



## **REVIVE OUR OCEAN FACT SHEET**

### **A NEW MODEL TO SCALE COASTAL MARINE PROTECTED AREAS (MPAs) GLOBALLY**

70% of marine biodiversity is in coastal waters.

40% of the population live on coastlines, securing the livelihoods of almost half of humanity.

Three billion people eat food from the ocean.

**Overfished, warmed, polluted — our life support system is in peril.**

Scientific evidence shows that protecting at least 30% of the ocean by 2030 is necessary to prevent its collapse; yet, shockingly, only 8% of the ocean is currently in some form of protection.

2030 is only FIVE YEARS AWAY.  
Time is running out. But it's not too late.

If we act now, together, we can revive ocean life and the livelihoods that depend on it.

Built on three pillars — Inspire, Enable, and Equip — **Revive Our Ocean** unites a leading collective, providing coastal communities with the tools and resources to create and sustain effective MPAs.

### ***WHAT IS REVIVE OUR OCEAN?***

Launching alongside [\*Ocean with David Attenborough\*](#), **Revive Our Ocean** is a new global initiative inspiring ocean action through an innovative model that makes coastal marine conservation community-driven, scalable, and effective. Coordinated by Dynamic Planet with co-founding partner *National Geographic Pristine Seas*, the initiative underscores that when we protect our ocean, it can recover at an unprecedented scale -- revitalizing marine life,

improving food security, and strengthening local economies. Built on three pillars -- Inspire, Enable, and Equip – Revive Our Ocean focuses on two critical goals: accelerating coastal Marine Protected Areas (MPAs) as regenerative economic engines, and stopping destructive fishing within MPAs, including bottom trawling. Revive Our Ocean is a rallying cry for local governments, coastal communities and businesses to work together to safeguard our threatened nearshore waters where most marine biodiversity resides. Rooted in local knowledge and action, the initiative involves best-in-class ocean conservation leaders in each country, ensuring that marine protection is driven by those who know their waters best. Learn more at [ReviveOurOcean.org](https://ReviveOurOcean.org).

### ***WHAT IS AN MPA?***

A marine protected area (MPA) is a section of the ocean where human activity is restricted. Highly protected MPAs ban industrial fishing but still allow people to use the area in ways that do not damage the environment.

MPAs have been established because the ocean is in peril. Global warming, pollution, and overfishing are pushing marine ecosystems to the brink of collapse. Ninety percent of the large fish in the ocean – sharks, tuna, cod, and other large predators – are gone. Over three quarters of fish stocks worldwide are exploited to the limit, overfished, or have collapsed. This doesn't just affect ocean life; it impacts our climate, our economies, our food systems, and our communities.

**Revive Our Ocean** is the new global initiative coordinated by Dynamic Planet focused on scaling coastal MPAs. By inspiring and equipping coastal communities with the tools and resources they need to protect marine life, as well as the economies and livelihoods dependent on it, we can work together to accelerate marine conservation and protect 30% of the ocean by 2030.

### ***[Revive Our Ocean MPA Fact Sheet](#)***

### ***THE REVIVE OUR OCEAN APPROACH***

Highly protected MPAs have proven to replenish marine life, but also boost local livelihoods, food security, economic growth and climate resilience. However, efforts have not been scaled successfully to date due to:

- (1) a lack of awareness of the benefits of MPAs;
- (2) barriers to implement them rapidly at the local level;
- (3) the wrong business model.

**Revive Our Ocean** aims to overcome these three major roadblocks through a new, cost-effective, and scalable model, accelerating coastal protection. **Revive Our Ocean** will **inspire, enable, and equip** coastal communities around the world to establish and effectively manage their own local MPAs. Through guidance from a best-in-class Revive Our Ocean Collective specializing in conservation and business planning - **Revive Our Ocean** makes MPAs investable opportunities for long-term sustainability. Coordinated by Dynamic Planet, the **Revive Our Ocean** Collective is made up of dedicated international leaders in conservation, tourism, fishing, and policy making. Together, they will support frontline communities to protect the coastlines they call home, and prosper from thriving conservation economies.

In addition to helping create more coastal MPAs, **Revive Our Ocean** will also support those groups helping make existing MPAs more effective, such as ending destructive practices such as bottom trawling in MPAs.

## ***INSPIRE***

People need to 'see it to believe it.' We ignite global change by putting our ocean in a much-needed and overdue spotlight and aim to **inspire** the world to act. We've co-produced the documentary film *Ocean with David Attenborough*, produced a number of original short films, launched a website, and ramped up **Revive Our Ocean's** social media presence, all grounded in a strategic communication plan for impact.

