

WorldOceanDay.org



**World
Ocean
Day**

2024 Annual Report

Introduction

**One Ocean, One Climate,
One Future – Together**

Mission: Catalyze collective action for a healthy ocean and a stable climate. We work in partnership with youth leaders and a wide range of organizations around the world.

World Ocean Day achieved its largest celebration ever in 2024. Powered by the Youth Advisory Council and a fast-growing network of young leaders worldwide, World Ocean Day continued to unite people and communities in collective efforts for ocean health and climate stability.

Thousands of organizations and businesses across various sectors, local and national governments, and media outlets commemorated World Ocean Day, and billions of individuals engaged on social media on the 8th and throughout the entire ocean month of June.

Table of Contents

- Pg 1: Introduction / At A Glance
- Pg 2: 2024 Action Theme / More Than a Day
- Pg 3: Worldwide Events
- Pg 4: #Trending / 12 Months of Action
- Pg 5: Youth / Youth Advocacy Training
- Pg 6: Youth Advisory Council 2024
- Pg 7: World Ocean Day Online / In Media
- Pg 8: World Ocean Day 2024 Gallery
- Pg 9: 2024 Sponsors / 2025 Plans

World Ocean Day 2024 at a Glance

25

2024 Youth Advisory Council leaders

140

Youth Council alumni in 58 countries

178

countries with coordinated events

741 million

social media impressions

6.6 billion

views on TikTok



The British International School Shanghai, Puxi



Frost Science



Jahnavi Dangeti



Senegal / Greenpeace



More Than a Day

World Ocean Day is more than just a single day; it's a mindset. It's also a rapidly growing movement uniquely poised to raise awareness and inspire collective action for a better future. This worldwide celebration peaks every June, encouraging everyone to consider their role on our blue planet. A healthy ocean is essential for all, as one world ocean connects us.

Throughout the year, we proactively outreach to organizations that are helping to drive positive change. Over the past year, we connected with more than 1,000 organizations on all continents. For example, in Latin America, we supported over 200 organizations from 16 countries, providing tools, opportunities, and connections for enhanced conservation collaboration.



2024 Action Theme: **Catalyzing Action for Our Ocean & Climate**

Life on our blue planet, including human society, is facing some of the greatest threats it has ever seen: the climate and biodiversity crises. A healthy ocean is needed for a stable climate, and vice versa. It is evident that we need significantly stronger action at local, national, and international levels from both government and corporate leaders. To help foster the immediate action we critically need, we launched a new multi-year action theme for 2024 to catalyze transformative collaboration and action for our blue planet.

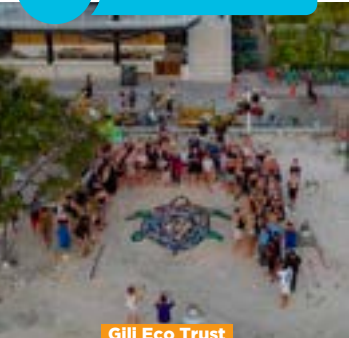
The annual World Ocean Day action theme aims to serve as a unifying focus to expand the global movement for our ocean, complementing the United Nations' theme (for 2024, "Awaken New Depths"). We provide free customizable tools and resources to support the rapidly growing World Ocean Day network including over 2,000 organizations, several hundred of which are youth-focused organizations, in nearly 180 countries. These are designed to help individuals and organizations engage their target audiences effectively for action on local, national, and global levels.

Worldwide Events

World Ocean Day 2024 saw celebrations and activations in approximately 180 countries! Participating organizations included youth-focused groups, diving, surfing, and sailing organizations, institutions such as aquariums, zoos, museums, and public libraries, local community and conservation groups, small businesses, corporations, and others from many different sectors. Together, these events engaged millions of people worldwide, and reached billions through social media, in recognition of World Ocean Day.



