2021 Event Planning Toolkit

8 June | WorldOceanDay.org
World Ocean Day Event Planning Toolkit

World Ocean Day provides a unique opportunity for organizations to get involved in their own special ways to honor and celebrate our shared ocean that connects us all! By uniting together, and with a special emphasis on engaging and connecting youth, we can significantly increase awareness and action, and the political will, needed to create a healthier ocean and a better future.

No matter if we live on the coast or far inland, we all need a healthy ocean 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. And by protecting our ocean, we also protect our climate, and our future.

World leaders will soon be making critical decisions, including whether to protect 30% of lands, waters, and ocean by 2030, also known as “30x30.” To help these efforts succeed, there will need to be a strong show of support, and you can help!

Where’s the “s”?
The “s” was dropped from World Ocean(s) Day to reflect the reality of one ocean that connects us all. To read more about this change, check out this blog post.

Be sure to download the new logo and materials to use in your outreach and activities!

2021 Conservation Action Focus:
Protecting 30% of our blue planet for a healthy ocean and climate.

In consultation with the World Ocean Day Youth Advisory Council, World Ocean Day 2021 will be centered on expanding awareness and documenting public support for the 30x30 initiative.

This toolkit will help you integrate the 2021 Conservation Action Focus into your activities and events - whether large or small, in-person or online. It provides ideas, options, and tools so that you can choose what’s best for you and your audience and help grow the movement to protect our ocean!

- **Register your event** on the World Ocean Day website now!
- **Subscribe** to the World Ocean Day mailing list and receive the latest updates and new resources leading up to 8 June!
Conservation Action Focus—
Protecting 30% of our blue planet for a healthy ocean and climate.

By supporting 30x30, we can protect our planet’s life support systems – specifically the interconnected issues of ocean, climate, and biodiversity. With your help and that of hundreds of other organizations worldwide, together we will promote and grow the global 30x30 movement by spreading awareness and gathering public support.

1. Sign as an Organization

Click [here](#) to sign for your organization in support of protecting 30% of our planet’s lands, waters, and ocean by 2030. Organizational sign-ons are very powerful and together with hundreds of other organizations from dozens of countries, we can make a real impact!

- To read more on why protecting 30% is so important, check out the science behind 30x30 below!

2. Promote Individual Signatures

Including the 30x30 petition for individuals to sign is a great way to incorporate the 2021 Conservation Action Focus in your celebration.

If your event is virtual, make sure the petition link is front and center on the event page!

If your event is in-person, have your audiences sign in their own creative way, such as on a postcard or poster. Just remember to deliver their message to decision makers!

Regardless of in person or virtual, be sure to include the link in your outreach and social media posts promoting your event.

To read more on why protecting 30% is so important, check out the science behind 30x30 below!
Event Guidance

This year, organizers are developing both online events and onsite events, depending on the situation with the pandemic in different communities and countries. Already, hundreds of celebrations, activities and actions are being planned. Ideas for events are limitless but whatever you do will help, especially if you can integrate the Conservation Action Focus and solutions for people to make a difference. Doing so helps everyone feel more empowered and connected, as part of a global community acting for our shared ocean in June!

To help your celebrations, activities, and other events be even more 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
- Incorporate conservation into your event or celebration to help protect the ocean and engage your participants
- Use the World Ocean Day logo to enhance your community efforts, support your stories, and help grow the power of the collective effort
- Partner with other organizations in your community, including youth organizations, schools, your local aquarium or zoo, and/or businesses
- Contact your local media outlets to amplify your event through radio, television, newspaper, and social media
- Take photographs and share with us on social media so we can amplify online
- Make sure to register your event so we can share your activities with the world!

For inspiration in planning an activity or event, check out some of the following ideas that can be done both in person and/or online:
Event Ideas: Online

Host a Guest Lecturer/ Webinar
- Sponsor a public lecture about the ocean by an environmental leader, educator, or scientist. Focus the lecture topic around this year’s Conservation Action Focus: protecting 30% of our blue planet by 2030 and/or a specific local issue of interest
- Incorporate trivia and a questions and answers section after the lecture to encourage audience participation, keep the questions focused on ocean solutions!

