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Regenerating
Ocean Life





A call to
action to
protect
30%
of the
world's
ocean by
2030




30x30

★ Why do we need to protect ocean life?

▶ **70%** OF THE EARTH IS OCEAN 

▶ **80%** OF ALL LIFE ON EARTH LIVES IN THE OCEAN 

▶ EVERY SECOND BREATH WE TAKE COMES FROM THE OCEAN 

▶ IT IS THE MAIN SOURCE OF FOOD AND JOBS FOR BILLIONS OF PEOPLE ACROSS THE PLANET 

▶ GENERATES US\$1.5 TRILLION IN GLOBAL ECONOMIC ACTIVITY OF WHICH US\$390 BILLION COMES FROM MARITIME AND TOURISM ACTIVITIES ALONE 

▶ **97%** OF EARTH'S FRESH WATER IS HELD BY THE OCEAN

▶ Without a healthy ocean, we won't have a healthy planet

What is 30x30?

A CALL TO ACTION TO SAFEGUARD AT LEAST 30% OF THE WORLD'S OCEAN BY 2030 THROUGH A NETWORK OF HIGHLY OR FULLY PROTECTED MARINE AREAS WHERE NO DESTRUCTIVE OR EXTRACTIVE ACTIVITIES SUCH AS FISHING OR MINING CAN TAKE PLACE.

▶ TODAY, JUST OVER 2% OF THE OCEAN IS FULLY PROTECTED

★ What would protecting 30% of the ocean achieve?

▶ SAFE HAVENS FOR MORE AND BIGGER FISH + SPECIES DIVERSITY 

▶ HEALTHY AND RESILIENT OCEAN ECOSYSTEMS AND SPECIES THAT CAN BETTER WITHSTAND AND RECOVER FROM CLIMATE IMPACTS 

▶ CLIMATE CHANGE MITIGATION: PROTECTING COASTAL HABITATS THAT SEQUESTER AND STORE CARBON LIKE MANGROVES AND SEAGRASSES 

▶ LIVELIHOODS AND FOOD FOR ALL 

▶ REDUCE OCEAN RISK FROM EXTREME WEATHER EVENTS AND SEA LEVEL RISE THROUGH PROTECTING COASTAL NATURAL DEFENSE SYSTEMS, LIKE REEFS AND MANGROVES 

▶ HIGH FINANCIAL RETURNS – COST OF PROTECTING 30% OF OCEAN = US\$223-228 BILLION. FINANCIAL RETURN BY 2050 = US\$490 TO \$920 BILLION + 150,000 TO 180,000 FULL-TIME JOBS 

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Together, we can make a difference

▶ Check out the level of strict protection in your country's waters at mpatlas.org's global map. Urge them to do more

▶ Visit campaignfornature.org and sign their petition for world leaders to support 30x30 in a new global deal for nature

▶ Sign up to [Ocean Unite's Navigator](#) monthly newsletter to keep on top of key ocean issues and how to be a responsible ocean user

oceanunite.org/take-action



▶ Help Unite the Ocean community around the need for a #Love30x30 vision. Share our film!

www.oceanunite.org/30x30