

# World Ocean Day 2025

## Partner campaign toolkit

Join the MSC on June 8<sup>th</sup> 2025





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# What's going on?

## World Ocean Day 8th June 2025

Since 2008, World Ocean Day has quickly become a global moment to celebrate our shared connection to the ocean whether you are a consumer, an ocean NGO, a business, a scientist, a teacher or an ocean champion. The two main organising bodies for World Ocean Day are:



**World  
Ocean  
Day**

[www.worldoceanday.org](http://www.worldoceanday.org)

**WORLD  
OCEANS  
DAY 2025**  
UNWORLDCEANSDAY.ORG

[www.unworldoceanday.org](http://www.unworldoceanday.org)



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# Join our campaign

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Our ocean is now unquestionably under pressure. Over a third of global fish stocks are exploited at an unsustainable rate.

World Ocean Day is our moment to show how sustainable fishing contributes to protecting our ocean.

Together, we can spread the word and help people understand how much more sustainable fishing means.

What do we want to achieve?

## Public awareness

about the importance of sustainable fishing in protecting the ocean

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## Celebrating our partners commitments

highlighting the important work our partners do to ensure more fish, colour, choice and life in the ocean

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## Increase trust

and highlight the leading role that MSC and its partners play in encouraging more sustainable fishing



# Our theme for World Ocean Day 2025



**»»»** [DOWNLOAD HERE](#)

## Sustainable fishing means more.

More joy from a good catch. More nutritious meals. More for local economies. More colour in our ocean. More wonders to discover.

And given that sustainable fishing practices could provide the world with 16 million more tonnes of seafood each year, it also means more fish.

## So, to put it simply, sustainable fishing means more for everyone.

This World Ocean Day we're sharing exactly what fishing sustainably can do for our ocean's health. And as always, we'll back up these words with science and facts to show why sustainable fishing is good.

It means more than 500 fisheries working hard to fish sustainably.


More albatrosses flying across the Southern Atlantic. More action to protect stingrays in the Mediterranean. And more research to safeguard turtles in Reunion.

Sustainable fishing means more for today, tomorrow and for future generations.

## Together, we protect our ocean through sustainable choices.



# Key messaging themes

	More fish	More colour	More choice	More life in the ocean	More for tomorrow
Headline	Sustainable fishing means more fish*	Sustainable fishing means more colour*	Sustainable fishing means more choice*	Sustainable fishing means more life in the ocean*	Sustainable fishing means more for tomorrow*
Fact	*Enough to feed an extra 72 million people every year	*Sustainable fishing helps protect the beauty of the ocean	*More than 20,000 MSC certified seafood products available globally	*Sustainable fishers improve their practices to minimise impacts on ocean life	*Sustainable fishing helps secure the future for 33 million people employed in fisheries around the world
Call to action	Together we protect our ocean through sustainable choices.	Together we protect our ocean through sustainable choices.	Together we protect our ocean through sustainable choices.	Together we protect our ocean through sustainable choices.	Together we protect our ocean through sustainable choices.
Hashtag	The use of hashtags is optional: #MoreFish #WorldOceanDay #MSCEcolabel				 See how these campaign messages come to life on the next pages



# Campaign key visual

The key visual simply and boldly captures the benefits that sustainable fishing has on fish and the ocean.

The impactful headline statement resets the narrative around sustainable fishing. It is typographically set in an editorial style, on top of a backdrop of beautiful abundance in the ocean.

The body text backs this statement up with a rigorous fact and benefit to the ocean. The call to action and hashtag are placed alongside the MSC ecolabel, to reaffirm the benefits of sustainable choices.



Portrait



Landscape

[DOWNLOAD HERE](#)

If you don't have access to our library, please [request access here](#)



# Supporting visuals

Our supporting visuals showcase the wide and unexpected variety of benefits of sustainable fishing.

Headlines are supported by the imagery which is carefully curated to show intrigue and beauty, whilst celebrating our ocean. And we always back every claim up with a simple fact.

Our simple yet powerful campaign idea, ‘Sustainable fishing means more...’ is infinitely flexible, allowing us to communicate a number of extraordinary benefits for the ocean.



We invite our partners to add their logo alongside ours to show their support for sustainable fishing this World Ocean Day.



CLICK ON EACH IMAGE TO DOWNLOAD



# Supporting visuals

All the supporting visuals are available in the MSC Multimedia Library in formats for printing: landscape and portrait. There will also be ready-to-use versions for social media in the following sizes: 16:9, 9:16 and 1:1

Request a user account for our Multimedia Library, to download free assets to use in your World Ocean Day communications



[APPLY HERE](#)



[CLICK ON EACH IMAGE TO DOWNLOAD](#)



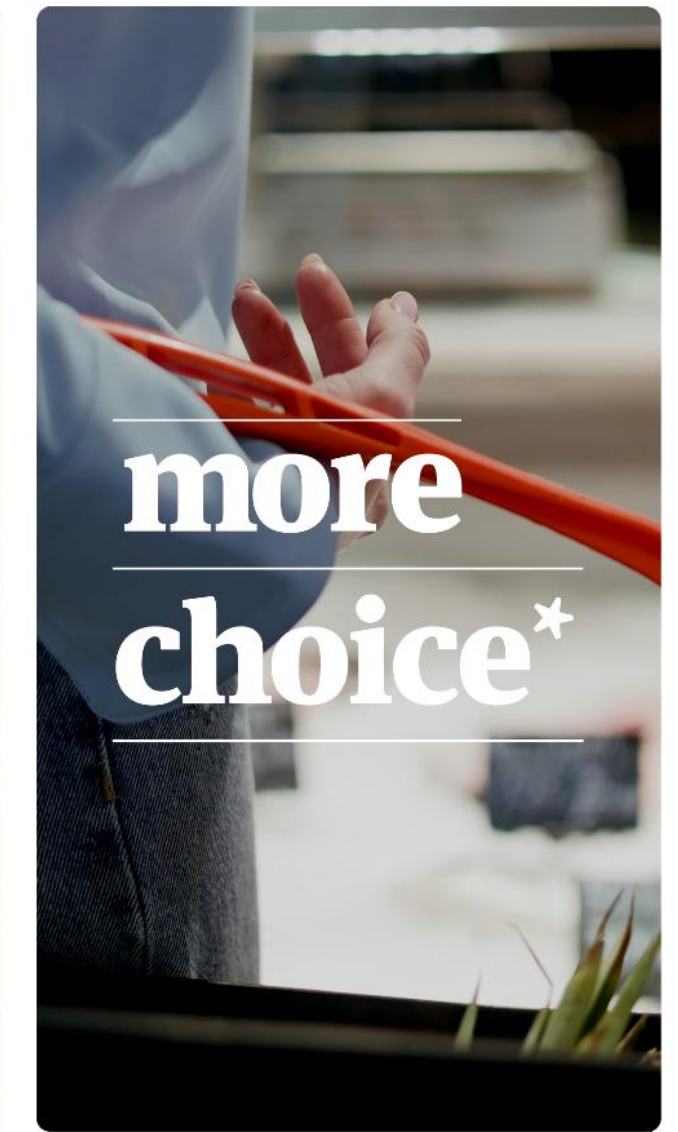
# Campaign films

These scroll-stopping films build intrigue about sustainable fishing, using quick-paced flash-cut animation. They begin to explain that sustainable fishing contributes to abundant fish stocks, healthy ecosystems and more choice - intriguing people to learn more about MSC's work.

