

10 Ways to Take Action for the Ocean



The ocean is the source and sustainer of all life on Earth. Yet the health of the ocean is at a tipping point and is being irreversibly threatened by human activities.

Everything is interconnected and has an impact on the ocean.

Here are 10 actions that you can take to have a more positive impact on the health of both people and the planet!



Reduce your plastic consumption

An estimated 22.3 billion pounds of plastic enters the ocean every year from land-based sources. That's roughly the equivalent of dumping two garbage trucks full of plastic into the ocean *every minute*.

Ocean plastic pollution threatens marine life, coastal communities, exasperates climate change and ocean acidification, and it's impacting the food chain.

Take Action

- ✱ Whenever possible, refuse single-use plastic items (*think: straws, cutlery, coffee cups, water bottles, plastic bags, balloons, plastic-wrapped produce, and take-out food containers*) and opt for durable, reusable options instead.
- ✱ Opt for clothing made from natural materials, rather than recycled plastic and polyester (*Microplastics have been found in 50% of fish and 94% of U.S. tap water*)
- ✱ Urge your favorite companies to explore alternative materials (*check out our [Blue Standard Product and Packaging Seals!](#)*) and advocate for your policymakers to support legislation on Extended Producer Responsibility and plastic reduction strategies.

Reduce your carbon footprint

Carbon Dioxide is a powerful greenhouse gas that is heating our planet and making our oceans more acidic. Rising acidity of the oceans threatens coral reefs, crabs, oysters, and urchins by making it harder for them to build their skeletons.



Take Action

- * Reduce or eliminate your consumption of animal products
- * Bike, walk, or use public transportation instead of driving
- * Insulate your home and if possible, use renewable energy to power your home
- * Shop local to reduce shipping emissions
- * Avoid unnecessary production and waste by buying only what you need. Use what you already have, shop secondhand, borrow from friends, and purchase items that are meant to last.

Choose responsible seafood

More than three billion people rely on the ocean for a primary source of protein. If you're unable to avoid the consumption of seafood, choose responsible sources.

Why? The exploitation and corruption of the global seafood industry poses major threats to human rights, public health, and the environment.

Take Action

- * Choose local and seasonal seafood that are well-managed, like oysters and other bivalves
- * Opt for smaller fish that are lower on the food chain and reduce pressure on keystone species such as top predators
- * Choose invasive species, like lionfish in the Caribbean, that have detrimental effects on native marine biodiversity
- ! Top 5 to avoid: Shark, Tuna, Shrimp, Cod, Salmon

Raise your voice

- * **Collective action is a powerful tool for driving change. Add your voice to issues matters that mean the most to you by signing petitions, getting involved in your local community, or spreading awareness about issues on social media.**
- * **When voting, research each candidate's stance on supporting policies that protect marine life and the ocean. Vote for representatives who align with your values.**
- * **For elected officials, make sure they know which ocean issues are important to you and ask them what they're doing to take action. Your voice as their constituent matters!**

Reconnect with the ocean and nature

People protect what they love.

- * Spend time outside to remind yourself about why you're passionate about protecting the environment. Swim in the ocean, go to a nearby lake, or just take a stroll through a nearby park.

Inspire others

Collaborating, motivating, and supporting each other is one of the best ways to create lasting, meaningful impact.

- * Lead by example. Create a ripple effect of positive action by inspiring others to make simple changes in their own lives.

Support organizations that fit your values

- * If you're able to, consider supporting your favorite organizations this year through monthly donations, volunteer hours, or sharing their resources and posts on social media to help reach more people.

Stay curious & keep learning

- * We believe in knowledge sharing. Check out our educational resources on our website, subscribe to our newsletter, and stay up to date with our social media platforms to learn about the ocean-climate connection, emerging ocean topics, current climate events, traditional wisdom, technology innovations, and more.

Nominate your favorite business or register your own business to go Blue!

Industrial activity is influencing the climate in unprecedented ways. That's why in October 2021, we launched the Blue Standard (Blue), a first-of-its-kind, cross-industry standard to help establish a universal standard for "plastic-free" products and ignite measurable impact that protects our blue planet.

* Blue transitions businesses away from environmentally detrimental products and makes it easy, cost-efficient, and effective to eliminate single-use plastics and adopt sustainable operating practices at scale.*

Created with the objective of unifying global industry efforts towards sustainability, Blue offers a suite of solutions and programs for industries including hospitality, tourism, music, office space, professional sports, and consumer packaged goods.

[LEARN MORE & GO BLUE HERE!](#)

Be part of the Oceanic Global solution!

- * Our Los Angeles, New York, Hamptons, London and Barcelona volunteer Hubs are led by dedicated volunteers that spearhead grassroots activations, host events, and drive localized impact on a global scale. We are always looking for new members!

[JOIN A HUB](#)

Visit our website for
more tips on taking
ocean action

[EXPLORE MORE](#)