

**WONDER**  
Sustaining What Sustains Us



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OCEANS  
DAY 2025**  
UNWORLDCEANSDAY.ORG

UN World Oceans Day 2025  
**Marketing Toolkit**

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# About UN World Oceans Day

On **8 June 2025**, United Nations World Oceans Day will be held in **Nice, France**, ahead of the **2025 UN Ocean Conference** (9 – 13 June, 2025). The unique alignment of two major UN ocean events is an unprecedented opportunity to amplify visibility and collaborative efforts for the ocean.

The raising of the **World Oceans Day flag** will mark a moment of global unity and momentum for the ocean, setting the stage for the UN Ocean Conference in Nice.

Against the stunning backdrop of the **World Oceans Day Regatta**, the symbolic flag raising ceremony will invite the global ocean community as well as the public in Nice to celebrate this year's UN WOD theme, "**Wonder: Sustaining What Sustains Us.**"

[UNWorldOceansDay.Org](https://unworldoceansday.org)

[View Past Events](#)

*\*UN World Oceans Day is hosted by the Division for Ocean Affairs and the Law of the Sea of the Office of Legal Affairs in partnership with Oceanic Global.*

*\*This toolkit will be updated regularly as more assets become available. Logos on assets cannot be modified in any way.*



Please tag [@unworldoceansday](#), [@undoalos](#) and [@oceanic.global](#) in any of your social media posts about **UN World Oceans Day 2025!**

# 2025 Theme:

## WONDER: Sustaining What Sustains Us

**The ocean is our world's greatest wonder.**

A seemingly endless source of sustenance, potential, wisdom, and awe. However, in this time of interlocking crises, **humanity has grown increasingly isolated from the natural world** and siloed in our self-preservation; and there is no clearer evidence of our selfish and short-sighted actions than in the **ocean's dire state**.

From the marine life that produces our oxygen, medicines and food, to its natural infrastructures that sequester carbon and buffer shores, every diverse element of the ocean – across both its biodiversity and composition – supports humanity in a multitude of ways. **But instead of acting with appreciation and amazement towards the ocean, we have acted with ignorance and greed.** And despite countless warnings, we have chosen to deplete the ocean's abundance, devastate its ecosystems, and pollute its depths. We can no longer afford to take the ocean for granted. **It is critical that we mobilize all actors to conserve and sustainably use the ocean so that future generations can have the chance to revel in its wonders, instead of wondering what's been lost.**

**If the warnings haven't motivated us, wonder is what will.** The ocean's wonder is what draws us in and often drives our desire to protect it. Wonder is the foundation of scientific knowledge, the allure behind exploration, the curiosity that drives innovation, and the seed of traditional wisdom. **In the face of increasingly daunting challenges, the act of wondering serves to remind us that we are part of something bigger.** It wakes us up to our inherent connection to the earth and to each other, expands our understanding of what is possible, empowers innovation and prioritizes decision-making for collective well-being. This World Oceans Day, we celebrate the ocean's essential wonder from all of the wonders it consists of to the wonder it ignites. **Because just as the ocean sustains the planet, wonder sustains our humanity. And while the ocean is the lifeblood of the earth, and wonder is the beating heart that will save it.**

[Download Theme Language](#)



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UN World Oceans Day 2025

**Activating the 2025 Theme**

# Activating the 2025 Theme: Community Actions

Join us in igniting a unified wave of momentum to celebrate the ocean on **World Oceans Day (8 June)**.

- ▶ **Share** [thematic content](#) on your social media channels available in this toolkit
- 📧 **Integrate prompts** from the [UN WOD Discussion Guide](#) coming soon to this toolkit into group discussions/panels
- 🗨️ **Highlight** messaging from the [Theme Language Document](#) into your speaking engagements
- 📱 **Use** the Wonder branded [social media templates](#) available in this toolkit to promote your content & event collateral
- 📤 **Upload** your **World Oceans Day events** to the [UN World Oceans Day website](#)
- 📁 **Upload** your **World Oceans Day educational resources** to the [UN World Oceans Day website](#)
- 🌊 **Develop** social media content relevant to your organization's mission
- 🏷️ **Tag** [@unworldoceansday](#), [@undoalos](#), and [@oceanic.global](#) in any of your social media posts about **UN World Oceans Day 2025!**
- 💡 **Participate** in the thematic "Wonder" social campaign and Call-To-Action  
- *Links and details forthcoming*



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# Activating the 2025 Theme: Wonder Discussion Guide



## Overview:

This discussion guide aims to facilitate meaningful conversation among the ocean community surrounding **United Nations World Oceans Day (8 June)** and the subsequent **2025 UN World Ocean Conference (9–13 June)**.