They are available in the following sizes: 16:9, 1:1 and 9:16.

Download here:

- [More fish - 15 second version and 10 second version](#)
- [More colour – 15 seconds](#)
- [More choice – 15 seconds](#)





# How can you get **involved?**

Whether you’re a fisher, seafood brand, retailer, NGO, chef, content creator, a scientist, an education organisation or an ocean champion, if you care about ocean health and believe in MSC’s mission, you can support our campaign. Use our social media assets as they are - or personalise them to make them your own!

## 1. Commercial partners

As a seafood brand, producer or retailer committed to protecting the ocean, you can showcase your dedication by using our digital and print assets. These resources help you highlight your efforts in protecting the ocean informing and inspiring your customers and your staff to protect the ocean.

SEE ON THE  
FOLLOWING PAGES

## 2. Ocean heroes (content creators)

If you are a content creator, chef, fisher, marine scientist, or simply an ocean advocate, you can amplify the campaign’s impact by sharing content or using our influencer toolkit and B-roll to create your own. Share stories and inspire your audience to support sustainable seafood.

DOWNLOAD  
HERE

## 3. Education organisations

Zoos, aquariums, schools, educational institutions, or NGOs focused on ocean conservation, can access our education toolkit to raise awareness and engage your community in protecting marine life.

DOWNLOAD  
HERE



# Bring your commitment to life

Join our campaign and help spread the word!

Our World Ocean Day campaign brings an excellent opportunity to highlight your sustainability efforts and promote your commitment to sustainable fishing.

Your messaging can be added to our key-visuals that you can find in the previous slides. They are available in different formats.

- Print Landscape and Print Portrait
- Digital 1:1, 9:16 and 16:9

You can find here some inspiration to create your own commitment in this campaign.

1. At (your brand), we proudly offer sustainable seafood to keep our ocean full of life.
2. At (your brand), we only source MSC certified seafood from sustainable fisheries to protect marine life.
3. At (your brand), we've committed to double the number of MSC certified seafood products to safeguard life in our ocean
4. At (your brand), we choose MSC certified seafood to protect the ocean for future generations
5. At (your brand), we support sustainable fishers to keep the ocean vibrant and full of life

MORE  
INSPIRATION





# Guidance and best practice

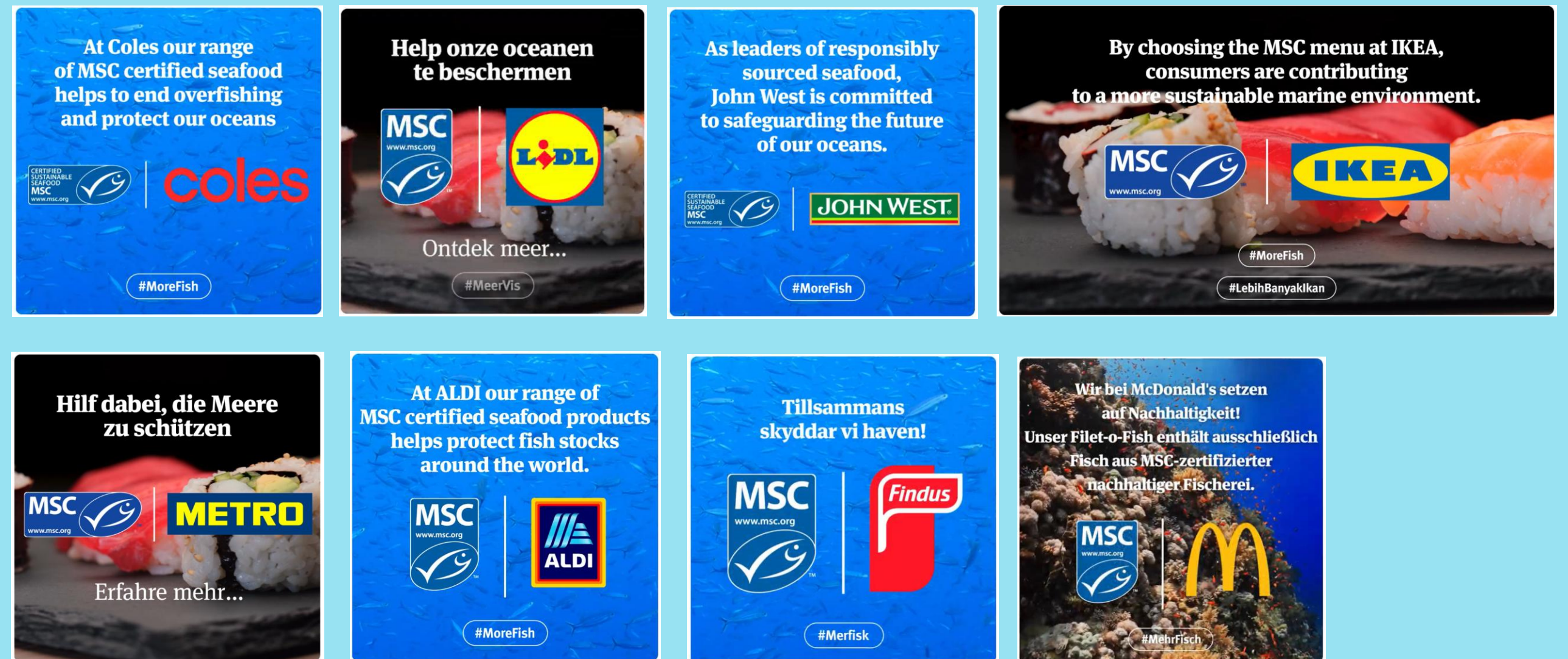
- Use the campaign key-messages (more fish, more choice, more colour, etc...) exactly as provided. Do not make any changes or create new key-messages.
- Connect the key-messages to your sustainability commitments or credentials, if you wish. Do not connect them to commercial promotions.
- Use the facts to support the key-messages and link them to your commitments, if you wish. Do not use other facts to support the key-messages.
- If you feature MSC certified seafood products, use the "More Choice" message when possible. If using other key messages, create a clear visual separation between them and the products, as shown in the example. Price tags, promotions or discounts may only be included if they are placed in a distinct section, separate from the campaign key messages.





# Videos with your message

We encourage our commercial partners to showcase their support for sustainable fishing by using our campaign films on World Ocean Day. These films can be personalised with your logos and a custom commitment statement, ensuring your voice is part of this global movement. Please ask your MSC contact to arrange this.



»»» If you are interested, please  
contact your local office



# Social media content

We've created a selection of social media content for you to share easily!  
You can use it exactly as it is or personalise it to reflect your own commitments.

There are four carousel posts. Download them in two different sizes: 1:1 and 9:16

- [More Fish](#)
- [More Colour](#)
- [More Choice](#)
- [More Life in the Ocean](#)

You can also add your own statements to the artwork to make it uniquely yours, while staying aligned with the campaign.





