



EARTHECHO INTERNATIONAL

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2021 YOUTH LEADERSHIP SUMMIT



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20 YEARS OF CREATIVE SOLUTIONS
AND LASTING RESULTS

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WELCOME FROM PHILIPPE



Welcome to EarthEcho's 2021 Youth Leadership Summit! We are so excited to have you join our 6th Annual Youth Leadership Summit - our second VIRTUAL celebration of young environmental leaders. Over the next two days, you are part of a movement, a community of young people from around the world creating change! Together we'll gain inspiration, share ideas, and build upon proven strategies to protect 30% of our ocean by the year 2030.

This program is meant to provide a quick overview of the incredible speakers, networking and skill-building sessions, and critical actions that we will all explore together. The Youth Leadership Summit brings us together to create a global OceanEcho - amplifying the effect of collective youth-led action to protect our water planet.

Be sure to join the conversation leading up to and during the Youth Leadership Summit on social media using #OceanEcho30x30 to share your experiences, lessons learned, and plans for action. I look forward to meeting you virtually and am excited to continue on this journey to restore our ocean to abundance with each of you!

#OCEANECHO30X30



SCHEDULE OF EVENTS

Please note all times are listed in Eastern Time (ET). All events will be held in English.

FRIDAY, AUGUST 6

10:00 - 11:15 AM – **Ocean Inspiration** with Philippe Cousteau and Emily Menashes, White House Council on Environmental Quality; hosted by Armon Alex. Video messages from Cristina Mittermeier, SeaLegacy/Only One, and White House Council on Environmental Quality Chair Brenda Mallory.

Welcome to the 2021 Youth Leadership Summit! We'll begin with ocean inspiration from EarthEcho co-founder Philippe Cousteau and renowned photographer and author Cristina Mittermeier. After we (literally) dive into the richness of our ocean, Emily Menashes will connect that energy to the inspired policy vision to restore our ocean to abundance as we prepare to learn more about the actions we can all take throughout the rest of the day.

11:15 - 11:30 AM – **#OceanEcho30x30: A Year in the (Sea)Life** with Armon Alex, Laura Park, Domingo Cortinez, Isha Sangani, and Armon Alex, EarthEcho International

2020 marked the launch of #OceanEcho30x30, an initiative to mobilize support for the protection of 30% of the ocean by 2030. Since the 5th Annual Youth Leadership Summit, members of the EarthEcho Youth Action Network have been hard at work engaging their communities in ocean protection and restoration. Learn more and celebrate the collective impact of this effort, while making plans to expand our work together in the coming year.

11:30 - 12:30 PM – **30x30: Update from the Experts** with Erin Eastwood, National Ocean Protection Coalition (NOPC); Tom Cors, The Nature Conservancy; Sarah Hameed, Marine Conservation Institute; Masha Kalinina, PEW Trusts; hosted by Nicolas Lama

Protecting 30% of the world's ocean is monumental. But it's no easy feat. So where are we in the process? Find out in this panel discussion featuring experts in the ocean conservation field.

12:30 - 1:00 PM – **BREAK**

1:00 - 2:00 PM – **Ocean Lightning Talks** hosted by Madison Toonder

They say not to go swimming while there's active lightning but...let's **dive** back in after the break! These short back-to-back presentations are designed to give you a taste of the work different organizations are doing for our big blue planet.

- ▶ Anupa Asokan, Surfrider Foundation
- ▶ Jeffrey Parrish, The Nature Conservancy
- ▶ Teda Phadoungxath, La Mer
- ▶ Angelo Villagomez, Blue Nature Alliance
- ▶ Emma Grace Wilkinson, Sofía Hernández Salazar, Francesca Fearnley
Global Choices' Arctic Angels

2:00 - 3:00 PM – Taking Ocean Action Through Art (Choose one of the following):

- ▶ **Finding Your re(PURPOSE)** with Aydika James, Secret Samurai Productions; moderated by Amanda Sun

