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Representing United by the Sea proposal for UNOC25: Media Impact for the Ocean
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Text to be presented:

We are in a planetary emergency, with the ocean being a critical part of this crisis. To address the threats facing our oceans, we need the cooperation of all stakeholders. Effective communication is essential to engage everyone about the issues and solutions before crossing planetary boundaries. The ocean belongs to everyone, and media plays a crucial role in conveying this message. Despite years of effort, progress has been minimal. A united communication front is needed. This requires a global media strategy and better education for media to deliver strong messages with visual and digital content.

One major challenge is that SDG 14, which focuses on ocean conservation, is the least funded sustainable development goal. People often view the ocean as a commodity, using it without responsibility. This mindset must change. To make progress, we must invest fundamentally in our ocean ecosystems.

A healthy ocean is essential for life and a healthy future. The UN's lengthy processes and the rapid changes we are witnessing require urgent action. Climate change and catastrophic events, such as loss of agriculture, food and water security, and fisheries, highlight the need for deeper story narratives.

The ocean is integral to these conversations. While space exploration is fascinating, there is no "Planet B.". Media must craft messages to convey the ocean's vital role, whether you live on the coast or far inland.

UN Ocean Conference, less than 2 hours from where it all began, is a very emotional return to my origins. It was there that my grand father began the biggest media voice for the ocean that our planet has ever seen. The Media landscape is different today but in its essence is exactly the same.

We must change our viewpoint and recognize the ocean's integral role in the viability of our future through a deeper engagement with all media stakeholders globally at UNOC in 2025.