# Social media content

We've created a social media carousel to mark the World Ocean Day and inspire consumers to take action.

This asset delivers a strong call to action, reminding everyone that their seafood choices can help protect the ocean.

This carousel is available in two different formats:

- 1:1
- 9:16

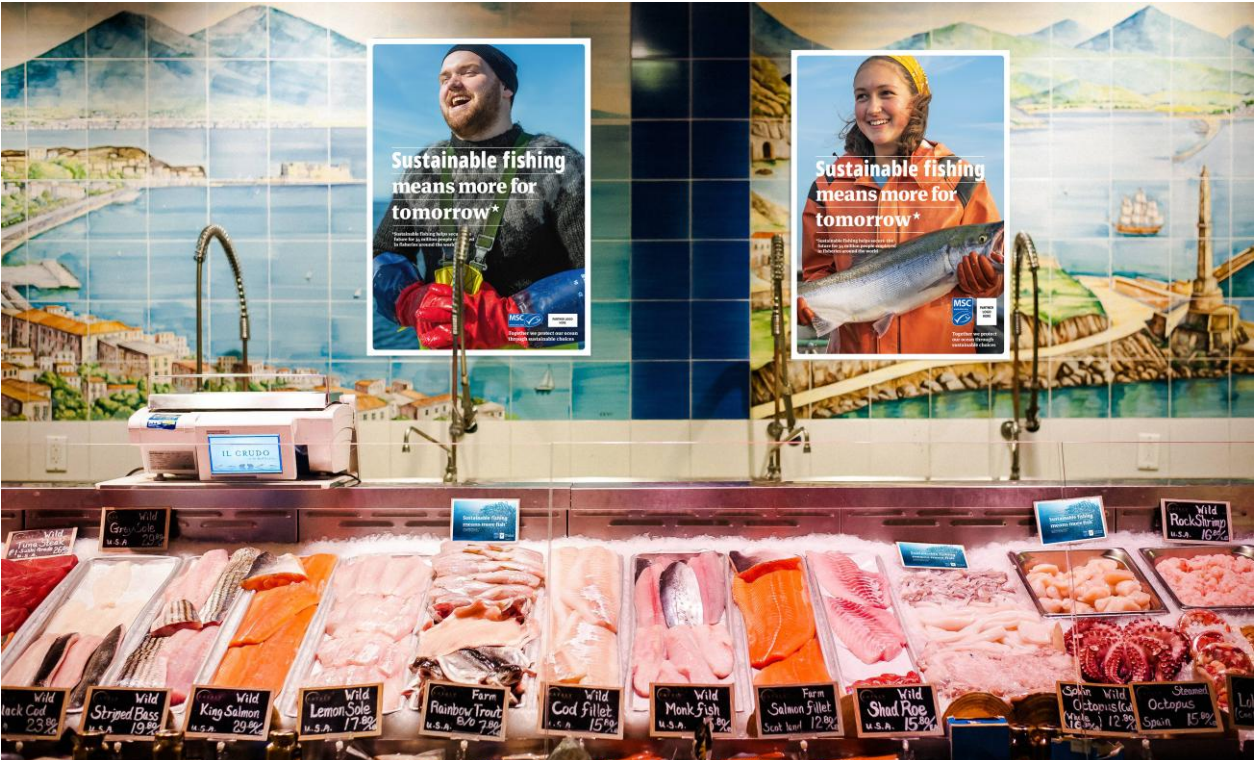
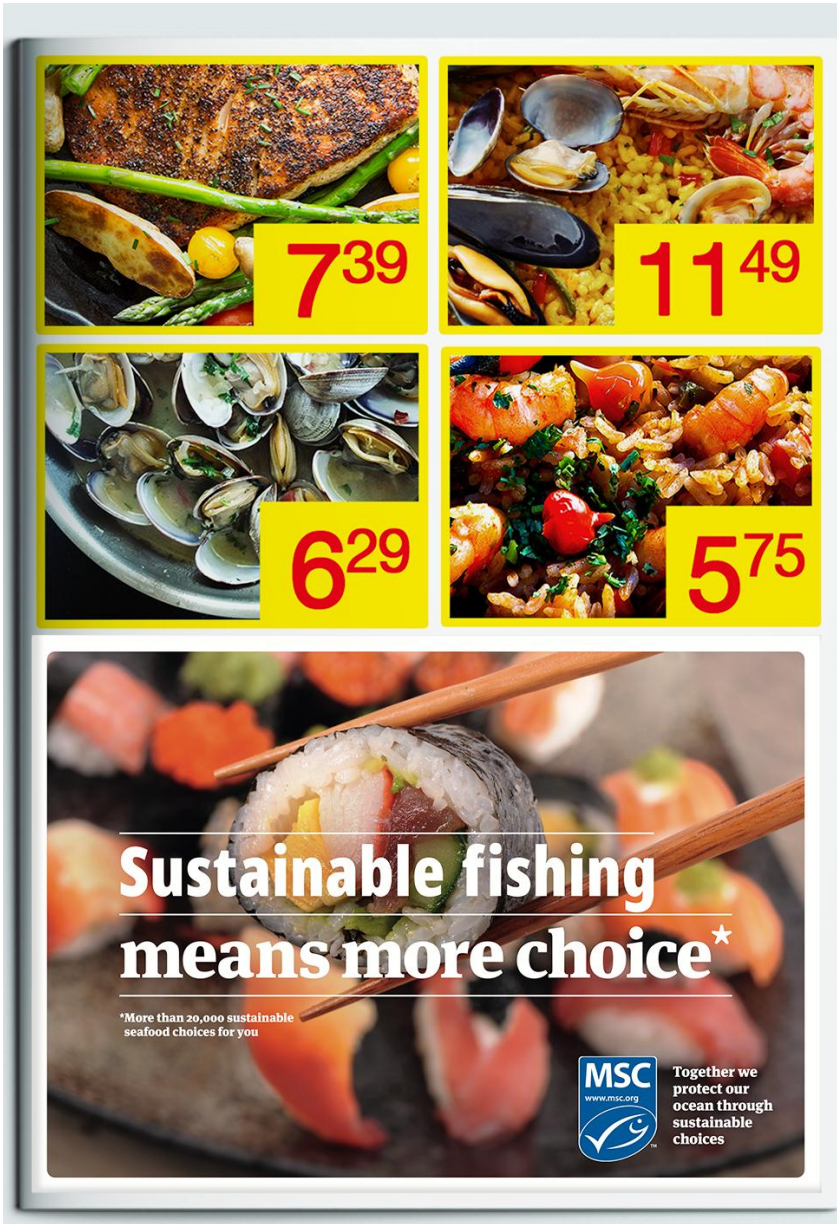
Share it or personalise it to make it your own!





# Point of sale assets: retail

Bringing your commitment to sustainable seafood to life in store helps to build trust in your brand and products. We have ready-made assets that can be used in point-of-sale materials, store magazines and catalogs.





# Point of sale assets: food service

Bring the campaign to life in your restaurant, your staff canteen, or even at events and pop-ups. Use posters, menus, trays, windows, billboards, and digital screens to inspire customers and highlight your commitment to sustainable seafood.



