

Annual Report 2025

What's Inside

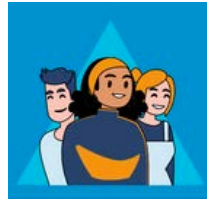
Who We Are



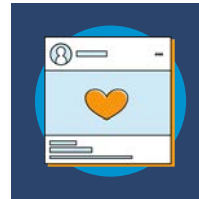
World Ocean Day 2025



Youth Empowerment



Social Media



What's Next



World Ocean Day's network includes thousands of organizations from all sectors and nearly 200 countries. We continued to expand throughout 2025, connecting, empowering, and mobilizing worldwide support to effectively address a variety of issues. Together, we take action to protect the ocean's biodiversity, stabilize the climate, and ensure a healthy future for all.

Our world ocean, covering 71% of the planet, makes life possible. We all need a healthy ocean to survive and thrive. As one of our greatest public resources, the ocean belongs to all of us, no matter where we live.

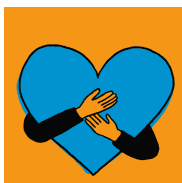
As a global day of awareness and action, World Ocean Day is a powerful reminder that the ocean is our planet's life support system. It regulates the climate, produces over half of the oxygen we breathe, powers the global economy, and, as the world's largest ecosystem, sustains an incredible wealth of plant and animal life. The ocean also provides deep cultural, recreational, and spiritual value for people everywhere, whether we live on the coast or far inland.



World Ocean Day catalyzes collective action for a healthy ocean and a stable climate.

Since The Ocean Project collaborated with its international partners to launch global coordination in 2002, World Ocean Day has grown from an idea to thousands of events and millions of people reached each year. It brings together all sectors – NGOs, businesses, aquariums, schools, governments, the recreational sector, and the public – to celebrate and safeguard the ocean.

The World Ocean Day network currently includes more than 2,000 organizations in 180 countries. World Ocean Day efforts have been co-led with a 25-member [Youth Advisory Council](#) since 2016. The Council network currently includes 149 alumni from 66 countries.



Our Mission

World Ocean Day catalyzes collective action for a healthy ocean and a stable climate, working in collaboration with youth leaders and a wide range of organizations. World Ocean Day belongs to all groups and individuals, collectively, everywhere. It's about how we can create a better future with an abundant ocean and a stable climate, by working together.



Our Vision

We envision young people worldwide leading the way and collaborating in transformative ways to create a more sustainable society and a healthy blue planet.

Our Guiding Values



Collaboration & Community

We believe that by working together, and empowering and supporting youth and communities worldwide, we can create meaningful progress for society and a powerful movement for our blue planet.



Inclusion & Impact

We are stronger together and can create lasting change as diverse people and interests uniting for a more equitable and sustainable future.



Respect for All

We honor the interconnectedness of all life and strive to provide a better future for generations of people and other life with whom we share this blue planet.



1992

1994

1996

1998

2000

2002

2004

2006

2008

2010

2012

2014

2016

2018

2020

2022

2024

2026



History

1992 - Canada proposes World Ocean Day at the UN Earth Summit in Rio de Janeiro.

2002 - The Ocean Project begins global coordination of World Ocean Day to support ocean conservation and a healthy blue planet.

2003 - The Ocean Project and international partners launch a global petition drive to gain UN recognition of 8th of June as World Ocean Day.

2008 - The UN officially recognizes the 8th of June each year.

2016 - World Ocean Day Youth Advisory Council is launched; now with 149 alumni from 66 countries.

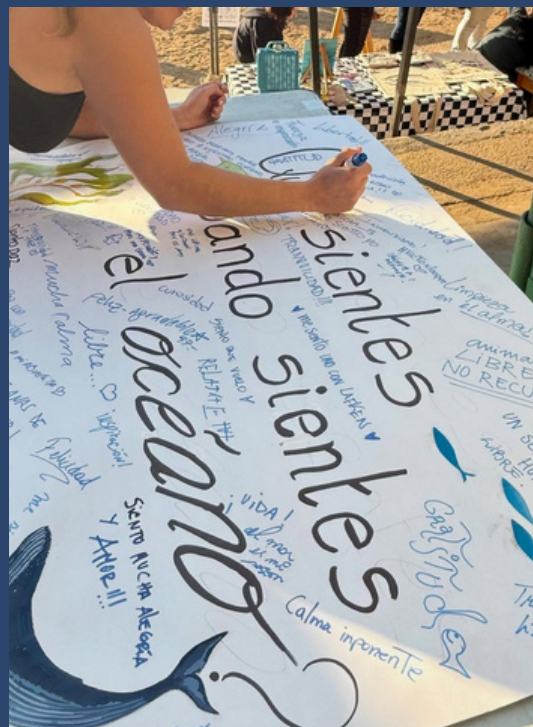
Today - Co-led with youth, World Ocean Day engages 2,000 organizations in 180 countries, mobilizes millions each year, and generates billions of social media impressions. It continues to unite the world each 8th of June and beyond, inspiring action and spawning many other “days” dedicated to protecting our blue planet.

