



OCEAN RIGHTS MOVEMENT

SOCIAL MEDIA TOOLKIT & STORYTELLING GUIDE



HOW TO USE THIS TOOLKIT

This toolkit is designed for any Ocean Rights advocate. You do not need to use it all at once, start where it feels most relevant for you. Pick a post, a talking point, or a frame, and build from there.

WHAT'S INSIDE?

- **Section 01** is a guide to help you craft compelling messages about Ocean Rights.
- **Section 02** is a library of ready-to-use posts. Already written and ready to copy, adapt, and share in minutes.

INTRODUCTION

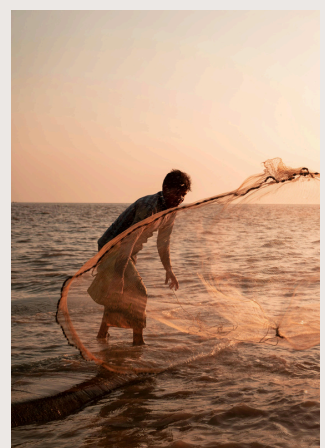
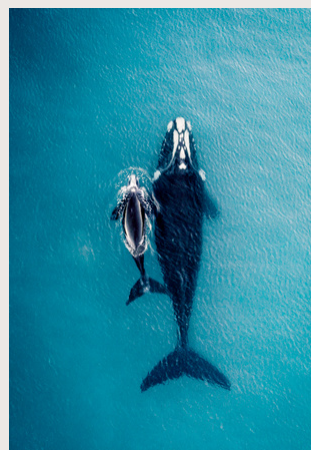
A movement is growing for Ocean Rights: the moral and legal recognition of the Ocean has a rights-bearing entity with intrinsic value.

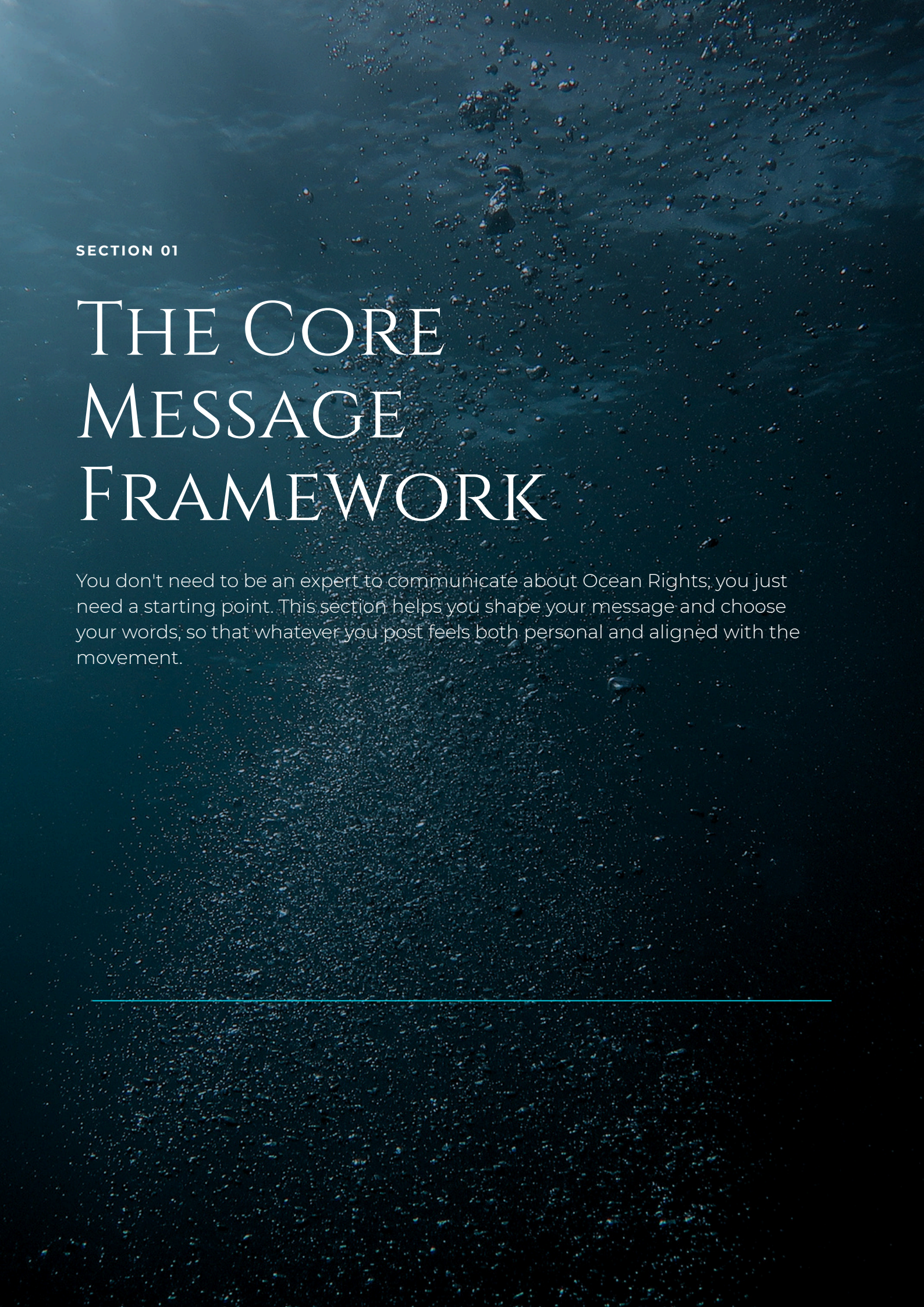
Ocean Vision Legal founded the Ocean Rights Collective in 2025, a coalition of organisations and entities coordinating on international advocacy to advance an ethical human-Ocean relationship. Together, the Collective is focusing on key action areas to scale the movement, including education and awareness.

