



BOTICÁRIO GROUP FOUNDATION, BRAZIL: THE OCEAN AND SOCIETY SURVEY FOR ADVOCACY AND COMMUNICATION

Boticário Group Foundation and the University Federal of Sao Paulo — Brazil

FIELDWORK

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SAMPLE

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IMPACT OF DATA:

DEVELOPING THE WORLD'S FIRST
NATIONAL BLUE CURRICULUM

INTEGRATING OCEAN LITERACY INTO
MUNICIPAL LEVEL PUBLIC POLICY

REFINING THE FOUNDATION'S OCEAN
STRATEGY

**WHAT IS THE OSS?**

A global tool designed to help countries understand how their population thinks and feels about the ocean, and their capacity and willingness to take action on ocean health.

**OSS PARTICIPATING COUNTRIES**

In 2025, 14 countries ran the OSS. Open access, nationally representative datasets are available. **2026 is open for participation.**

WHY DID THEY RUN THE OSS?

Boticário Group Foundation and the University Federal of Sao Paulo are long time champions of ocean literacy in Brazil. Boticário Group Foundation is a foundational partner of the Ocean and Society Survey (OSS), having run a national ocean literacy survey in 2022 and the OSS in 2025.

Boticário Group Foundation ran the survey to track changes in ocean literacy over time and develop effective strategies for advocacy and public engagement, but some of the biggest impacts of their work has come from putting the survey data in front of policymakers.

WHAT DID THE OSS REVEAL?

Interesting results from Brazil include:



55%

of people in Brazil think about climate change on a daily or weekly basis



49%

of people in Brazil are willing to make significant changes to their lifestyle for the ocean



67%

of people in Brazil believe that the government has the greatest responsibility for addressing threats to the ocean

1 THE WORLD'S FIRST NATIONAL BLUE CURRICULUM

In 2025, Brazil became the first country in the world to commit to including ocean literacy in its national curriculum, establishing their 'currículo azul'. The OSS showed that 90% of Brazilians surveyed believed the ocean should be included in the formal curriculum. Boticário Group Foundation used this compelling statistic to bring ocean literacy to the attention of the Minister of Education, leading to a historic decision.

This milestone for ocean literacy is the result of inter-ministerial collaboration with UNESCO, universities, local governments, and school networks - showcasing the potential for cross-sector action on the ocean, powered by data that centres citizens.

"One piece of data can be so powerful."

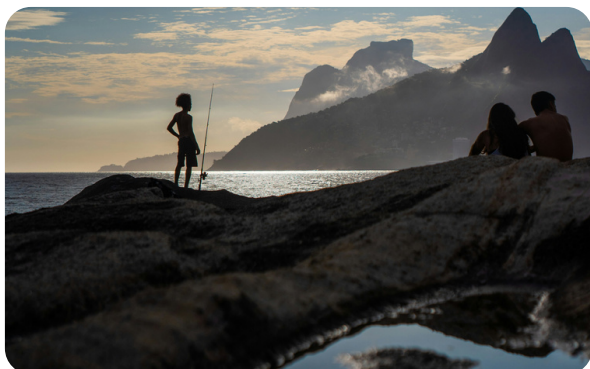
2 INTEGRATING OCEAN LITERACY INTO MUNICIPAL LEVEL PUBLIC POLICY

The Brazilian Ocean Literacy Alliance is a network of municipalities, states, private institutions and civil society committed to local actions aligned with the UN Decade for Ocean Science. The OSS has become an important evidence base for the work of the Alliance.

Colleagues from Boticário Group Foundation and the Federal University of Sao Paulo have supported the Alliance to use OSS data to inform their activities and strategy. The data has highlighted regional disparities and knowledge gaps in their educational programmes, and has been used to make the case for including ocean literacy in public policy at the municipal level.

3 REFINING THE FOUNDATION'S OCEAN STRATEGY

The OSS revealed that 49% of Brazilians are willing to make major lifestyle changes for the ocean, yet significant barriers remain. 34% say they lack access to resources they need to take action, while 33% have the resources but don't know where to start.



Addressing this gap between awareness and action is central to the foundation's 2026 strategy, which focuses on fostering positive ocean action alongside information sharing. The foundation is working with partners across research institutions, NGOs, and government agencies. Through meetings and workshops, it's encouraging these organizations to communicate their project results more effectively to the public. As the survey data shows, citizens are hungry for actionable information.

The foundation's core belief is simple:

You can't solve a challenge if people don't know about it.

With crises like overfishing, plastic pollution, and climate change threatening our oceans, broad awareness across all sectors (from decision-makers, to the private sector, to indigenous communities) is essential. But awareness alone isn't enough; people need to know what they can do to have an impact themselves.

"People need the positive feeling of action, of movement - they don't just want information that makes them feel worried or guilty."



WANT TO GET INVOLVED?

**Interested in using
the survey data?**

**Interested in
running the survey?**

Get in touch!