World Ocean Day 2025

World Ocean Day 2025 catalyzed the biggest month ever for ocean conservation. Building on last year's momentum, WOD25 expanded youth engagement and saw thousands of events across 180 countries.

The call to action was amplified by the 3rd United Nations Ocean Conference in France, bringing greater global attention to protecting and restoring our ocean. June events promoted the theme “catalyzing action for our ocean & climate,” highlighting the ocean’s key role in fighting climate change and pollution.

With the recent International Court of Justice decision in The Hague, there’s growing momentum for holding major polluters—especially fossil fuel industries and nations—accountable, and hope for strong outcomes at COP30 in Belém, Brazil this November.



**Every year, World
Ocean Day gets
bigger, better,
and bolder.**

Notable Events!

We witnessed and recorded events in nearly every country on this planet.



World Ocean Day at the Georgia Aquarium
United States



Ocean Week Canada
Canada



Cleanups hosted by the Ministry of Agriculture and Environment
Vietnam



World Ocean Day for Schools
United Kingdom



Ocean Festival Malaysia
Malaysia



Ocean Care + Sea Shepherd Cleanup
Brazil



KhoiScouts (Snorkel) Adventures
South Africa



UN World Ocean Day hosted by DOALOS
France



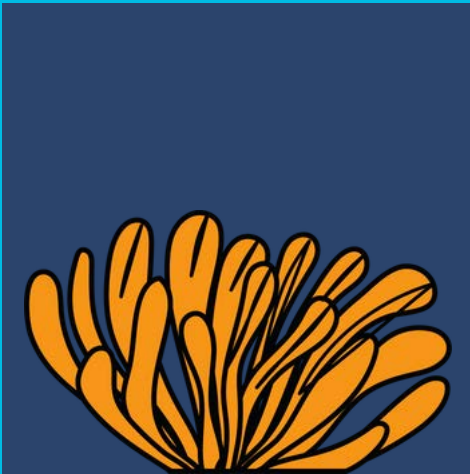
Lekan Bakare Foundation World Oceans Day 2025 Week of Action
Nigeria



Kaikōura Whale Festival with Kaikōura Ocean Research Institute
New Zealand

Youth Empowerment

Young people face growing challenges from climate change pollution and inequality, but they are also uniquely positioned as powerful agents of change who can drive solutions. World Ocean Day provides an opportunity, in June and throughout the year, for youth to connect across geographies and political boundaries to unite communities and protect our blue planet for a better future. We are equipping young people with the knowledge, skills, and networks to grow the movement for a healthy ocean, a stable climate, and a sustainable society.





Youth Leadership Training



This year, we provided leadership development for approximately 2,000 youth from 130 countries.

Designed for youth ages 16-23 (and open to all ages), our multi-week [training program](#) covered ocean and climate issues, advocacy and campaign organizing, social media and communications, and event planning and fundraising.

We also conducted a special session on mental well-being. Our evaluations consistently show that participants gained [confidence](#), [knowledge](#), and [resiliency](#) and built bonds with other youth from around the world that will help as they collectively face uncertain times and tackle challenges, which will be more effectively addressed together.





Youth Advisory Council

The Council for 2024-2025 included a diverse group of 25 young changemakers from 24 countries who are not just the leaders of tomorrow but are leading today. For the past year, these young ocean leaders have been demonstrating change and impact within their communities and worldwide to protect the ocean and helping us grow the movement for our ocean.