Go LIVE
- Have a livestream for your followers on social media! Set up a 360 video of the inside of an exhibit at a museum, aquarium, zoo, or at the beach; or give an online tour of what you are doing for World Ocean Day to involve those at home
- Go live with a musician or artist and have them perform while discussing ocean conservation and the global 30x30 movement

Offer Prizes and Raffles
- Where and as permitted by law, consider setting up an online raffle or drawing to spread awareness and generate participation on social media. Hand out ocean-theme prizes such as free kayaking, tickets to your local aquarium, ocean conservation apparel, or a sustainable seafood dinner
- Bonus: get a celebrity involved to increase reach and excitement!

Host a Fundraiser
- Create an online fundraiser and spread the word on social media!
- Include fundraising benchmarks or goals and provide updates on progress leading up to 8 June to encourage involvement

Launch a Competition
- Create a virtual photography, video, art, or TikTok competition and use social media to ask your followers to vote for their favorite
- Make the theme of the competition 30x30 and marine protected areas
Event Ideas: In Person

Develop Interactive Presentations
- Have a touch tank with ocean creatures or, if you’re close to the ocean, host guided coastal tours or sustainable fishing demonstrations
- Sponsor a sustainable seafood event by inviting local chefs to give demonstrations and food tastings, check online for ‘sustainable seafood chefs’ in your area

Create Activity Stations
- Create a festival or set up a space for ocean-themed activities at an existing festival. Set up a workstation for people of all ages to learn more about the ocean and 30x30 while creating ocean art with paint, chalk, discarded plastics, and more!
- Also consider setting up easy ocean science experiments for demonstrations or as an activity

Coordinate Entertainment
- Invite local musicians to play, host a dance (to ocean-themed music), or put on a short theater or improv performance with an ocean conservation message
- Host an ocean-related film screening with movies, cartoons or documentaries, invite the creators of the film for a question-and-answer session about ocean conservation

Host Readings/ Book Signings
- Work with local authors who have written about the ocean and conservation, contact your local bookstore to co-host and for authors to invite

Organize a Coastal or Inland Cleanup
- Host a community, beach, river, wetland, or underwater cleanup
- Contact local outdoor and ocean recreational shops to help organize and spread the word. Recruit volunteers through social media, news outlets, or local youth groups
- Download the Coastal and Inland Cleanup Guide and other plastic pollution prevention resources here

Create a Mural
- Create a mural in a public place in honor of the ocean. Get together a group of local artists and obtain permission to paint a public wall or the wall of a local business
- Along with paint, consider using collected materials like glass or even pieces of recovered plastic
Event Registration Guidance

How to Register Your Event:

To register your event in the World Ocean Day database, visit the ‘list your event’ page here. Follow the directions on the webpage to submit your event registration and once your submission is approved, it will be added to the global event map on the World Ocean Day website!

Benefits of Registering Your Event:

Promote your event and share your celebration with the world! Join with hundreds of other organizations coordinating celebrations, activities, and actions. Registered events will be added to the global event map where others can learn about your celebration and media can reach you. You can share your event link and we will also promote through the World Ocean Day social platforms.

When registering your event, make sure to check the boxes on the form if your event incorporates:

- a focus on including and empowering youth
- the 2021 Conservation Action Focus: protecting 30% of our blue planet by 2030

In addition, by registering, you’ll be added to the World Ocean Day network email list to be the first to receive the latest information and key resources to help you promote your event.
Messaging Guidance

This messaging guidance is based on more than 20 years of research and shared experience regarding World Ocean Day and includes a specific emphasis on communication about 30x30. Utilize these guidelines in your outreach on your website, social media, and during in person events!

**Messaging Do’s and Don’ts:**

- **Do include conservation in your celebration** - including conservation not only helps the ocean, but also improves the experience of your audience.