## ***OCEAN WITH DAVID ATTENBOROUGH***

After seven decades filming every aspect of the natural world, David Attenborough delivers his greatest message of hope in a spectacular new film, [\*Ocean with David Attenborough\*](#). The powerful documentary takes viewers on a breathtaking journey showing there is nowhere more vital for our survival, more full of life, wonder, or surprise, than the ocean. In the film the celebrated broadcaster and filmmaker reveals how his lifetime has coincided with the great age of ocean discovery. Through spectacular sequences featuring coral reefs, kelp forests and the open ocean, Attenborough shares why a healthy ocean keeps the entire planet stable and flourishing. Stunning, immersive cinematography showcases the wonder of life under the seas and exposes the realities and challenges facing our ocean as never-before-seen, from destructive fishing techniques to mass coral reef bleaching. Yet the story is one of optimism, with Attenborough pointing to inspirational stories from around the world to deliver his greatest message: the ocean can recover to a glory beyond anything anyone alive has ever seen.

*Ocean with David Attenborough* will have its world premiere in London on May 6, 2025 in advance of Sir David's 99th birthday, and be released theatrically by Altitude Films on May 8, followed by the June 2025 television and streaming global premiere on National Geographic, Hulu and Disney+.

**Revive Our Ocean** will be active at key international gatherings, amplifying our mission within influential forums, for example at the Blue Economy and Finance Forum in Monaco (June 7-8), where Heads of State and business leaders will address financial pathways for ocean investment and sustainability for a regenerative blue economy; at the Ocean Rise and Coastal Resilience Summit in Nice (June 7), engaging coastal mayors in local marine protection efforts; and at the UN Ocean Conference in Nice (June 9-13), bringing together fishers, tour operators, NGOs, academia, and other ocean stakeholders and practitioners. Key screenings including locally with the Revive Our Ocean Collective will continue.

### ***SHORT FILMS***

In addition to the feature film, **Revive Our Ocean** has produced original short films, rolling out in 2025. The shorts will amplify the voices of the following as they share how marine protection has benefited them: heads of state, mayors, tourism operators, and fishers.

### ***ENABLE***

Dynamic Planet and Pristine Seas (co-founders of Revive Our Ocean) have supported the creation of 29 of the largest marine protected areas worldwide. This ongoing work has highlighted that in many coastal nations, local governments and communities lack the legal authority to establish their own MPAs, as national processes are often complex, bureaucratic, and slow-moving. To address this, **Revive Our Ocean** will support efforts to advance policy reform and enable clear pathways for scaling effective MPAs, working alongside local leaders, organizations, and movements to fast-track community-driven proposals.

### ***EQUIP***

**Revive Our Ocean** will also equip coastal communities, local governments and businesses around the world with the knowledge, tools, and networks needed to establish their own MPAs, restoring the ocean and allowing local communities to accrue economic benefits through effective MPA management. Through a collaborative approach, **Revive Our Ocean** will provide a detailed [MPA Handbook](#), training modules, and a global practitioner network, to help the development of MPAs as conservation businesses that support both marine life and livelihoods on a local level. To accelerate the use of the MPA Handbook, **Revive Our Ocean** will provide a guided approach through the Revive Our Ocean Collective as well as virtually. Additionally, **Revive Our Ocean** will help its Collective members strengthen their long-term scaling strategies, ensuring MPAs are not only effectively established but also economically and operationally sustainable over time. By fostering shared learning and capacity-strengthening, we will support communities to lead lasting marine protection efforts that produce revenue to sustain communities and reinvest back on the marine system that supports us.

### **The Revive Our Ocean Impact Network**

Our Revive Our Ocean Impact Network includes the [Revive Our Ocean Collective](#) as well as those groups focused on [ending bottom trawling in MPAs](#).

To scale community-led marine reserves, our Revive Our Ocean Collective to date is:

1. UK: [COAST](#) (Scotland) and [Wildlife Trust](#) (England)
2. Portugal: [Oceano Azul Foundation](#)
3. Greece: [Cyclades Preservation Fund](#)
4. Turkey: [Mediterranean Conservation Society](#)
5. Mexico: [Mares Mexicanos](#)
6. Philippines: [Rare Fish Forever](#)
7. Indonesia: [Rare Fish Forever](#)

**Revive Our Ocean** is coordinated by [Dynamic Planet](#) and co-founded with [National Geographic Pristine Seas](#).

[Re:Wild](#) is Dynamic Planet's fiscal sponsor allowing full focus on outcomes rather than administration.

**Please visit [reviveourocean.org](http://reviveourocean.org) for program updates and more information. Thank you!**