Yanson Hilaire, Dominica, 19
Xinara Bascombe, Barbados, 20
Vanessa Rodriguez, Venezuela, 17
Thomas "Tom" Csillag Finger, Brazil, 17
Tariq Lawal, Nigeria, 18
Sophie Kim, United States, 16
Sofia Tasoluk, Türkiye, 19
Shanzay Khanzada, Pakistan, 21
Sanya Shete, The Maldives, 22
Rachel Aluko, United States, 19
Paulina Slawek, Poland, 18
Oke Soe Htet, Myanmar, 19
Lily YangLiu, Canada, 16

Kenzy ElSherif, Egypt, 18
Kenia Marcano, Trinidad & Tobago, 23
Karen Anahí Bailón Menéndez, Ecuador, 23
Hamad Adel Hamad Othman, Sudan, 23
Eitoru Yabumoto, Japan, 16
Dekota Mark, Australia, 22
Cojitha "Coji" Senanayake, Sri Lanka, 17
Christian Jonathan Simon, Malaysia, 18
Charlene Desouza, England, 22
Arpa Das, Bangladesh, 19
Amber Josfin Pineda Guam, 17
Amanda Nontobeko Buthelezi South Africa, 22



12 Months of Action

In 2024 we piloted a new initiative, 12 Months of Action, to create a year full of exciting opportunities for continual learning, connecting, and taking meaningful action. In 2025 we continued this series of monthly campaigns that are strategically timed around key policy and action opportunities.

Each month, we collaborate with our policy partner organizations worldwide to create the political will necessary to secure the strongest possible protections (e.g., working closely with the High Seas Alliance to secure ratification of the High Seas Treaty). We leverage our global network, including 8,500 youth leaders across dozens of countries, to target strategically important national and international leaders.

World Ocean Day
ACTION OF THE MONTH
February

Urge leaders to ratify the High Seas Treaty

Join us for 12 Months of Action—a campaign offering an action each month to help protect our ocean & climate.
WorldOceanDay.org/12

In partnership with 

World Ocean Day
ACTION OF THE MONTH
March

Support a Robust & Just Global Plastics Treaty

Join us for 12 Months of Action—a campaign offering an action each month to help protect our ocean & climate.
WorldOceanDay.org/12

World Ocean Day
ACTION OF THE MONTH
April

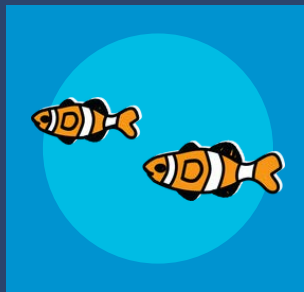
Do something great for Earth Day

Join us for 12 Months of Action—a campaign offering an action each month to help protect our ocean & climate.
WorldOceanDay.org/12

World Ocean Day
ACTION OF THE MONTH
May

Say no to deep-sea mining

Join us for 12 Months of Action—a campaign offering an action each month to help protect our ocean & climate.
WorldOceanDay.org/12



Leveraging Partnerships

World Ocean Day is thrilled to be deepening its collaborations with corporations and nonprofit partners to expand our reach and accelerate positive ocean impact. By joining forces across sectors, we're unlocking new resources, audiences, and momentum to scale our efforts to protect the ocean.



This year, Costa secured the category exclusive spot as the 'Official Sunglasses of World Ocean Day'



Social Media



People from
180
countries participated
in World Ocean Day

We're continually encouraging youth and others from all ages and countries to participate in whatever way they can. Whether you live on the coast or far inland, we all need a healthy ocean to survive and thrive.

