



Annual Report 2023

8 June
WorldOceanDay.org



Table of Contents

- 2 8 June 2023
- 3 Global Engagement
- 4 Conservation Action Focus
- 5 Centering Youth
- 6 Youth Advisory Council
- 7 Social Media
- 8 365 Days of Action
- 9 Thank You

About World Ocean Day

One ocean, one climate, and 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. 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



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



Conservation Action Focus Advances 30x30

For four years, the World Ocean Day network and youth leaders have helped grow the movement to protect at least 30% of our lands, waters and ocean by 2030 (30x30). Their collective efforts resulted in two major victories including global commitments to 30x30 with adoption of a High Seas Treaty and the Kunming-Montreal Global Biodiversity Framework.



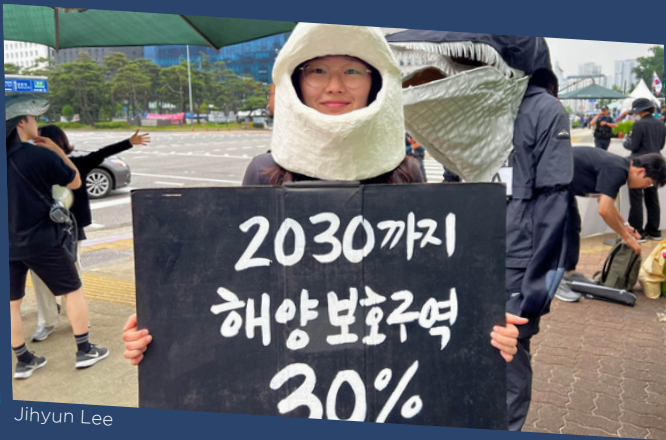
For World Ocean Day 2023, no matter what type of events organizers coordinated, many integrated 30x30 messaging into their activities. They encouraged their members and participants to take action on 30x30 by sharing why they want to protect nature with their local, national and international decision 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 →



RAK Academy



Jihyun Lee



munchybeak



MOTE Aquarium



DB Schenker in Asia Pacific

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!



Surfrider Kauai




























Blow Bubbles Divers

Youth Advisory Council Powers World Ocean Day

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

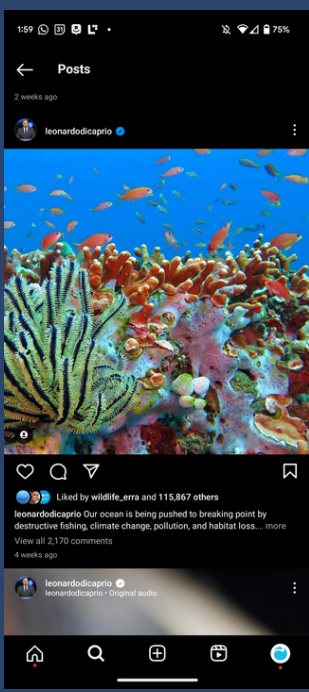
- 145k mentions +31% from 2022
- 240k followers +7% from 2022
- 282m reach +21% from 2022
- 7.9m interactions
- 90.5m total GIF views
- 2.8b mentions
- \$29m advertising value



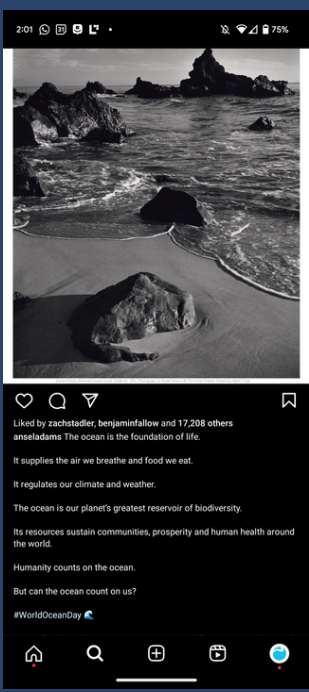
Bjork
2m followers




Dani Stephens
150k followers



Leonardo DiCaprio
59m followers



Ansel Adams
227k followers



Sea Shepard
1.1m followers

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](#).

Follow World Ocean Day:





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.



Get in touch

info@worldoceanday.org



Golden Sands Resort

Nautilus Project

Plasti Free Isreal

Rubbish Walks

Ysgol Bryn Morfa

WorldOceanDay.org

For 22 years, [The Ocean Project](https://www.theoceanproject.org/) 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.