



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



# 30x30 Annual Update

## Advancing Progress, Together



For three years, we have catalyzed collective action in support of 30x30 by collaborating with youth leaders, zoos, aquariums, museums and over 2,000 others partners in our global network. These and other efforts to raise awareness, document support and inform policymakers were rewarded when more than 190 countries signed a global agreement for 30x30 in December 2022 - the largest conservation commitment in history!



Fabrice Duenser / Ocean Image Bank

**220k**  
followers

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

**200+**  
zoos, aquariums,  
and museums

have participated in the 30x30 efforts that we have coordinated for this community.

**70k**  
individuals and organizations

from more than 120 countries signed a petition, created in collaboration with Campaign for Nature, which called on our nations' leaders to support 30x30.



## YOUTH LEADERSHIP

Our collaborative youth leadership initiative grew in exciting ways throughout 2022, powered largely by the World Ocean Day Youth Advisory Council. Our monthly newsletter reached youth leaders and organizations in 150 countries highlighting youth-led organizations and featuring hundreds of events and opportunities. We also launched a new series of Action Guides to provide strategic advice and sample language to help youth take impactful action on 30x30 at key times. Together with the two most recent Youth Advisory Council cohorts, we developed and refined a multi-week youth advocacy training program that we will expand for young people around the world throughout 2023 and beyond. The program equips participants with advocacy skills, an introduction to conservation policy and the 30x30 movement, and encourages strengthened conservation action, both locally and globally.

Paul Ayomide, World Ocean Day Youth Advisory Council Alum

# WORLD OCEAN DAY



For a third consecutive year we rallied the world for collective action for 30x30 on World Ocean Day. Together with our network of partner organizations, we inspired engagement from thousands of event organizers who reached millions of people, including policymakers, in 150 countries. We developed toolkits to support event planning and social media efforts, and created resources to increase action during World Ocean Day activities and events. The efforts of the thousands of organizations and key partners who participate in World Ocean Day, along with Pristine Seas, the Campaign for Nature, and so many more, have provided proof that when we act together we can protect our blue planet.

## ZOOS, AQUARIUMS & MUSEUMS

The Ocean Project has been coordinating a working group to help zoos, aquariums, and museums raise public awareness, document public opinion, inform policymakers, and advance progress towards 30x30. Since 2021, this working group has developed and shared a wide array of tools and resources to rally support around the concept of 30x30 and celebrate its adoption as a national goal in the United States, and a global goal under the United Nations Convention on Biological Diversity. In 2022, the group developed new approaches, including a “recording booth” concept that successfully captured and carried visitors’ views on protecting more nature to decision makers and other audiences. In addition, the group began to amplify locally-led efforts to create, expand, or improve protected areas in the ocean and on land, working in collaboration with the wider conservation movement.

## LOOKING FORWARD

Thank you to everyone who played a role in the collaborative efforts to call on our nations’ leaders to commit to 30x30, which helped make this global goal a reality! We look forward to working with you to make sure that national leaders follow through on their promises. The focus now is all about advocating for the implementation of policies and programs that are necessary to reach the 30x30 goals.

For 2023 and beyond, we’re excited to announce that, alongside our ongoing global coordination of World Ocean Day, growing youth engagement and leadership and working closely with youth-led and youth-focused organizations will be our top priority. We look forward to collaborating in transformative ways to grow the movement for a healthy blue planet!



New England Aquarium

## SPECIAL THANKS

To all our [supporters](#), including private foundations, zoos, aquariums and museums, individuals, and corporate partners that share our passion and purpose to protect the ocean, stabilize our climate, and create a more engaged and sustainable society.

