



In-Person
& virtual!



**Ocean
Week
Canada**



**World
Ocean
Day**

2022 Event Planning Guide

June 3-12
June 8

OceanWeekCan.ca
WorldOceanDay.org

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It's time to dive deeper into ocean learning with the Ocean Week Canada Toolkits!



Schools 1.0



Schools 2.0



Early Career



Museums



Libraries



Parks Canada

Event Guidance

Ocean Week Canada and World Ocean Day provide a unique opportunity for a wide array of organizations, schools, businesses, and communities to honor and celebrate the ocean that connects us all! By uniting together, and with a special emphasis on engaging and connecting youth, we can significantly increase awareness and action, and generate the political will needed to create a healthier ocean and a better future.

Whether you live on the coast or inland, we all need a healthy ocean to survive and thrive. The ocean generates most of the oxygen we breathe, feeds us, and regulates our climate. By protecting the ocean, we also protect our climate, and our future.



30x30: A Call to Action

The Government of Canada has made significant investments to address climate change and biodiversity loss, including by setting an ambitious target to protect 25% of Canada's lands and ocean waters by 2025, and 30% by 2030. Canada is a member of the [High Ambition Coalition for Nature and People](#) and the Global Ocean Alliance.

World Ocean Day 2022 is centered on expanding awareness and generating public support for [conservation action](#) on a global commitment to the 30x30 goal.

Let's get started

This guide will help you plan your event - whether large or small, in-person or online. Explore the ideas, suggestions, tips, and tools in this guide to support you in planning your own unique event and to help protect the ocean and climate.

- [List your event on the Ocean Week Canada website](#)**
- [Why not share your Canadian event globally on the World Ocean Day Events Calendar & World Map!](#)**
- [Subscribe to the Ocean Week Canada email list and receive a monthly update!](#)**

Event Guidance cont'd

Already, people are planning celebrations, activities, and actions across Canada, and around the world. Organizers are choosing to hold either in-person or virtual events based on preferences and what is appropriate and accessible for their community. Ideas for events are limitless and whatever you do, you can make an impact.

● **Public Health Reminder** ●

Make sure your celebration plans are safe for everyone!

Follow local government guidance on gatherings and in-person activities.

● ●

Including a call for action to sign the 30x30 petition is an easy way to incorporate the [Conservation Action](#). Doing so helps everyone feel more empowered and connected to a global community acting for our shared ocean in June and year-round.

To help your celebrations, activities, and other events be even more impactful, we recommend the following tips:

- Keep it fun, positive, and solutions-focused with ways for everyone to help
- Include youth (teens and young adults) in a variety of ways, such as having them help plan activities or including youth-oriented educational activities
- Engage your participants by using educational materials found on [OWC website](#)
- Incorporate an action-oriented activity that makes a direct impact
- Partner with other organizations in your community, including youth-oriented organizations, schools, your local aquarium or park, or like-minded businesses
- Invite your local media outlets to amplify your event through radio, television, newspaper, and social media coverage
- Take photographs and share them on social media to further amplify your efforts
- Use the Ocean Week Canada logo ([download here!](#)) to connect your community efforts to the united national efforts to protect the ocean
- [List your event](#) so we can share your activities on the Ocean Week Canada [Events Calendar and map](#) and on the [World Ocean Day World Map](#) ([submit your event here](#))

Imagine walking on a giant map, following your local river all the way to the ocean.

Check out the map!

www.oceanweekcan.ca/learning-hub/map





Event Ideas: In-Person



Ripley's Aquarium, Toronto ON



Victoria, BC



Halifax, NS

Develop Interactive Presentations

- Have a touch tank with ocean creatures or, if you're close to the ocean, host guided coastal tours or sustainable fishing demonstrations
- Sponsor a sustainable seafood event by inviting local chefs to give demonstrations and food tastings, check online for 'sustainable seafood chefs' in your area

Create Activity Stations

- Create a festival or set up a space for ocean-themed activities at an existing festival. Set up a workstation for people of all ages to learn more about the ocean and 30x30 while creating ocean art with paint, chalk, discarded plastics, and more!
- Set up simple ocean science experiments for demonstrations or as an activity

Coordinate Entertainment

- Invite local musicians to play, host a dance (to ocean-themed music), or put on a short theater or improv performance with an ocean conservation message
- Host an ocean-related film screening with movies, cartoons or documentaries, invite the creators of the film for a question-and-answer session about ocean conservation

Host Readings/ Book Signings

- Work with local authors who have written about the ocean and conservation, contact your local bookstore to co-host and for authors to invite