Whether you are an organisation, advocate, or individual supporter, this toolkit provides a shared foundation for how we communicate about Ocean Rights—so that together, our voices are clearer, stronger, and more aligned. By using consistent messaging and storytelling approaches, we can grow awareness, deepen understanding, and inspire more people to engage with and champion the cause.

At this stage, our focus is movement-building: educating, connecting, and expanding the community of people who understand and support Ocean Rights. While specific campaigns and calls to action will evolve over time, this toolkit lays the groundwork for those future efforts—ensuring that when we mobilise, we do so with a unified voice and purpose.

YOU CAN HELP: Build awareness for Ocean Rights and engage in our global social media campaign.



The background of the entire page is a dark, textured image of water with many small, light-colored bubbles or droplets. The bubbles are more concentrated in the upper half and become sparser towards the bottom. A thin, horizontal teal line is positioned near the bottom of the page, just above the footer area.

SECTION 01

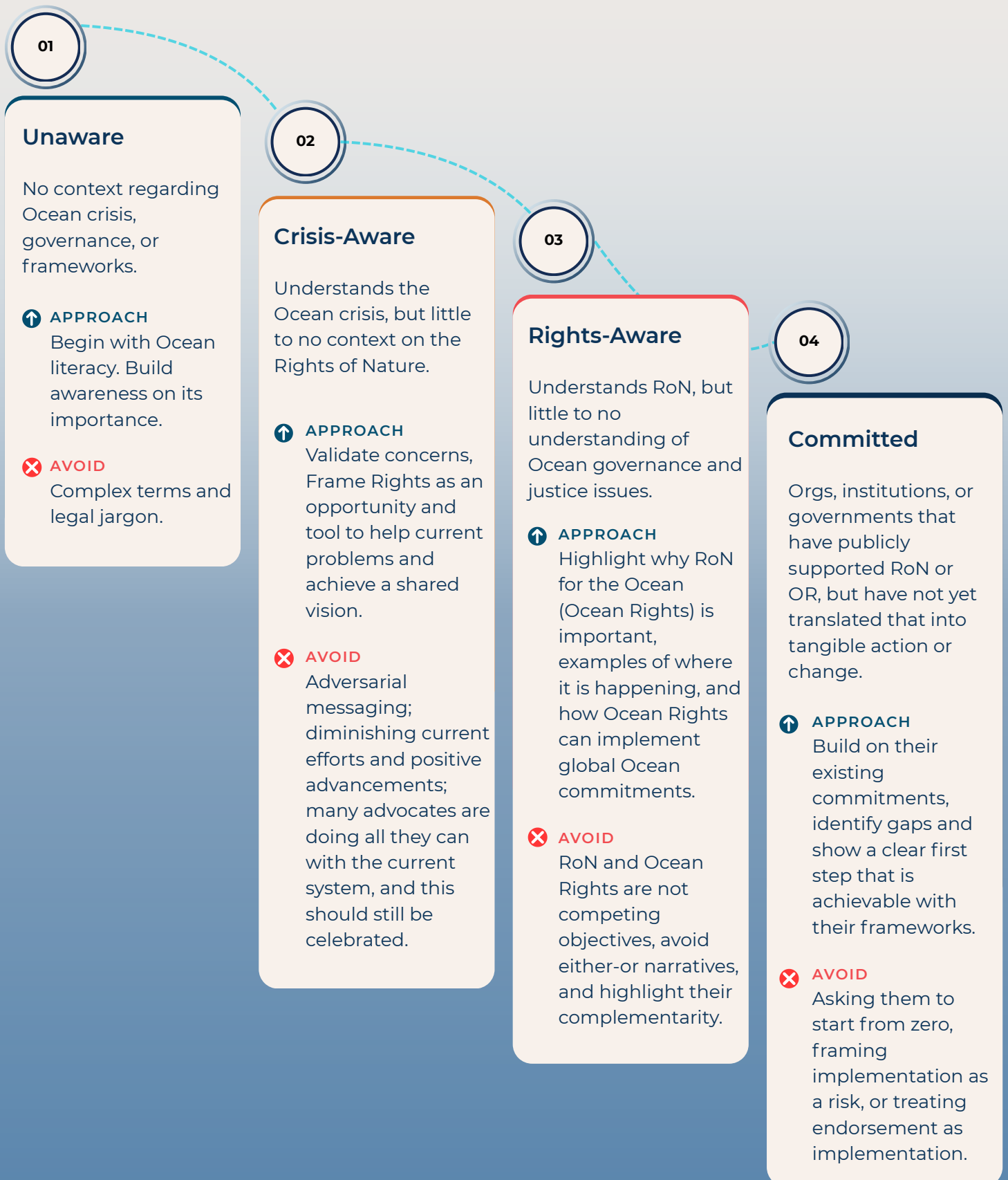
THE CORE MESSAGE FRAMEWORK

You don't need to be an expert to communicate about Ocean Rights; you just need a starting point. This section helps you shape your message and choose your words, so that whatever you post feels both personal and aligned with the movement.

1. UNDERSTAND YOUR AUDIENCE

Locate your audience in the **Journey Map**.

Begin by identifying the audience's stage of awareness regarding Ocean literacy and Ocean Rights. Their stage informs your message, your framing, and what to avoid.



Every effective message rests on **four pillars**:

What your audience should **understand**, what they should **question**, how they should **feel**, and how they can **act**.