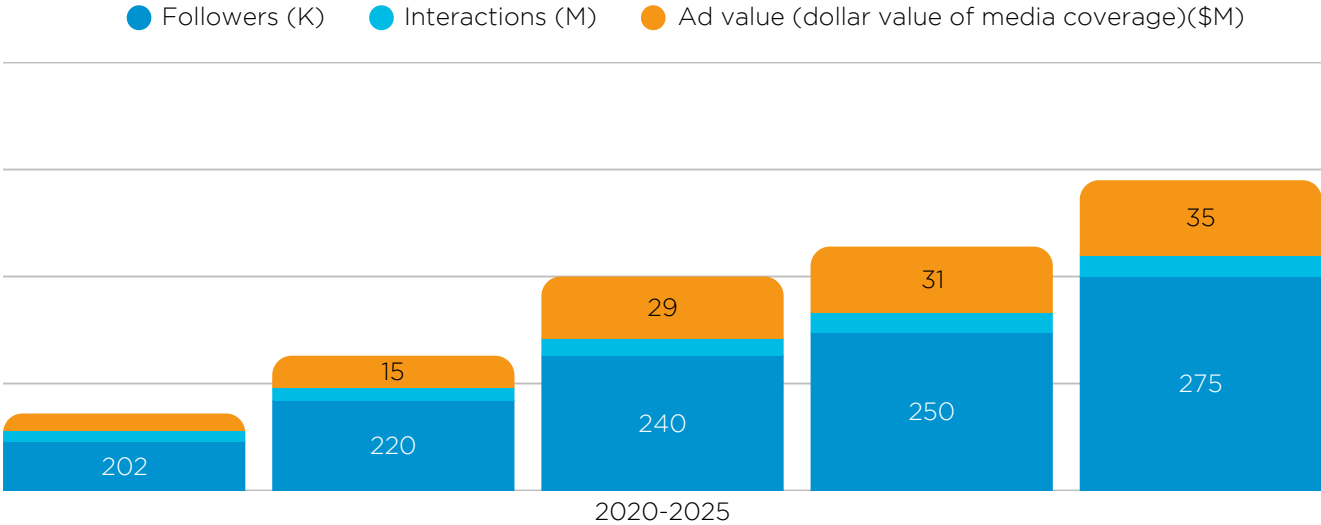
50+
free resources on
WorldOceanDay.org

WorldOceanDay.org offers a wide array of free resources, including event toolkits, social media assets, educational materials, and action guides, to empower individuals and organizations to protect our blue planet in June and throughout the year.
















25
2024-2025
Youth Advisory
Council members

Each year, a new cohort of the Youth Advisory Council helps develop World Ocean Day as a unique opportunity to connect and unite the world for collective ocean and climate action throughout the entire year. Launched in 2016, the Council now includes 149 alumni from 66 countries.

World Ocean Day has experienced significant online growth over the last five years, expanding from a small network of online advocates into a global digital movement that reaches millions annually. Through social media campaigns, virtual events, and multilingual toolkits, we have built a powerful platform for collective action that continues to grow in reach and engagement each year.



For 2025, there were hundreds of thousands of posts, generating hundreds of millions of impressions. Celebrities and large corporations posted about the Day, helping scale reach and impact. Some of these included:

| | | | | |
|--|---|--|---|--|
|  <p>The Prince and Princess of Wales 16.8M Instagram followers</p> |  <p>Leonardo DiCaprio 60M Instagram followers</p> |  <p>Tridha Choudhury 3.1M Instagram followers</p> |  <p>Jack Johnson 1M Instagram followers</p> |  <p>Jane Fonda 2.5M Instagram followers</p> |
|  <p>Alaska Airlines 646K Instagram followers</p> |  <p>Tiffany & Co. 16.5M Instagram followers</p> |  <p>Insta360 2.6M Instagram followers</p> |  <p>The Sphere, Las Vegas 2.4M Instagram followers</p> |  <p>South Park 2.5M TikTok followers</p> |
|  <p>Ray Dalio 1.8M Instagram followers</p> |  <p>Greenpeace 3.9M Instagram followers</p> |  <p>Francisco Activist (Vera) 218K Instagram followers</p> |  <p>Robert Irwin 7.6M Instagram followers</p> |  <p>Dia Mirza Rekhi 5.5M Instagram followers</p> |



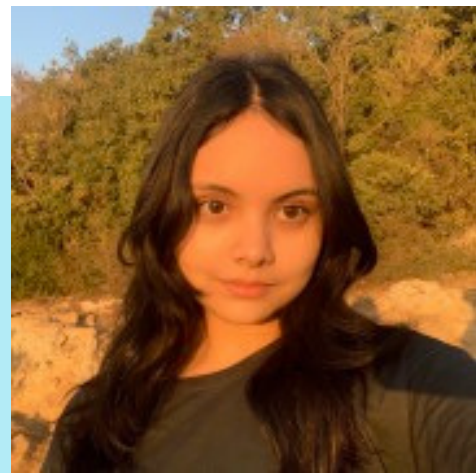
“Youth are not just the leaders of tomorrow – we are leading today. Our voices, perspectives, and solutions are already reshaping climate discourse.

The tools to include us already exist; what’s missing is the consistent will to listen and act. We will continue to speak up, and we will be heard.”

— **Paulina Slawek, Poland**
Youth Advisory Council

“As young people we have the power to make a difference and protect our ocean. We can be the voice for the voiceless, the endangered species, and the climate. We can play a pivotal role in decision-making and dialogue, inspiring others to take action.”

— **María Paz Dakota Ormeño Vasquez, Perú**
Youth Advisory Council



“To me, celebrating World Ocean Day means celebrating all the efforts that are made by individuals worldwide. It is a chance to recognize the progress we are making and to remind ourselves to keep going because our own wellbeing is dependent on our ocean’s wellbeing.”

— **Rada Pandeva, Bulgaria**
Youth Advisory Council



What's Next: World Ocean Day 2026

Every year World Ocean Day unites the world to celebrate our one shared ocean. Together, we take collective action for a healthy ocean and a thriving blue planet. World Ocean Day 2025 catalyzed the biggest month ever for ocean conservation. Building on last year's momentum with thousands of events in 178 countries, WOD25 expanded youth engagement to help lead the charge for positive change.

