

At strategic times throughout the year, The Ocean Project provides guidance to encourage young conservation leaders from around the world to advance ocean and climate conservation action. These engagement opportunities are a way for you to take conservation action and raise awareness among your networks about ways to get involved to scale the impact of your action. This resource is meant to be a guide - we encourage you to personalize or adjust as you wish and get as creative as you can to encourage conservation action!

Background

World leaders will be making important decisions about the future of our planet in December at the United Nations Biodiversity Conference (COP15). Leading scientists worldwide have determined that we need to protect at least 30% of our lands, waters and ocean by 2030 (30x30) and that a healthy ocean is a critical part of the solution to the climate and biodiversity crises. Currently, less than 17% of land and 8% of the ocean worldwide is protected. The good news is, due to the efforts of the growing global 30x30 movement, including those involved in the World Ocean Day network, more than 100 countries have already committed to 30x30.

While many countries have already endorsed the goal of 30x30, we need all nations to commit to ambitious conservation action at the upcoming UN Biodiversity Conference and follow through by implementing the actions needed to reach the 30x30 goals. With your help, and by working with youth and organizational leaders worldwide, together we will continue to grow the global movement to protect at least 30% of our blue planet by 2030 and safeguard our future!

Key messaging tips:

It's important that your nation's leaders for the UN Biodiversity Conference hear from people directly and publicly. That's why this action involves contacting your country's leaders directly via social media. Follow these messaging tips to find contact information for your country's leaders so you can post a message or video on social media using the sample language and tag your leaders. We also encourage you to email a letter to express why you support 30x30 directly to your leaders! Follow these tips for more support:

- Most likely, your country's leaders have already committed to 30x30 ([check here](#)), in which case, use the "general support" language on the second page of this guide. Countries that are "champions" for 30x30 are listed on [this list](#).
- IMPORTANT! There are 6 target countries that have not yet committed to 30x30 but could do so if pressured: Argentina, Indonesia, Brazil, China, South Africa and Malaysia. If you are associated with one of these countries, [find the twitter handles for your country's leaders on this list](#) and be sure to act!
 - Use the sample language on the second page based on whether your country is listed under "need convincing" or "unsure".
- Use these hashtags: #30x30 or #Protect30x30 in any social media posts
- Tag @worldoceanday (@worldoceansday on twitter) so we can amplify your engagement!
- If you have not yet signed the World Ocean Day 30x30 petition, [sign it here!](#)



Suggested action:

Small time commitment (publicize) - 10 minutes

Post on social media with the sample language below and [these graphics](#).

- Country is listed under “Champions” on the [target list](#)
 - Thank you ([insert social handles](#)) for leading the way on a global deal to protect at least 30% of the planet by 2030! Your ambitious action supports our communities, our economy, and a bright future for people and nature. #30x30 @worldoceanday
- General support post (any countries not on the [target list](#) AND committed to 30x30 - [check here](#))
 - One million species are threatened with extinction. Ours could be next. Join me as I call on world leaders attending #COP15 to support protecting at least 30% of the planet by 2030 while respecting the rights of Indigenous Peoples. #30x30 @worldoceanday
- Country is listed under “unsure” on the [target list](#)
 - At #COP15, our jobs, our communities, and our economy is on the line. ([Insert social handles](#)) must take bold, ambitious action to protect at least 30% of the planet by 2030 and secure the rights of Indigenous peoples and local communities. #30x30 @worldoceanday
- Country is listed under “need convincing” on the [target list](#)
 - ([Insert name of leader here](#)) isn't sure about committing (insert country) to the #30x30 goal – a movement to protect at least 30% of the planet by 2030, but I am! Join me in demanding that ([insert social handles](#)) take bold, ambitious action to protect at least 30% of the planet and secure the rights of Indigenous peoples and local communities at #COP15. @worldoceanday

Medium time commitment (record and post a 30-second video) - 1-2 hours

Read [this letter](#) from the Youth Advisory Council members to help develop your own messaging for these actions:

- First, draft and record a 30 sec-1 min video reel of you 1) explaining what COP15 is; 2) sharing why it matters to you that leaders take action; and 3) asking your leaders to support a global commitment to 30x30 and follow-through on their commitment. Post the video on your social media platforms with the messaging points above.
- Second, email a letter directly to your nation's UN leaders with a similar message. Use [this additional guide](#) to find your country's contact information.

Larger time commitment (organize others to publicize/take action) - 2-3 hours

Do all of the asks above and then ask 5 friends or other leaders of organizations to take action as well!

- You can use this sample language when you reach out to ask your friends and network:
 - "Hi! You may know that our world leaders are deciding on whether to protect 30% of our blue planet by 2030 at the upcoming United Nations Biodiversity Conference #COP15 in December. Would you be willing to show your support for a global commitment to 30x30 by posting about it? I can send you an action guide with tips and sample language!"

Additional Resources:

- [What is COP15 and why does it matter for all life on Earth](#), from The Guardian
- [Campaign for Nature latest news, 112 countries committed to 30x30.](#)
- All sessions at COP15 will be [streamed live](#) and here is [the schedule](#).
- Find more info on 30x30 here [WorldOceanDay.org/30x30](#) and here [TheOceanProject.org/30x30](#)
- Read the Youth Advisory Council's [Letter to National Leaders](#) encouraging action on 30x30

For 20 years, [The Ocean Project](#) has globally coordinated World Ocean Day as an opportunity to unite and rally the world on 8 June, and throughout the year, to take personal, community, and societal action on behalf of our blue planet. It is powered by the Youth Advisory Council, this year comprised of 26 young people from 20 diverse countries.

One Ocean, One Climate, One Future – Together!

[WorldOceanDay.org](#)