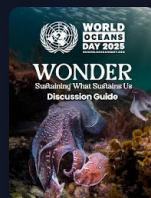
It delves into United Nations World Ocean Day's 2025 theme "Wonder: Sustaining What Sustains Us" and explores the role of wonder as the foundation of scientific knowledge, the allure behind exploration, the curiosity that drives innovation, the seed of traditional wisdom, and the driving force behind ocean conservation.

## Objectives:

- To deepen appreciation of the ocean's wonder and its diverse manifestations
- To recognize and practice the act of "wondering" as a tool for sustained stewardship
- To inspire innovative thinking and collaborative action for ocean conservation
- To carry the ocean's wonder into conversations and decisions about its fate

## Discussion Topics:

1. Defining Wonder
2. Wonder & Science
3. Wonder & Ocean Affairs
4. Wonder & Wisdom
5. Wonder & Innovation
6. Wonder & Community
7. Wonder & Collective Action



[Download the Discussion Guide](#)

# Activating the 2025 Theme: Social Storytelling Topics

## Overview:

This guide provides a framework for creating engaging social media content centered around the 2025 UN World Oceans Day theme, “Wonder: Sustaining What Sustains Us.”

It explores how to inspire audiences through storytelling, visuals, and interactive content while reinforcing the significance of the ocean’s wonder in science, conservation, and innovation.

## Core Message:

- Wonder is the foundation of scientific knowledge, exploration, and innovation.
- The ocean sustains us; we must sustain it in return.
- Through curiosity, storytelling, and community action, we can drive ocean conservation forward.

## Tone & Style:

- 
- Inspiring, educational, and action-driven
- A balance of scientific insights and emotional storytelling
- Conversational and engaging; tailored for different platforms



# Activating the 2025 Theme: Social Storytelling Topics

## Defining Wonder

- Share content that explores what wonder means in the context of the ocean and surrounding your organization's work in connection to the ocean.
- Prompt audiences to reflect: "What ocean moment filled you with wonder?"
- Showcase stunning visuals of the ocean's most awe-inspiring phenomena

## Wonder & Science

- Showcase your organization's work in exploring ocean mysteries, species, and conservation research.
- Highlight deep-sea creatures, coral reef ecosystems, and oceanographic discoveries.
- Feature marine scientist interviews about how wonder drives their research.

## Wonder & Ocean Affairs

- Discuss policies and initiatives aimed at ocean sustainability.
- Feature insights from ocean experts, conservationists, and activists.
- Share management initiatives that support ocean sustainability

## Wonder & Wisdom

- Share traditional knowledge and indigenous perspectives on ocean stewardship.
- Highlight cultural connections to the sea and wisdom passed through generations.
- Feature interviews or storytelling from indigenous leaders and ocean advocates.



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# Activating the 2025 Theme: Social Storytelling Topics

## Wonder & Innovation

- Share your organization's efforts that feature ocean solutions, sustainable tech, and conservation initiatives.
- Showcase emerging sustainable technologies, such as ocean cleanup solutions, coral restoration techniques, and wave energy.
- Highlight the intersection of curiosity and invention in marine conservation.
- Feature startups and initiatives that use wonder to inspire environmental solutions.

## Wonder & Community

- Showcase your organization's efforts that focus on youth leadership and activism.
- Share user-generated content from ocean lovers around the world.
- Highlight grassroots conservation efforts and community-driven projects.
- Feature local ocean champions and their stories of inspiration.

