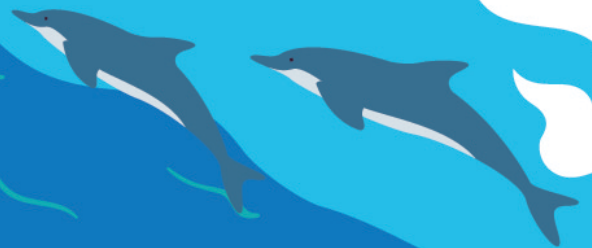




**World
Ocean
Day**

2022 Annual Report



One Ocean, One Climate, One Future - Together

We all need a healthy ocean to survive and thrive. As one of our greatest public resources, the ocean belongs to all of us, no matter where we live.

Together, we can take action for our shared ocean, conserving its biodiversity, stabilizing the climate, and ensuring a healthy future for all.

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About



8 June

World Ocean Day provides a unique opportunity to connect and unite millions of people around the world to celebrate and take collective action for our blue planet. Learn more [here](#).

Powered by the Youth Advisory Council

Youth are not only the powerful leaders of tomorrow, but also of today. In 2016, the World Ocean Day Youth Advisory Council was formed to ensure that young people help shape the growth and development of World Ocean Day and effectively generate conservation action for our ocean. The 2022 Council was comprised of 25 young people, ages 16-23, from 22 countries around the world.

Learn more [here](#).

THE 2022 WORLD OCEAN DAY YOUTH ADVISORY COUNCIL



World Ocean Day 2022

Growing the global wave for action

For 20 years The Ocean Project has globally coordinated World Ocean Day as a time to unite and rally the world on and around 8 June, to take personal, community, and societal action on behalf of our blue planet! Thanks to youth leadership and the involvement of a growing network of thousands of organizations from all sectors, World Ocean Day 2022 involved millions of people in over 140 countries.

By the numbers

15,000+

events and activities

10,000+

organizations and businesses involved

40%

of registered events were youth-oriented

220,000+

organizational leaders and ocean advocates regularly receiving information and updates

6.9 million

impressions from all World Ocean Day social media channels

3.4 billion

hashtag views on TikTok

\$15.3 million

advertising equivalency value for the ocean in June

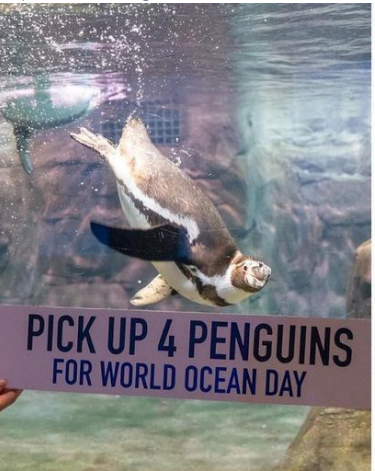
Frost Science Center, USA



Gambia Ocean Heroes, Gambia



Aquarium of Niagara, Canada



Prodivers Maldives, Maldives



Two Oceans Aquarium, South Africa



Joeten Kiyu Public Library, Saipan



Conservation Action Focus

For the third consecutive year, the Conservation Action Focus for World Ocean Day focused on raising awareness and showing support for protecting at least 30% of the planet’s lands, waters, and ocean by 2030 (“30x30”).

Working in collaboration with the Campaign for Nature, the collective efforts of World Ocean Day event organizers have generated over 70,000 individual petition signatures from 120 countries and an endorsement of support for 30x30 from over 1,100 organizations.

Why do you want your nation’s leaders to protect our blue planet?

“ Our planet’s land and oceans are both fundamental to our survival and it is our leaders’ responsibility to ensure our ecosystems are protected and sustained. ”

- Veruna, South Africa

“ Indonesia is one of the most beautiful places with an abundant and diverse ecosystem. The ocean is home to many species, and integral for tourism and income for many families. ”

- Irene, Indonesia

“ As a diver who has been all over the world, I see how much of a difference it makes when more ocean is protected. ”

- Nicholas, Malta

“ We need to protect the marine environment and water resources to create a good living environment for our children and grandchildren. ”

- 林 Lín, China

Worldwide Celebrations

Over 15,000 events and actions in over 140 countries

See the full list of events at www.WorldOceanDay.org.



