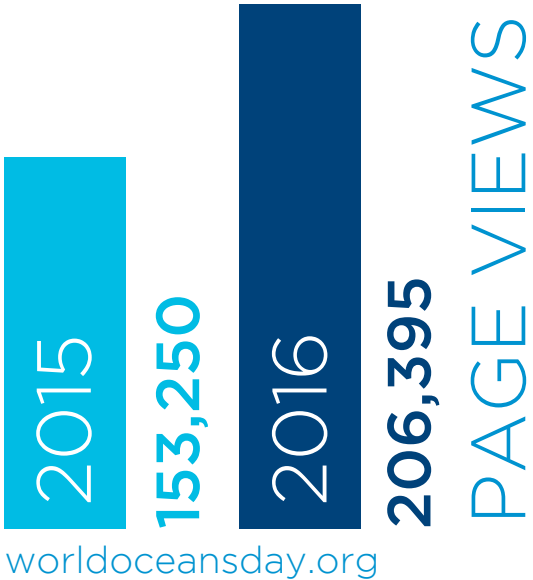
# WorldOceansDay.org CENTRAL SITE FOR THE WORLD

We conduct outreach year-round to generate involvement in World Oceans Day from all sectors, reaching out to other networks and hundreds of key organizations representing museums, recreational interests (e.g. diving, sailing and surfing), the tourism and hospitality industry, universities, schools, youth groups, environmental and conservation NGOs, artists, the maritime industry, philosophically-aligned corporations, communities of faith, government agencies worldwide, members of the United Nations' ocean family, and others.

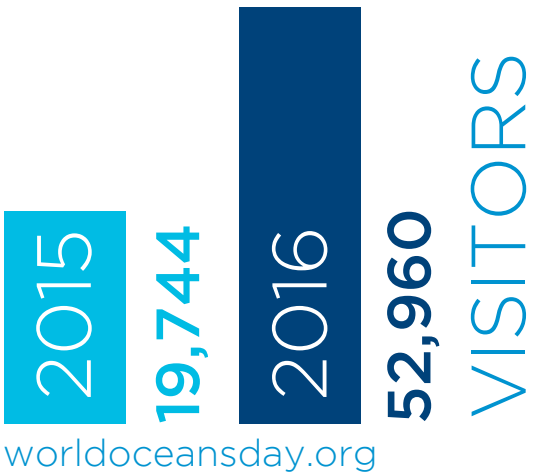
For 2016, The Ocean Project launched a redesigned [World Oceans Day website](#) in order to sustain growing traffic throughout the year and, in particular, leading up to and on World Oceans Day. We created the website in 2004 to help our growing global network get more involved. The site serves as the central location to provide World Oceans Day information, resources, a social media action center, and toolkits to help with public engagement, marketing materials and other resources for event organizers. It also serves as the site to post and find events, and learn more about how to take action throughout the year. You can find all 2016 registered events from over [100 different countries on the world map](#).

In the month leading up to June 8th, the World Oceans Day website had over 200,000 page views from nearly 100,000 visitors (and with 50,000 visitors on June 8) in nearly 200 countries and territories. Spanish and other non-English speakers have been increasingly visiting and utilizing the site in the last several years; we've created more event organizer materials in multiple languages and incorporated more languages into our social media posts in 2016. With support from our partners, we are making the site and its resources more multilingual and multicultural for 2017.