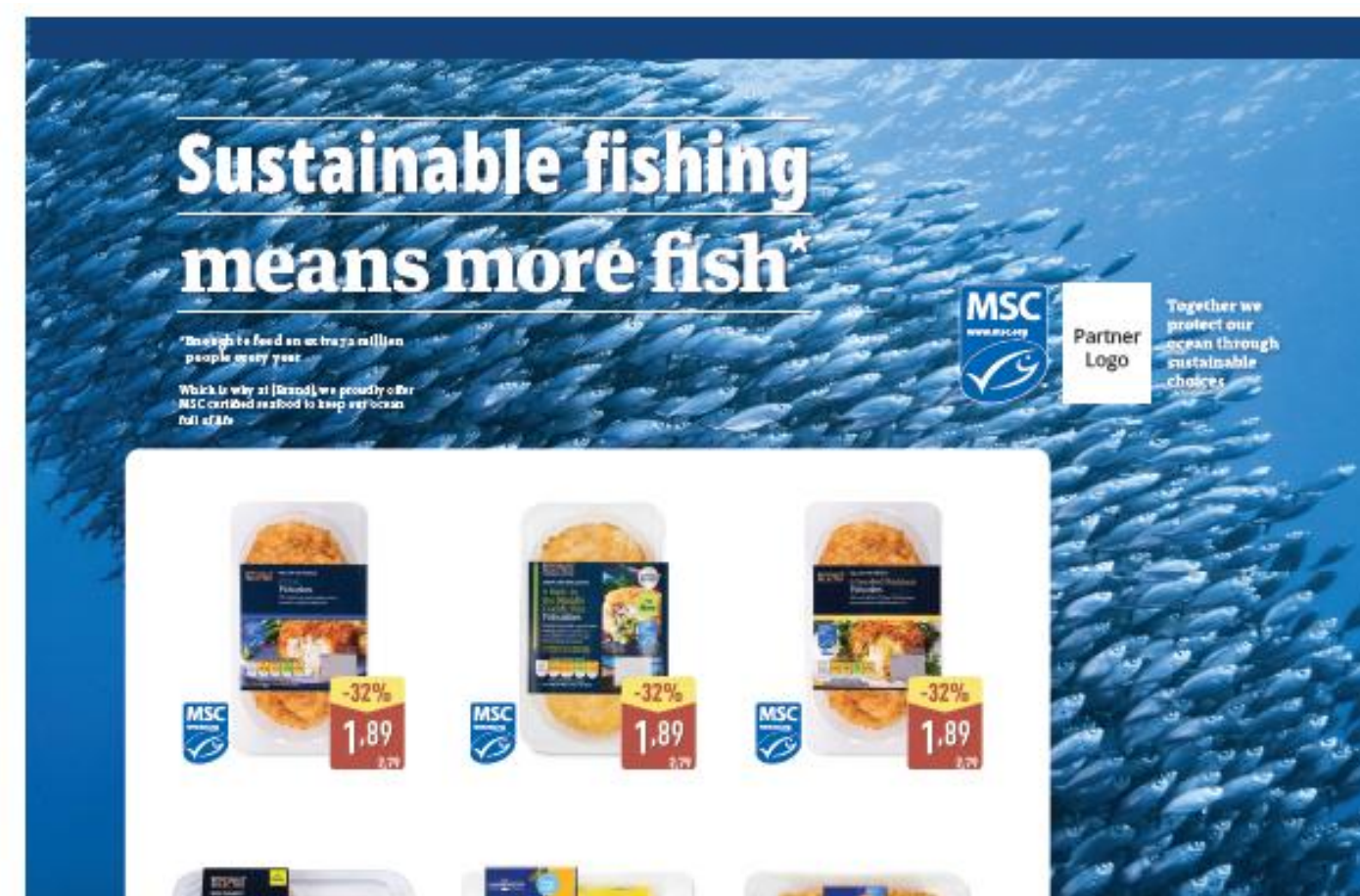


# Catalogues and leaflets

You can use our templates to communicate about your products. As mentioned earlier, the preferred key visual for product communication is More Choice. If that's not possible, please ensure a clear visual separation between the campaign message and the products, especially when discounts or promotions are involved.

This separation helps keep the focus on sustainability and ocean protection. Using messages like **More Fish** alongside discounts might shift attention away from the campaign's core mission. By creating a distinction and incorporating a corporate sustainability commitment, you ensure that the message remains clear and reinforces your dedication to a healthy ocean for the future.

[Download here](#)





# Zoom backgrounds and email signatures

Use our templates to bring the campaign to your daily interactions!

Set our visuals as your laptop screensaver or background for Teams and Zoom calls. Add our campaign email signature to show your support. You can even include your logo alongside the MSCs.



Click on each image to download the asset





# Join our online competition

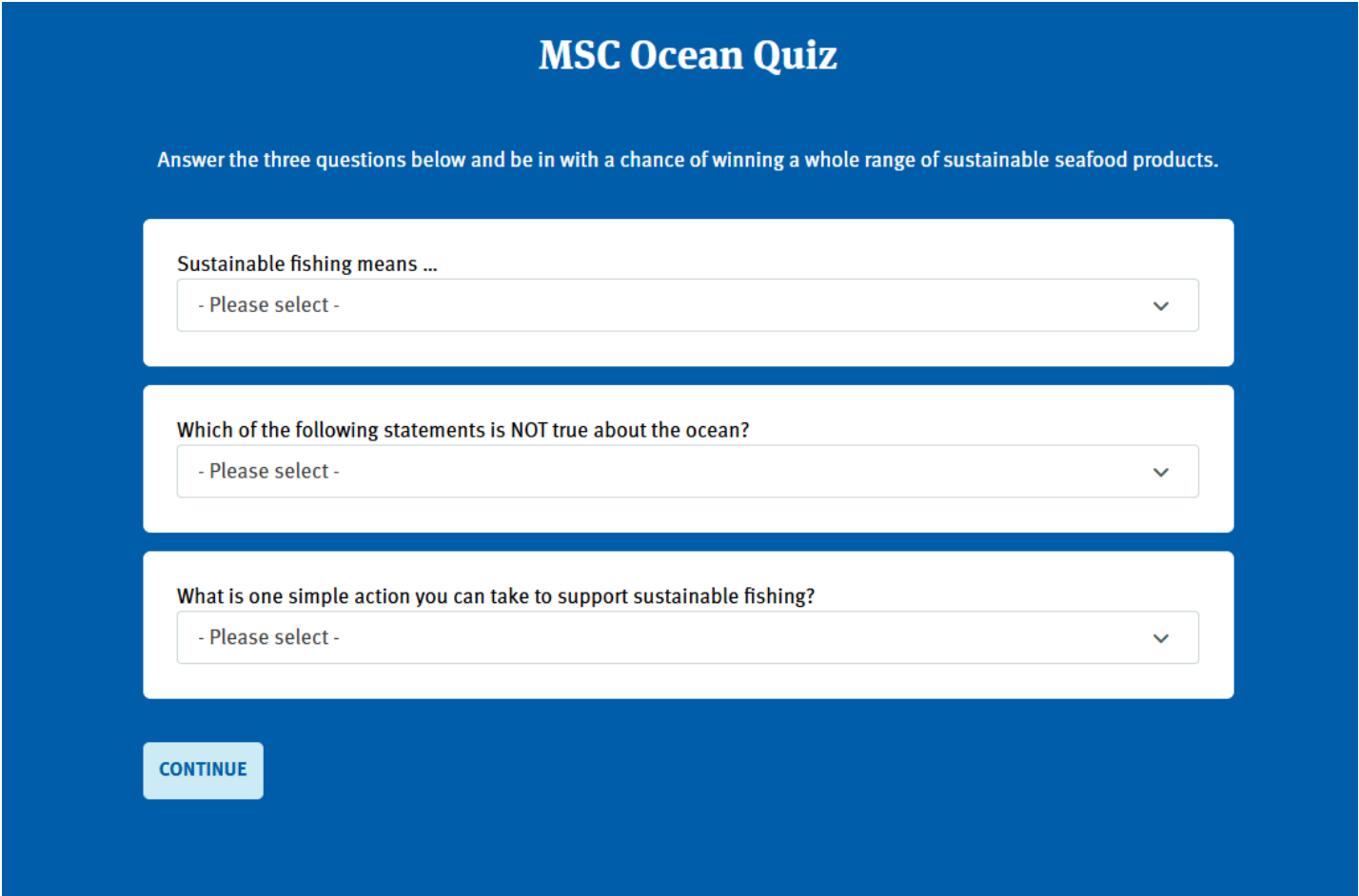
We have designed a simple framework for an online competition to engage your audience in ocean and sustainable fishing awareness.

