

## Study: Protecting the Global Ocean for Biodiversity, Food and Climate

**\*EMBARGOED UNTIL MARCH 17, 2021 12:00 ET// 16:00 LONDON\***

Thanks for visiting the social media toolkit for the release of the study “Protecting the Global Ocean for Biodiversity, Food and Climate.”

The following sections include information on the report and social media posts for your use:

1. About [“Protecting the Global Ocean for Biodiversity, Food and Climate”](#)
2. About [Enric Sala](#)
3. [Key Messages](#) from the Study
4. [Social media posts](#)



Our team stands ready to help you with questions regarding this study.

Please email Mary Price ([mprice@ngs.org](mailto:mprice@ngs.org)) if you need assistance.

# About “Protecting the Global Ocean for Biodiversity, Food and Climate”

“**Protecting the global ocean for biodiversity, food and climate**” is a groundbreaking study, published in *Nature*, that presents the most comprehensive assessment to date of where ramping up strict ocean protection—of at least 30% of the ocean—can contribute to a more abundant supply of healthy seafood, protect biodiversity, and provide a cheap, natural solution to help solve climate change—in addition to economic benefits.

Researched and written by an international team of 26 co-authors, including lead author and National Geographic Explorer in Residence Enric Sala, the study identifies specific areas that, if protected, would safeguard the habitats of endangered marine species, increase fishing catches by more than eight million metric tonnes, and prevent the release of hundreds of millions of tonnes of CO<sub>2</sub> due to the destructive fishing practice known as bottom trawling.

This study is released ahead of the 15th Conference of the Parties to the United Nations Convention on Biological Diversity, which will gather in 2021 in Kunming, China. The meeting brings together representatives of over 190 countries to finalize an agreement to end the world’s extinction crisis. The goal of protecting at least 30% of the planet’s land and ocean by 2030 (the “30x30” target) is expected to be a pillar of the agreement.

A full press release will be shared here once it is released on March 17, 2021.

## About Enric Sala

Enric Sala, the lead author of “**Protecting the global ocean for biodiversity, food and climate,**” is a former university professor who saw himself writing the obituary of ocean life. He left academia to become a full-time conservationist as a National Geographic Explorer in Residence.

Sala founded and leads [National Geographic Pristine Seas](#), a project that combines exploration, research, policy and media to support and empower local communities and country leaders to protect the ocean for the benefit of nature and humanity. To date, Pristine Seas has helped inspire the creation of 23 of the largest marine reserves on the planet, covering an area of over 6.5 million square kilometers. The project is currently one of six finalists in the MacArthur 100&Change global competition. 100&Change awards a \$100 million grant to fund a single proposal that promises real and measurable progress in solving a critical problem of our time. The winner will be announced in April 2021.

Enric has earned numerous honors for his work, including 2008 World Economic Forum’s Young Global Leader, 2013 Explorers Club Lowell Thomas Award, 2013 Environmental Media Association Hero Award, 2016 Russian Geographical Society Award, and 2018 Heinz

Award in Public Policy. He is a fellow of the Royal Geographical Society. Sala earned a B.S. in Biology from the University of Barcelona and a Ph.D. in ecology from Aix-Marseille University, France.

Twitter: [@Enric\\_Sala](#)

Instagram: [@EnricSala](#)

## Key Messages

- **Working together, countries can achieve the same benefits with less area protected than if they act alone.**
  - Ocean life has been declining worldwide because of overfishing, habitat destruction and climate change.
  - Yet only 7% of the ocean is currently under some kind of protection.
  - A globally coordinated effort could achieve biodiversity benefits requiring less than half as much area to be protected as a strategy based on national strategies alone.
- **Protecting at least 30% of the ocean in fully protected marine areas (MPAs) would result in an increase in biodiversity, a boost in seafood production, and a reduction of carbon emissions.**
  - The study's authors developed a first-of-its-kind tool to identify those areas where protections would deliver the greatest benefits across biodiversity, seafood production and climate goals. This "blueprint" can help governments decide which areas to protect for maximum positive impact.
  - The study does not provide a single map as the magic solution for ocean conservation, but it offers a new framework for countries to decide which areas to protect depending on their national priorities.
  - Establishing MPAs in highly diverse marine areas that face the greatest threats from human activities could dramatically increase the protection of endangered species' ranges.
- **Creating MPAs would boost the production of fish at a time when seafood supply is dwindling and demand is rising.**
  - The study refutes the long-held myth that ocean protection harms fisheries and opens up new opportunities to revive the industry just as it is suffering from a recession due to overfishing and the impacts of global warming.
  - Protecting the right places could increase the supply of seafood by more than 8 million metric tonnes.
- **Bottom trawling produces hundreds of millions of tons of CO2 emissions into the ocean every year, a volume of emissions similar to that of aviation.**
  - The carbon emissions produced by the destructive fishing practice of bottom trawling are larger than most countries' annual carbon emissions.

# Sample Posts

## Suggested Hashtags

#30x30 (primary)  
#CampaignForNature (secondary)  
#Protect30x30 (secondary)

### Twitter Accounts to Tag

[@InsideNatGeo](#)  
[@nature](#)  
[@Enric\\_Sala](#)  
[@NG\\_PristineSeas](#)

### Instagram Accounts to Tag

[@InsideNatGeo](#)

## Media Assets

[Infographics](#)  
[Map](#)  
[Images](#)  
[Video](#)

## Sample Social Posts

### Twitter

#### Post #1

A new study published in [@nature](#) finds that strategically protecting at least 30% of the ocean could increase biodiversity, boost seafood production, and reduce carbon emissions. #30x30 #CampaignForNature [\[LINK TO PAPER\]](#)

#### Post #2

The creation of marine protected areas that safeguard at least 30% of the ocean would boost seafood production by over 8 million metric tonnes compared with business-as-usual, a new study in [@nature](#) reports. #30x30 #CampaignForNature [\[LINK TO PAPER\]](#)

### **Post #3**

According to a new study, bottom trawling — a harmful fishing practice — emits hundreds of millions of tons of CO2 into the ocean each year — a volume similar to aviation's. Another reason to protect the ocean #30x30 #CampaignForNature [\[LINK TO PAPER\]](#)

### **Post #4**

Top experts offer a first-of-its-kind blueprint for a global network of MPAs covering at least 30% of the ocean that would provide multiple benefits to humanity, including increasing seafood production, CO2 reduction & boosting biodiversity in [@nature](#). #30x30 [\[LINK TO PAPER\]](#)

### **Facebook**

In a first-of-its-kind study in [@nature](#), @InsideNatGeo National Geographic Explorer in Residence and #PristineSeas founder Enric Sala and a team of colleagues share a blueprint for ramping up ocean protections by at least 30% by 2030. The study shows how this level of protection would contribute to more abundant seafood and provide a cheap, natural solution to help solve climate change, alongside economic benefits. #30x30 #CampaignForNature

Read the paper at: [\[LINK TO PAPER\]](#)

### **Instagram**

A first-of-its-kind study in the journal Nature reveals a blueprint for ramping up ocean protections by at least 30% by 2030, and shares how this level of protection would contribute to more abundant seafood and provide a cheap, natural solution to help solve climate change, alongside economic benefits. #30x30 #CampaignForNature @natgeopristseseas @insidenatgeo