## THE MONTH LEADING UP TO WORLD OCEANS DAY 2016



## JUNE 8th WORLD OCEANS DAY 2016





# REACHING MILLIONS

## ACCOUNT IMPRESSIONS

2015  
2,291,081

2016  
2,353,289

## FACEBOOK

539K

IMPRESSIONS ON JUNE 8th

## INSTAGRAM

479,247,031

IMPRESSIONS

59,000

PHOTOS TAGGED

## TWITTER

74,679,761

IMPRESSIONS

## TOP INFLUENCERS ON INSTAGRAM:

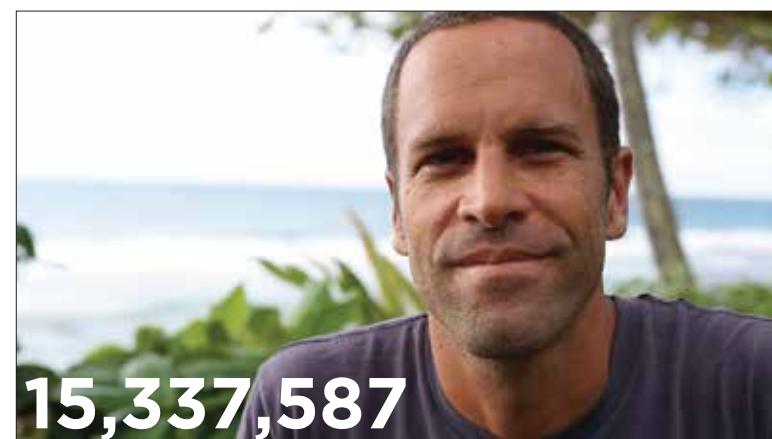
National Geographic  
Leonardo DiCaprio  
Discovery  
Tiffany & Co.  
The White House  
Selfridges  
Adrian Grenier  
World Surf League

## TOP INFLUENCERS ON TWITTER:

The Economist  
CNN  
Richard Branson  
TED Talks  
The White House  
Pharrell Williams  
Nature Conservancy  
USA Today

## CREATING A #WaveforChange

Dozens of aquariums and other organizations joined Jack Johnson and took the Wave for Change challenge. They committed to reducing their use of disposable plastics by recording themselves doing "the wave." Take a look at the video highlights here. The Wave for Change generated millions of impressions online, as many people showed their support for preventing plastic pollution in our oceans.



15,337,587

Twitter & Instagram Impressions on  
June 8th (for hashtag #WaveforChange)

## CELEBRATING THE OCEAN YEAR-ROUND AND PREPARING FOR 2017

For World Oceans Day 2017, we are already developing our marketing strategies and planning resources for event coordinators. We continue to reach out around the world to engage new partners and key collaborators. Please let us know if you have suggestions!

Each year we receive more inquiries from organizations and people wanting to get involved with World Oceans Day by helping with year-round engagement. As a result, as part of our 2015-2020 strategic plan and with the support of a variety of partners, The Ocean Project is entering a new phase in its leadership for World Oceans Day. Moving forward, we are focusing much more not only on rallying the world in June, but also on providing ways for organizations and individuals who get involved on World Oceans Day to become more engaged in protecting and conserving our ocean throughout the entire year.

We are also expanding our efforts in two specific areas of activism: preventing ocean plastic pollution and promoting marine protected areas. Visit the [World Oceans Day blog](#) for further information.

We believe that growing collaboration for World Oceans Day will foster a better, more coordinated movement for ocean literacy and action, creating synergies and more effectively helping to bring about positive outcomes for the ocean. Because World Oceans Day engages people both along the coasts and far inland, we can generate positive change on a scale commensurate to the challenges that our ocean – and our society – face.