INDONESIA



Gili Eco Trust



CANADA



The Vancouver Maritime Museum



BRUNEI



Ocean Week Brunei



ALBANIA



Remedies



AUSTRALIA



Western Australia World Ocean Day



UGANDA



Alliance Media



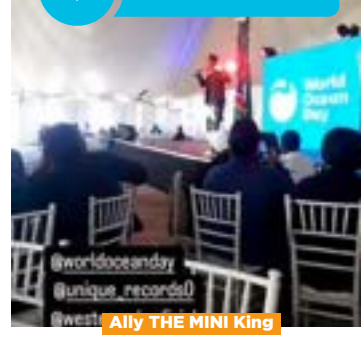
MALDIVES



CANA Reef



NAMIBIA



Ally THE MINI King



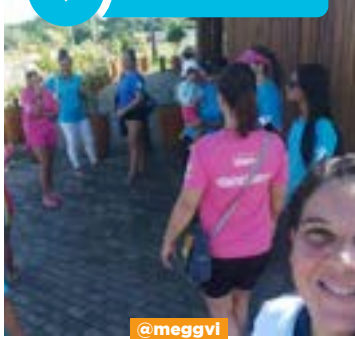
VANUATU



Maximillion Kalo



BRAZIL



@meggvi



ECUADOR



Nirsa



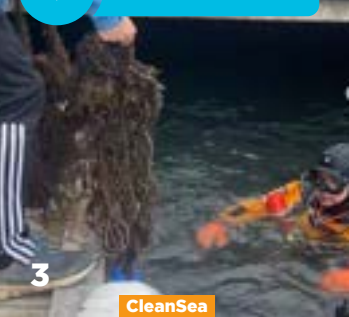
TANZANIA



Sana Mare



SWEDEN



CleanSea



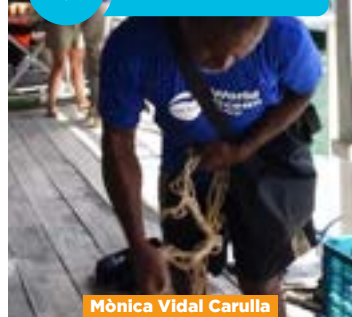
USA



California State Parks



THAILAND



Mònica Vidal Carulla



CANARY IS.

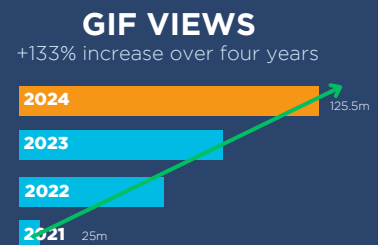
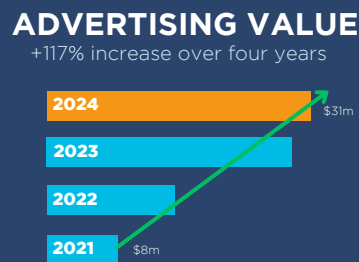
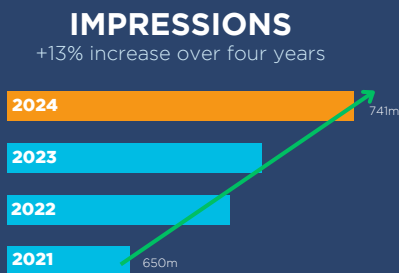


Jane Goodall

#Trending: Dramatic Growth of the World Ocean Day Movement

World Ocean Day spreads awareness and mobilizes action through multiple channels, including community events and social media platforms. Over the last few years, World Ocean Day has experienced significant growth, both in-person and online. This consistent growth of social media metrics reflects a widening of engagement from individuals, organizations, corporations, and governments around the world.

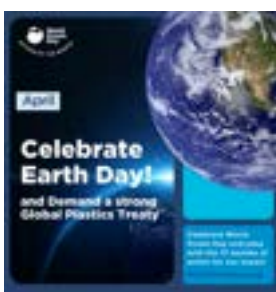
This trend shows that people are not only recognizing the day or the month of June, but also understanding the year-round importance of the ocean's role in overall planetary health. It also emphasizes a strong global commitment to protection and restoration of the ocean for the benefit of both current and future generations.



How to Keep Momentum Going: Inaugural 12 Months of Action

Under the 2024 Action Theme for World Ocean Day, "Catalyzing Action for Our Ocean & Climate," we launched a year-long "12 Months of Action" initiative in partnership with several prominent national and international organizations. This initiative aims to reinforce that ocean action is climate action, underscoring the vital link between ocean health and climate stability.

Each month is planned to coincide with major policy events and action opportunities, targeting influential national and international leaders. This campaign approach is strategically designed to secure the most robust policies, with outcomes that promote a fair, equitable, and sustainable society, and create a healthier blue planet.



Putting Youth at the Forefront

Youth leadership for our blue planet is at the core of World Ocean Day's mission. We actively support young people to be leaders not just of tomorrow, but of today. Through an actively collaborative approach powered by youth, World Ocean Day is building a fast-growing global network of thousands of organizations across all sectors to catalyze collective action.