The following is a non-exhaustive list of examples of the application of this method for Ocean Rights communications.

PILLAR 1: UNDERSTAND

What does the audience need to know?

EXAMPLE

"That a concrete legal tool now exists to protect the Ocean, and a global movement is already building around it"

PILLAR 2: QUESTION

What should the audience question?

EXAMPLE

"What are the major gaps in Ocean governance — is current law and policy enough to reverse the polycrisis?"

PILLAR 3: FEEL

What should the audience feel?

***Connection**, their own relationship with the Ocean*

***Hope**, change is possible and already happening*

***Agency**, there is something real and specific they can do right now*

PILLAR 4: ACTION

What should the audience do?

Sign the Ocean Rights Declaration** and **Join the Movement for Ocean Rights

***Call** on others to **Join the Movement**. Share why you care and have joined the Ocean Rights Movement.*

Identify** the Movement through **#OceanRights



2. USE THE RIGHT LANGUAGE

We can change how humanity sees and values the Ocean by starting with changing the way we write and speak about it.

“We only protect what we value, and we only value what we understand.”
- JACQUES COUSTEAU

AVOID / DON'T SAY	DO SAY INSTEAD
✗ “the oceans” (plural)	✓ the Ocean - singular. To learn more about this and the <i>Drop the S</i> campaign, click here .
✗ “fishery”, “stock”, “marine resources”	✓ fish, wildlife population or marine environment
✗ “natural resources”	✓ natural communities, natural ecosystems, living systems
✗ “ecosystem services”	✓ benefits the Ocean provides to humanity, Oceanic contributions

ALSO AVOID
Framing Ocean Rights as a novelty or part of a Global North agenda. Phrases like “we are bringing Ocean Rights to communities around the world” ignore the indigenous knowledge long rooted in these principles.