*It's time to unleash your inner artist and create stylish, attractive desktop containers out of old plastic bottles! Remind yourself of your favorite aspects of the ocean, filling your container with inspiring messages. **Supplies needed:** Empty plastic bottles, knife/scissors, paint, glue & decorations, paper, writing utensil*

- ▶ **Influencing Change through Storytelling** with Elizabeth Sherr, Emergent; moderated by Amelia Fortgang

Influencing ocean action is possible through the power of engaging communication. This session will guide you on how to effectively communicate your experiences and passions in marine conservation to inspire change. Join to learn tips on the do's and don'ts of content engagement and how to raise awareness and action for the 30x30 ocean campaign! Participants will have the opportunity to create video messages on the importance of protecting marine biodiversity to share on the @UNBiodiveristy Instagram platform! (Note: a cell phone or camera will be helpful for this session - though not required!)

- ▶ **Harnessing the Power of Photojournalism** with Markus Martinez Burman, Nat Geo/INDIS.org; moderated by Samhita Gattupalli

You've probably heard the phrase "a picture is worth a thousand words," and it's true—when you know how to tell a story through photography! In this session, you'll learn the structure of a photo essay and its ability to tell the story of a place, its problems, and the actors involved. Then, it's YOUR turn to tell a story using the knowledge gained at the beginning of the session.

Know before you go: please be prepared to bring an old photograph of the ocean (taken by a friend/family) to the session OR be able to take a photograph during the session.

3:00 - 3:30 PM – Make Your OceanEcho (& Day 2 Preview) with Sean Russell, EarthEcho

Connection is KEY! We are launching a new collaborative virtual space for YOUTH to gather and amplify the ripple effect (the echo) of collective action to protect our ocean planet. The OceanEcho Community will keep us all connected in the coming months of action so we'll give you a quick tour of our new space and get you all set up to connect! Did we mention? For the first 100 people that join the community, your morning coffee will be on us! Access your \$10 Starbucks gift card just by logging into the OceanEcho Community, courtesy of our sponsors at Starbucks! (Starbucks Cards issued in the U.S. or Canada are accepted at most Starbucks locations in North America, including airport and grocery locations. Starbucks Cards can also be used interchangeably at most stores in the U.S., Canada, Puerto Rico, United Kingdom, Ireland, Australia and Mexico.)

3:30 - 5:30 PM – BREAK

4:00 - 5:00 PM – Closed Session: YLC & Alumni Meet-Up

5:30 - 8:00 PM – YOUTH v GOV Film Screening & Panel Discussion

with Philippe Cousteau and Avery McRae & Sahara Valentine, Plaintiffs; moderated by Isha Sangani

This inspiring story of youth activism documents 21 activists from across the United States as they file a groundbreaking lawsuit against the United States. The case reveals evidence that the government has endangered their constitutional rights to life, liberty, and property by acting over six decades to create the climate crisis. YOUTH v GOV Film shows the power of young people to lead. Stick around at the end of the film for a panel discussion with Avery McRae & Sahara Valentine, two of the plaintiffs featured in the film!

SATURDAY, AUGUST 7

10:00 - 10:20 AM – Networking Breakouts

Welcome to Day 2! We start today nice and easy with some casual networking. Turn on those cameras and meet your fellow young leaders! You'll start in the Main Zoom Room before going off into your own breakout sessions.

10:20 - 11:10 AM – Lightning Strikes Twice! Peer-to-Peer Lightning Talks

moderated by David Yoon

Young people like yourself are doing AMAZING work! Hear from your peers in these short back-to-back presentations. We know you'll leave feeling inspired!

