



2024 Event Planning Toolkit

8 June



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This toolkit was developed to help you plan your World Ocean Day activities and events - whether large or small, in-person or online, on or around 8 June -- or any time of the year. It provides ideas, suggestions, tips, and tools so you can plan your own event or activity to protect our ocean and climate!

HOW TO USE THIS TOOLKIT



- 1) Plan an event
- 2) Integrate the 2024 Conservation Action Theme into your World Ocean Day activities
- 3) Involve more youth from your community!

World Ocean Day 2024

World Ocean Day provides a unique opportunity for a wide array of organizations and communities to come together on or around 8 June to honor and celebrate our one ocean that connects us all!

Whether you live on the coast or far inland, we all need a healthy ocean and a stable climate to survive and thrive. The ocean generates most of the oxygen we breathe, helps feed us, cleans the water we drink, and regulates our climate. By protecting our ocean, we also protect our climate, and our future.

Together, through thousands of events in 150+ countries, we can increase awareness and action in our communities and also generate the political will -- at both the government and the corporate levels -- to create a healthier blue planet and a better future for all.

Please share this toolkit
with your friends, family,
and/or work colleagues!



In consultation with the World Ocean Day Youth Advisory Council, this year we launched a new multi-year Action Theme: Catalyzing Action for Our Ocean & Climate.

Together, we can persuade national policymakers and corporate leaders to follow through on their promises and all the big talk about doing the right thing for our blue planet, with its one ocean and one climate.

The Action Theme provides a way to unite thousands of organizations and millions of individuals on an issue and opportunity of global importance. Throughout the year, we provide tangible opportunities to protect and restore our ocean and help stabilize the climate.

Event Guidance

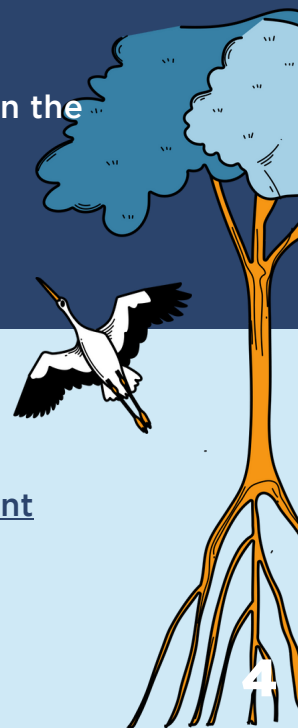
This June, join together with thousands of other community event organizers in 150+ countries by coordinating activities in celebration of our shared ocean. Ideas for events are limitless and whatever you do, you can make an impact, especially if you integrate the 2024 Action Theme.

To help your celebrations, activities, and other events be really impactful, we recommend the following tips:

- Keep it fun, positive, and solutions-focused with ways for everyone to help.
- Include youth (teens and young adults) in a variety of ways, such as having them help plan activities or including youth-oriented education and action activities.
- Create a community- or city-wide celebration! Reach out to others in your community, including youth organizations, schools, your local museum, aquarium, or zoo, and local businesses, to collaborate for conservation.
- Invite your local media outlets to amplify your event through radio, television, newspaper, and social media coverage.
- Take photographs and share them on social media to further amplify your efforts. Tag #WorldOceanDay so we can help share too!
- Use the World Ocean Day logo ([download for free here!](#)) to connect your community efforts to the global efforts to protect our blue planet.
- Submit your event or activities on the [Events Calendar and World Map](#) on the WorldOceanDay.org website so we can help promote it with the world.
- Tag #WorldOceanDay so others can find your event on social media!

How to List Your Event:

To include your event on the World Ocean Day site, visit the [Submit Your Event page](#). After you complete the form on the website, the submission will be reviewed and approved. You will receive an email confirmation and it will appear on the [Events Calendar and World Map](#) on WorldOceanDay.org.



Sample Social Media Posts

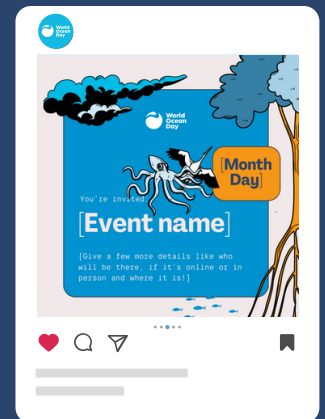
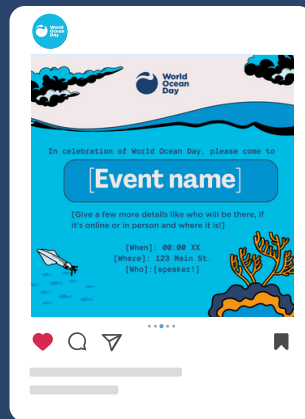


Customize these sample social media posts and use them across various social platforms as a way to promote your event and advance ocean & climate action!