## Wonder & Collective Action

- Share user-generated content, interviews, and local ocean conservation efforts.
- Encourage audiences to take part in ocean advocacy, cleanups, and conservation initiatives.
- Promote calls-to-action, petitions, and volunteer opportunities.
- Showcase successful grassroots movements that were driven by a sense of wonder for the ocean.



# Activating the 2025 Theme: Carousel Post Example



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## General Guidance:

Select a program area or project in your organization that you think could help inspire Wonder for the ocean or any of the topics previously mentioned. Develop social content that links this effort with the theme (i.e., Hope Spots and Wonder, or Blue Carbon & Wonder, or Restoration Projects & Wonder, etc.)

## Format Recommendation:

**Slide 1** - Introduce the topic selected

**Slide 2** - Provide a high-level explanation of the project  
*i.e., What are Hope Spots?, Give updates on the impact of your conservation project, Showcase your organization's unique ocean initiative*

**Slide 3** - Explain the Wonder theme from your organization's perspective  
*i.e., Leverage thematic language in this toolkit*

**Slide 4** - Link the 2 topics together  
*i.e., Leverage the storytelling topics in this toolkit; Share why Hope Spots inspire Wonder; Explain how Blue Carbon initiatives can be a source of wonder for the world*

## Design Notes

Use the branding and logos as outlined in this toolkit. Feel free to leverage the designed social media templates shared in this toolkit [here](#).

**\*Please tag @unworldoceansday, @undoalos and @oceanic.global in any of your social media content about UN World Oceans Day 2025!**



# Activating the 2025 Theme: Other Theme Prompts & Resources

## Additional Ideas to Explore on Social Media:

- What ocean phenomenon evokes a sense of Wonder for you, and why?
- How does your organization cultivate a sense of Wonder in its ocean conservation efforts?
- In what ways do traditional stories and indigenous knowledge inspire wonder in ocean conservation?
- What innovative solutions have you encountered/developed that spark Wonder about ocean and sustainability?
- How does community involvement enhance the sense of Wonder for local marine ecosystems?
- What educational programs or activities does your organization offer to instill Wonder in future generations?
- Which ocean-related documentary or book has deepened your sense of Wonder about the sea?
- How can we work together to foster a collective sense of Wonder about the ocean in our communities?

## Resources:

For more information on the topics covered in the Wonder Discussion Guide, please refer to this [document](#).



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UN World Oceans Day 2025

**Social Templates & Posts**

# 2025 Announcement Video

This year, we're rallying our community to help elevate **World Oceans Day to the global consciousness of Earth Day** — honoring the ocean's wonder, and calling on decision-makers to protect what sustains all life. Your participation in the campaign is a small ripple that will grow into a larger wave of momentum for our Blue Planet.

## FORMAT: All Media Channels Acceptable

- Instagram Feed/Story or Any Social Channel (Facebook, LinkedIn, TikTok, etc.)
- Newsletter
- Website
- Live during your WOD event

## POSTING DATES:

**Priority Date:** 8 June 2025 – early morning CET Time Zone

**Supplemental Dates:** throughout all of the UN Ocean Conference and World Oceans Month in June

## INSTRUCTIONS:

1. Download the Announcement Video file from the button on this page to re-share the asset in your Instagram Feed or on any media channel.
2. Alternatively, go to the @unworldoceansday Instagram Account, click the arrow on the live Announcement Video post, and then click 'Add to Story +'.
3. Tag/Mention @unworldoceansday, @unitednations, @undoalos, @oceanic.global, and @kogia\_org in your content.

[View Last Year's Announcement Video](#)



This @unworldoceansday, we recognize the ocean as our world's greatest wonder. Its vastness stirs awe. Its rhythms shape life. Its mystery inspires generations of knowledge, innovation, and tradition. The ocean draws us in—not just with its beauty, but with its ever-present vitality. It reminds us of our deep connection to the Earth and to one another, and motivates decision-making for our collective wellbeing. In a world where we're overwhelmed by warnings, wonder is what moves us forward. On 8 June, join us as we celebrate the ocean's essential wonder – from the wonders it consists of to the wonders it ignites. And as we lead into the UN Ocean Conference, let us carry our sense of wonder with us in both how we learn and how we lead.