- ▶ Lydia Rysavy, High Seas Alliance Youth Ambassador
- ▶ Project White Oil, 2021 Xylem Ignite Winners
- ▶ Project Uplift, 2021 Xylem Ignite Winners
- ▶ Team Crayfish, 2020 OurEcho Challenge Winners
- ▶ Myroslava Fisun and Amelia Fortgang, EarthEcho YLC Members

11:10 - 12:00 PM – Connecting Communities for Conservation (Choose one of the following sessions):

- ▶ **OceanEcho 30x30 Event Planning** with Summer Snell and Domingo Cortinez

**Recommended for first time participants. * Are you eager to get your community engaged in ocean conservation but don't know where to start? Join these EarthEcho YLC members as they walk you through how to plan your very own OceanEcho 30x30 event, from initial brainstorm to final assessment!*

- ▶ **How to Heartwire Your Communications** with Robert Pérez, Wonder: Strategies for Good; moderated by Armon Alex and Isaac Yebio

Communicating about ocean conservation can be extremely challenging. The problems and solutions facing the ocean often involve complicated scientific processes and policy prescriptions. As a result, communications frequently portray ocean issues as abstract processes. In addition, they often fail to elicit a sense of awe or wonder or include emotionally compelling human stories.

This virtual training session, hosted by Wonder: Strategies for Good aims to help participants learn how to better connect with audiences around ocean conservation. Participants will learn how to tap into audience mindsets and will explore evidenced-based messaging strategies from the messaging guide, Heartwired to Love the Ocean (available at <https://heartwiredforchange.com/ocean/>).

This session will include an interactive Q & A wherein participants can interact directly with Robert Pérez, chief exploration officer at Wonder: Strategies for Good, and a co-author of Heartwired to Love the Ocean.

12:00 - 1:00 PM – BREAK - Transition back to Main Meeting Room

1:00 - 2:00 PM – A Primer on Environmental Justice (EJ) with Betsy López-Wagner, López-Wagner Strategies, Diana Ruiz, López-Wagner Strategies, and Alfredo Ramirez, ALRAS Digital; moderated by Armon Alex

Please read [this resource](#) developed by ALRAS Digital & López-Wagner Strategies before the session begins
As part of EarthEcho's commitment to continue working toward justice and equity in our programs and resources, we are offering a basic primer on environmental justice to support the youth and adults that access EarthEcho resources. Betsy López Wagner and Diana Ruiz co-authored these resources for The EarthEcho Academy, a new virtual learning space developed to provide online courses for teacher professional learning with access to fully remote, asynchronous environmental education modules for students, alongside Alfredo Ramirez, the concepts, vocabulary, and case studies presented in "Welcome to Module One: Environmental Justice".

2:00 - 3:30 PM – Deep Dive Workshops

- ▶ **Getting Started in the Blue Economy** with Ann Carpenter, Braid Theory; Surjan Singh Spira, Inc.; Reuben Vollmer, DewGood and Spout; Christine Ward-Paige, eOceans; moderated by Ela Gokcigdem and Maanit Goel

The Blue Economy involves all economic activity related to ocean and coastal ecosystems currently valued at USD \$1.5 trillion. This rapidly growing industry is highly transformative, merging bold entrepreneurs with corporate partners. Join Braid Theory's Co-founder, Ann Carpenter, as she and four young, successful entrepreneurs describe how they managed to break into this burgeoning Blue Economy. If you are a budding blue economy entrepreneur, this session is for you! Come prepared to share your business ideas and the environmental issues they solve with this panel of experts who will provide feedback in real-time.

- ▶ **Engaging in Ocean Policy and Advocacy** with Jean Flemma, Ocean Defense Initiative (ODI); moderated by Maggie Peacock

**Session will focused on U.S. based policy work* Gain understanding of the legislative process and how advocates can engage using the example of the Ocean-Based Climate Solutions Act of 2021. Participants will be invited throughout the session to collaborate by sharing what issues they are working on, identifying their elected officials, and practice explaining why these issues matter to them. Breakout rooms at the end of the session will offer opportunities to practice the personal storytelling that makes a great ocean advocate—either through the written word or in a mock meeting with a legislator.*

- ▶ **How to: Building Ocean and Climate Action Campaigns Rooted in Justice** with Betsy López-Wagner, López-Wagner Strategies, Diana Ruiz, López-Wagner Strategies, and Alfredo Ramirez, ALRAS Digital; moderated by Mina Adabag

This interactive session focuses on justice in #oceanclimateaction and how to develop effective people-centered campaigns that aspire to achieve equitable outcomes. There will also be 20-minute breakout room options to dive into more examples and put into practice what is discussed during this training, including applying and upholding the Jemez Principles for Democratic Organizing, equitable communications for good, digital advocacy, and coalition building.