Check out the WorldOceanDay.org [social media resources page](#) for the latest sample graphics and posts. For high quality ocean photos that are freely available for commercial and noncommercial use, check out [Pexels!](#)

Instructions:

1. [Click here](#) for graphics
2. Please go to File -> 'Make a copy' and edit for your very own!



Caption one

You're invited! Join me this @WorldOceanDay to celebrate #OceanClimateAction! I'm hosting an event on [date, time] with [people who are coming] and we want you there! [more event details]! #WorldOceanDay

Caption two

Get ready for @WorldOceanDay on 8 June! Sometimes it feels like individual actions and events are just a drop in the ocean, but together we can make a big difference! To celebrate, I'm hosting an event called [name of event]! [add more details on the event here!] #WorldOceanDay

Caption three

One Ocean, One Climate, One Future, Together
For @WorldOceanDay, let's collaborate for action in our community! 8 June is a weekend this year so let's do something special together: join me for [event details here]. #WorldOceanDay



Messaging Guidance for Ocean & Climate Action

(for more visit our [blog post here!](#))

DO:

Include an ask for attendees

Including an action-related “ask” to help the ocean and climate improves the experience for people involved with your activities and events.

Emphasize the solutions and stay focused on the positive

People respond well to a positive message that specifically invites them to be part of the solution. There are lots of known solutions to these issues and we can all help convey that.

Engage younger audiences

Research shows that people in their teens and twenties are more interested, engaged and primed to take action. We can support young people to be not only the leaders of tomorrow, but also today!

Highlight specific animals and particular places

People easily connect with the idea of helping a specific type of animal or place. You can help people involved in your event connect that feeling to why taking ocean and climate action is important for safeguarding that special place and the animals.

Remember to emphasize in your communications that ocean action IS climate action!

Emphasize popular support

Sharing the fact that 8 out of 10 people on our planet feel that it’s “essential that our government does whatever it takes to limit the effects of climate change” will help demonstrate that taking action is a popular cause and inspire even more involvement!

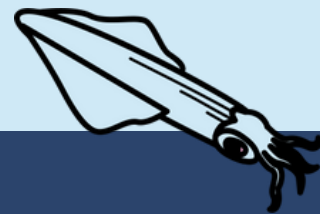
DON'T:

Expect people to know that ocean conservation and climate change are connected

Whenever possible, emphasize and explain the interconnectedness between a healthy ocean and a healthy climate.

Overwhelm people with information on the process

Most people are unlikely to be concerned about the specifics of the ocean and climate processes. Keep it simple! The solutions exist. We just need to increase more awareness about how each person can help!



These tips are based on more than 25 years of research and shared experiences and includes a specific emphasis on communication about ocean and climate issues. Utilize these guidelines in your outreach on your website, social media, and during events!

Free Resources for You

All World Ocean Day resources are completely free to use and customize for your audience! [Explore the collection of resources](#) on WorldOceanDay.org and come back regularly as we continually add new resources!

LOGO



The World Ocean Day [logo](#) is free to use on your promotional materials!

See the [brand guidelines](#) to help you promote your ocean and climate protection efforts on 8 June and year-round.

FREE TOOLS



Need free photos?

[Pexels.com](#)
[Oceanimagebank.org](#)
[Unsplash.com](#)
[Pixabay.com](#)
[Shopify.com](#)

Need help with design?

[Canva.com](#)
[Photopea.com](#)

Need help with text and copy?

[Hemingway App](#)

GIFS



Find many more on the [World Ocean Day GIPHY account](#).

One Ocean, One Climate, One Future, Together

Please freely use these and all resources found on WorldOceanDay.org!
Together, we can catalyze collective action for our ocean and climate!



WorldOceanDay.org

The Ocean Project launched global coordination of World Ocean Day in 2002 as a way to unite the world and grow the movement for our blue planet. World Ocean Day belongs to all groups and individuals, collectively, everywhere. It's about how we can create a better future with an abundant ocean and a stable climate, by working together.