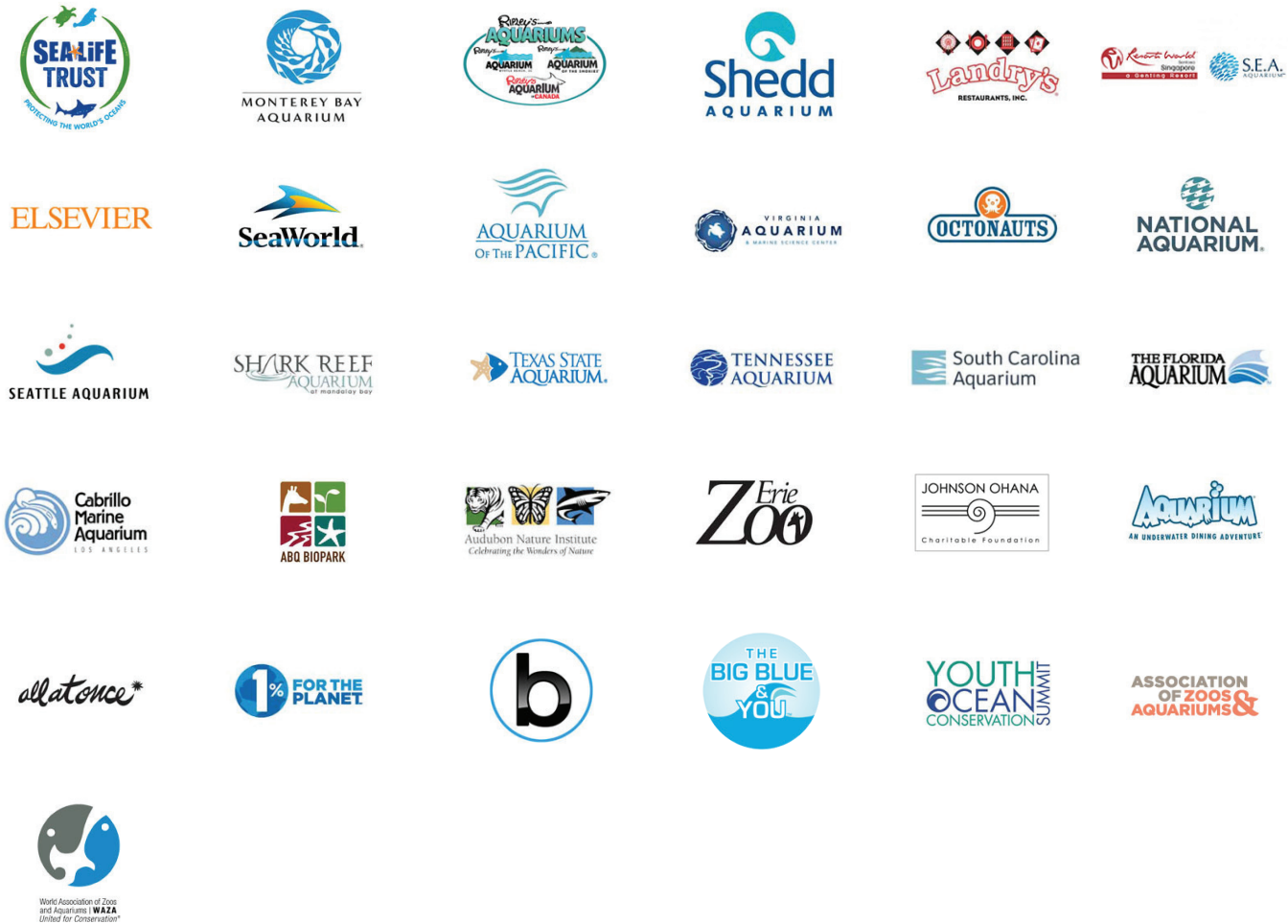
World Oceans Day provides a unique opportunity to celebrate our ocean, which connects all of us, no matter where we live. It also provides a way to rise above specific issues and help focus on the overall importance of the ocean for everyone.

Like a rising tide that lifts all boats, the celebration of World Oceans Day helps to significantly raise the profile of the ocean and enhance the efforts of all organizations, institutions, and agencies striving to ensure a more sustainable future. We look forward to partnering more closely with you to further develop World Oceans Day for 2017 and beyond!



# THANK YOU

## TO OUR 2016 SUPPORTERS



## THANKS ALSO TO

- The Curtis and Edith Munson Foundation
- The Henry Foundation
- Johnson Ohana Charitable Foundation, founded by Jack and Kim Johnson to support environmental, art, and music education now and into the future.
- The Ocean Foundation, our fiscal sponsor