WORLD OCEANS DAY 2022

UNWORLDOCEANSDAY.ORG

#REVITALIZETHEOCEAN CAMPAIGN TOOLKIT

United Nations World Oceans Day is hosted by the Division for Ocean Affairs and the Law of the Sea of the Office of Legal Affairs, with the generous contribution of Oceanic Global, which is made possible by La Mer.

2022 THEME

REVITALIZATION

COLLECTIVE ACTION FOR THE OCEAN

The ocean connects, sustains and supports us all. Yet its health is at a tipping point and so is the well-being of all that depends on it. As the past years have shown us, we need to work together to create a new balance with the ocean that no longer depletes its bounty but instead restores its vibrancy and brings it new life.

Join us for UN WOD 2022 as we shed light on the communities, ideas, and solutions that are working together to protect and revitalize the ocean as well as everything it sustains.

We will hear from thought-leaders, celebrities, institutional partners, community voices, entrepreneurs, and cross-industry experts as they delve into key topics and work to both inspire and ignite collaborative change.
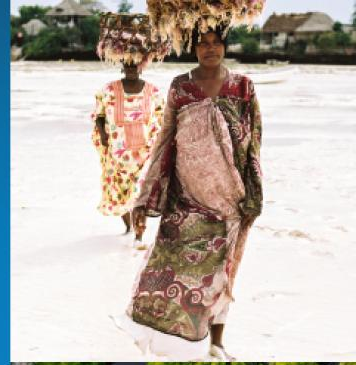
Revitalization is the goal, collective action is how we'll make it happen.

#RevitalizeTheOcean
Campaign Overview

WHAT & WHO

During the months of April and May, we invite our global community to engage with the 2022 United Nations World Oceans Day theme, *Revitalization: Collective Action for the Ocean*, by participating in the #RevitalizeTheOcean video campaign.

The campaign will provide Civil Society, Private Sector Partners, States, and Intergovernmental Organizations the opportunity to showcase—through a short 1-minute video—tangible projects and solutions that they are implementing to help protect and revitalize the ocean.

WHERE

The campaign will be largely promoted on social media, the official United Nations World Oceans Day website and partner channels. There will also be opportunities to showcase videos during the UN World Oceans Day Event, held in New York at the UN Headquarters on 8 June.

Campaign Steps

Step 1

Create Campaign Video

Create a 1-minute video answering the provided prompt

Step 2

Upload Video to the UN World Oceans Day Website

Upload Video to Vimeo or YouTube and then submit it to the UN World Oceans Day Website

Submit Here

Step 3

Post Video to Social Media

Post Video to your Social Media using the hashtag #RevitalizeTheOcean and tag @unworldoceansday, @undoalos, and @oceanic.global

Step 4

Share Video in your Newsletter

Share Video with your community and link to the UN World Oceans Day Website

Create Campaign Video

VIDEO PROMPT

In 1-minute or less, tell us how your organization is taking action and revitalizing the ocean.

Showcase <u>tangible</u> actions and/or solutions that are currently underway—including multi-level stakeholder engagement and community-led efforts—<u>rather than commitments, pledges, or goals</u>.

Step 1

Create Campaign Video

You have creative flexibility in how you choose to answer the prompt, but videos should convey an informative message and have a positive sentiment.

You can use b-roll clips with voice-overs, footage of your work, animations, a spokesperson speaking directly to a camera, or a combination of the above.

Sample content direction/possible ways to showcase your work:
- Example of clips with voiceover and text (Source: Make A Change)
- Example of clips with voiceover and text (Source: NowThis Earth)
- Example of clips with text (no voiceover) (Source: earthrise studio)
- Example of clips with text overlay (no voiceover) (Source: COP26)
- Example of a spokesperson speaking directly to a camera (Source: COP26)

REMINDERS

- Your video must showcase tangible actions and/or solutions that are currently underway.
  - Examples include: Showcasing your restoration initiatives, youth programs, explorations, blue economy projects, capacity building, your implementation of nature-based solutions, showing behind the scenes into projects, inside your labs, etc.

- *When submitting your contribution, you must ensure that you hold all relevant rights for any photographic, audio and/or filmed material contributed by you or on your behalf.*

Step 1

Create Campaign Video

- **Length:** Video should be 1-minute or less, as the cut-off for an Instagram in-feed video is 60-seconds
  - Recommended: Add the official #RevitalizeTheOcean introduction clip to the start of your video (download here). The introduction clip is 3-seconds long, therefore, your video must be 56-seconds or shorter to stay within the 1-minute requirement.

- **Dimensions:** Video must be submitted in a horizontal format, with 1920 x 1080 (16:9) dimensions.

- **Sound:**
  - Sound must be clear in voice recordings and/or when speaking directly to a camera.
  - Video can be filmed in any language, but if it is not filmed in English, then English subtitles must be added by you.
    - Recommended: Add English subtitles to your video, regardless of the spoken language, for increased viewer accessibility.

- **Lighting:** Ensure any in-person shots are well-lit (we suggest filming in natural light)

- **Logos:** Organization names can be written out but no logos can be used in the video, apart from the official UNWOD 2022 logo.

Step 2

Upload Video to UN World Oceans Day Website

To help reach a wider audience, submit your video to be featured on the Education Portal of the UN World Oceans Day website by completing the **Submit Your Resources form**. Additional images and written content can also be uploaded to supplement the video.

Your video must first be uploaded to Vimeo or YouTube. Videos cannot be submitted to the website as MP4 files, you must use a Vimeo/YouTube link.

