

10 Ways to take Ocean Action



Introduction

The ocean is the source and sustainer of all life on Earth. It produces over half of the world's oxygen, regulates our climate, nourishes billions of people, and it plays a more important role in everyday activities than one might think. Yet the health of the ocean is at a tipping point and is being irreversibly damaged by human activities.

Every action has an impact on the ocean in one way or another.

These are 10 simple things that we can all do to have a more positive impact on the health of both people and the planet.



A Note from Oceanic Global

We believe that change needs to happen at all levels. While individual actions alone may not be enough to address the climate crisis and the intersecting issues facing the ocean, taking individual action is essential for leading by example, inspiring others, and creating a ripple of positive change in your community.

“Never underestimate the power of a small group of committed people to change the world. In fact, it is the only thing that ever has.”

— Margaret Mead

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.**

Plastic pollution threatens marine life, coastal communities, exasperates climate change and ocean acidification, impacts the food chain, and negatively impacts vulnerable communities.

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)
 - Bonus: Use a washing bag (like a Guppyfriend) to prevent microplastics from entering the watershed when washing synthetic clothing
- * 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

- * Choose a climate-friendly diet
 - Reduce or eliminate your consumption of animal products
 - Support regenerative agriculture that promotes healthy soil, which is a carbon sink.
 - Bonus: Start a compost to reduce your food waste & methane emissions!
- * Bike, walk, use public transportation, or carpool instead of driving solo
- * Opt for renewable energy to power your home
 - You can often easily switch to renewable energy providers at minimal or no cost. If you own a home, consider investing in solar panels or using solar pipes to let the sun heat your water!
- * Properly insulate your home to reduce the amount of energy used
- * Switch to LED lighting, smart thermostats, and low-flow fixtures
- * 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

If you're able to, we highly encourage eliminating, or reducing, the consumption of seafood from your diet.

However, we do acknowledge that over three billion people rely on the ocean as a primary source of protein. If you are unable to avoid the consumption of seafood, ensure that you are choosing responsible sources of seafood. Why is this important? The exploitation and corruption of the global seafood industry poses major threats to human rights, public health, and the environment.

What to Look for:

- * 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

Buy Ocean-Friendly Products

When purchasing any product, take a moment to look at the label to see if the product has been third-party certified as responsible, such as Fair Trade Certified, B Corporation, Rainforest Alliance Certified, or Blue Verified.

Products may also contain harmful ingredients that are toxic or harmful to marine life and ocean ecosystems.

Some common ingredients to avoid:

- * Anything with microbeads: Look for 'polyethylene' or 'polypropylene' in the ingredient list
- * Synthetic clothing as much as possible: Look for nylon, polyester, polyvinyl chloride (PVC), and rayon
- * Squalene: Often derived from shark liver oil
- * Make sure your sunscreen does not contain the following harmful substances:
 - Oxybenzone
 - Octinoxate
 - Octocrylene
 - Homosalate
 - 4-methylbenzylidene camphor
 - PABA
 - Parabens
 - Triclosan
- * Siloxanes (Cyclopentasiloxane, Cyclotetrasiloxane, Cyclopentasiloxane, Cyclomethicone): Found in many beauty products like conditioners and shaving gels. Siloxanes are toxic chemicals that can build up in fish and aquatic ecosystems putting the organisms at risk, as well as the humans who consume fish
- * Parabens: Potential hormone disruptors which have been shown in high levels in the tissues of marine animals like dolphins, sea otters, and polar bears
- * Triclosan: An antibacterial ingredient (found in many soaps and toothpaste) also kills good bacteria. It has been at high levels in streams and the ocean and harms algae and the hormone levels of marine animals (when Triclosan degrades, it creates a potent hormone disruptor)

Stay curious & keep learning

Knowledge sharing is integral for progress.

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.

Some of our favorite resources to stay inspired and learn from:

- * [Books to read](#)
- * [Films to watch](#)
- * [Postcasts to listen to](#)
- * [Newsletters to add to your inbox](#)

Raise your voice

- * Add your voice to issues that mean the most to you by signing petitions, getting involved in your local community, and by spreading awareness about issues on social media.
- * Let your representatives know that you're worried about the impacts of climate change and ask what decisions they are making to safeguard our future.

Work with & support organizations that fit your values

- * Collaborating, motivating, and supporting each other is also one of the best ways to create lasting, meaningful change. Find organizations that fit your values and volunteer together with them to help drive their mission forward.
- * If you're able to, consider supporting your favorite organizations through monthly donations or by sharing their resources and posts on social media to help reach more people.

Help support Oceanic Global's vital work to protect and restore the ocean [here!](#)

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

Industrial activity is influencing the climate in unprecedented ways, but industry has a large opportunity to drive positive action at scale. 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 London, Barcelona, New York, the Hamptons, and Los Angeles 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 ONE OF OUR HUBS HERE!**](#)

Stay curious & keep learning

People protect what they love.

- * Spend more time outside to remind yourself about why you're passionate about protecting the environment. Swim in the ocean, visit a nearby creek, or take a stroll through a park.
- * When you're outside, take a look around and see if there is any litter that can be collected and probably disposed of. Every effort in cleaning the environment helps ❤️



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taking ocean action**

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