



World  
Ocean  
Day

# 2023 Event Planning Toolkit

In-person  
& virtual events

For anywhere  
in the world!

Free to use!

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

8 June

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[Logos, posters, toolkits and more!](#)



# World Ocean Day 2023

World Ocean Day provides a unique opportunity for a wide array of organizations, schools, businesses, and communities to honor and celebrate the ocean that connects us all! By uniting together, and with a special emphasis on engaging and connecting youth, we can significantly increase awareness and action, and generate the political will needed to create a healthier ocean, stabilize our climate and ensure a better future for all.

Whether you live on the coast or far inland, we all need a healthy ocean to survive and thrive. The ocean generates most of the oxygen we breathe, helps feed us, cleans the water we drink, and regulates our climate. By protecting our ocean, we also protect our climate, and our future. Recently, world leaders committed to protect 30% of our lands, waters, and ocean by 2030, also known as “30x30.” To ensure our nations’ leaders follow through on this commitment, there will need to be a strong show of support, and you can help!

## THANK YOU

to World Ocean Day signers, supporters and partners for their contributions to the global commitment to 30x30.

This victory is proof that collective action from many can help protect our ocean.

**#30x30**

Now, our global leaders need to follow through!

More support for local conservation efforts is necessary to meet the 30x30 goal.

In consultation with the World Ocean Day Youth Advisory Council, World Ocean Day 2023 is centered on expanding awareness and generating continued public support to meet the goal of protecting 30% of our blue planet by 2030:

### SHARE WHY YOU WANT TO PROTECT OUR LANDS, WATERS, AND OCEAN!

This toolkit will help you plan your World Ocean Day activities and events - whether large or small, in-person or online. It provides ideas, suggestions, tips, and tools so you can plan out your own unique event or activity to protect our ocean and climate!

Look out for our NEW Action Guide resources with additional information on how to easily incorporate an advocacy action for 30x30 into your World Ocean Day plans.

#### You can get started right now:

- Sign up to express your interest in planning your own event!
- List your event on the World Ocean Day Events Calendar & World Map!
- Subscribe to the World Ocean Day email list to receive a monthly update!

**Take  
Action!**

# Conservation Action Focus

Protect at least 30% of our lands, waters, and ocean by 2030 to create a healthy ocean with abundant wildlife and stabilize the climate

By supporting 30x30, we can protect our planet's life support systems – our ocean, climate, and biodiversity. With your help, and the efforts of thousands of other organizations worldwide, we will help grow the global movement by spreading awareness and gathering public support.

Share why you think its important to protect our lands, waters, and oceans!

## The Problem

Currently, less than 17% of land worldwide and less than 8% of the ocean is protected.

## The Opportunity

World leaders recently made a global commitment to meeting the 30x30 goal - now it's time to make sure they follow through on their commitment!

## The Solution

Countries around the globe can implement policies to ensure that more nature is protected. Whether protecting land, waters, or ocean - every country can play its part to reach the 30x30 goal.

## WHAT YOU CAN DO TO HELP:

Include the 30x30 Conservation Action Focus in your World Ocean Day plans!

Share why you think it is important for our global leaders to protect at least 30% of our lands, waters, and ocean by 2030 to create a healthy ocean.



# Event Guidance

Already, people are planning thousands of celebrations, activities, and actions around the world. Organizers are planning in-person and virtual events for their community. Ideas for events are limitless and whatever you do, you can make an impact, especially if you integrate the 30x30 Conservation Action Focus.

Ask your event attendees to share why protecting 30x30 is important to them. This will help everyone feel more empowered and connected to a global community acting for our shared ocean in June and year-round. Find additional guidance and resources on the World Ocean Day website.

**To help your celebrations, activities, and other events be even more impactful, we recommend the following tips:**

- Keep it fun, positive, and solutions-focused with ways for everyone to help.
- Include youth (teens and young adults) in a variety of ways, such as having them help plan activities or including youth-oriented educational activities.
- Partner with others in your community, including youth-oriented organizations, schools, your local aquarium or zoo, or like-minded businesses.
- Invite your local media outlets to amplify your event through radio, television, newspaper, and social media coverage.
- Take photographs and share them on social media to further amplify your efforts. Tag #WorldOceanDay so the organization can help share too!
- Use the World Ocean Day logo for free (download here!) to connect your community efforts to the united global efforts to protect our blue planet.
- Submit your event or activities to the world on the Events Calendar and World Map on the WorldOceanDay.org website so it can be promoted to the world.



