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

30x30

Regenerating Ocean Life
**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

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**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

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**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

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oceanunite.org/30x30

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30% of the Earth is ocean

www.oceanunite.org/30x30

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

www.oceanunite.org/30x30