Sea Youth Rise Up



Cannons Creek School



Salted Roots Surf



Black in Marine Science



COMO Maalifushi



Impact Divers



Protect Blue

Youth Advocacy Training 2024

We organized three distinct multi-week Youth Advocacy Training programs through July 2024, with more to come. These programs enhance advocacy skills, civic learning, and promote collaborative conservation action. Throughout a total of 10 hour-long sessions, they featured 15 speakers from 6 countries and over 1,000 registrants from 127 countries.

Youth Advocacy Training equips participants with practical organizing skills and helps to instill the confidence they need to take action. The program works to refine existing advocacy skills by offering opportunities to learn from experts, network and collaborate with peers, share personal stories, and develop a strong foundation for future conservation efforts.



1,085

registered youth

127

countries registered



Youth Advisory Council 2024

The Youth Advisory Council plays a crucial role in developing World Ocean Day as a unique platform for fostering collective ocean-climate action throughout the year. Each year the Council is comprised of 20-25 young people.

This initiative connects youth from around the globe, promoting collaboration to protect our ocean. Launched in 2016, the Council has 140 alumni from 58 countries.



Learn more about each Youth Council member, their passions and what motivates them.

[Learn more](#)

See how Youth Advisory Council members celebrated World Ocean Day 2024!

[Read more](#)



- Abdul Na-eem Muniru

Aoun Ali

Brodi Louis

Charissa Taylor

Dana Ahmed

Dani de Veer

Daffa Praditya Devano

Daira Velasquez Fonseca

Debarati "Doll" Sengupta

Emma Batty Sukerta

Gurgen Petrosyan

Kjeld Werther

Leena Joshi

Louisa Hoy

Malika Gizzat

Maria Jose Rodriguez Palomeque

Meng "Hayley" Xu

Rajaa Berry

Rita Quelha

Sabriyah Madhi

Sophia Skarparis

Trevon "Tre" Callender

Vivian Deng

William "Will" Charouhis

Zahra Basil
- Ghana, 22

Pakistan, 17

Saint Lucia, 23

The Bahamas, 17

Egypt, 19

Aruba, 22

Indonesia, 19

Peru, 18

India, 23

Indonesia, 19

Italy, 21

The Netherlands, 19

India, 22

England, 21

Kazakhstan, 17

Mexico, 18

China, 19

Canada, 19

Portugal, 19

South Africa, 22

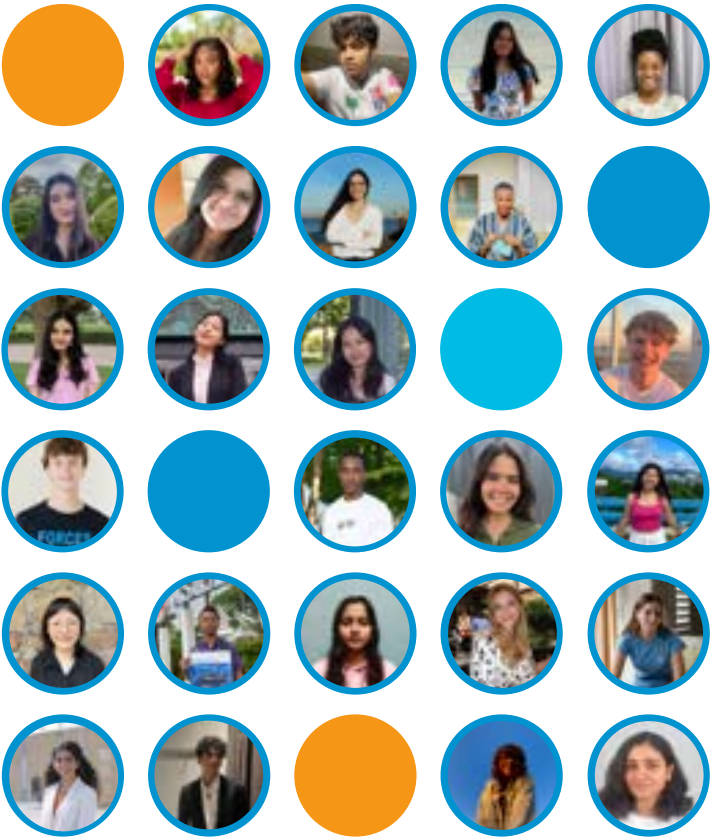
Australia, 20

Barbados, 23

United States, 16

United States, 17

Pakistan, 19



Trevon Callender



Sophia Skarparis



Dana Ahmed



Abdul Na-eem Muniru



William Charouhis

World Ocean Day Online

World Ocean Day has a profound reach online, inspiring millions to join the conversation about ocean conservation and climate action. Its global impact is evident as hashtags, posts, and stories flood platforms, raising awareness and driving collective efforts to protect our blue planet.

