

A vibrant, stylized illustration of an underwater scene. The background is a gradient of blue, with wavy lines representing the ocean surface. Various marine life elements are scattered throughout: several fish in different colors (yellow, blue, black), a pink jellyfish, a purple jellyfish, and a scuba diver in the upper right. The ocean floor is dark blue and features various types of coral and seaweed in shades of purple, pink, and blue. The text 'World Ocean Day' is prominently displayed in the center in a large, white, sans-serif font.

# World Ocean Day

[WorldOceanDay.org](http://WorldOceanDay.org)

Annual Report 2021

# Overview

## One ocean, one climate, and one future – together!

World Ocean Day 2021 helped to unite and rally the world in June, with personal, community, and societal action! With a special focus on youth-led efforts and protecting 30% of our blue planet by 2030 for a healthy ocean and climate, World Ocean Day 2021 involved hundreds of organizations from all sectors in 150 countries and millions of people.

The pandemic has shown how connected we are and when we work together our world community can make a real difference. We share a blue planet with one ocean and one climate that we all need to survive and thrive; World Ocean Day 2021 provided ways for people to come together in person and online to collaborate for a better future.

And the World Ocean Day network continues to expand throughout the year, connecting, empowering, and mobilizing worldwide support on a variety of interconnected issues including ocean and climate conservation, fisheries, plastics, and protecting special ocean areas. We look forward to growing our collaboration with you!



Photography by Charlotte Pihø

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# Conservation Action Focus



**World Ocean Day is a celebration and a call to action. The Conservation Action Focus for World Ocean Day 2021 was to raise awareness and show support for “30x30”**

Governments around the globe have been considering commitments to “30x30,” which is the goal of protecting at least 30% of the planet’s land, water, and ocean by 2030. To encourage attention to 30x30, World Ocean Day provided event organizers with tools and resources, including an online petition. The petition, created in collaboration with the Campaign for Nature, enabled organizations and individuals alike to call on world leaders to support the goal, an important step in advance of international discussions leading up to a meeting of the parties to the Convention on Biological Diversity (COP15), recently delayed until 2022.

Many organizers from a wide array of organizations, such as schools, clubs, aquariums, and zoos, joined in promoting the Conservation Action Focus, resulting in significant engagement around 30x30, both in-person and especially online.



The messaging and imagery provided as part of a social media toolkit proved to be particularly popular.

In fact, the GIFs created for World Ocean Day were viewed on GIPHY more than 64 million times.



**1,103** organizations from over **84** countries signed the global petition to protect at least 30% of our planet’s lands, waters, and ocean by 2030 in addition to the **41,183** individuals who signed



**SIGN THE PETITION**

# 8 June 2021

World Ocean Day provides a unique opportunity to unite and connect millions of people around the world. Hundreds of events took place in celebration of World Ocean Day in 2021. Here are some notable examples from this year:



**RECREATION**

Catch The Wave — Urban Lady Surf Festival  
Organized by Loop Surf Aalon and sponsored by iLab - China



**BUSINESSES**

Run for the Oceans  
Organized by ADIDAS X Parley for the Oceans



**ORGANIZATIONS**

The Story of Sharks - World Oceans Week Webinar Series  
Organized by Divers for Climate



**COMMUNITY**

Ocean Life with Kerala Backwaters Challenge  
Organized by Kerala Backwaters Challenge Community - India



**YOUTH-LED**

Aquaworld World Ocean Day Radio Discussions & School Outreach  
Organized by Aquaworld- Nigeria



**ZOOS, AQUARIUMS, MUSEUMS**

Virtual LIVE @ Frost Science: World Ocean Day  
Organized by Frost Science, United States

## Other examples from around the world:

The youth of Muhyiddin Scout Group in the Maldives took part in activities including Reef Check surveys, beach cleanups and learned more about Maldivian's ongoing coral nursery studies.



Maldives Whale Shark Research Programme

A community in Zanzibar, Tanzania, monitored a mangrove nursery as one way to help restore the over-harvested mangroves.



Zanzibar Environment Volunteer

Divers, surfers, sailors, and more got involved in China to increase public awareness about plastic pollution, 30x30 and more.



iLab China

In Nigeria, students of Seed College and Vanguard Academy rallied to collect discarded plastic materials within Federal University of Technology Akure.



