Welcome to Generation Ocean

Version 1.0

The ocean we want
Only 1% of the ocean is legally protected

- UNESCO
Welcome

Generation Ocean (GenO) is a movement about using knowledge to take action for the ocean we urgently need to save.

The ocean is humanity’s most constant and loyal supporter. Its waters connect us to one another, and its influence on our lives can be felt on a daily basis.

Whether we live inland or by the sea, the ocean is essential to life and livelihoods.

Due to human activity, the ocean is suffering, and we have reached the now or never moment to get it back on track. Whoever you are, wherever you’re from, every person is part of GenO.

Background

In 2017, the United Nations General Assembly proclaimed 2021-2030 the ‘the Ocean Decade,’ to stimulate ocean science and knowledge generation. The aim - to reverse declines in the state of the ocean system and catalyse new opportunities for sustainable ocean use.

The Decade provides a once in a lifetime opportunity for all parties with a stake in the future of our ocean to work together to generate the global ocean science needed to support the sustainable development of our shared ocean.

Over the next 10 years, the Decade initiatives will grow and flourish, building scientific capacity so we can effectively conserve and protect our ocean.
Core principles

Mobilising
Over the course of the decade 2021-2030, GenO will mobilise people from around the world and from different backgrounds to restore and protect the ocean.

Science-based
GenO is rooted in knowledge and the scientific research of the Ocean Decade, aiming to bring science closer to people.

People-led
The campaign will feature stories of people from around the world who are connected to various ocean issues and the ways in which they are using knowledge to take action.

Inspiring
Communicating that restoring and protecting the ocean is the responsibility of everyone is a priority, with people-led stories serving as inspiration for audiences to draw upon and use knowledge to take action.

Disruptive
The campaign will be disruptive in its messaging and approach, aiming to reframe the way people think about the ocean and
Tagline

The ocean we want

Mission

To grow awareness, build knowledge and drive action in the general public, to restore and protect the ocean.
Only 13% of the ocean remains untouched by humans

– Live Science
Turning awareness into action

Grow
Awareness

Build
Knowledge

Drive
Action
People-led

GenO features the stories of people and projects working towards protecting and restoring of the ocean, as an inspiration to others to take action.

Emotive

Highly emotive stories and visuals to drive an empathetic response.
80% of all marine pollution is caused by land-based activities.

– UN
Story is everything

To change the world, tell a story of transformation that tells us who we are.

George Monbiot.
Disruption is critical

GenO will feature fresh and engaging campaigns that disrupt the status quo and encourage people to look at the ocean with fresh eyes.
Website

The GenO movement’s central hub - where stories, science and actions are communicated and shared.
Video

The GenO campaign launch video, featuring people from all around the world in an emotive call for action.
eZine

A twice-yearly eZine, with updates on inspiring stories, latest actions and ground-breaking science.

#OCEANACTION

Connect to the ocean and be part of GenO’s first action.

The ocean touches all of us. No matter how far we live from the nearest shore, it intersects with every part of our lives. Human life has been tied to the ocean from day one, and it remains our biggest supporter, with its influence and impact invaluable and undeniable.

How do you connect to the ocean? Connect with us on Instagram and take a photo of your connection.

Tag your photo with a short description and add the hashtags: GenerationOcean #OceanAction

See more actions at: gen.ocean/actions
For more on GenO visit:
www.gen-o.org

For press enquiries
email Vinicius Lindoso:

v.lindoso@unesco.org

Created by:
Reelmedia Film