741
million

tracked impressions
(+5% from 2023)

6.6
billion

views on Tiktok
(+18% from 2023)

125
million

GIF views
(+38% from 2023)

\$31
million
(usd)

advertising value
(+7% from 2023)



Amine ispir



Kriechbaumer



Pexels User

Pexels for Change

To highlight our world ocean year round, we partnered with Pexels and IFAW (International Fund for Animal Welfare) for the [Pexels for Change: Our Wild World Challenge](#).

Participants shared wildlife photos to showcase our planet's beauty. The top prize is a trip to Kenya's Amboseli National Park.

This challenge was Pexels' best yet, with over 35,000 submissions from more than 6,200 photographers.

[Explore the images](#)

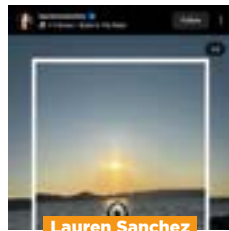
Top mentions

PEOPLE

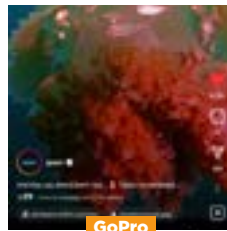
Thepoolguym
HeatherCoxzzz
Prilly Latuconsina
Poppin Candy
Stella McCartney
Kate Walsh

ORGANIZATIONS

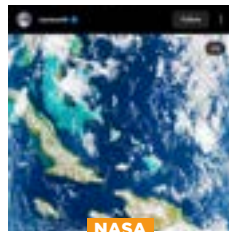
NASA
Dior Official
UNICEF
Vouge
SHEGLAM
Nat Geo
Australia
ROLEX
Southpark



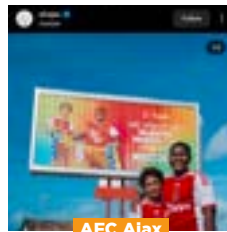
Lauren Sanchez



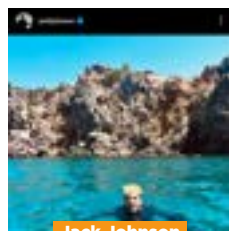
GoPro



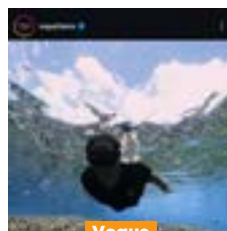
NASA



AFC Ajax



Jack Johnson



Vogue

World Ocean Day in the Media



On the 8th of June, traditional media widely covered World Ocean Day, spotlighting its importance and promoting global ocean conservation awareness.



World Ocean Day 2024 Gallery



Pearl Protectors



MOUA



Submarine Safaris



Adam Steckley



4Ocean



Alaska Air



MBRC the Ocean



Visit Palm Beach



Youth Ocean Carnival



The Sak



Clean Miami Beach



UNICEF



8

Bahamas National Trust



Ocearium



Seven Clean Seas



Shiva Shish School

Get Ready for World Ocean Day 2025

Join us in preparing now for World Ocean Day 2025! It presents a unique opportunity to rally your community, members, visitors, customers, and target audience, wherever they may be. For 2025, we are promoting collaboration with youth and citywide and regional celebrations for a healthy ocean.

The network of organizations involved with World Ocean Day are addressing some of the greatest threats to our blue planet and its inhabitants, most notably the climate and biodiversity crises. Our future as human society is intricately linked to the fate of the ocean, regardless of where we live.

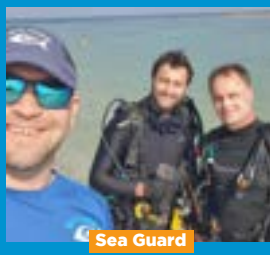
Together, we can catalyze stronger ocean and climate action. The world cannot wait, and there is no better time to begin than now. If you have ideas or questions, [please reach out to us](#). We are eager to see what we can achieve together in the coming year!



The New England Aquarium



Kiribati / UNICEF



Sea Guard



MOPA / Maldives

Thank You to our Sponsors!



Protecting the blue planet





**Thank you for
another successful**



WorldOceanDay.org

Get in touch about partnerships and sponsorships for 2025!

BMott@WorldOceanDay.org



The Ocean Project launched global coordination of World Ocean Day in 2002 as a unique opportunity to unite all interested organizations and individuals to celebrate together and rally the world for action for our blue planet.