3. **CRAFT YOUR MESSAGE:** TALKING POINTS

Why does the Ocean matter to all of us?

- The Ocean is essential to all life on Earth and plays a critical role in sustaining humanity and the planet's ecosystems.
- Covering over 70% of the Earth's surface, the Ocean produces more than half of the world's oxygen. If you care about breathing, you'll care about the Ocean.
- 3 billion people's livelihoods directly depend on a healthy Ocean, for example, as a primary source of protein.
- Protecting and restoring the Ocean is not just vital for marine life—it is crucial for the survival and well-being of humanity and all life on Earth.
- The Ocean handles over 80% of global trade by volume, moving over 11 billion tons of goods annually.
- Protecting the Ocean means protecting ourselves.
- There is no place on Earth that is disconnected from Ocean health.
- The Ocean is our greatest climate regulator, absorbing 25% of all CO₂ emissions and over 90% of excess heat and buffering global heating.
- Ocean Literacy learning material can be found on the Resources page at www.oceanrights.com.





What are the Rights of Nature (RoN)?

- Rights of Nature (RoN) is the recognition of the legal identity of Nature, where Nature is recognised as a subject of rights through constitutional, statutory, or judicial pathways.
- RoN is already happening— with 500+ laws, policies, and judicial decisions across 40 countries. (The [Eco Jurisprudence Monitor](#) is a great resource!)
- In 2008, Ecuador recognised Nature, or Pachamama, as a subject of rights in its Constitution, and in 2017, Aotearoa/ New Zealand created a treaty agreement recognising the legal personality of the Whanganui River.
- Rights aren't just for people — they are for all life.
- RoN is about human duties; enforceable obligations to protect Nature.
- We need legal systems to recognise that it's not just humans and corporations that count— it's life that counts.
- The recognition of an entity as a subject of rights is not limited to human persons. In fact, a legal person has been described as any subject other than a human being. Non-human entities have had legal rights for over a century in most jurisdictions. This includes corporations, ships, churches, and animals.

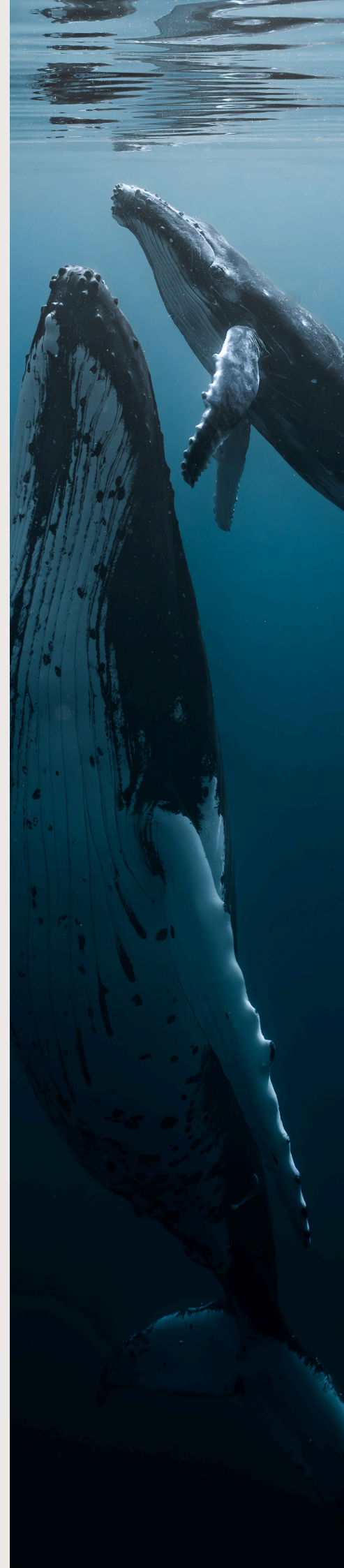
What are Ocean Rights?

How does it relate to RoN?

