



World Oceans Day

Youth Advisory Council



Overview

The World Oceans Day Youth Advisory Council helps to expand the reach and impact of World Oceans Day on 8 June and year-round. Council members are instrumental in helping shape the development of World Oceans Day as it grows, providing new and unique perspectives, ideas, and recommendations. Together, with the Council and our growing global network of partners from all sectors and dozens of countries, we will also expand opportunities for ocean conservation throughout the year.

Organizational Structure

The Advisory Council is made up of a group of youth, ages 16-22. In order to reach a more global audience, each member represents their home country. Created in 2016, the inaugural Council had 11 members, each representing a different country. For 2018, the Council has doubled in size including youth from a wider range of countries. We will also be appointing junior and senior representatives if two members come from the same country. The senior representative will be the member who has been on the Council the longest or the older member if two members are selected from the same country in one year. The senior representatives will serve as mentors to the newer Council members.

The Council works as a team to complete major projects. However, Interest Groups made of 7 members or less are also formed to finalize more specific tasks based on member skill sets and special interest topics. Elections will be held to establish Interest Group Chairs. Chairs will work with the Director of Youth Initiatives to establish priorities, organize a schedule, manage their Interest Group, and report on progress.

Member Activities

Council members will participate in a variety of activities and complete a number of tasks leading up to World Oceans Day in June. Some member activities include, but are not limited to:

- Provide ideas and recommendations to improve World Oceans Day
 - Consider ways to increase the outreach of World Oceans Day to new audiences, especially youth
 - Suggest ways to increase youth involvement in World Oceans Day events
- Share World Oceans Day social media posts
- Develop, promote, and support campaigns
- Translate a variety of materials into the many languages spoken by Council members
- Participate in and/or host World Oceans Day events and activities
- Represent the Council at related events and conferences throughout the year

Member Requirements

We encourage Council members to get involved in their own unique ways, but the following items are Council member requirements.

- Time Commitments
 - Commit to a 2 or 3-year term on the Council (or until 22 years old)
 - Dedicate approximately 10 hours per month to Council activities (this could increase prior to 8 June and decrease after World Oceans Day)
 - Attend at least 2 out of 4 monthly online meetings in addition to one high priority meeting right before World Oceans Day
 - Attend at least 3 out of 4 of scheduled meetings for the member's Interest Group
 - Host 1 webinar in the member's country to train youth leaders in zoos, aquariums, museums, and other local World Oceans Day event organizers on the lesson plan
 - The member should follow up with the Director of Youth Initiatives if the member is unable to attend a meeting due to an academic, professional, or personal commitment
- Publications
 - Translate materials into different languages as needed. This includes but is not limited to website pages, toolkits, promotional materials, social media posts, and children's books
- Outreach
 - Support World Oceans Day social media campaigns by sharing campaigns amongst the member's academic, professional, and personal networks
- Events & Activities
 - Participate in or host at least one event on or around World Oceans Day
 - Teach at least 1 lesson plan in the member's community

Interest Groups

Outreach & Networking

The Outreach & Networking Interest Group will work to identify key networks and organizations, especially those who focus on youth engagement, to expand participation in World Oceans Day. Council members will develop strong relationships among these networks to reach as many youth as possible. These will be outgoing individuals who want to expand their professional networks.

- Contact at least 5 potential World Oceans Day event organizers to encourage them to plan an event or take some action for the ocean on or around World Oceans Day
- Contact at least 5 local World Oceans Day event organizers (those who have organized an event in the past 3 years) to make sure they are aware of free resources and that their event is registered on the World Oceans Day website
- Encourage zoos, aquariums, museums, and other World Oceans Day event organizers to host a lesson plan and consider ways to get youth to both teach and attend those lessons
- Identify speaking opportunities and other outlets, whether it be electronic or in person, where members can spread the word about World Oceans Day and the conservation topic of ocean plastic pollution.

Academic Engagement

The Academic Engagement Interest Group will work to create strategies and materials for Council members and other youth to engage their school communities for World Oceans Day. These will be individuals that are interested in education and have experience or an interest in developing curriculum.

- Assist in developing a lesson plan around ocean plastic pollution
- Create educational guides to help the public avoid plastic by using alternatives
 - For this, members will need to research what alternatives are out there and compile them into a format that is easy for people to follow
 - The resources will change based on what is available in different countries, therefore, members may need to reach out to other groups as well as youth from zoos, aquariums, museums, etc. to learn what is available in their country
- Host 1 global webinar to train youth leaders in zoos, aquariums, museums, and other World Oceans Day event organizers on the plastic pollution lesson plan
- All Council members will participate in translating, training, and teaching the lesson plan but this group will be the ones helping to develop the content

Writing

The Writing Interest Group will assist in the editorial and publishing matters of World Oceans Day. This group will be writing anything from blog posts for the website, social media posts for the World Oceans Day accounts, media and newsletter articles, even children's books for Unite for Literacy. These will be creative thinkers and strong writers who have a way with storytelling.

- Write at least 2 blog posts for the World Oceans Day website
- Write 1 book for Unite for Literacy
 - This does not have to be completed by World Oceans Day
 - Brainstorm books ideas and develop a potential story board
- Submit at least 5 social media posts for the World Oceans Day account
 - Social media posts should be engaging and encourage youth to get involved in World Oceans Day
- Submit articles to local media outlets and global ocean newsletters
- There will be opportunities for all YAC members to write blogs and a children's book but this group will get a jumpstart as the first featured writers in the Ocean Heroes book series.

Communications

The Advisory Council will hold virtual meetings on a monthly basis for the entire council and biweekly meetings for the Interest Groups when needed. The Council stays in contact by email as well as a Facebook group where they are encouraged to hold discussions, ask questions and share current events and opportunities within ocean conservation. Members are expected to actively participate in meetings and discussions as well as respond to all virtual communications in a timely fashion.