This year's call to action was also amplified by the United Nations Ocean Conference in France, which helped to bring even more global attention to the need to better protect and restore our world ocean. The many events throughout June that promoted the action theme of "catalyzing action for our ocean & climate" created more interest in the importance of the ocean for fighting climate change pollution. After all, ocean action is climate action, and vice versa.

Now, combined with the recent landmark/seamark decision at the International Court of Justice in the Hague, there is strong momentum for full accountability from the major polluting industries and nations, especially those that deal in fossil fuels and potential for better results at the 2025 United Nations Climate Change Conference (COP30) in Belém, Brazil this November.



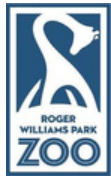
Summer Island Maldives



Greenpeace

Thank You to our Sponsors!

Thanks to all the organizations and companies listed below who make it possible for us to create the waves we do. Thank you for your consistent support and trust in our collaborative work!



Partner with us for World Ocean Day 2026!

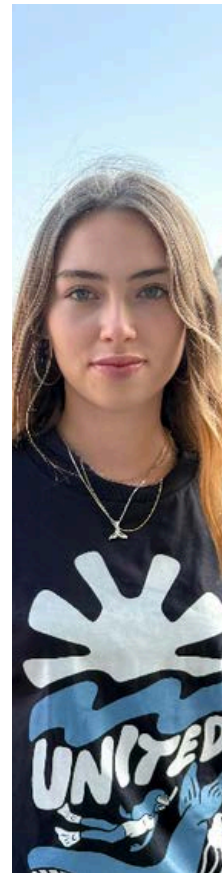
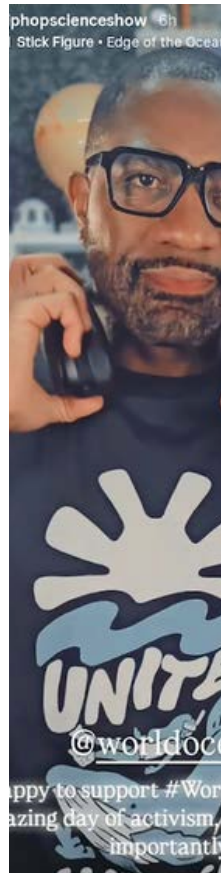
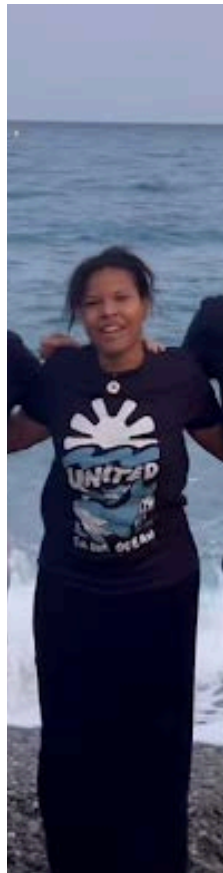
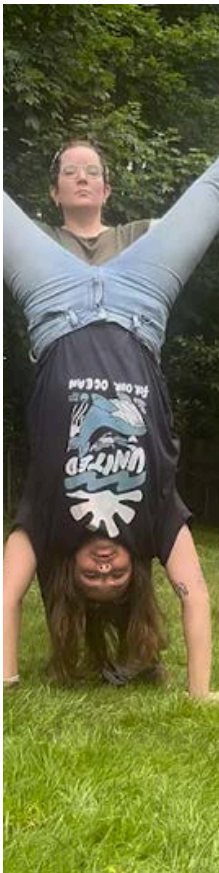
As a sponsor, your organization joins us in our mission to protect the world's ocean and build a more sustainable future. In return, your company will be recognized globally as a leader for a healthy blue planet. World Ocean Day is more than a moment; it's a lifestyle, and a growing movement. Your support also directly empowers thousands of young leaders around the world, providing them with the tools, training, and inspiration they need to drive lasting change throughout the year.

One Ocean, One Climate, One Future — Together

Contact Us

Sponsor World Ocean Day 2026! Email bmott@worldoceanday.org

World Ocean Day provides a unique opportunity to effectively engage your customers, communities, and employees in fun and empowering ways to create a healthy ocean and a stable climate.



[The Ocean Foundation](https://www.theoceanfoundation.org/) currently serves as the US-based 501(c)(3) tax-exempt fiscal sponsor (EIN: 71-0863908) for World Ocean Day.

WorldOceanDay.org