Organize a Coastal or Inland Cleanup

- Lead a community, beach, river, wetland, or underwater cleanup and register it through the [Great Canadian Shoreline Cleanup](#)
- Contact local outdoor and ocean recreational shops to help organize and spread the word. Recruit volunteers through social media, news outlets, or local youth groups
- Take the [Be Plastic Wise](#) pledge and check out [Surfrider Foundation Canada](#)

Create a Mural

- Create a mural in a public place in honor of the ocean. Invite a group of local artists to paint a public wall or the wall of a local business (TIP: obtain permission!)
- Along with paint, consider using collected materials like glass or even pieces of recovered plastic and trash to reduce litter and show solutions to ocean pollution



Event Ideas: Online



Host a Guest Lecturer/ Webinar

- Sponsor a public lecture about the ocean by an environmental leader, educator, or scientist. Focus the lecture topic around a specific local issue of interest or the broader national and global goal to protect 30% of lands, waters, and the ocean by 2030
- Incorporate trivia and a question-and-answer section after the lecture to encourage audience participation, keep the questions focused on ocean solutions!

Go LIVE

- Have a livestream for your followers on social media! Set up a 360 video of the inside of an exhibit at a museum/aquarium or at the beach; or give an online tour of what you are doing for Ocean Week/World Ocean Day, enabling people to tune-in from home
- Showcase a musician or artist performing or displaying their artistic interpretation of ocean conservation. Post their art online or live-stream their performance

Offer Prizes and Raffles

- Set up an online raffle or drawing to spread awareness and generate participation on social media (TIP: check rules and regulations related to raffles). Hand out ocean-theme prizes such as kayaking rental passes, tickets to your local aquarium, ocean conservation apparel, or a sustainable and locally-sourced dinner
- Bonus: get a celebrity involved to increase reach and excitement!

Host a Fundraiser

- Create an online fundraiser for ocean protection and spread the word on social media!
- Include fundraising benchmarks or goals and provide updates on progress leading up to 8 June to encourage involvement. Spread the word to friends, family, and colleagues.

Launch a Competition

- Create a virtual photography, video, art, or TikTok competition and use social media to ask your followers to vote for their favorite submission
- Make 30x30 the theme of the competition and showcase marine protected areas

Event Registration Guidance

How to List Your Event:

To register your event on the Ocean Week Canada website, visit the 'register your event' page [here](#).

Step 1: Sign up for the Event Portal

After you submit the form, you will receive an invite to access your new account in the Event Portal.

Step 2: Add your event information

Login into your new account and add the information about your event. When you are finished, publish your event, making it live on the Ocean Week Canada website!

Step 3: Stay in the loop!

Once your event is published you will receive updates as part of the Ocean Week Canada event host crew!

Benefits of Listing Your Event:

When your event is approved, it will be added to the Events Calendar and Map on the Ocean Week Canada website! Join with hundreds of other organizations coordinating celebrations, activities, and actions.

Promote your event:

The [Events Calendar and Map](#) on the OceanWeek Canada website are how others learn about your celebration and register to participate. Share your event link to amplify your impact and we will promote your event through the Ocean Week Canada social media platforms and email list.



Registering Your Event includes:

- Event title and description
- Event time and date
- Link to a website or social media page for your event or group
- Uploading a(n) image(s) for your event
- Your contact information
- City where event is happening (can be Canada-Wide or virtual)
- Also select...
 - Format
 - Category
 - Region
 - Audience
 - Accessibility
- Address (Used to list your event on our map. Virtual events will not appear on the map)

[List your event or activity here!](#)