AquaWorld in Nigeria

# 365 Days of Action

It's not just one day - it's a movement. All 365 days of the year, World Ocean Day and its growing global network inspires thousands of events and activities to celebrate our shared ocean and take action!

6

Continents

1,010+

Registered Events

1

Mission



**REGISTER YOUR EVENT**  
no matter the day or month



Dive Munda, Solomon Islands



Prodivers, Maldives



United Nations



Hans Schippers, Parley Global Cleanup Network

# Youth Leadership

**The World Ocean Day Youth Advisory Council helps lead the growth and development of World Ocean Day.**

With their fresh ideas and unique perspectives, Council members are instrumental in advancing ocean action both in June and throughout the year. From developing youth-focused resources (such as the [Biodiversity Guidebook](#) and the [Climate Resource](#)) to actively participating in international conferences, Council members put their skills, talents, and networking abilities to use - inspiring more people to get actively involved in protecting our blue planet.

**25**  
Youth Advisory  
Council members

**20**  
countries  
represented



Siobhan O'Connor

**"[Being on the Youth Advisory Council] has honestly been one of the most incredible and life-changing experiences for me, and I'd jump on it again in a heartbeat if I could! It changed my life and those around me for the better."**

- Nicola Tsiolis, Australia



**World Ocean Day Youth  
Advisory Council 2020-2021**

- |  |  |
|--|--|
| <b>Toluwanimi Olubanke</b><br>Nigeria    | <b>Muskan Lamba</b><br>India             |
| <b>Gabrielle Martineau</b><br>Canada     | <b>David Ludeke</b><br>United States     |
| <b>Éimear Stephenson</b><br>Ireland      | <b>Adam Zhou</b><br>Philippines          |
| <b>Ngolle Kingsman</b><br>Cameroon       | <b>Joana Da Rosa</b><br>Portugal         |
| <b>Natalie Ashkar</b><br>Lebanon         | <b>Ariana Wanvig-Dot</b><br>Switzerland  |
| <b>Siobhan O'Connor</b><br>New Zealand   | <b>Ruth Edma Mwizeere</b><br>Uganda      |
| <b>Maha Fier</b><br>New Zealand          | <b>Nicola Tsiolis</b><br>Australia       |
| <b>Belinda Tian-Wing Ng</b><br>Hong Kong | <b>Estefanía Aphang</b><br>Perú          |
| <b>Arya Yurdacan</b><br>Turkey           | <b>Mhairi McCann</b><br>Scotland         |
| <b>Andrea Quintero Pérez</b><br>México   | <b>Jose Marie Eslopor</b><br>Philippines |
| <b>Lela DeVine</b><br>United States      | <b>Darcie Anderson</b><br>Scotland       |
| <b>Paul Eweola Ayomide</b><br>Nigeria    | <b>Ee Jenn Lee</b><br>Malaysia           |
| <b>Lydia Rysavy</b><br>Sweden            |  |

## Youth-A-Thon

**24-hour livestream, by youth, for youth, 5 & 6 June  
51 Speakers from 25 Countries**

Youth-A-Thon provided a virtual community for young people to learn more about the ocean and conservation efforts, connect with a global network of young change-makers, and take meaningful action to protect our shared blue planet home.

**WATCH ALL 24 SESSIONS HERE**



# Social Outreach

Social media continues to be an upward driver for engagement, marketing, and advancing conservation. Every year June sees an uptick of mentions, hashtags, and petitions supporting ocean conservation of all kinds.

This year, World Ocean Day social media focused on a mix of youth organization highlights, incredible ocean videos, and the latest ocean-related news. In many instances, our posts went 'viral' - meaning the post was seen by many millions of people over a few days. Our newest goal? Keep ocean enthusiasm high from July-May.