Happy World Oceans Day 🌊

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UN World Oceans Day 2025 is hosted by the Division for Ocean Affairs and the Law of the Sea (@undoalos) of the Office of Legal Affairs in partnership with and made possible @Oceanic.Global.

[Access Live Video Link on UN WOD Youtube Here](#)

[Access Live Video Link on UN WOD Instagram Here](#)

[Download Video File Here to Reshare on Any Channel](#)

# Social Templates

## Usage Guidelines

**Graphic Templates** created for community members to share World Oceans Day related content integrating the 2025 thematic 'Wonder' branding.

To use, simply download the background graphics and overlay your own text or images to the shared template.

They have been created in three different formats for posting on different channels.

In each caption, please tag [@unworldoceansday](https://www.facebook.com/unworldoceansday) (not @worldoceansday), [@undoalos](https://www.facebook.com/undoalos), and [@oceanic.global](https://www.facebook.com/oceanic.global) and include this disclaimer text:

"\*This post has been created by a member of the FoWOD community, and is not an official UN communication."

The UNWOD 2025 font and vectors are also available to download and use in any assets.

[Download the Files](#)



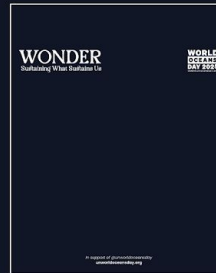
IG/FB Square Format



IG/FB Story Format



IG/FB/TikTok Rectangle Reel/Video Format



Asset Examples with Text & Box Overlays



# Theme Announcement Reel



This is the first UN WOD 2025 Wonder thematic teaser post.

We invite the FoWOD community to share in posting together as a group on **Thursday, 27 Feb 2025**.

Do not post before this time.

👉 \*UNVEILING\* The 2025 World Oceans Day theme! 👉

## **WONDER: SUSTAINING WHAT SUSTAINS US.**

The ocean's wonder is what draws us in and often drives our desire to protect it.

Taking place back-to-back with the 2025 UN Ocean Conference, in Nice, France, World Oceans Day 2025 will celebrate the ocean's essential Wonder - from the wonders it consists of to the wonder it ignites - and call on decision-makers not to lose sight of the ocean's wonder when determining its fate. 🌊

Learn more at [unworldoceansday.org](https://unworldoceansday.org) via the link in bio.

UN World Oceans Day 2025 is hosted by the Division for Ocean Affairs and the Law of the Sea (DOALOS) of the Office of Legal Affairs in partnership and made possible by Oceanic Global.

## Announcement Reel



[Download the File](#)

# Thematic Social Reel 1



This is the **first UN WOD 2025 Wonder** thematic social reel.

We invite our community members to share and post on your own channels.

## Caption:

Sustaining our Wonder for the Ocean Sustains our Work to Protect It 🌊

This World Oceans Day we're headed to Nice, France.

With @unworldoceansday 2025 taking place ahead of the UN World Ocean Conference in Nice, France, we're not only celebrating the theme of "Wonder," on 8 June but also sparking it in the minds of participants and decision-makers to carry throughout the conference.

Whether your work is in science, advocacy, governance, traditional knowledge or more, wonder is a common foundation that both sustains it and brings it to life.

Check out the link in our bio to download the 2025 World Oceans Day Toolkit and learn how to apply this year's theme and branding to your own World Oceans Day events.

Learn more at [unworldoceansday.org](https://unworldoceansday.org) via the link in bio.

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[Download the File](#)

# Thematic Social Reel 2



This is the **second UN WOD 2025 Wonder** thematic social reel.

We invite our community members to share and post on your own channels.

## Caption:

The ocean inspires awe and in turn, action 🌊

Its vastness fuels our curiosity, its rhythms connect us, and its mystery inspires innovation, tradition, and discovery.

This World Oceans Day, we're celebrating the ocean's essential wonder—the beauty it holds, the life it sustains, and the imagination it sparks. Let's keep that wonder at the heart of the choices we make to protect it.

Learn more at [unworldoceansday.org](https://unworldoceansday.org) via the link in bio.