- **Do emphasize the solution and stay focused on the positive** - audiences on this day are much more likely to respond to a positive message, one that specifically centers on a way in which they can be part of the solution.

- **Do highlight specific animals and particular places** - Audiences are much more likely to connect with the idea of helping a specific animal or place, and that can be used as an effective introduction to the idea of helping the ocean as a whole and 30x30.

- **Do underscore popular support** - Knowing that a proposal is popular can help motivate action. The proposal for 30x30 has proven to be especially popular; underscoring that while emphasizing taking action together with your organization, will increase interest.

- **Do engage younger audiences** - Research shows that those in their teens and twenties tend to be more interested, more engaged and more likely to take action, so a little extra attention to younger audiences can go a long way.

- **Do speak to the potential for global impact** - One of the strengths of 30x30 is that it is rightly seen as ambitious but attainable, with the potential to scale. More than 50 countries have already expressed support, and later this year there will be gatherings to discuss and decide on whether to adopt 30x30 as a global goal.

- **Don’t assume familiarity with marine protected areas** - Most people are not yet familiar with the concept of a marine protected area, so you may need to help them understand that special places in our ocean can be protected in the same way special places on land are protected in a national park.

- **Don’t expect knowledge of the connection between ocean conservation and climate change** - Many organizations are understandably focused on this important connection but know that most audiences are going to need to be introduced to why we need a healthy ocean for a healthy climate, and vice versa.

- **Don’t overwhelm with information on the process** - Many people will be interested to know that 30x30 is under consideration at the global level, but they are unlikely to be concerned about the specifics of those processes.

- **Don’t exclude people from the picture** - People want to see themselves in the picture, and that while protected places will be closed to destructive activities, they will remain open for compatible activities, like ecotourism.
Amplification Opportunities

Be sure to follow @WorldOceanDay on social media platforms to stay up-to-date on World Ocean Day 2021. We have already started posting about the 30x30 movement and preparing for 8 June and we will be coordinating a major social media campaign involving all of our networks beginning in May and through June.

During this campaign we will be looking to repost and amplify your posts surrounding 30x30 and World Ocean Day! Be sure to use the hashtags shown to the left and feel free to DM @WorldOceanDay directly or reach us at: info@worldoceanday.org to coordinate in-kind social amplification in the weeks leading up to World Ocean Day and beyond.

Hashtags to Use

#WorldOceanDay
- Use this hashtag in all of your posts leading up to and related to World Ocean Day!

#Protect30x30
- Use this hashtag in your posts promoting the global 30x30 movement and sharing the petition!

#OceanClimateAction
- Use this hashtag in your posts about the ocean-climate connection and climate change!
This #WorldOceanDay, join @[yourorganization] and people around the world by signing in support of protecting 30% of our land and ocean by 2030. One Ocean, One Climate, One Future - Together! [http://campaignfornature.org/worldoceanday](http://campaignfornature.org/worldoceanday) #WorldOceanDay #Protect30x30 #OceanClimateAction

Just like national parks help protect habitats and animals on land, marine protected areas help safeguard habitats and animals in the ocean. For #WorldOceanDay join @[yourorganization] to protect at least 30% of our land AND ocean by 2030. Sign in support of #30x30 at [http://campaignfornature.org/worldoceanday](http://campaignfornature.org/worldoceanday) #Protect30x30

#DYK only 7% of our ocean is currently protected, yet scientists say we need to safeguard at least 30%? This #WorldOceanDay help @[yourorganization] grow the global movement to protect 30% of land AND ocean by 2030. Sign at [http://campaignfornature.org/worldoceanday](http://campaignfornature.org/worldoceanday) #Protect30x30

Decisions about the future of our blue planet are being made by world leaders this year and they need to hear from you! This #WorldOceanDay join @[yourorganization] to protect at least 30% of our land AND ocean by 2030. Sign in support of #30x30 at [http://campaignfornature.org/worldoceanday](http://campaignfornature.org/worldoceanday) #Protect30x30

Sample Social Posts

Customize these sample social media posts and use across various social platforms as a way to promote your event and advance conservation!