**650m**  
estimated social impressions

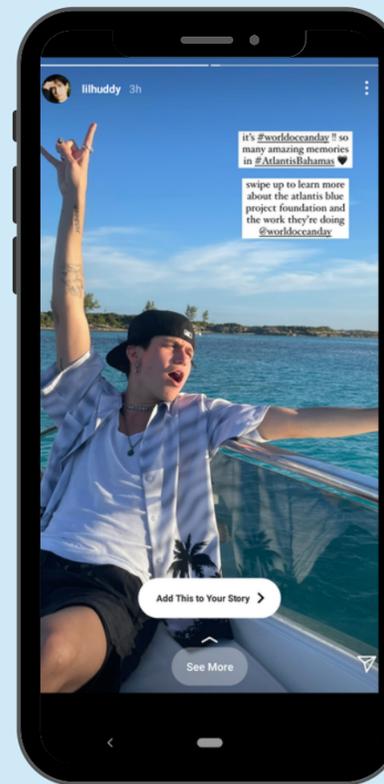
**6.2b**  
views of TikToks with #WorldOceanDay tags

**202k+**  
Total followers across all social media channels

#WorldOceanDay Hashtag Usage

Year	Usage
2018	Low
2019	Medium-Low
2020	Medium
2021	High

**\$8,100,000+**  
Advertising Value Equivalency for #WorldOceanDay content



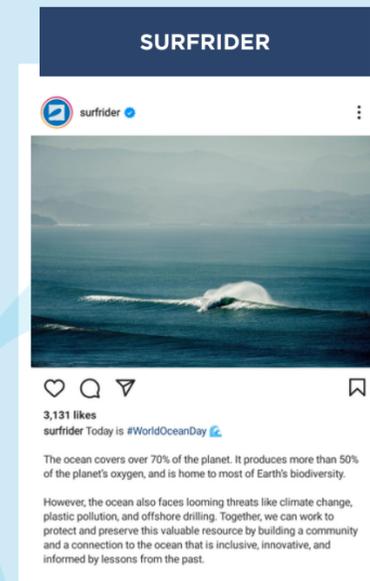
Lil Huddy showed his appreciation for the ocean to his 12 million followers. His involvement is important as a very large GenZ influencer.



Dixie D'Amelio posted about World Ocean Day using the singular version. As a megacelebrity, the use of the singular 'ocean' is especially monumental.

Posts featuring #WorldOceanDay tags reached the eyes of BILLIONS thanks to individual influencers and organizations of all sizes. Here are a few of the biggest names who mentioned #WorldOceanDay this year:

- Charli D'Amelio
- Dixie D'Amelio
- Victoria Beckham
- Leonardo DiCaprio
- 5SOS
- Angel Locsin
- NatGeo
- CGTN
- BBC
- TED
- Discovery
- United Nations

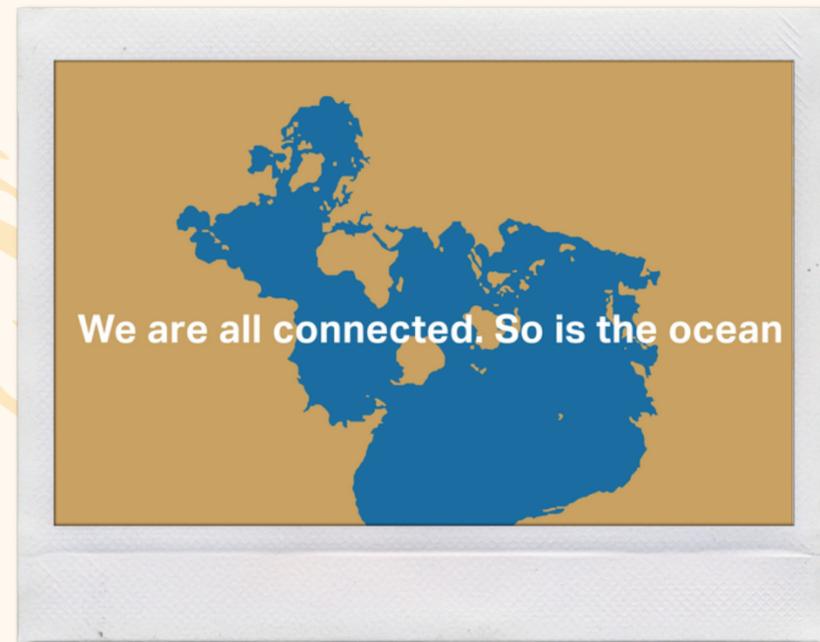


# Dropping the S

**To strongly emphasize our connectedness on this blue planet, we dropped the 'S' from World Ocean(s) Day.**

Over the past year or so, with the pandemic and with the growing threat from climate change, the world has seen how connected we all are and how important it is to work together to create a better future.