The competition is a short quiz with just three questions, making it easy and fun to participate.

For prizes, we recommend a selection of MSC-certified seafood products to inspire consumers to make ocean-friendly choices. However, other exciting rewards can be offered, such as a visit to an aquarium or an ocean experience.

The competition can be hosted in platform on social media and the MSC website.

Talk to your local office if you want to participate in the MSC competition





# Engage your staff

Engaging your staff in the campaign is a great way to boost team pride and reinforce your company’s commitment to ocean sustainability.

When employees understand the impact of sustainable seafood, they can share the message with confidence, inspiring customers and strengthening your brand’s credibility.

It can also create a sense of purpose and motivation within your team.

## Run a sustainable seafood promotion on World Ocean Day

Run a seafood chef demo in your staff café and introduce a sustainable menu option (there are hundreds of delicious sustainable recipes that you can use on our [website](#)).



## A mural in your office

Ask your staff for their ideas! What more could they do to help the ocean on WOD and beyond? Place a mural in your office reception and ask your staff to come up with suggestions for doing more for the ocean.



[DOWNLOAD  
HERE](#)

## Run an Ocean themed event for your staff and their families

Run a staff and family activity – ask your staff to get younger family and children to draw an ocean with more fish and colour. Find a space to exhibit them in your offices or online and offer a prize for the winner. Or run your own ocean or seafood themed prize for the winner.



# Ocean heroes content creators

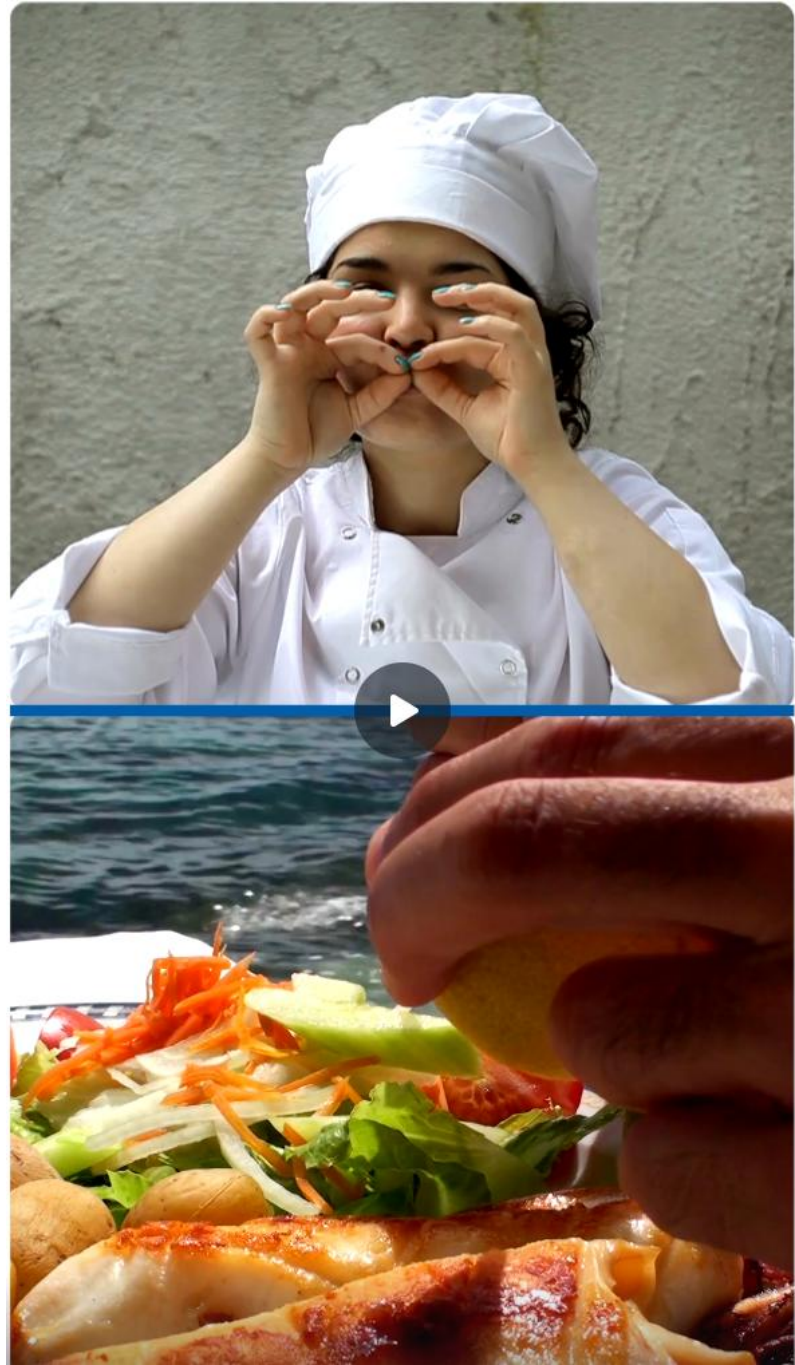
As an ocean lover, your voice can help spread the message of why sustainable fishing means More Fish, More Colour, More Choice, and More Life in the Ocean.

If you are a content creator, an ocean lover, a fisher, a chef, a marine biologist, you can use our ready-made templates, key messages, and scripts to create your own video, share your perspective, and be part of a campaign that makes a real impact.

Let’s show the world that protecting our oceans means securing their beauty and abundance for the future!