Youth Emphasis

Over the past two decades, there has been a steady increase in the percentage of World Ocean Day activities that involve youth. This year, more than 40% of all registered World Ocean Day activities and events were led by youth or focused on engaging youth. The World Ocean Day Youth Advisory Council helps engage and inspire youth and others from all parts of our blue planet, and together, youth are helping lead the charge for a healthier ocean and a stable climate. Learn more about our youth initiative [here](#).



Girl Guiding Cornwall, UK



Peace Boat, Japan



iLab, China



World Ocean Day, Philippines



MASON Pattaya, Thailand

Leadership & Advocacy Training

The World Ocean Day Youth Advisory Council receives professional virtual training from advisors, scientists, and advocates annually. The courses are designed to help Council members develop their leadership skills, enhance their impact, and connect with other youth leaders from around the world.

In the year ahead, in an effort to support and enhance youth-led conservation action efforts, we will make similar training opportunities available for youth worldwide.



Youth Advisory Council Member Paul Ayomide, Aquaworld, Nigeria



American Corner Gambia, Gambia



Young People's Theater, Australia

"As a Council member, I forged new partnerships and coordinated efforts to aid in the conservation of the marine ecosystems of Suriname at the local, regional, and national level. The World Ocean Day advisors were ready to point me and the other Council members in the right direction to increase our effectiveness."

-Matai Zamuël, 17 years old, Suriname

Event Highlights

Thousands of events across all sectors

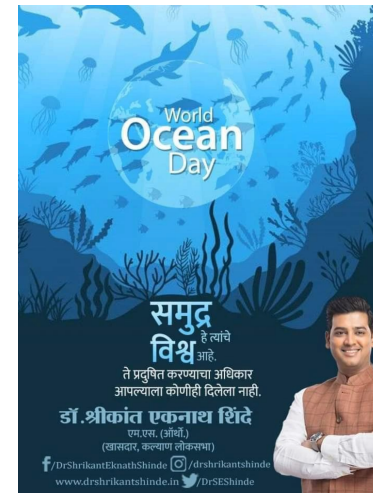
Leaders from NGOs, schools, zoos, aquariums, museums, libraries, businesses, the recreational sector, and others from civil society came together to celebrate our one shared ocean on and around 8 June, World Ocean Day.

Through its activities throughout the year, The Ocean Project supports World Ocean Day organizers by providing resources and tools, publicizing activities to our broad-reaching network of networks around the globe, and encouraging organizers to incorporate conservation action into their fun, educational, and creative activities.

This year, over 15,000 events and activities were coordinated by over 10,000 event organizers from all sectors. Browse this year's events [here](#).



Youth Advisory Council Member
Marina Castello Rigo / Medgardens. Spain



Dr. Shrikant Eknath Shinde, India



Turkish Diver Club, Turkey



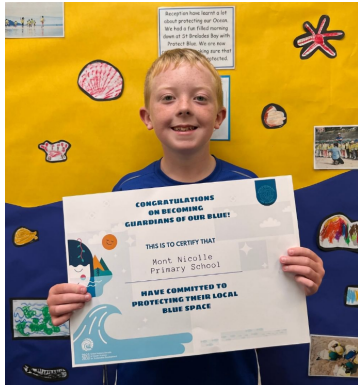
Octonauts, UK/Canada



West Marine, USA



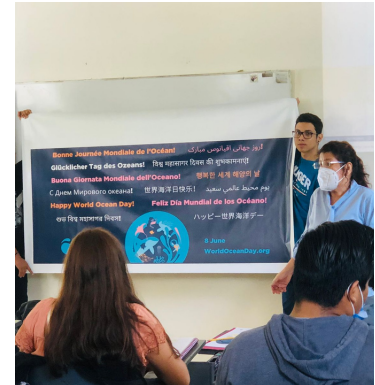
Hilton Garden Inn
Jakarta Taman Palem, Indonesia



Mont Nicole Primary School, UK



Youth Advisory Council Member
Nathany Herrera, Brazil



Universidad Estatal Península de Santa Elena, Ecuador



WORLD OCEAN DAY
ANNUAL EVENT HIGHLIGHTS SUSTAINABLE PROTECTION OF OUR WATERS

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EuroNews



Kirshia Govender, South Africa

More Event Highlights



Seven Eleven Scholastic School, India



SUNANA - DJ duo, UK



The Residence, Maldives



United Nations Headquarters, USA



Philippines Coast Guard, Philippines



National Environment and Planning Agency, Jamaica



Kids Librarian, Australia



Marine Savers, Indian Ocean



Project Rescue Ocean Polynésie, Tahiti



Campaign.com, USA



The Division of Coastal Resources Management, Saipan



Sea Shepherd, USA



MBRC The Ocean, Tanzania



Animal Liberation Wave, Korea



Youth Advisory Council Member
Shanjeevan Amalanathan, Sri Lanka



Mark Fitzgibbon, Australia

Social Media Engagement

Enhancing conservation impact online

Social media continues to be an upward driver for engagement, marketing, and advancing ocean policies and societal change. Every year there is an increased volume of conservation-themed content during June and especially on and around World Ocean Day.