By dropping the 'S' we are re-aligning with the global ocean literacy movement, including scientists, educators, and youth worldwide. It's always been about one ocean (and one climate) that connects us all.



**MORE ON DROP THE S**



# Picture Perfect

World Ocean Day teamed up with Pexels to host a worldwide photo competition with cash prizes. This partnership helped ocean conservation by providing high-quality, free imagery for organizations to use in their activities and outreach and for the media to encourage the press to make ocean issues better publicized locally and globally.



Elianne Dipp took home first place with her epic black and white image of a whale shark in Indonesia.



Jimmy Bolt took second with a sepia surfer in Japan.



Kammeran Gonzalez-Keola was awarded with third place with a surfer in a barrel in Hawaii.

## THE CHALLENGE

To join the challenge and this mission, people shared their photos of beautiful beaches, crashing waves, epic views, marine plants and animals, people in their community helping protect the ocean, and any other imagery that shows what it means to love our blue planet.

## THE PRIZES

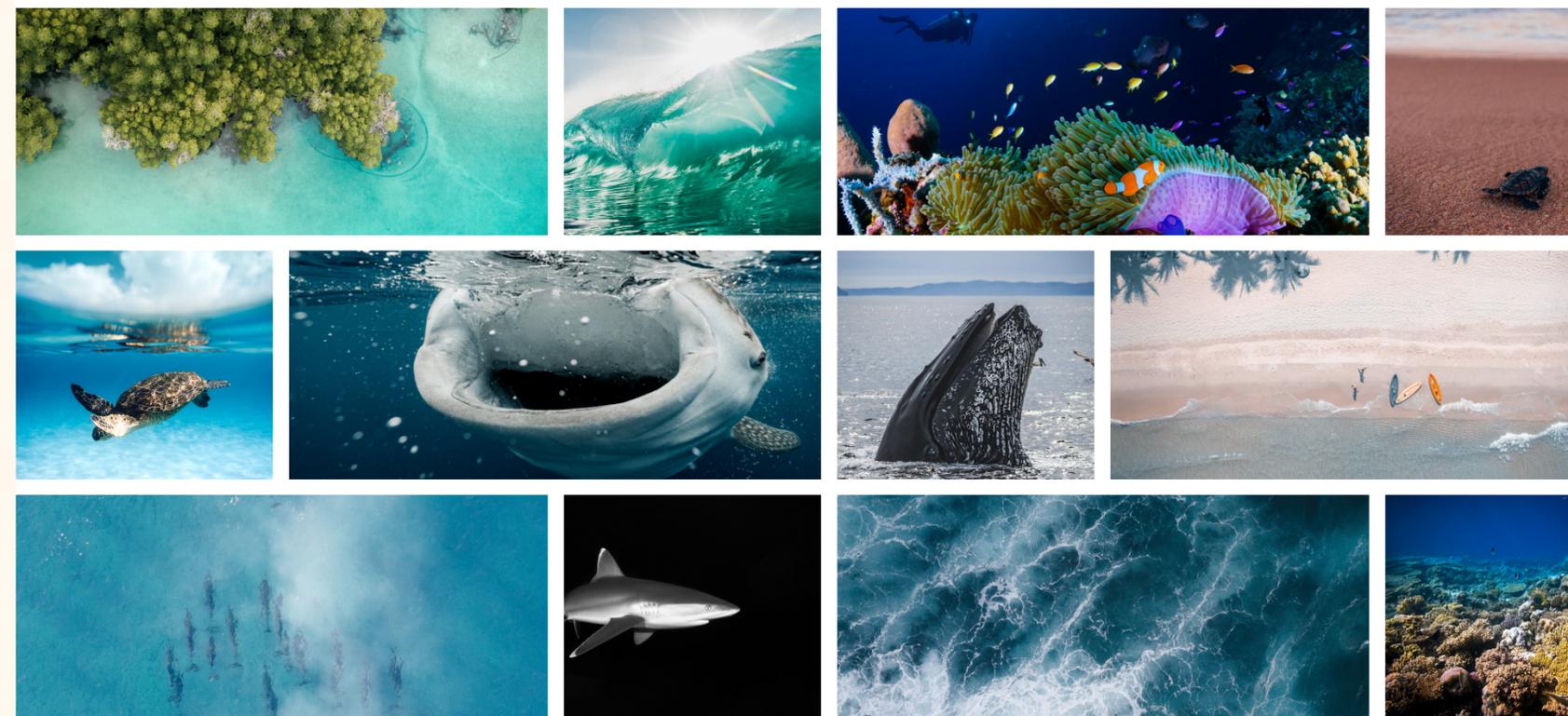
1st place : \$1,000  
2nd place : \$500  
3rd place : \$500