It may take up to two weeks to appear on the website, as videos must first be approved by the UN DOALOS team.

By submitting your contribution, you acknowledge that you hold all relevant rights for any photographic, audio and/or filmed material contributed by you or on your behalf. When uploading to the UN WOD website, you will be asked to grant to the United Nations and its partners the right to use, reproduce, display and disseminate worldwide and in perpetuity, in whole or in part, in any traditional or electronic media format, photographic, audio and/or filmed material contributed by you or on your behalf, solely for the purposes of promoting and marking World Oceans Day 2022.

Guide to Having your Video Played During the UN World Oceans Day Celebration

COVID-dependant, a selection of video submissions will be featured during the UN World Oceans Day Event held at UN Headquarters in NYC. Videos may be projected for the attendees to see as they walk in, leave, and/or during the Event's intermission.

To be considered, videos must be submitted to the website by 1 June 2022 and follow the below criteria:

- Submitted with English subtitles
- Submitted in 1080 x 1920 (16:9) dimensions
- Submitted online by 1 June 2022
- No logos are used in the video, apart from the official UNWOD 2022 logo (Organization names can be written out)

Please note that submission of a video does not guarantee that it will be included during the UN World Oceans Day Event at UN Headquarters.

Step 3

Post Video to Social Media

Post your video to your social media channels (e.g., Instagram, Facebook, etc.) to share how you are working to #RevitalizeTheOcean with your community!

- Use the hashtag #RevitalizeTheOcean in your caption
- Tag @unworldoceansday, @undoalos, and @oceanic.global in your Instagram caption _and_ in the video itself so we don't miss it
  - Recommended: Share the video to your Instagram Stories for extra visibility and tag @unworldoceansday, @undoalos, and @oceanic.global

When to Post:
- **Posting between 23 May – 5 June is preferred.**

Step 3

Post Video to Social Media

SAMPLE SOCIAL MEDIA CAPTION

This year's UN World Oceans Day day theme, **Revitalization: Collective Action for the Ocean**, explores the communities, ideas, and solutions that are working together to protect and revitalize the ocean and everything it sustains.

[Insert organization name] is honored to be part of this revitalization effort, working to inspire and ignite collaborative change. This is how we are working to #RevitalizeTheOcean!

Join us virtually for this year's @unworldoceansday event—produced by @undoalos, with the generous contribution of @oceanic.global, which is made possible by @lamer—to see how others are working to restore the oceans vibrancy and bring it new life. RSVP for the virtual event at UNWorldOceansDay.org #UNWorldOceansDay 🌊

Guide to getting reposted to the UN World Oceans Day Instagram Page

The official United Nations World Oceans Day Instagram account (**@unworldoceansday**) will be posting a roundup of select video. To be considered for one reposting/inclusion in one of the roundups, your video must follow the below criteria:

- Video must 1-minute or less in length
- Must use #RevitalizeTheOcean, @unworldoceansday, @undoalos, and @oceanic.global in the caption
  - For Instagram Story reposts: Tag @unworldoceansday, @undoalos, and @oceanic.global in your story to be considered
- Must be submitted with English subtitles
- Submitted in 1920 x 1080 (16:9) dimensions
- No logos may be used in the video, apart from the official UNWOD 2022 logo. Organization names can be written out.
- Posted to your Instagram page by the following key date:
  - 1 June 2022

Due to a high number of participating partners, we cannot promise that all videos will be re-shared to the UNWOD account, but we will do our best to spotlight as many appropriate submissions as possible that showcase unique themes and solutions! When posting to social media with the #RevitalizeTheOcean hashtag, you grant to the United Nations and its partners the perpetual and world-wide right to use, reproduce, display and disseminate worldwide solely for the purposes of promoting and marking World Oceans Day 2022.

Step 4

Share Video in your Newsletter

Share the video with your community by including it in your newsletter, linking back to the UN World Oceans Day website.

Sample Newsletter Copy:
This year's UN World Oceans Day day theme, ***Revitalization: Collective Action for the Ocean***, will explore the communities, ideas, and solutions that are working together to protect and revitalize the ocean and everything it sustains.

[Insert organization name] is honored to be part of this revitalization effort, working to inspire and ignite collaborative change. Watch this video to see is how we are working to #RevitalizeTheOcean!

Join us virtually on 8 June for this year's UN World Oceans Day event—produced by the UN's Division for Ocean Affairs and the Law of the Sea in, with the generous contribution of Oceanic Global, which is made possible by La Mer—to discover how others are working to create a new balance with the ocean that restores its vibrancy and brings it new life. RSVP for the virtual event here!

Quick Links & Downloads

Download a #RevitalizeTheOcean Introduction Clip

Download UN WOD 2022 Logo (White, Nany)

RSVP for the UN World Oceans Day 2022 Virtual Event

More Information on UN World Oceans Day

Events

Stay up to date on community events celebrating World Oceans Day that are taking place leading up to, and after, 8 June 2022.

Submit your ocean-related events listed on the website [here](#)!

Explore Events

Resources

Explore a variety of educational resources, ocean-related stories, and other #RevitalizeTheOcean videos submitted by our community members.

Submit your educational resources [here](#)!

Explore Resources

Stay Updated

Subscribe to our newsletter & follow us on Instagram for frequent event updates and to see how others are working to #RevitalizeTheOcean.

Subscribe

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DAY 2022

Thank you for participating in United Nations World Oceans Day 2022 #RevitalizeTheOcean campaign to inspire and engage our collective communities around the need to revitalize the world's oceans!

www.unworldoceansday.org

@unworldoceansday