UN World Oceans Day 2025 is hosted by the Division for Ocean Affairs and the Law of the Sea (DOALOS) of the Office of Legal Affairs in partnership with and made possible by Oceanic Global.



[Download the File](#)

# FoWOD Invite Post



## Overview:

The **Friends of United Nations World Oceans Day (FOWOD)** is an informal community of individuals and organizations active in the field of ocean affairs to support the marking of **UN World Oceans Day (UN WOD)**, 8 June, and related activities.

We invite our community members to share and post on your own channels to further expand our network.

### Become a Friend of United Nations World Oceans Day! 🌊🌐

Join the Friends of United Nations World Oceans Day (FOWOD) community and be part of a global network dedicated to celebrating and protecting our ocean. Participation is free and open to all who are passionate about ocean conservation!

As a FOWOD member, you can:

- ✔ List your World Oceans Day events on the official UNWOD website
- ✔ Share resources, news, and social media to amplify ocean awareness
- ✔ Connect with like-minded individuals and organizations
- ✔ Attend exclusive meetings and working groups facilitated by the United Nations & @Oceanic.Global

Join now via link in bio.

Learn more at [unworldoceansday.org](https://unworldoceansday.org) via the link in bio.

UN World Oceans Day 2025 is hosted by the Division for Ocean Affairs and the Law of the Sea (DOALOS) of the Office of Legal Affairs in partnership and made possible by Oceanic Global.

## Assets



[Download the Files](#)

# UN WOD Photo Competition



## Overview:

The **12th Annual Photo Competition for UN World Oceans Day** is now open for submissions.

This year's competition welcomes entries in four categories, including one inspired by the 2025 UN World Oceans Day theme: "**Wonder: Sustaining What Sustains Us.**"

We invite photographers to submit images that capture the ocean's wonders—both in their essence and in the inspiration they spark within us.

Winning submissions will be recognized on **8 June** during the official **United Nations World Oceans Day event**, preceding the **2025 UN Ocean Conference** in Nice, France.

## 2025 Photo Competition Categories:

- Wonder: Sustaining What Sustains Us
- Big and Small Underwater Faces
- Underwater Seascapes
- Above Water Seascapes

We invite the FoWOD community to share in posting the photo competition submission invite assets until **13 April 2025 - 11:59 PM EST.**

## Sample Asset



[Download the Files](#)

**WONDER**  
Sustaining What Sustains Us



UN World Oceans Day 2025

**Social Media Campaign**

# About the Campaign



Thank you for interest in participating in **Oceanic Global's User-Generated-Content (UGC) campaign** in celebration of World Oceans Day and the 2025 United Nations event theme, **Wonder: Sustaining What Sustains Us**.

**We're calling on scientists, storytellers, activists, and ocean lovers to share what sparked your sense of wonder for the ocean—and how that connection inspires you to protect it. By showcasing these moments of awe, we can awaken a collective commitment to preserve the very ecosystems that sustain us all.**

## HOW TO PARTICIPATE:

*Scroll through the next few slides for further details →*

## HOW TO BE FEATURED:

Select content will be **shared on social media platforms** via **@unworldoceansday** and **@oceanic.global**.

To maximize your chances of being featured, please ensure that all submitted material is appropriate for all age groups and avoids any content that could be considered vulgar, exclusionary, or offensive.

[View last year's submissions](#)



# UGC Campaign: Wave of Wonder



The ocean doesn't just connect continents—it stirs something **deep within humanity**: a sense of **wonder, belonging, and purpose**.

This **World Oceans Day**, as the global community raises the World Oceans Day flag and sets sail into a new era of ocean action, we invite you to share a photo or video of you and the ocean that captures your personal connection to its beauty and power.


Let your story be part of a global wave of wonder - igniting collective awe sustain momentum for protecting the ocean that sustains us all.