# Event Ideas

In Person

## Coordinate Entertainment

- Invite local musicians to play, host a dance (to ocean-themed music), or put on a short theater or improv performance with an ocean conservation message.
- Host an ocean-related film screening with movies, cartoons or documentaries, invite the creators of the film for a question-and-answer session about ocean conservation.

## Create Activity Stations

- Plan a festival or set up a space for ocean-themed activities at an existing festival. Set up a workstation for people of all ages to learn more about the ocean and 30x30 while creating ocean art with paint, chalk, discarded plastics, and more!
- Set up simple ocean science experiments for demonstrations or as an activity.

## Develop Interactive Presentations

- Have a touch tank with ocean creatures or, if you are close to the ocean, host guided coastal tours or sustainable fishing demonstrations.
- Sponsor a sustainable seafood event by inviting local chefs to give demonstrations and food tastings, check online for 'sustainable seafood chefs' in your area.



## Host Readings/Book Signings

- Work with authors who have written about the ocean and conservation, contact your local bookstore to co-host an event or plan your own book reading with a local school or library.

## Organize a Coastal or Inland Cleanup

- Host a community, beach, river, wetland, or underwater cleanup.
- Contact local outdoor and ocean recreational shops to help organize and spread the word. Recruit volunteers through social media, news outlets, or local youth groups.

## Create a Mural

- Create a mural in a public place in honor of the ocean. Invite a group of local artists to paint a public wall or the wall of a local business (TIP: obtain permission!).
- Along with paint, consider using collected materials like glass or even pieces of recovered plastic and trash to reduce litter and show solutions to ocean pollution.

# Event Ideas

Online

## Continued

### Host a Guest Lecturer/ Webinar

- Sponsor a public lecture about the ocean by an environmental leader, educator, or scientist. Focus the lecture topic around the 30x30 Conservation Action Focus.
- Invite local youth leaders to join your webinar to share why the care about protecting our ocean and climate and explain what they are doing to protect our blue planet.

### Go LIVE

- Have a livestream for your followers on social media! Set up a 360 video of the inside of an exhibit at a museum, aquarium, zoo, or at the beach; or give an online tour of whatever you are doing for World Ocean Day.

### Offer Prizes and Raffles

- Set up an online raffle or drawing to spread awareness and generate participation on social media (TIP: check rules and regulations related to raffles). Hand out ocean-themed prizes such as kayaking rental passes, tickets to your local aquarium, ocean conservation apparel, or a sustainable and locally-sourced dinner.



### Host a Fundraiser

- Create an online fundraiser for ocean protection and spread the word on social media!
- Include fundraising benchmarks or goals and provide updates on the progress leading up to 8 June to encourage involvement. Spread the word to friends, family, and colleagues.

### Launch a Competition

- Create a virtual photography, video, art, or TikTok competition and use social media to ask your followers to vote for their favorite submission.
- Make 30x30 the theme of the competition and showcase marine protected areas or other protected natural places in your community.

"We have salt in our blood, in our sweat, in our tears. We are tied to the ocean."

- John F. Kennedy 1962

# Event Registration Guidance

## How to List Your Event:

To submit your event to the World Ocean Day database, visit the [‘list your event’ page](#). After you complete the form on the website with as much information as possible, the submission will be reviewed. You will receive an email confirmation when your event is approved and it will appear on the [Events Calendar and World Map](#) on the World Ocean Day website.

Follow & Tag  
World Ocean Day



## Benefits of Listing Your Event:

### Free promotion:

The [Events Calendar and World Map](#) on the World Ocean Day website is a way to share your activities with others in your community and around the world. For additional promotion, share your event plans on social media and tag World Ocean Day! We will promote your event through the World Ocean Day social media platforms.

### Increase participation:

When you include a way for people to RSVP, register, or sign-up for more information in your event listing, you can increase the number of people who participate in your activities.

### Receive resources and support:

When you submit your event, you'll be added to the World Ocean Day network email list and will receive the latest information and resources to help you plan and promote your event.