3:30 - 3:45 PM – BREAK - Transition back to Main Meeting Room

3:45 - 4:15 PM – Mobilizing Global Support for Ocean Protection moderated by Nicolás Chesta

Looking for some inspo for your next project? Hear from #OceanEcho30x30 Fellows from around the world on the importance of mobilizing community support for global ocean protection and get a sneak peak at their campaigns to influence policy action for the 30x30 ocean goal in their home communities!

4:15 - 4:45 PM – Trivia! hosted by Harper Campbell & Iris van der Veen

Think you're an ocean expert? Join fellow Youth Leadership Summit participants and test your knowledge with interactive trivia! This session will be conducted using Kahoot! Participants are encouraged to download the app ahead of time.

4:45 - 5:00 PM – What's Next - Mobilizing for Ocean Conservation Action

The end already?! Hardly the case – you're just getting started! Stick around for these last 15 minutes to learn how your Summit experience is just the beginning of our work together to build the impact of OceanEcho 30x30 and our global youth movement to restore and protect our ocean planet!

SUNDAY, AUGUST 8

1:00 - 3:00 PM – Closed Session for EarthEcho Water Challenge Ambassadors

EARTHECHO YOUTH LEADERSHIP COUNCIL

Mina Adabag
Armon Alex**†
Sergio Alvarez
Julián Álvarez
Mary Ann Arizaga
Sadie Blancaflor
Priscila Bonilla
Nicolás Chesta
Domingo Cortinez †
Lela DeVine
Myroslava Fisun*
Amelia Fortgang †*
Samhita Gattupalli
Maanit Goel †
Ela Gokcigdem †
Florencia Gonzalez
Laura Hampton
Brayden Jones
Nicolas Lama †
Ariann Landaverde
Laura Park
Maggie Peacock
Isha Sangani †
Summer Snell †
Amanda Sun
Madison Toonder †
Isaac Yebio †
David Yoon †



**Host/Emcee

*Peer-to-Peer Lightning Talks Presenter

† Session Moderator

MEET THE SPEAKERS

Click on the headshot to read the speaker's full bio!



Mehek Agrawal
OceanEcho 30x30 Fellow
EarthEcho International



Armon Alex
YLC/Board of Directors
EarthEcho International



Anupa Asokan
Board of Directors
Surfrider Foundation



Markus Martinez Burman
National Geographic Young Explorer
Indigenous Sustainable Development



Ann Carpenter
Co-Founder
Braid Theory



Tom Cors
Director of Lands
The Nature Conservancy



Domingo Cortinez
YLC
EarthEcho International



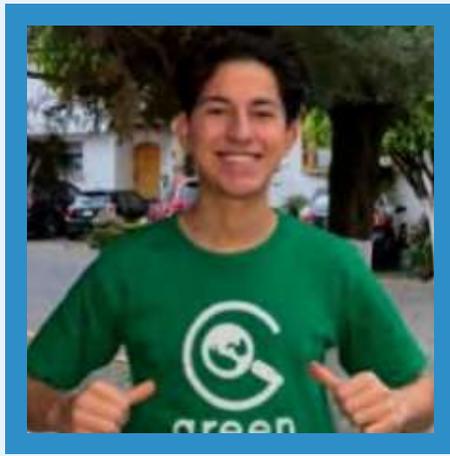
Philippe Cousteau
Co-Founder
EarthEcho International



Erin Eastwood
Program Director
National Ocean Protection Coalition



Francesca Fearnley
*Community Climate and Environmental
Activist, Arctic Angel and Podcast Host*
Arctic Angels