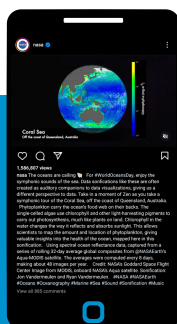
This year, ocean advocates from around the world generated at least 6.9 million impressions from all World Ocean Day social media channels and #WorldOceanDay was viewed 3.4 billion times on TikTok alone.

#OceanSmackdown drives petition engagement

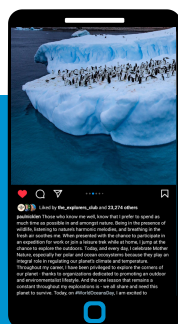
In the month leading up to 8 June, World Ocean Day celebrators engaged in a bracket-style competition between the world's most beloved ocean creatures. Ocean advocates who voted for their favorite sea creature online also signed the 30x30 petition and shared it with their personal and professional networks, generating over 5,000 signatures in just eight days!



Mark Ruffalo
20m followers



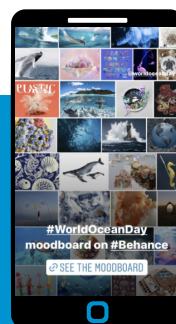
NASA
79m followers



Paul Nicklen
7m followers



Parineeti Chopra
39m followers



Behance
2m followers



Atlantis, Bahamas



Armin van Buren, Holland



Future Games of London and Ubisoft

Posts featuring #WorldOceanDay tags reached the eyes of billions, thanks to individual influencers and organizations of all sizes.

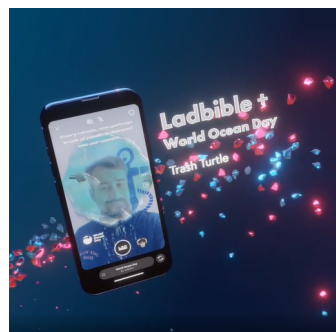
New 2022 Creative Partners

Bē

Adobe's Behance partnered with World Ocean Day on a blog post, "moodboard", and collaborative instagram post.



Denis Pissarovsky on Behance



LADBible, UK

LAD BIBLE

The massive media platform released a co-branded augmented reality Instagram filter to highlight marine pollution.

Stay Engaged



Publicize your events year-round

Together, we can restore our ocean and our climate by celebrating and taking action for our blue planet on and around World Ocean Day, 8 June, and throughout the year!

Submit any conservation-related event or activity you have planned and we will post it on the world map and events calendar. Submit here: WorldOceanDay.org.

[Subscribe](#) to the World Ocean Day newsletter to stay updated on resources and tips for you and your organization.



Two Oceans Aquarium, South Africa

Support ocean conservation online

Follow World Ocean Day, message or tag World Ocean Day in your conservation-related posts, and share your efforts and the efforts of ocean advocates around the globe:



Reminder: drop the 's'

Last year, we dropped the 's' from World Ocean(s) Day to strongly emphasize our connectedness on this blue planet and align with the growing global ocean literacy movement which includes scientists, educators, and youth worldwide.

You can support this global effort by 'dropping the s' in your communications. [Learn more here](#).



Grow the global youth movement

Check out the [map of youth organizations](#) worldwide to learn about and engage with youth organizations working to protect our one shared ocean and climate.

Subscribe to the monthly Rising Blue Network Newsletter [here](#) to stay updated on opportunities to get involved with youth-oriented conservation efforts.



SeaSmart, Canada

Thank You World Ocean Day 2022 Supporters



Become a supporter for World Ocean Day 2023!
[Email us](#) to learn more.



For 20 years The Ocean Project has globally coordinated World Ocean Day as a time to unite and rally the world to take action on behalf of our blue planet.

Get in touch

Bill Mott

bmott@theoceanproject.org