*Submit your event or activity [here!](#)*

### SUBMITTING YOUR EVENT INCLUDES:

- Event title and description
- Event time and date
- Link to website/social media posting
- Uploading an image for your event
- Your contact information
- The affiliated group
- Specific address (for placement on the world map)

### CHECKLIST:

Is your event or activity...

- Taking place virtually
- Taking place in person
- Open to the public
- Youth-oriented
- Incorporating the 30x30 advocacy ask

# Amplification Opportunities

Be sure to follow @WorldOceanDay on social media platforms to stay informed about World Ocean Day and other opportunities to celebrate and take action for our blue planet. We post year-round! Look out for a big social media push beginning in May and throughout June when most activities will take place!

Share your events with 240,000+ followers!

We are always happy to repost and share activities from around the world! The best way to get your posts shared is to tag or DM @WorldOceanDay directly to ask for amplification of your efforts. Remember to use the recommended hashtags below!

To coordinate in-kind social amplification contact the World Ocean Day Community Engagement Manager:

*Kate Sutter - [ksutter@worldoceanday.org](mailto:ksutter@worldoceanday.org)*

## HASHTAGS TO USE:



### **#WorldOceanDay**

Use this hashtag in all of your posts leading up to and related to World Ocean Day!



### **#30x30**

Use this hashtag in your posts promoting the global 30x30 movement.



### **#OceanClimateAction**

Use this hashtag in your posts about the ocean-climate connection and climate change!

# Sample Social Media Posts

Customize these sample social media posts and use them across various social platforms as a way to promote your event and advance the 30x30 movement!

Check out the [WorldOceanDay.org](http://WorldOceanDay.org) [social media resources page](#) for the latest sample graphics and posts. For high quality ocean photos that are freely available for commercial and noncommercial use, check out [Pexels!](#)

## EMPHASIZE 30X30:

#DYK only 8% of our ocean is currently protected, yet scientists say we need to safeguard at least 30%? This #WorldOceanDay help @[your organization] grow the global movement to protect #30x30:  
<http://WorldOceanDay.org/30x30>

Just like national parks help protect ecosystems on land, #MPAs help safeguard ecosystems in the ocean. For #WorldOceanDay join @[your organization] to protect at least 30% of our lands, waters, and ocean by 2030. [WorldOceanDay.org/30x30](http://WorldOceanDay.org/30x30) #OceanClimateAction #30x30

This #WorldOceanDay, join @[your organization] and people around the world by taking action to protect 30% of our lands, waters, and ocean by 2030. One Ocean, One Climate, One Future - Together!  
[WorldOceanDay.org/30x30](http://WorldOceanDay.org/30x30)  
#OceanClimateAction #30x30



Recently, world leaders committed to protecting 30% of our planet by 2030 - now they need to follow through! This #WorldOceanDay join @[your organization] in protecting at least 30% of our lands, waters, and ocean by 2030.  
[WorldOceanDay.org/30x30](http://WorldOceanDay.org/30x30)  
#OceanClimateAction #30x30

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# Sample Social Media Posts

Continued

## EMPHASIZE THE OCEAN-CLIMATE CONNECTION:

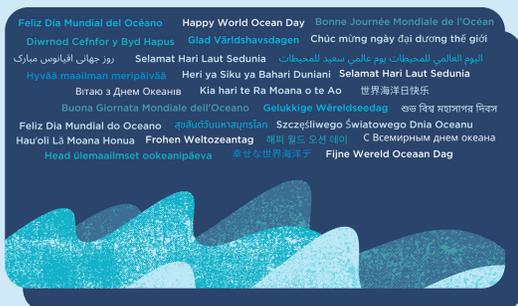
A healthy ocean is a critical part of the solution to #climatechange and the environmental crises we face. By supporting #30x30, we can protect our planet's life support systems! For #WorldOceanDay join @[your organization] to protect at least 30% of our lands, waters, and ocean by 2030. [WorldOceanDay.org/30x30](https://WorldOceanDay.org/30x30) #OceanClimateAction #30x30



## CONNECT BACK TO PEOPLE:

Saving nature saves humans too! We must protect the places on land and in the ocean that are essential to our health and well being. This #WorldOceanDay join @[your organization] to protect at least 30% of our lands, waters, and ocean by 2030. [WorldOceanDay.org/30x30](https://WorldOceanDay.org/30x30) #OceanClimateAction #30x30

