

OceanEcho 30x30

Educational Event Planning Guide

PROTECTING 30% OF THE OCEAN BY 2030

First of all, welcome! Whether you visit the ocean every day or you've never seen it before, we are so excited you're interested in working to protect this life-sustaining resource. OceanEcho 30x30 is a campaign led by the EarthEcho International Youth Leadership Council to elevate youth voice in protecting 30% of the ocean by 2030 through education/outreach, coastal habitat restoration, and policy action. We're inviting you to take action with us by hosting an OceanEcho 30x30 educational event in your community!



In this guide, you'll find the following resources you need to plan an OceanEcho30x30 event:

- ▲ An overview of Marine Protected Areas (MPAs), and why they are important
- ▲ Video introductions to the campaign and its goals
- ▲ A template presentation to share OceanEcho 30x30 with your community
- ▲ Email templates to use when reaching out to schools or community organizations
- ▲ A report back form to track your impact
- ▲ A social media challenge to generate public support for Marine Protected Areas

Toolkit Created by EarthEcho Youth Leadership Council members: Akhila Bandlora, Apurva Iyengar, Armon Alex, Domingo Cortinez, Ela Gokcigdem, Isha Sangani, Lela DeVine, Madison Toonder, Maria Torres, Olivia Blondheim, Summer Snell, and Victor Ye.

WHO ARE WE?

EarthEcho International is a non-profit organization founded by Philippe Cousteau, Jr. on the belief that young people have the power to change the world. OceanEcho 30x30 is a new initiative led by EarthEcho International's Youth Leadership Council to amplify the collective impact of youth-led action to protect 30% of our ocean by 2030 through education and advocacy campaigns, active engagement in ocean policy, and direct marine restoration efforts.



OCEANECHO 30X30: WHAT IS IT?

Although it makes for a catchy call to action, you might be wondering what “30x30” actually means. More people are realizing how crucial the ocean is to environmental health and ultimate human survival, but few know that only 2% of the ocean has significant protection from harmful extractive practices! The goal of the 30x30 movement is to provide meaningful protection to at least 30% of the ocean by 2030 so that we can maintain our global health and communities. The consequences of climate change unfolding before our eyes remind us that there is a pressing need to protect our planet from further damage. Through 30x30, a coalition of organizations like EarthEcho International are working to build a groundswell of public support to protect the ocean before it is too late.

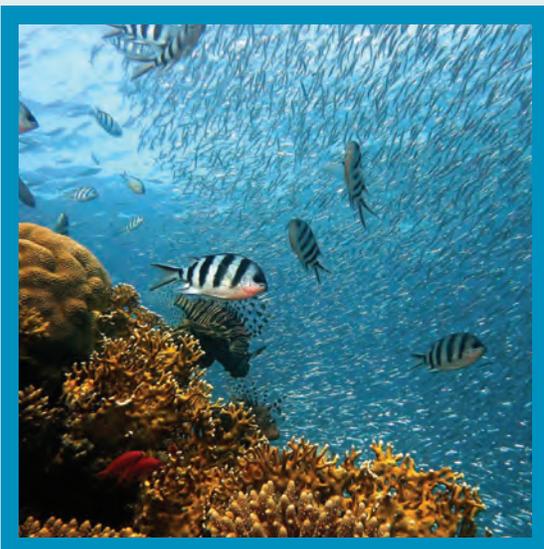
Want to learn more? [Check out this video message from EarthEcho International's Youth Leadership Council.](#)

I'M HEARING THE PHRASE "MARINE PROTECTED AREA" A LOT. WHAT EXACTLY IS THAT?

Marine Protected Areas, or MPAs, are regions of the ocean that are closely managed in an effort to preserve the health of the natural area. The location, size, and type of the habitat protected by MPA policy can greatly vary - ranging from large portions of the ocean to small inter-tidal zones; this allows for some flexibility in which type of authorities monitor a marine protected area, what human actions they restrict, and how scientific data collection is managed (NOAA). MPAs function as tools to protect the natural world by restricting behaviors such as human recreational activities, fishing, collection of any materials from the environment, and pollution so as to promote ecosystem health separate from external disturbances (NOAA).



Even if you live in a landlocked area or far from an MPA, you are still directly affected by the ocean. We must keep in mind how ocean health affects global ecosystems since the ocean connects us. Ultimately, any damage to our ocean negatively impacts human health.



For example, the enhanced water quality in many Marine Protected Areas is not only critical for the survival of the species in that region, but also promotes the health of nearby regions (such as fisheries). There are serious consequences to consuming the very fish that live in an ocean full of human-created plastic; so if not for the benefit of beautiful biodiverse marine regions, advocate for protecting larger portions of the ocean for the health of the human race.

Source: <https://oceanservice.noaa.gov/facts/mpa.html>



THAT'S REALLY COOL. HOW CAN I GET INVOLVED?

First, welcome to the movement! One important way you can support OceanEcho 30x30 is by educating others, whether that's your family, your school, or your communities!

Join us in leading an OceanEcho 30x30 event in your community!

To get started, [review and download the OceanEcho 30x30 template presentation](#). Each slide comes with built in notes to help you plan for your presentation.

Make your plan to lead an education event in your community:

1. **Reach out to a community leader or school teacher** to ask if you can give a presentation about OceanEcho 30x30 and the importance of marine protected areas. **You can copy and modify [this e-mail template](#)** to share more details with your teacher or a local organization/club. Remember, your presentation can be hosted virtually or in person.

2. **Adjust the [template presentation](#)** to accommodate your audience - personalize the presentation to add local information about marine protected areas near you, or how the ocean impacts your community directly.

3. **Give your presentation!** Remember to take lots of deep breaths because you got this!

a. If you need help pre-recording a presentation, send us an e-mail at youthcouncil@earthecho.org.

4. **Consider incorporating other activities into your presentation!** One great way to incorporate interactivity into your presentation is by hosting a Kahoot! Quiz. You can access and use [our OceanEcho 30x30 Kahoot! Quiz](#) as a fun activity for your participants.

5. [Fill out this survey](#) once you've completed your presentation to help us track and celebrate the impact of your work. You can also e-mail any photos of your event to youthcouncil@earthecho.org.

TAKE THE #MYOCEANECHO CHALLENGE!

The EarthEcho Youth Leadership Council invites you, and the participants at your event, to take the #MyOceanEcho challenge, utilizing social media to highlight the importance of marine protected areas and the impact the ocean has on all of our lives.

To join us, share a post on social media telling the world:

1. The critical role the ocean plays in all of our lives and the importance of global action to protect 30% of the ocean by 2030.
2. A photo of who you're protecting the ocean for (i.e. your friends, family, strangers, the world - we want to fill social media with the faces of real people who are impacted by the ocean; emphasizing the point that the ocean impacts us all!)
3. Use the hashtag #MyOceanEcho and tag three friends to take the challenge.



Together, we will create a wave of public support to protect 30% of the ocean by 2030.

Here's an example post you can use to get started:

Did you know that only ~7% of the ocean is currently protected? ALL of our lives depend on a healthy ocean. That's why I'm taking the #MyOceanEcho Challenge to call attention to our critical need to protect 30% of the ocean by 2030.

We need to start NOW to ensure a healthy future for the planet and for all of us.

Join me and share a picture of someone you're protecting the ocean for! Let's fill social media with REAL PEOPLE whose lives are impacted by the ocean together.

I nominate: @_____, @_____, and @_____.



THANK YOU!

Thank you for your commitment to protecting our ocean planet and your work to advocate for 30x30. Stay connected by following @EarthEcho on social media and join the EarthEcho Youth Action Network at www.earthecho.org/youth.