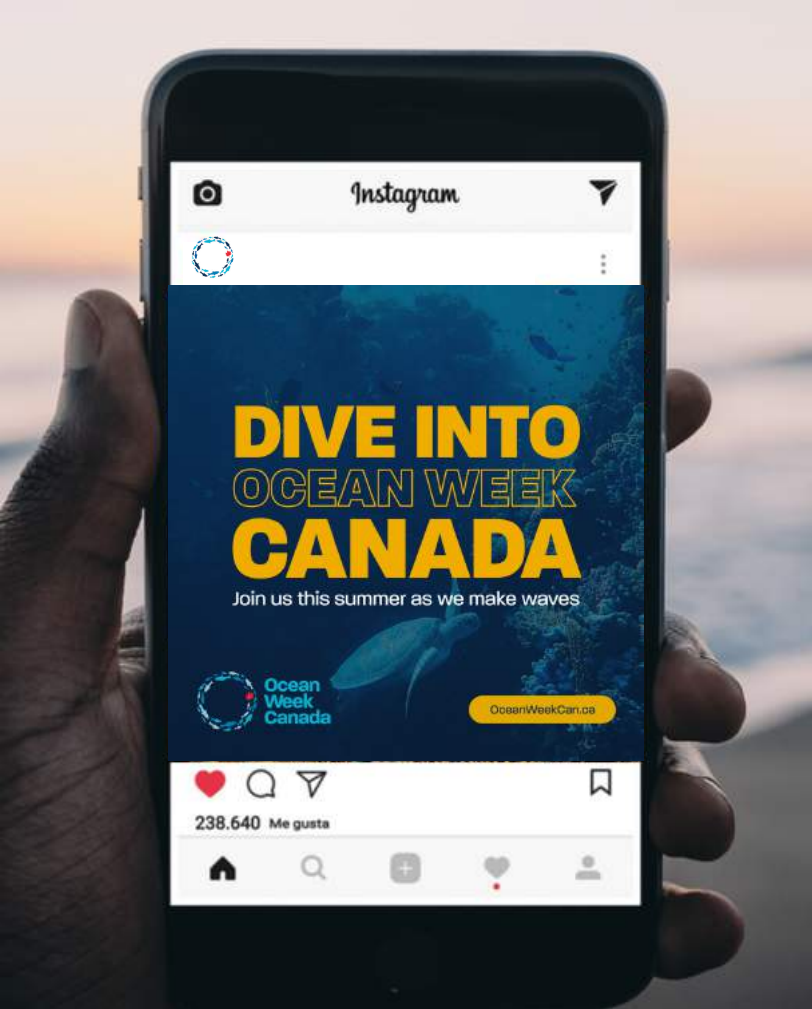


Messaging Guidance

These tips are based on more than 20 years of research and shared experiences and includes a specific emphasis on communication about 30x30. Utilize these guidelines in your outreach on your website, social media, and during events!

Messaging "Dos and Don'ts":

- | | |
|--|--|
| Do include a conservation-related ask for attendees | *Including a conservation-related ask (30x30 for example) helps the ocean and improves the experience of your audience. |
| Do emphasize the solution and stay focused on the positive | *People respond well to a positive message that specifically invites them to be part of the solution. |
| Do highlight specific animals and particular places | *People can easily connect with the idea of helping a specific animal or place. You can help them connect that feeling to the 30x30 goal and protecting the ocean as a whole. |
| Do emphasize popular support | *Describing the momentum around 30x30 proves that it is a popular solution and will inspire more support from people. |
| Do engage younger audiences | *Research shows that people in their teens and twenties tend to be more interested, engaged, and likely to take action. |
| Do speak to the potential for global impact | *The 30x30 goal has the potential to bring solutions to scale. Share the progress to date and the need and possibility for a global commitment that will make tangible solutions possible! |
| Don't assume familiarity with marine protected areas (MPA) | *Describing how special places in our ocean can be protected just like land is protected in a national park helps explain "MPA". |
| Don't expect people to know ocean conservation and climate change are connected | *Emphasize and explain the interconnectedness between a healthy ocean and a healthy climate whenever possible. |
| Don't overwhelm people with information on the process | *Most people are unlikely to be concerned about the specifics of the processes or plans for 30x30. Keep it simple! |
| Don't exclude people from the vision of the future | *While you talk about how protected places will be closed to destructive activities, be sure to emphasize that they can remain open for people's enjoyment like ecotourism and recreation. |



Amplification Opportunities

Be sure to follow Ocean Week Canada on social media platforms to stay informed.

We post year-round about all the efforts to protect our blue planet. Look out for a big social media push beginning in May and throughout June when most activities will take place!



We will be seek out organizations and activities to repost and share to the Ocean Week Canada network! Be sure to use the hashtags shown to the left so we can find you and feel free to DM us directly to ask for amplification of your efforts!

Hashtags to Use:

#OceanWeekCanada (#SemaineDelOc ean)

- Use this hashtag in all of your posts leading up to and related to Ocean Week Canada!

#OWC2022 (#SDO2022)

- Use this hashtag in all of your posts leading up to and related to Ocean Week Canada!

#WorldOceanDay

- Use this hashtag in all of your posts leading up to and related to World Ocean Day!