- Ocean Rights emerges from, and is a subset of, the Rights of Nature.
- Ocean Rights is *the moral and legal recognition of the Ocean (and its components) as a living, dynamic, and autonomous entity, with intrinsic value and inherent rights, and the responsibilities of humanity to safeguard Ocean ecosystems and biophysical systems.*
- The Ocean has interests that are unique to its own ecological and jurisdictional realities, and legally recognising them can provide more effective protection.
- Ocean Rights is growing exponentially. Specific examples include: the Rio Doce Wave Ecosystem in Brasil, He Whakaputanga Moana (Declaration for the Ocean) calling for legal personhood for whales, the recognition of sea turtles as subjects of rights in Panama through national law, court cases in Ecuador protecting sharks and mangroves through Constitutional recognition of RoN and IUCN Resolution 8.055 calling for States and members to advance an ethical human-Ocean relationship.

Visualise Ocean Rights initiatives happening around the globe [here](#).

- Ocean Rights means treating the Ocean as a living being with intrinsic value worthy of protection for itself, not just a resource for human benefit and utility.
- Communities and peoples across the Pacific, the Americas, and beyond have recognised the Ocean as an ancestor, kin, and life force long before any legal system.
- When we recognise the Ocean's rights, humanity and States have a legal responsibility to protect and uphold those rights.





What is the relationship between Ocean Rights and Human Rights?

- Ocean Rights and Human Rights are complementary and interdependent. This is because humanity exists as a component of the Earth community.
- Human Rights, including the right to life, a healthy environment, and economic development, cannot be realised without a healthy Ocean to support them.
- Ocean Rights represents an expression of the principle of interdependence between Human Rights and the marine environment [Ocean/Ocean health].¹
- Human well-being depends on a healthy Ocean.
- Ocean Rights and Human Rights work together — not against each other.
- Protecting the Ocean strengthens Human Rights.
- Degrading the Ocean violates Human Rights.
- Recognising the Ocean as a rights-bearing entity creates reciprocal duties for States, entities and individuals to uphold and respect those rights.
- Ocean Rights ≠ the rights of a human being. The Ocean has its own inherent rights!
- Consider how Human Rights continue to evolve, recognising not just white males as subjects of rights, but women, people of color, and more. Doing so did not limit the expression and protection of those rights already recognised.

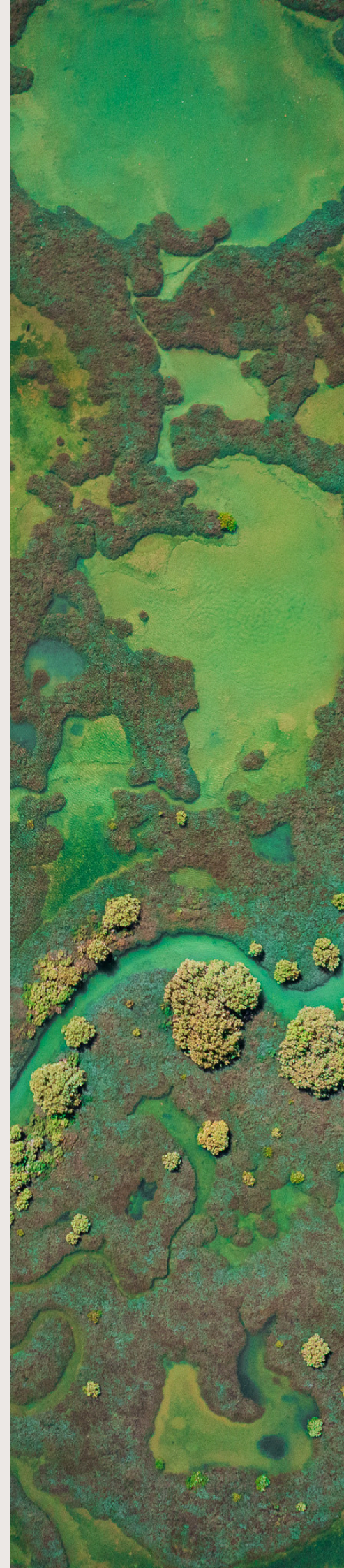
ALSO AVOID

Equating Ocean Rights to Human Rights (e.g. *The Ocean has the same rights as a human person, or whales are considered living persons*). This can be a harmful narrative, especially as Human Rights are still not fully realised around the world. The rights (and duties) a legal subject or entity has are unique to that entity. As an example, corporations “may assert freedom of expression, but are not protected by the right to life” as are human beings.

