

UNOC 2025: Key Messages for Ocean Literacy and Strat Comms Events

Since the last UNOC, there has been an exciting amount of collaboration between **ocean literacy** and **strategic communication practitioners**, which we hope will continue to grow. Across this UNOC there will be a number of different ocean literacy and strategic communications events. This offers the opportunity for us to promote a **shared set of messages that increase awareness and understanding of the vital role that ocean literacy and strategic communications have in achieving positive ocean action**. The objective of this document is to offer a **short co-created set of clear and compelling messages** that can be used by ocean literacy and strategic communication practitioners alike to **reinforce our mission, approach and shared objective**.

1 OUR MISSION: PUTTING PEOPLE AT THE HEART OF SOLUTIONS

The threats facing the ocean are driven by human activity, and only people can solve them. Our mission is to **place people at the center of solutions for ocean health by fostering a society that understands, values, and acts for the ocean**.

Achieving a healthy ocean requires more than science and policy; it demands a deep shift in public perception and behavior. As highlighted in Challenge 10, we must restore society's relationship with the ocean by **building connections, strengthening motivations, and increasing the capacities and opportunities for everyone to take part**.

2 OUR APPROACH: UNDERSTANDING PEOPLE AT THE HEART OF OUR APPROACH

Ocean literacy and strategic communications both place people at the heart of solutions. Through an informed, collaborative and evidence-based approach, together we can inform decisions, inspire action, and **build the public will needed to drive systemic change**.

Both the ocean literacy and strat comms communities recognise that the data provided by the OSS, as well as other public perception research and tools, can provide a path for action, **equipping us with the evidence-base required to design more targeted, impactful interventions and providing a shared measurement of effect**.

3 OUR SHARED OBJECTIVE: BUILDING THE PUBLIC WILL TO DRIVE SYSTEMIC CHANGE

Ocean challenges are people challenges. To design effective ocean literacy and communication efforts, **we must understand how people connect with, value, and act for the ocean** and all waterways leading to it. While understanding the ocean itself is crucial for developing impactful solutions, equally important is understanding the human connection to it.

The **Ocean and Society Survey is a first-of-its-kind tool for ocean practitioners** to understand how people across the world think and feel about the ocean. We must **leverage this exciting new knowledge** to create more targeted, effective and measurable initiatives.

