World Oceans Day
June 8

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Today's Webinar

- World Oceans Day overview
- Youth engagement
- 2019 resources & website walkthrough
- Youth Advisory Council update
- Questions
World Oceans Day: Connecting People Globally

2002
- The Ocean Project begins globally promoting and coordinating
- Prior to 2002, only a handful of events took place in a few countries. (No events in the U.S.)

2004-2008
- Together partners around the world, The Ocean Project develops and circulates a petition that ultimately led to the United Nations officially recognizing June 8 as World Oceans Day

2018
- The biggest, most impactful World Oceans Day yet, with over 1,500 events in 140 countries!
World Oceans Day 2018 Highlights

- **200+** Zoos, aquariums & museums (ZAMs) celebrated worldwide
- **57%** Plastic pollution focused events
- **59%** AZA members participated
- **36%** Events included activities for youth
- **5.55 Billion** impressions developed by #WorldOceansDay
World Oceans Day: A Unique Opportunity

Research from The Ocean Project shows that zoo and aquarium visitors expect, trust and appreciate information about how they can help advance ocean conservation.

World Oceans Day is an opportunity to:
- Engage your visitors in positive and empowering ways
- Highlight your conservation efforts
- Take action and make commitments to protect our ocean
- Connect the global community
2019 & 2020 Theme:

Together We Can
Protect and Restore Our Ocean
Conservation Action Focus:

To demonstrate leadership in preventing plastic pollution and share solutions that inspire and activate the global community.
YOUTH ENGAGEMENT
Youth Engagement:

Easy to do if **youth** are the drivers of that engagement
Ways to engage youth at your institution

- Tailor existing educational/engagement strategies to ALL ages
- Involve this demographic in the planning processes
- Show youth how they can continue ZAM work outside of visit
- You might be an expert in your field, but no one understands the wants of Generation Z better than Generation Z.
- Hosting a World Oceans Day event in their neighborhood, buying products that have similar mission as ZAM, etc.
New 2019 Resources

Happy World Oceans Day!
8 June
WorldOceansDay.org

World Oceans Day
8 June
WorldOceansDay.org
New 2019 Resources

Celebrate World Oceans Day June 8
WorldOceansDay.org

Together We Can
WorldOceansDay.org

Prevent Plastic Pollution
WorldOceansDay.org
Let's take a tour of WorldOceansDay.org! (in 5 minutes or less)
Youth Advisory Council

24 members
20 countries
1 mission
Youth Advisory Council
2019 Projects

Webinars

Beach Cleans

Curriculum

World Oceans Day
Plastic Pollution Lesson Plan
Questions?

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