



# Action Guide for event organizers!

**30x30**  
World Ocean Day

8 June 2023 and beyond

At strategic times throughout the year, The Ocean Project provides guidance to encourage young leaders and others from around the world to take action for a healthy ocean and a stable climate. This resource is a guide that event organizers and individuals can share with their networks. Feel free to customize it and get as creative as you can to encourage individual and collective action!

## Get involved for World Ocean Day 2023!

However you choose to celebrate, you can make a big impact by incorporating an action. Find more event planning ideas [here](#) and read on for additional tips and ideas!

## Background

Leading scientists worldwide have determined a healthy ocean is a critical part of the solution to the climate and biodiversity crises, and that protecting at least 30% of our lands, waters, and ocean by 2030 (30x30) is necessary to give the planet a chance to recover and protect millions of species from extinction.

By supporting 30x30, together we can protect our planet's life support systems – specifically the interconnected issues of ocean, climate, and biodiversity. Currently, less than 17% of land and 8% of the ocean worldwide is protected.

The good news is that due to the efforts of the global 30x30 movement, we have two major victories to build off with High Seas Treaty and UN Biodiversity Conference commitments to 30x30. With your help as part of a growing network of youth and organizational leaders worldwide, together we will strengthen the global 30x30 movement and safeguard our future.

## The Time for Action is Now!

The year ahead will be a critical time for our blue planet. Together we can make sure that our national leaders follow through on their commitments and ensure that at least 30% of lands, waters, and ocean get protected by 2030.

There are a variety of ways that you can help!

Use this Action Guide to help you incorporate an action into your World Ocean Day event plans (no matter what type of event it is) and generate more support for 30x30.



Continue on for additional  
ideas and resources



## Sharing our opinions matters!

Decision makers at the local, national, and international level have the power to protect more nature, and, together, we have the power to show them why 30x30 needs to be a top priority.

For World Ocean Day, you can mobilize your networks and event participants to take action by sharing why they support 30x30:

At [WorldOceanDay.org/30x30](https://WorldOceanDay.org/30x30)  
click the “take action” button to select your top  
3 reasons to protect our lands, waters, and ocean:

- stabilize the climate
- align with my spirituality/faith/religion
- provide jobs and support livelihoods
- provide places for rest/relaxation/recovery
- conserve Earth’s natural beauty
- help animals and plants thrive
- support recreational activities
- ensure the health and survival of future generations

Share your opinion!



#Protect30x30  
[WorldOceanDay.org/30x30](https://WorldOceanDay.org/30x30)

As an ocean advocate and event organizer, you can:

- 1) take action yourself
- 2) spread the word to your networks
- 3) incorporate this 30x30 action into your World Ocean Day plans

Opinions matter to decision makers because they demonstrate why 30x30 matters to us! This type of information can be used by community leaders at the local, national and international level when key decisions are being made about why it’s so important to protect more of our blue planet.



## Suggested actions for event organizers:

Be as creative as you want when incorporating the 30x30 action into your plans! Here are some suggestions and additional resources to help get you started...

### ● Small time commitment: Promote the 30x30 QR code

Wherever possible online or in person, use the [30x30 QR code poster](#) and/or [social media graphics](#) to invite people to take action.

Time commitment: 10 minutes to prepare, little management required

[Learn more here!](#)

### ● Medium time commitment: Educate attendees and actively ask them to take action

Include 5 minutes during your event to inform your attendees about the opportunity to help with 30x30. You could show an educational video ([sample 1](#) and [sample 2](#)), then ask them to take action and invite them to spread the word to their friends to help grow their impact!

Time commitment: 30 minutes to prepare, some management required

[Learn more here!](#)

### ● Larger time commitment: Engage attendees in a creative and active way to take action

Set up a space during your event where attendees can share their opinion in a visual or active way. All of the responses you generate can be used for further 30x30 promotion by sharing the end product or result with your community in a variety of ways! For any of these options and to help attendees easily take action, utilize the [“why 30x30” images](#) with the various reasons why people want to protect more nature.

Time commitment: 1 hour to prepare, more management required

[Learn more here!](#)

## Additional Resources:

- World Ocean Day [Event planning toolkit](#)
- Additional resources for [30x30 action](#): poster, graphics, coloring page, and more!
- [Learn more](#) about the science behind 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 21 diverse countries.