No matter where you live, you can help protect the ocean by protecting more nature right in your own community! Get ready for #WorldOceanDay by joining with @[your organization] to protect at least 30% of our lands, waters, and ocean by 2030. [WorldOceanDay.org/30x30](https://WorldOceanDay.org/30x30) #OceanClimateAction #30x30



## Tips:

- Coordinate these posts with posts publicizing your World Ocean Day event or activity
- Include a registration link to your event
- Make these posts your own by tagging other partners and including the name of a local area that needs more protection

# Messaging Guidance for 30x30

## DO:

## DON'T:

### Include an ask for attendees

Including a conservation-related ask (30x30 for example) helps the ocean and improves the experience of your audience.

### Emphasize the solution and stay focused on the positive

People respond well to a positive message that specifically invites them to be part of the solution.

### Highlight specific animals and particular places

People can easily connect with the idea of helping a specific animal or place. You can help them connect that feeling to why advocating for the 30x30 goal and the ocean is important.

### Emphasize popular support

Sharing the recent victory for 30x30 proves that it is a popular solution and will inspire more support from people.

### Do engage younger audiences

Research shows that people in their teens and twenties tend to be more interested, engaged and likely to take action.

### Speak to the potential for global impact

The 30x30 goal has the potential to bring solutions to scale. Share the progress to date and the need for follow-through on the 30x30 commitment made at COP15.

### Assume familiarity with marine protected areas (MPA)

Describing how special places in our ocean can be protected just like land is protected in a national park helps explain "MPA".

### Expect people to know ocean conservation and climate change are connected

Emphasize and explain the interconnectedness between a healthy ocean and a healthy climate whenever possible.

### Overwhelm people with information on the process

Most people are unlikely to be concerned about the specifics of the processes or plans for 30x30. Keep it simple!

### Exclude people from the vision of the future

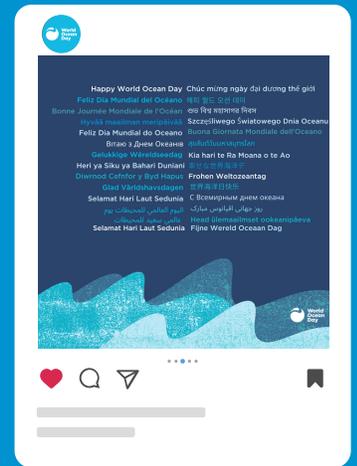
While you talk about how protected places will be closed to destructive activities, be sure to emphasize that they can remain open for people's enjoyment like ecotourism and recreation.

These tips are based on more than 20 years of research and shared experiences and includes a specific emphasis on communication about 30x30. Utilize these guidelines in your outreach on your website, social media, and during events!

# Resources

All resources are completely free and available to use, whether on your website, over social media or in person. [Explore the complete collection of resources](#) on the World Ocean Day website.

## SOCIAL MEDIA GRAPHICS



Look out for the [latest social media graphics](#) and the 2023 social media toolkit in May!

## SOCIAL MEDIA TOOLKIT

**Social Media Toolkit**

World Ocean Day

One Ocean, One Climate, One Future - Together

Protect #30x30

8 June

**3 Steps for You**

Sign the petition [WorldOceanDay.org/30x30](https://WorldOceanDay.org/30x30)

Share on social

Tag for visibility @WorldOceanDay #OceanClimateAction #30x30

## GIFS



Find many more on the [World Ocean Day GIPHY account](#).

# Resources

Continued

## LOGO



The World Ocean Day logo is free to use on your promotional materials!

See the brand guidelines to help you promote your ocean and climate protection efforts on 8 June and year-round.

## EVENT POSTERS & BANNERS



Posters and banners, multi-lingual and animals, add your own logo to any design!



## SUSTAINABLE MERCHANDISE

Add your own logo to any product and order for volunteers!



# Thank you!

## Further questions?

Check out the [Frequently Asked Questions page](#) or  
email Kate Sutter, Community Engagement Lead:  
[ksutter@worldoceanday.org](mailto:ksutter@worldoceanday.org)



**World  
Ocean  
Day**

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



**The Ocean Project**

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