**FORMAT:** Instagram Story

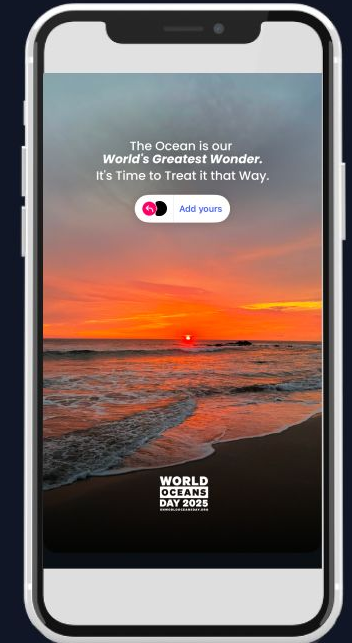
**POSTING DATES:**

**Priority Dates:** 1 - 8 June 2025

**Supplemental Dates:** throughout all of the UN Ocean Conference and World Oceans Month in June

1. Go to the @unworldoceansday Instagram Account
2. Click on the **highlight reel** titled 'Add Yours +'. 
3. Use the template shown on the right and click 'Add Yours'.
4. Attach a photo or video that showcases your connection to the ocean.
5. Tag/Mention @unworldoceansday & @oceanic.global on your story for a chance to be featured on these platforms.

## SAMPLE WAVE OF WONDER STORY



**WONDER**  
Sustaining What Sustains Us



UN World Oceans Day 2025  
**Brand Guidelines**

# World Oceans Day Logos



Feel free to use these logos on any World Oceans Day promotional assets.

\*These logos do not contain the UN emblem, **the UN emblem is not allowed** to be used in any of your activations surrounding World Oceans Day/Month, etc.



## Usage Guidelines

The **World Oceans Day logo cannot be edited in any way**. The text of the World Oceans Day logo must remain in the English language for brand consistency. Promotional assets may publicly state that their event is organized in the context of World Oceans Day. Promotional assets may not use the emblem (logo) of the United Nations and may not refer to the UN in any way that could be perceived as an endorsement.

## Color Guidelines

The World Oceans Day logo should remain **exclusively in white or black colors**, aligning with our commitment to a streamlined and elegant visual identity. While both options are available, we express a preference for white, especially as this year embraces a darker theme for our background, enhancing the overall cohesion of our brand aesthetics.

[Download the Files](#)

# World Oceans Day: Thematic Logos



Feel free to use the 2025 thematic logo, 'Wonder' in your event assets.

The Wonder logo should always appear as shown below and never be reformatted.

**WONDER**  
Sustaining What Sustains Us

**WONDER: Sustaining What Sustains Us**

## Color Guidelines

In contrast to the World Oceans Day Logo, the thematic logo has the flexibility to incorporate the following colors.

When incorporating color, the guidance is to **avoid mixing colors**.

Each word within the theme should be uniformly represented in a **single color**. Do not mix colors.

**WONDER**  
Sustaining What Sustains Us

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**WONDER**  
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[Download the Files](#)

# World Oceans Day: Blended Logos



## Usage Guidelines

If using the below logo lockup, with the World Ocean's Day logo and the Wonder logo side by side, the text "Wonder" must maintain a consistent color, limited to either white or black.

In the variation, where the two logos are not directly next to each other, it is possible to use a color version of 'Wonder'. In this version, the theme should always be positioned in the top left, and the event logo in the top right.



[Download the Files](#)



# World Oceans Day: Branding Guidance



## Color Palette



## Font

Poppins is the primary font for 2025.

## Layout

You are welcome to organize and present information with modular and structured box elements. When using boxes choose one of the colors per graphic. Do not mix colors.



[Download the Files](#)

**WONDER**  
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# Thank You For Your Support

Thank you for being a valued supporter of UN World Oceans Day 2025 taking place on **Sunday, 8 June 2025**.

This World Oceans Day, we celebrate the ocean's essential wonder from all of the wonders it consists of to the wonder it ignites, and call on decision-makers to honor the ocean's wonder when determining its fate. Because if the warnings haven't motivated us to protect the ocean, its wonder is what will.

Stay tuned for more highlights!

Invite others to join the Friends of World Oceans Day Community here.

[JOIN FOWOD HERE](#)

[unworldoceansday.org](https://unworldoceansday.org) | [@unworldoceansday](https://twitter.com/unworldoceansday)

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