 [Download toolkit here](#)

 [Download B-roll here](#)





# Education in aquaria and zoos

Aquariums and zoos play an essential role not only in preserving biodiversity, but also in educating the public to do sustainable choices. They can promote:

- Inspiring visitor experiences
- Increased ocean literacy
- Serving MSC certified sustainable seafood as best practice – to visitors as well as the penguins!
- Taking part in public engagement and media events

The MSC has developed a Zoos and Aquaria Toolkit with assets and inspiration for you to use in your storytelling, so you can promote your role in the ocean sustainability movement. Ask your local MSC contact for more details...



[Download here](#)





# Play our ocean quiz

How much do you and your team know about the ocean and the benefits of sustainable fishing?

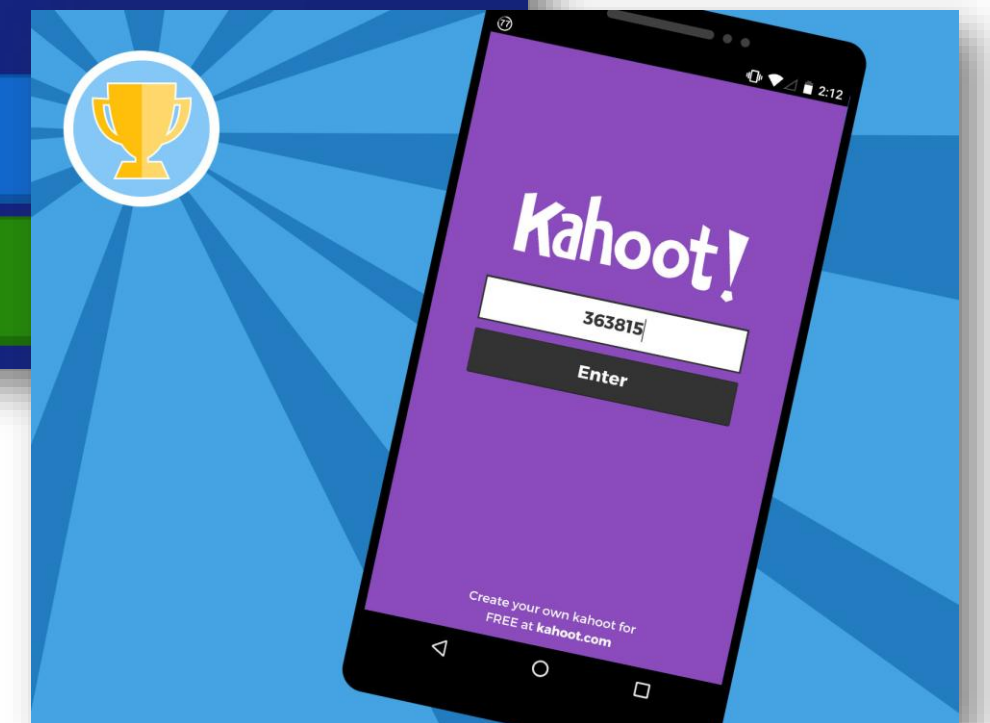
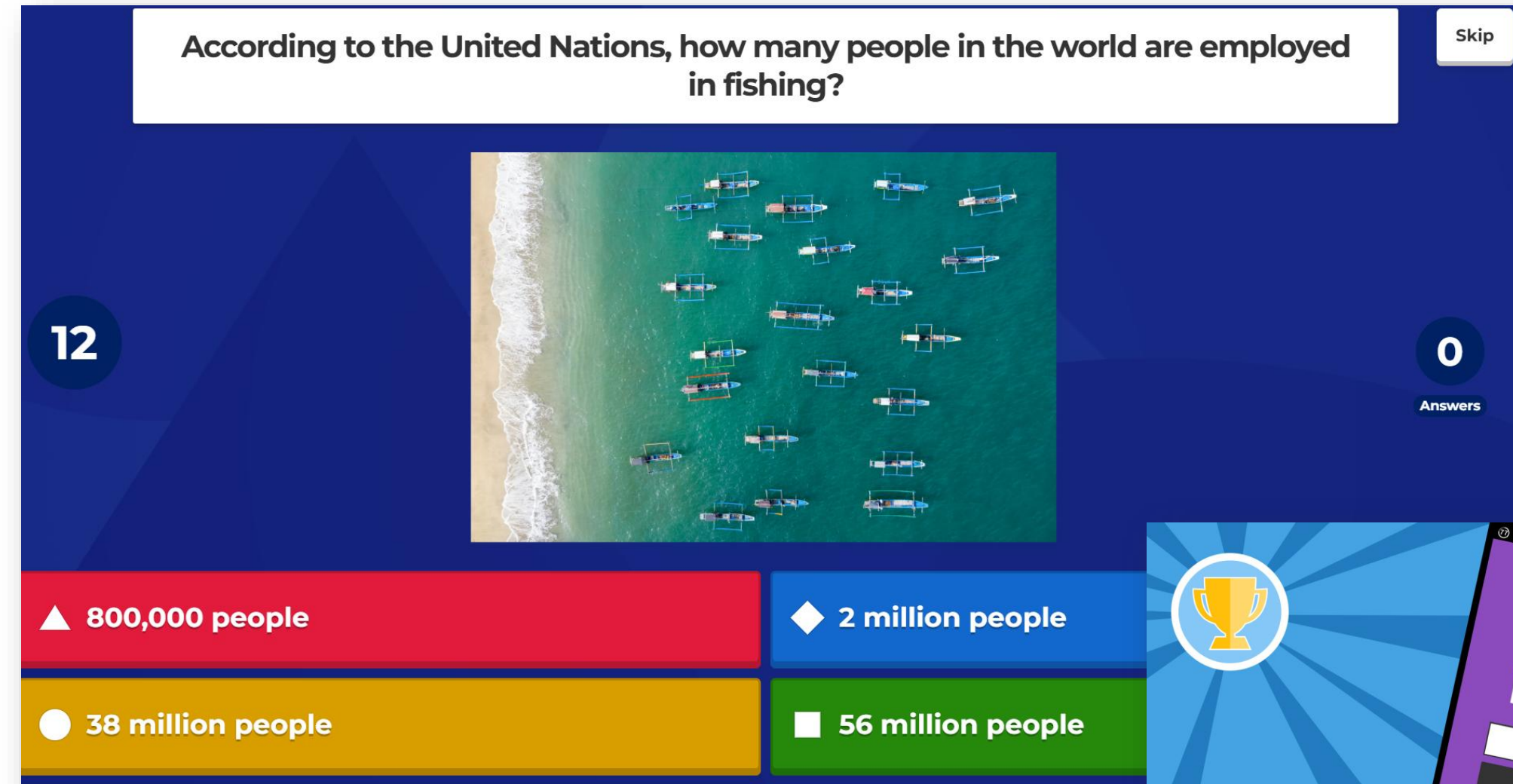
Our interactive ocean quiz is a fun and engaging way to find out!

We can tailor the quiz to include specific questions to your business or industry, making it even more relevant to your work.

Interested in personalising it? Talk to your local team to customise the experience for your organization.

Let's dive in and learn together!

You can create a challenge for this quiz on Kahoot! (as a guest) without needing an active Kahoot! account.





