



Growing the movement to protect 30% of our lands, waters, and ocean by 2030



30x30 Annual Update

Engaging the public and informing policymakers



Collaboration on 30x30 has been our top organizational priority for two years, through our campaigns with zoos, aquariums and museums; youth engagement and leadership initiative; and the World Ocean Day network.



200K

followers across all social media channels received regular messaging to encourage worldwide support and action for 30x30

180

zoos, aquariums, and museums from all 50 United States signed a letter of support for the national commitment to 30x30 and "America the Beautiful"

1,110

organizations from 80 countries signed a 30x30 petition created for World Ocean Day in collaboration with Campaign with Nature and delivered to world leaders

We support the America the Beautiful initiative!



ZOOS, AQUARIUMS and MUSEUMS

In 2021, we began coordinating a working group to help the zoo, aquarium, and museum (ZAM) community raise public awareness, document public opinion, and inform policymakers in support of 30x30. With Frost Science, Philadelphia Zoo, San Diego Zoo Wildlife Alliance, and National, New England, and Seattle Aquariums, as well as policy advisors and a DEI specialist, we co-developed and shared a wide array of tools and resources, including the aforementioned letter from 180 ZAMs, a collaboration with the Association of Zoos and Aquariums, American Alliance of Museums, and the Association of Science and Technology Centers, marking the first time the three associations united in a push for conservation action.



WORLD OCEAN DAY

With 30x30 as the special conservation action focus for June 8 and throughout the year, World Ocean Day 2021 helped to unite and rally the world for personal, community, and societal action for our blue planet. Together, with our partners worldwide, we inspired engagement from millions of people and hundreds of organizations from all sectors in 150 countries. By developing organizer and social media toolkits, providing customizable promotional and actionable resources, and coordinating collaborative petition drive to grow the global push for 30x30.

YOUTH LEADERSHIP

Our collaborative youth leadership initiative helped to build a more robust and activated youth movement focused on 30x30. The World Ocean Day Youth Advisory Council continued to help lead the growth of World Ocean Day, and last year we launched a monthly newsletter, which highlights opportunities and the work of our global youth network of 6000+ youth leaders and organizations. In addition, we continued to evolve the youth webinar and advocacy training series and uplifted and connected youth to the work of 55 youth leaders and youth-focused organizations! Registrants for the series came from 85+ countries on six continents.



COLLABORATION in 2022

To achieve impact on scale commensurate with the size of the issues we collectively face, and with key partners and supporters, we will increase our super collaborative efforts that support zoos, aquariums, and museums, youth-focused organizations, youth leaders, and others around the world for bold action. Together, we will engage in solutions-centered education and policy advocacy and continue to grow the global movement to strongly protect at least 30% of our lands, waters, and ocean by 2030.

[Contact our team](#) and let us know how we can collaborate with you!

SPECIAL THANKS

To all our Supporters, especially those who provide long-term support that allows us to grow the collective impact of our truly collaborative national and global networks and campaigns for our ocean.

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