To coordinate in-kind social amplification in the weeks leading up to Ocean Week Canada, please contact the Communications and Graphic Design Lead:

Meg Callon
meghan@colcoalition.ca

To amplify your efforts with the world, you can also contact the World Ocean Day Community Engagement Manager:

Kate Sutter
ksutter@worldoceanday.org

“ Sample Social Media Posts ”



Customize these sample social media posts and use them across various social platforms as a way to promote your event and advance conservation!



Sample posts:

→ Big coastline, big water, big responsibility — Ocean Week Canada celebrates the ocean and waterways that connect us all.

Join this national celebration. Visit oceanweekcan.ca to learn more!

→ Dive into Ocean Week Canada and all the ocean education resources created for you and your students!

Check out the Learning Hub for Toolkits, video collections, giant floor map, and ways to take action.

→ #DYK that Canada has the longest coastline of any country?

Explore the Ocean Week Canada calendar of events to find ocean activities happening this summer near you!

→ Engage in Ocean Week Canada events from coast to coast to coast. Find an event near you, or promote your own event or initiative!

Together, we can inspire action and strengthens an ocean culture across Canada. Learn more at oceanweekcan.ca.

→ Want to learn more about Canada's leading ocean innovators and entrepreneurs?

The Early Career Professionals Toolkit shares innovator's insight, opportunities, networks, and more.

→ From coast to coast to coast, we are a country of water, stories, and innovation.

Engage in #OWC events near you and together, let's share stories that inspire action and strengthens an ocean culture across Canada. Learn more at oceanweekcan.ca.

TIP: coordinate these posts with posts publicizing your event or activity to increase awareness and encourage participation.

BONUS: include a registration link to your event!





Resources

These resources are completely free and available to use, whether on your website, over social media or in person. Click [here](#) to explore the complete collection of resources on the Ocean Week Canada website.

Logos

The Ocean Week Canada logo is free to use on your promotional materials! See the [brand guidelines](#) to help you promote your event June 3-12 and all year-round. [Download Here](#)

ENGLISH

FRENCH

BILINGUAL



NAVY/BLACK

WHITE

COLOUR 1

COLOUR 2



Ocean Week Canada Colour Palette

Use this colour palette in your social posts and graphics.



Deep Sea Blue
#0D2E54



Inlet Blue
#005499



Pelagic Blue
#037EB6



Tidal Blue
#07B4D3



Sky Blue
#97C8D9

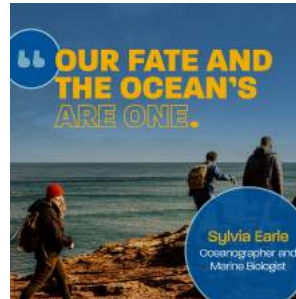
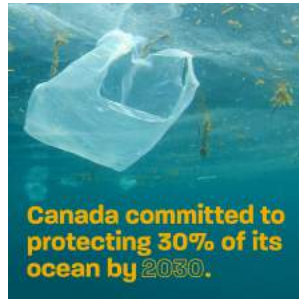


Diz Yellow
#E2A914



Social Media Graphics

Post on social and tag @OceanWeekCan to amplify and share your message with our network.



Download graphics and the social media guide [here!](#)

Ocean Week Canada Learning Resources

Together with our partners, we have curated a collection of resources to help your audience deepen their ocean knowledge, connect with each other, and take action.

[Toolkits](#)



[Video Collection](#)



[Giant Ocean Map](#)



[Take Action](#)



World Ocean Day Event Posters & Banners

These World Ocean Day posters are available in 20 different languages and customizable. Add your organization's logo and edit for your event or celebration! [Download Here](#)





Science Behind 30x30

Some guiding principles:

1. Support Indigenous rights and conservation
2. Protect and connect ecological corridors
3. Advance nature-based climate solutions
4. Work toward a more equitable and inclusive vision for nature conservation

Learn more at: [Campaign for Nature](#) and [Allies for Nature](#)

Check out these resources from our collaborating partner, Campaign for Nature, which provide scientific background and explain the many environmental and economic benefits of the global 30x30 movement.



[Why 30%?](#)



[The Importance of Biodiversity](#)



[Cost/Benefits of 30x30](#)



More Information

For more information about Ocean Week Canada and our partners, [read our Press Release](#)

For full branding guidelines, download our [Ocean Week Canada Brand Guide](#)

For other communications inquiries, email oceanweekcan@colcoalition.ca

For more World Ocean Day resources, visit <https://worldoceanday.org/>

Follow Ocean Week Canada on social media and join the fast-growing national network!



Follow World Ocean Day on social media and join the fast-growing global network!