# Celebrating Ocean Science in Media

Our media story for WOD 2025 will focus on case studies from around the world that show how sustainable fishing helping to protect our oceans. We've also surveyed over 50 of the world's leading Marine Scientists, drawing on expert opinions to identify current and future threats and opportunities for the certified fisheries that are working to ensure 'more colour' in the ocean.

## MSC 2025 Biodiversity Impact report



We will draw case studies which evaluate some of the positive work being done by MSC certified fisheries into a 2025 Biodiversity Impact report. This report will be released by the MSC ahead of World Ocean Day to gain media coverage to support the campaign.

## MSC 2025 Marine Scientist Survey



Over 50 leading Marine scientists from over 20 countries have shared their expert views on work being done by MSC certified fisheries to protect the ocean. They will be spokespeople for the campaign, alongside fishers featured in the 2025 Biodiversity Impact Report.

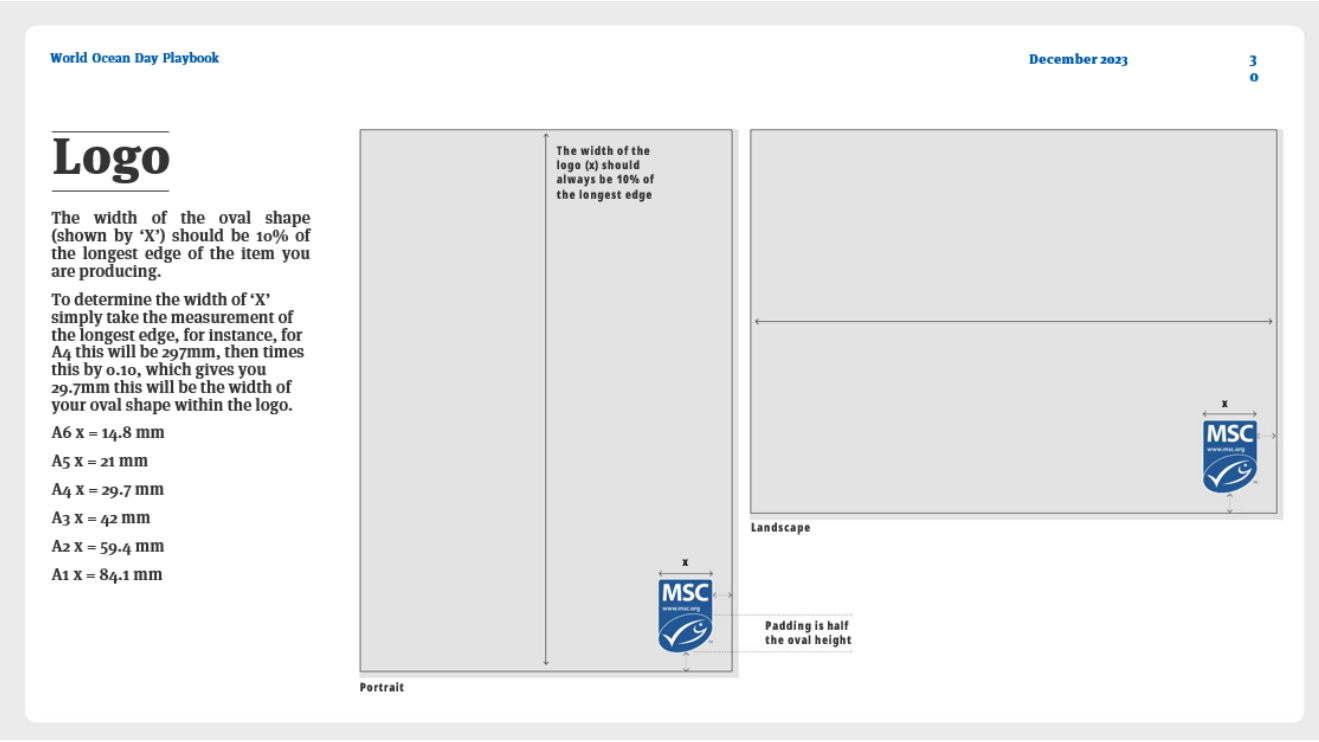
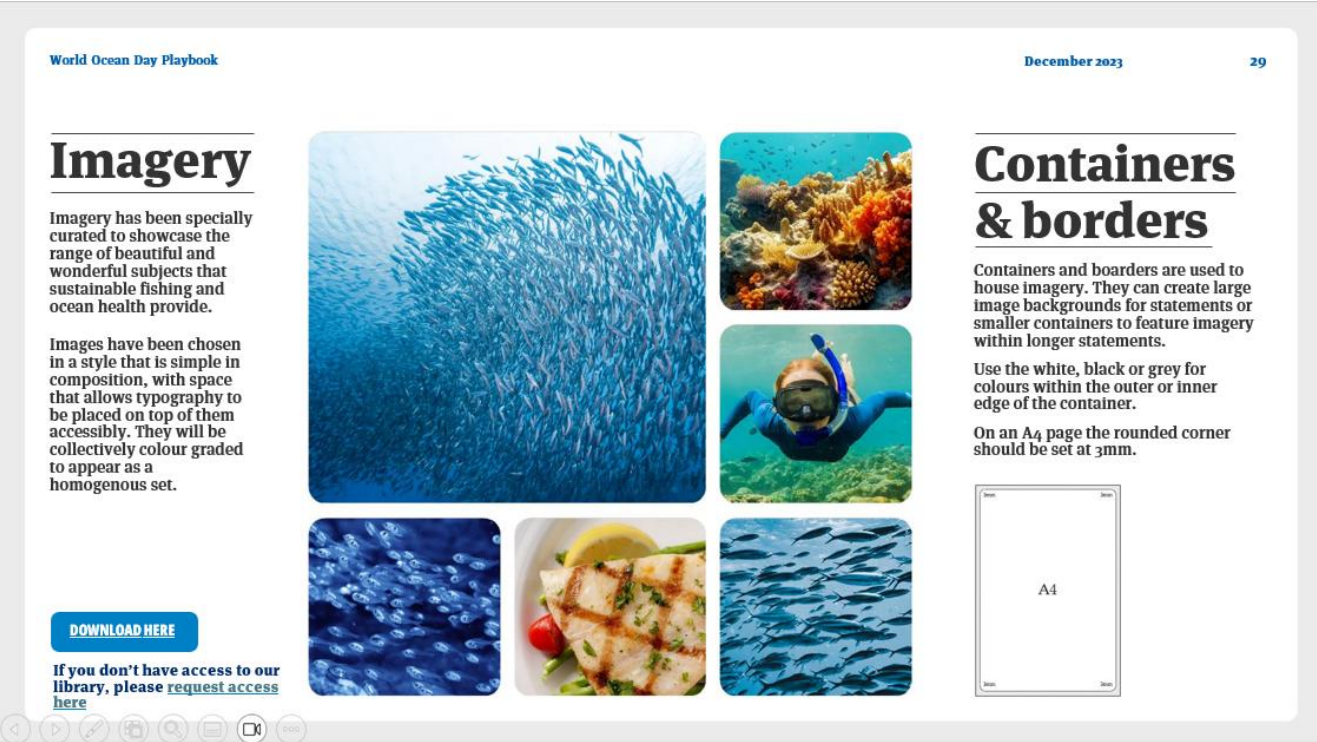
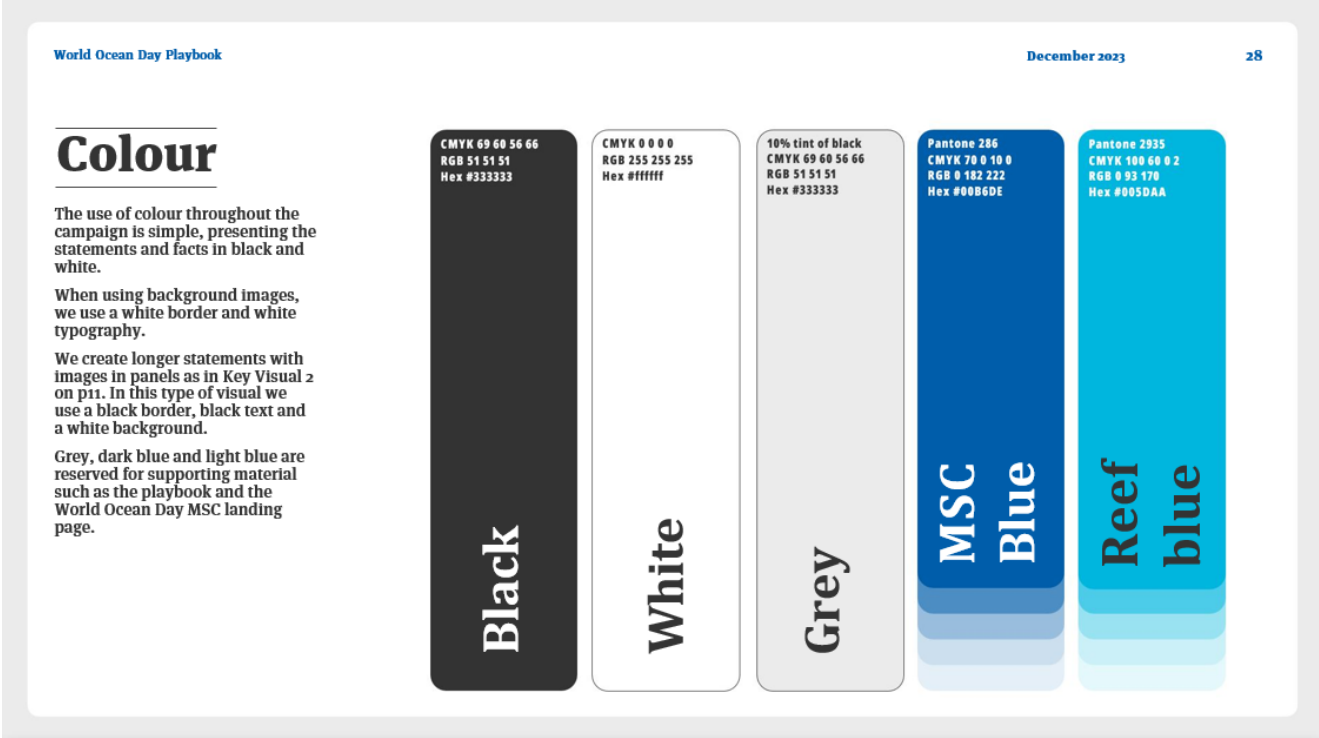
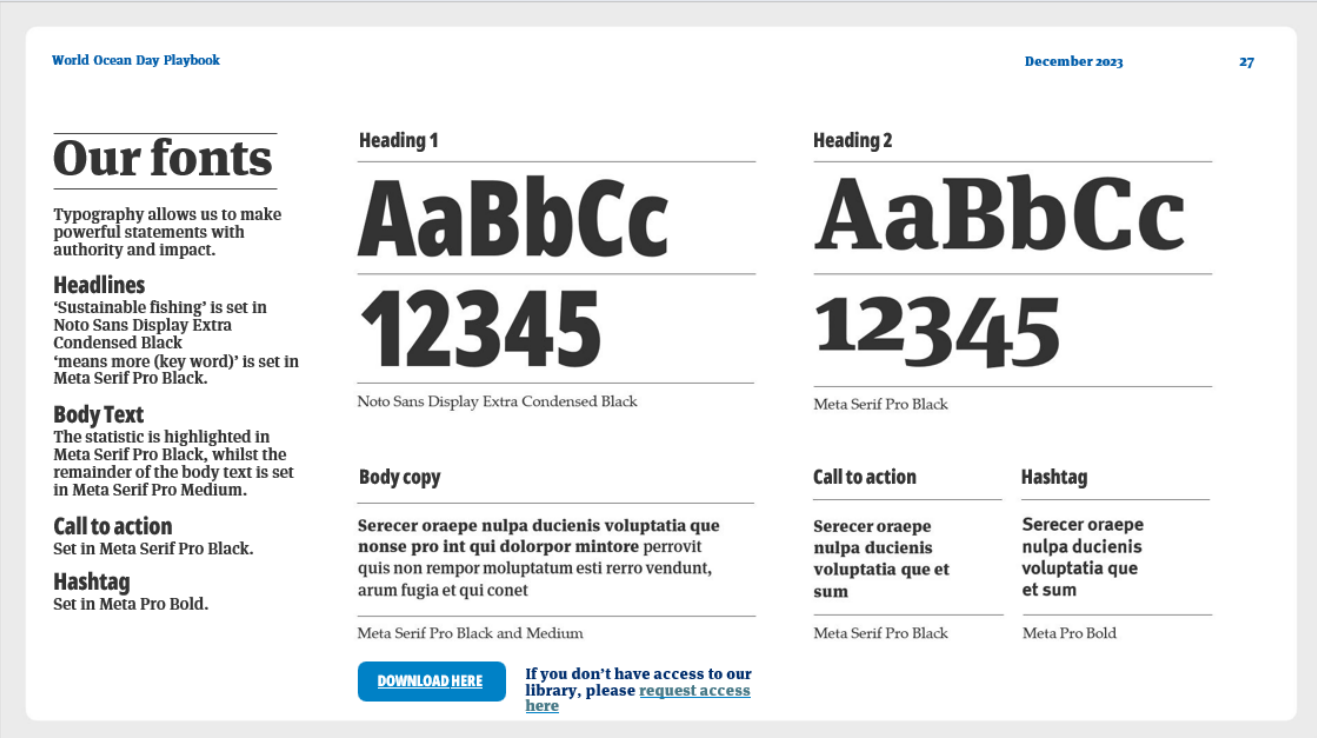
A press release, alongside the Biodiversity Impact Report, will be released by the MSC ahead of World Ocean Day to gain media coverage to support the campaign. Please contact our local media teams if you are interested in this work or if you would like to work with spokespeople from the MSC.



# Visual guidelines

Download the visual elements of the World Ocean Day Campaign for 2025.

DOWNLOAD HERE



DOWNLOAD HERE

You can find all our campaign assets in our World Ocean Day 2025 collection in our Multimedia Library





**Thank you for making a  
difference and have a  
fantastic World Ocean Day!**

For more information,  
please reach out to your  
local MSC country office  
and contact.

