

World  
Ocean  
Day



# 2025 Event Planning Toolkit

8th of June



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This toolkit was developed to help you plan your World Ocean Day celebrations, activities and other types of events - whether large or small, in-person or online, on the 8th of June or any time of the year. All is free, and use the ideas, suggestions, tips, and tools to help protect our world ocean and climate!

## HOW TO USE THIS TOOLKIT

- ☐ 1) Plan an event
- ☐ 2) Involve more youth!
- ☐ 3) Collaborate with other organizations in your area
- ☐ 4) Integrate the 2025 Action Theme into your activities



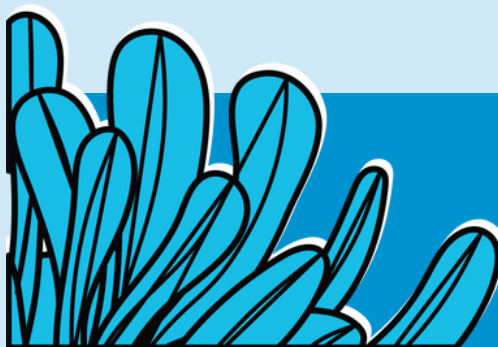
# World Ocean Day 2025

World Ocean Day provides a unique opportunity for a wide array of organizations and communities to come together on or around the 8th of June to honor and celebrate our one world 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 200 countries this year, we can increase awareness & action in our communities and also generate the political will -- at both the government and the corporate levels -- to create 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, last year we launched a multi-year Action Theme: Catalyzing Action for Our Ocean & Climate.**

Together, we can persuade national decisionmakers 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 people on issues and opportunities of global importance. Throughout the year, we provide tangible ways to protect our ocean and stabilize the climate.

# Event Guidance

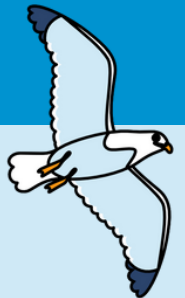
This June, join together with thousands of other community event organizers in 180+ countries by coordinating activities in celebration of our world ocean. Ideas for events are limitless and whatever you do, you can make an impact, especially if you integrate the 2025 Action Theme. Ocean action is climate action!

## To help your celebrations, activities, and other events be as impactful as possible, 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. See how the Youth Advisory Council celebrated last year!
- ☐ 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.

## 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 the [free tools section below](#)!

## Instructions:

1. [Click here](#) for graphics
2. Or make your very own using [icons here](#)!



## Caption one

You're invited! Join [\[us/org name\]](#) 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 the 8th of 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! The 8th of June is on a weekend this year so let's do something special together: Join me for [\[event details here\]](#). #WorldOceanDay



# Messaging Guidance for Ocean & Climate Action

## DO:

### Include an “ask” for attendees

Including an action-related “ask” to help the ocean and climate makes it more meaningful and improves the experience for people involved with your event.

### 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 quickly 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 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 that 8 of 10 people globally 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 more involvement!

## DON'T:

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

Most people don’t yet make that connection so emphasize the we need a healthy ocean for a healthy climate, and vice versa.

### 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 need to connect awareness raising with specific actions that each person can help with, wherever they live!



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 event and audience! [Explore the collection of resources](#) on WorldOceanDay.org. 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 conservation work on the 8th of June and year-round.

## FREE TOOLS

Need free photos?

[Pexels.com](https://www.pexels.com/)

[Oceanimagebank.org](https://oceanimagebank.org/)

[Unsplash.com](https://unsplash.com/)

[Pixabay.com](https://pixabay.com/)

[Shopify.com](https://www.shopify.com/)

Need help with design?

[Canva.com](https://www.canva.com/)

[Photopea.com](https://www.photopea.com/)

Need help with text and copy?

[Hemingway App](#)



## GIFS



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

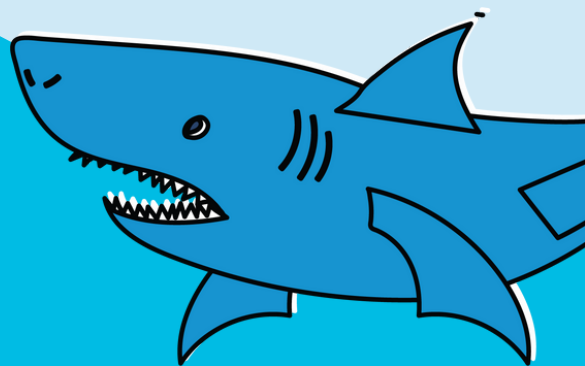
# One Ocean, One Climate, One Future, Together

Please freely use these and all resources found on [WorldOceanDay.org](http://WorldOceanDay.org)!  
Together, we can create a healthy ocean and a stable climate!



**World  
Ocean  
Day**

[WorldOceanDay.org](http://WorldOceanDay.org)



The Ocean Project launched the global coordination of World Ocean Day in 2002 with the goal of uniting people for our world ocean and growing the movement for conservation action. World Ocean Day belongs to all groups and individuals, everywhere. It's about how we can create a better future with a healthy ocean and a stable climate, by working together.

