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. World Ocean Day provides a unique opportunity to unite the world to celebrate and take collective action for a better future.

This effort to protect our blue planet is powered by millions of individuals, thousands of organizations, businesses, and community groups, and the World Ocean Day Youth Advisory Council. For 21 years, The Ocean Project has globally coordinated World Ocean Day as an opportunity to rally the world on 8 June, and throughout the year.

Together, we can protect our blue planet and its biodiversity, stabilize the climate, and ensure a healthy future for all.
8 June 2023 - Rallies the World

Like a rising tide that lifts all boats, World Ocean Day helps to significantly raise the profile of the ocean and enhance the efforts of organizations in all sectors striving to create a better future. World Ocean Day provides ways for everyone - no matter where they live - to get involved in helping with solutions for a healthy ocean and a stable climate. Together, we can protect our blue planet, our home!
Global Engagement from All Sectors

Throughout the year, The Ocean Project strives to grow the reach and impact of World Ocean Day by publicizing activities and opportunities for action to its broad-reaching network; and we provide resources and guidance for event organizers to incorporate conservation action into their fun, educational, and creative activities.

Thanks to youth leadership and the involvement of a growing network of thousands of organizations from all sectors, World Ocean Day 2023 involved tens of millions of people from over 160 countries.

By the numbers

Thousands of events
143 countries held events
600 youth advocacy training RSVPs
98 Youth Advisory Council alums
52 countries represented by Council members
For World Ocean Day 2023, no matter what type of events organizers coordinated, many integrated 30x30 messaging into their activities. They encouraged their members and participants to take action on 30x30 by sharing why they want to protect nature with their local, national and international decision makers. Next up: making sure decision makers follow through on their promises with ratification and implementation!

We asked the public why #30x30 was important to them. Here are the most popular answers.
Centering Youth Engagement & Leadership

World Ocean Day is helping to grow the global youth movement for our blue planet and developing a broad, diverse, active, and united constituency for action. Approximately one-half of all registered World Ocean Day 2023 activities and events were led by youth or focused on engaging young people.

Year-round Advocacy Training

Throughout 2023, we hosted several free virtual youth advocacy training programs, where participants expanded and refined their existing advocacy skills, learned about current conservation issues and policies, met with conservation experts, and connected with one another. By providing environmental literacy and leadership training, as well as connections and opportunities to engage with decision makers, youth can develop or collaborate on events in June and year round to help create positive change.

An Ocean of Opportunities for Young People

To support youth worldwide, this past year we spotlighted hundreds of youth organizations, events, and opportunities through social media and a monthly newsletter (subscribe here). We developed opportunities to directly engage with government officials through action guides and campaigns like Sea Youth Rise Up. Additional outlets for youth to share their experiences included during webinars and by contributing to blog posts on issues from fisheries to ocean justice. We are planning many more collaborative opportunities for youth in the year ahead!
Youth are not only the powerful leaders of tomorrow, but also of today. In 2016, we created the World Ocean Day Youth Advisory Council to ensure that young people help shape the growth and development of World Ocean Day and effectively generate action for our blue planet. Council members serve as ambassadors and advocates for ocean and climate action in their communities, countries, and internationally. They catalyze collective action for a healthy ocean and a stable climate, and with nearly 100 Council alumni from 52 countries, these leaders are developing into a significant force for positive change. Learn more here.

The 2022 - 2023 Council

- Adeyemi Akanbi
- Ajay Sawant
- Akhilesh Anilkumar
- Anika Shethia
- Anya-Marie Hilaire
- Arwen Revere
- Bodhi Patil
- Caitlin Turner
- Chaofan Frank Chen
- Mohamed Ali Raddaoui
- Doreen Kaijage
- Favour Ayedun
- Fotios Kotzakioulafis
- Grace Westgarth
- Jasmine Rodman
- Lotta Baalerud
- Manar Elkebir
- María Paz Vasquez
- Matsobane Malebatja
- Myah Iyanla Greene
- Rada Pandeva
- Sena Chang
- Stephanie Hung
- Tanya Francesca Granados
- Tom Ogalo
- Ying Rui Neoh

Thank you to the 2023 Council members who helped make this year's World Ocean Day a great success!
Social Media Creates a Storm of Engagement

Social media remains a powerful catalyst for engagement, marketing, and the promotion of ocean and climate policies and societal transformation. Each year, the amount of conservation-focused content surges, particularly in June and surrounding World Ocean Day. In 2023, global ocean advocates collectively garnered a staggering 2.8 billion mentions across various social media platforms.

**By the numbers**

145k mentions  
240k followers  
282m reach  
7.9m interactions  
90.5m total GIF views  
2.8b mentions  
$29m advertising value

Both large influencers and smaller changemakers took part in this celebration which further emphasizes that, together, we can advocate for the ocean and climate and make massive waves.

Additionally, five new GIFs were added to GIPHY and Instagram, bringing the total cumulative views and uses of these motion graphics to nearly 100 million. See them [here](#).
365 Days of Action & Advocacy

Although World Ocean Day is 8 June, the collaborative work to protect and restore our blue planet continues throughout the year! At strategic times, we provide guidance to encourage individuals and organizations to take action for a healthy ocean and a stable climate.

With youth leaders we develop action guides on key opportunities to unite worldwide for action, as well as accompanying issue-oriented webinars, online advocacy training opportunities, and resources to help build a stronger constituency for conservation impact and outcomes.

We encourage event organizers to continue coordinating and publicizing efforts throughout the year by submitting events, activities and announcements to the World Ocean Day calendar and world map so we can share your conservation efforts with the world. Also, subscribe to the World Ocean Day newsletter!

Connect for Conservation in 2024

Youth engagement and advocacy will play an increasingly important role in the development of World Ocean Day 2024. With a new Youth Advisory Council, we will collaborate year-round with the World Ocean Day network of partners and catalyze collective action!

We look forward to more citywide and national events and collaborating to advance local, national and international progress and policies related to implementation of 30x30 and other critical ocean and climate issues. We will continue to prioritize partnering with all sectors in transformative ways to create a more just and equitable society and a healthy blue planet.
Thank You to World Ocean Day 2023 Sponsors!

Sponsors share our passion and purpose to protect our ocean, stabilize the climate, and invest in creating a more engaged and sustainable society. Let us know if you are interested in developing a partnership and learning how sponsoring can help showcase your brand as a leader for a better future.

Want to sponsor World Ocean Day 2024? Email bmott@worldoceanday.org
For 22 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.