Diego Arreola Fernández
OceanEcho 30x30 Fellow
EarthEcho International



Myroslava Fisun
YLC
EarthEcho International



Jean Flemma
Director
Ocean Defense Initiative



Amelia Fortgang
YLC
EarthEcho International



Florencia (Flora) Gonzalez
OceanEcho 30x30 Fellow
EarthEcho International



Brigitta Gunawan
OceanEcho 30x30 Fellow
EarthEcho International



Sarah Hameed
Blue Parks Director & Senior Scientist
Marine Conservation Institute



Aydika James
*Art Producer, Writer &
Creative Director*
Secret Samurai Productions



Masha Kalinina
Senior Officer, International
Conservation Unit
The Pew Charitable Trusts



Betsy López-Wagner
Founder & Principal
López-Wagner Strategies



Avery McRae
Juliana vs United States Plaintiff
Our Children's Trust



Emily Menashes
Deputy Director for Ocean and
Coastal Policy
White House Council on
Environmental Quality



Cristina Mittermeier
Co-founder and President
SeaLegacy/Only One



Rebecca Nockholds
OceanEcho 30x30 Fellow
EarthEcho International



Jeffrey D. Parrish, PhD
Global Managing Director,
Protect Oceans, Lands and Waters
The Nature Conservancy



Robert Pérez
Founder, Chief Exploration Officer
Wonder: Strategies for Good



Teda Phadouxgath
Director, Sustainability & Global
Communications
La Mer



Alfredo Ramirez
Founder
ALRAS Digital



Diana Ruiz
Environmental Campaigner &
Global Strategist



Lydia Rysavy
Student & Climate Justice Activist
High Seas Alliance



Sofía Hernández Salazar
Political Scientist and Activist
Arctic Angels and FFF Costa Rica



Elizabeth Sherr
Marketing Associate
Emergent



Surjan Singh
Chief Operations Officer
Spira, Inc.



Summer Snell
YLC
EarthEcho International



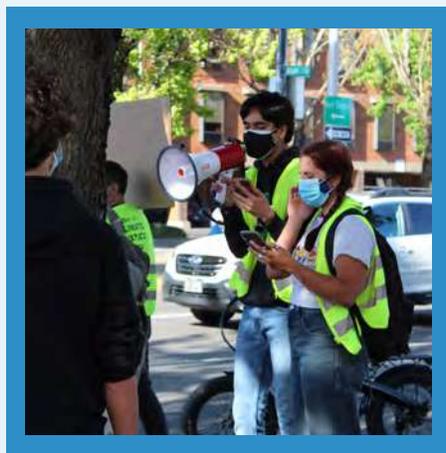
Team Crayfish
OurEcho Challenge Winners
EarthEcho International



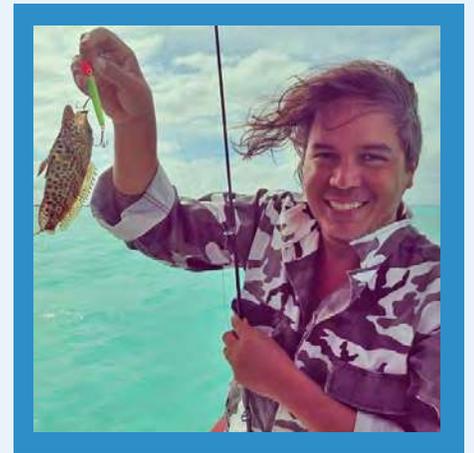
Team UpLift
Winner
Xylem Ignite



Team White Oil
Winner
Xylem Ignite



Sahara Valentine
Youth Plaintiff
Our Children's Trust



Angelo Villagomez
Senior Officer
Blue Nature Alliance



Reuben Vollmer
CEO
Spout



Christine Ward-Paige, PhD
Founder/CEO/Lead Scientist
eOceans



Emma Grace Wilkinson
Arctic Angels Coordinator
Global Choices