1. Inter-American Court of Human Rights, Advisory Opinion-32/25, “Climate Emergency and Human Rights”, requested by the Republic of Chile and the Republic of Colombia, 29.05.2025, p. 97, para. 282.

What does Ocean Rights change in practice?

- 600+ institutions, frameworks, and bodies for global Ocean governance, yet Ocean health is still declining.
- Only 3.4% of the entire Ocean is fully and strictly protected. More laws ≠ more protection.
- Transformative change means changing the system itself.
- Legal, governance and economic systems are made by and for human interests. It's time Ocean governance protects the Ocean's interests as well.
- Ocean Rights establishes the Ocean as a stakeholder sitting at the table, not a resource on the menu.
- If an entity, living or nonliving, has rights, it is visible under the law and must be protected. Protection is the norm, not an option.
- Rights must be respected, protected, and ensured.
- Environmental law manages and regulates harm, and rights prevent it.
- Environmental law traditionally balances human and economic interests. Rights ensure the Ocean's interests are also balanced in decision-making affecting its health.
- Ocean Rights elevate protection from a policy preference to a legal obligation.
- Environmental law manages symptoms. Rights can address the root cause.
- Ocean Rights do not stop economic development — they ensure that economic development adheres to planetary and ecological boundaries.
- Ocean Rights = an ecologically sustainable blue economy.
- Ocean Rights instill a form of 'checks and balances' for human activity, ensuring any development is subject to social and environmental responsibility.



3. WEAVE IN A PERSONAL STORY

Consider that great messages aren't just necessarily **informative**; they can be **personal**.

Each person in this movement has a story that connects them to the Ocean. When you bring together what you know, what you question, what you feel, and what you're asking for, you already have a story worth telling.

A good story follows a common narrative arc.

Anchor from your personal relationship with the Ocean, expand into what is at stake and why it matters, and ask the reader to act. You don't need to be a writer to tell your story; you only need a place to start. Here are some ideas:

"My community's relationship with the Ocean is..."

"I care about the Ocean because..."

"The Ocean has always been part of my life because..."

"Where I am from, the Ocean means..."

"Growing up, the Ocean was..."

"People go to the beach and feel at peace. I go and feel..."



TEMPLATE POSTS

A. Want inspiration for a post? We have created both short and carousel-style template posts ready to adapt and use. Change the pronoun, add your own story, tag your partners, and post. **Download the template posts in English, Spanish and French [here](#).**

B. Use the core hashtag #OceanRights.

Secondary hashtags can include #RightsofNature and #OceanGovernance

C. Use a Call to Action:

- Sign the Ocean Rights Declaration and Join the Movement for Ocean Rights (www.oceanrights.com).
- Share the Ocean Rights Declaration and call on others to sign and be a voice for the Ocean (www.oceanrights.com).

OCEAN RIGHTS COLLECTIVE MEMBERS TO TAG TO INCREASE COLLECTIVE REACH:

LinkedIn:

- [Ocean Vision Legal](#)
- [Gallifrey Foundation](#)
- [Marie-Céline Piednoir](#)
- [Carissa Cabrera LI / FutureSwell](#)
- [The Leatherback Project](#)
- [German Ocean Foundation](#)
- [LONGITUDE 181](#)
- [Wild Legal](#)
- [GARN](#) | [GARN Youth Hub](#)
- [Embassy of the Baltic Sea](#)
- [Rights & Roots](#)
- [Bodhi Patil](#)

Facebook:

- [Gallifrey Foundation](#)
- [German Ocean Foundation](#)
- [LONGITUDE 181](#)
- [PAVE](#)
- [Council of Guardians of Nature](#)

Instagram:

- [@gallifreyfoundation](#)
- [@mc_followsthesun](#)
- [@carissaandclimate](#) | [@futureswell](#)
- [@deutschemeerestiftung](#)
- [@longitude181](#)
- [@wildlegalfrance](#)
- [@bendersjourney](#)
- [@leatherbackproject](#)
- [@garnglobal](#) | [@garnyouthhub](#)
- [@balticembassy](#)
- [@derechos_de_la_madre_tierra](#)
- [@rightsofnatureph](#)
- [@rightsandrootsorg](#)
- [@bodhi_patil](#)

1. TAGLINES:

- One Ocean. One Future. One Responsibility.
- An ethical human-Ocean relationship.
- Recognise. Respect. Restore.
- Change the law. Change our relationship
- Rewrite the law. Rewrite our future.