## THE WINNERS



## SUBMISSIONS

Over 6,000 photographers submitted their photos. Some examples below.



# Moving Forward

For 2022, World Ocean Day will develop stronger partnerships with organizations and companies in all sectors to scale our collaborative efforts for ocean and climate conservation. We will focus on growing the global movement to protect at least 30% of our lands and ocean by 2030 and further develop youth leadership and engagement worldwide. One Ocean, One Climate, One Future -- Together!



## SOCIAL MEDIA GROWTH

World Ocean Day will be increasing the cadence of posts, video postings, and interactions with partners and fans. The next big move will be into the TikTok-verse and further targeting GenZ-ers.



## YOUTH ADVISORY COUNCIL FOR 2022

Throughout July and August, hundreds of young people from dozens of countries submitted impressive applications (including an Olympian) to join the Council! We are excited to welcome a new cohort of 25 youth leaders for 2022! Announced soon.



## CUSTOMIZED PARTNERSHIP OPPORTUNITIES

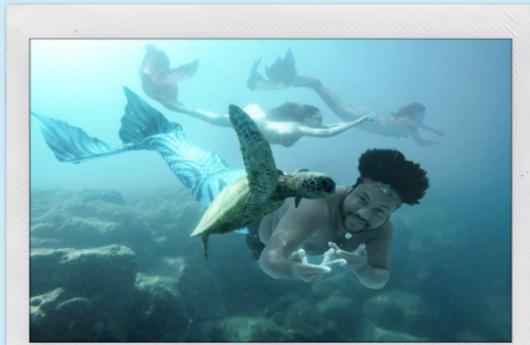
With an ever-growing network of youth, change-makers, organizations, and ocean-lovers, there is a unique opportunity to expand partnerships with leaders who share our passion and purpose to protect the ocean and create a more sustainable society.

[SUBSCRIBE FOR UPDATES](#)

[BECOME A SUPPORTER](#)



Billion Oyster Project - NY, USA



Fins Magazine and CILC host Live Mermaids Around The World - Worldwide, Virtual



Bander Beyla's Ceenaad Fishing Cooperative Beach Cleanup - Bandarbeyla, Somalia



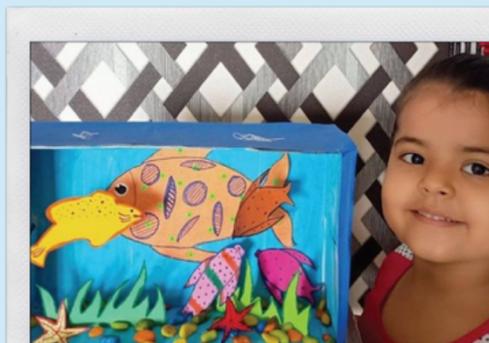
Serangan Melasti Beach Cleanup - Bali, Indonesia



Les Pirates du Plastique hosts Sea Plastics and Wings of the Ocean - Calanques National Park, France



InterContinental Bora Bora Le Moana Resort Coral Conference - Bora-Bora, French Polynesia



RBK Hanumant High School Art Competition Gujarat, India



Pearl Protectors PADI class Sri Lanka

An underwater scene illustration. In the top left, a diver in a yellow and blue suit is visible. In the top right, a large white whale swims. A pink jellyfish is positioned above the main text. The background is a gradient of blue with various fish and bubbles scattered throughout.

**Thank you!**

**to our partners & supporters**

**WorldOceanDay.org**



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