For high quality ocean photos that are freely available for commercial and noncommercial use, check out Pexels!
**Sample Social Posts**

**Emphasize the Ocean-Climate Connection:**

A healthy ocean is a critical part of the solution to #climatechange and the environmental crises we face. By supporting #30x30, we can protect our plant’s life support systems! For #WorldOceanDay join [@yourorganization] to protect at least 30% of our land AND ocean too by 2030. Sign in support of #30x30 at [http://campaignfornature.org/worldoceanday](http://campaignfornature.org/worldoceanday) #Protect30x30 #OceanClimateAction

Protecting and restoring wetlands and mangroves is an important part of the climate solution. This #WorldOceanDay join [@yourorganization] to protect at least 30% of our land AND ocean by 2030. Sign in support of #30x30 at [http://campaignfornature.org/worldoceanday](http://campaignfornature.org/worldoceanday) #Protect30x30 #OceanClimateAction

**Connect Back to Humans:**

Even when at home you can still celebrate the ocean and help ocean animals have a safe home! Start getting ready for #WorldOceanDay by joining with [@yourorganization] and signing [http://campaignfornature.org/worldoceanday](http://campaignfornature.org/worldoceanday) #WorldOceanDay #Protect30x30 #OceanClimateAction

Saving nature saves humans too! We must protect the places on land and in the ocean that are essential to our health and well being. This #WorldOceanDay join [@yourorganization] to protect at least 30% of our land AND ocean by 2030. Sign in support of #30x30 at [http://campaignfornature.org/worldoceanday](http://campaignfornature.org/worldoceanday) #Protect30x30

**Tip:** coordinate these posts with posts introducing your World Ocean Day event or activity in order to drive awareness and encourage participation in your celebration!
Resources

These resources are completely free and available to use, whether on your website, over social media or in person. Click here to explore the complete collection of resources on the World Ocean Day website.

Logos

The World Ocean Day logo is free to use on any of your promotional materials! See the brand guidelines to help as you promote ocean and sustainability efforts on 8 June and year-round. Download Here

Event Posters & Banners

These World Ocean Day posters are available in 20 different languages and customizable. Add your organizations logo and edit for your event or celebration! Download Here

Campaign Posters

Use these posters to support the 30x30 campaign! Download Here
For events and activities including children or youth, check out these custom Splash and Bubbles ocean-related posters!

Social Media Graphics

Post these on Twitter, Instagram, LinkedIn, etc. and be sure to tag @WorldOceanDay so we can amplify your posts! (Also check above for hashtags to use)

Use these graphics when posting about World Ocean Day, the ocean-climate connection, or our one shared blue planet!

Use these graphics after you or your organization have signed the 30x30 petition. Include the petition link in your post and encourage more signatures!

Use these graphics when posting about World Ocean Day and the global 30x30 campaign. Be sure to include the 30x30 petition link in your post to spread awareness and gather support!
Additional Resources

Use these engaging videos on 30x30 and the ocean-climate connection in your outreach, post on your website, and/or show in person!

Ocean Climate Action Animation
Show this animation to explain the ocean-climate connection and the need for 30x30.

We Are One Ocean-Video Series
Show one of these videos to explain the significance of 30x30 and demonstrate the widespread support for the initiative. (available in different languages)

How to Save Our Ocean-Narrated by Sting
Show this video to demonstrate the importance of marine protected areas and supporting the 30x30 initiative

Comment Card Template
This is an example of a comment card you can print and have visitors or participants sign to show support of 30x30. Feel free to customize for your organization and add your logo. Make sure to deliver these in person to your relevant decision makers!
Science Behind 30x30

The five guiding principles of 30x30:
1. Support locally led conservation
2. Work toward a more equitable and inclusive vision for nature conservation
3. Honor the sovereignty of tribal nations
4. Support private conservation
5. Be guided by science

Check out these resources from our collaborating partner, Campaign for Nature, that provide scientific background and explain the many environmental and economic benefits of the global 30x30 movement.

Follow World Ocean Day on social media and join the network!