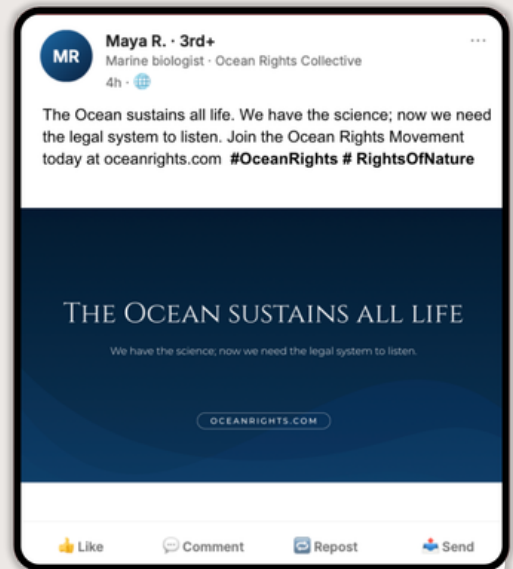
2. TEMPLATE SHORT POSTS:

You can select a short template post from the list of ready-to-use posts and share it with or without a visual asset.

EXAMPLE:

*The Ocean sustains all life. We have the science; now we need the legal system to listen. Join the Ocean Rights Movement today at oceanrights.com **#OceanRights #RightsOfNature***

Visual assets to accompany your post can be found [here](#).



3. TEMPLATE LONG POSTS:

These can be shared in long form or as a designed carousel.

EXAMPLE:

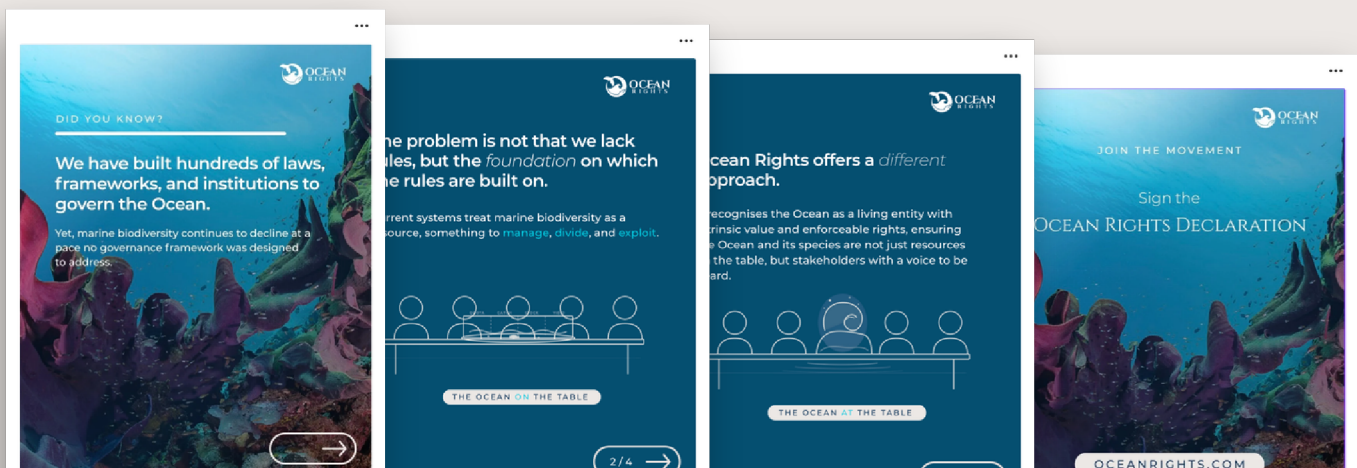
We have built hundreds of laws, frameworks, and institutions to govern the Ocean. Yet, marine biodiversity continues to decline at a pace no governance framework was designed to address.

The problem is not that we lack rules, but the foundation on which the rules are built on.

Current systems treat marine biodiversity as a resource, something to manage, divide, and exploit.

Ocean Rights offers a different approach. It recognises the Ocean as a living entity with intrinsic value and enforceable rights, ensuring the Ocean and its species are not just resources on the table, but stakeholders with a voice to be heard.

*Join the movement. Sign the Ocean Rights Declaration at oceanrights.com **#OceanRights #RightsofNature***



CREDITS

Get in touch: www.oceanrights.com

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