



**EMBARGOED UNTIL APRIL 24, 2025 AT 9:00 AM ET/ 2:00 PM BST/ 3:00 PM CET**

***REVIVE OUR OCEAN***  
**BRINGS NEW MODEL TO SCALE COMMUNITY-LED**  
**MARINE PROSPERITY ALONG WORLD'S COASTLINES**

**From Fishers in Turkey to Tourism Businesses in Mexico,  
Revive Our Ocean Aims to Inspire, Enable and Equip Coastal Communities to Protect  
Their Ocean Backyard**

**As Co-Producers of Highly Anticipated Feature Film,  
*OCEAN with David Attenborough*,  
Revive Our Ocean Turns Inspiration Into Action**

**Revive Our Ocean Logo [HERE](#)**  
**Revive Our Ocean Launch Video [HERE](#)**  
**Revive Our Ocean Photos [HERE](#)**  
**Revive Our Ocean Short Film Video Clip [HERE](#)**

**(WASHINGTON, D.C. / LONDON, UK – April 24, 2025)** Nearly every country worldwide agreed to protect at least 30% of the ocean by 2030 ([30x30](#)), but today only 8% of it is under some kind of protection. The pace of creating new marine protected areas (MPAs) is too slow to even come close to reaching this milestone.

To meet this urgent challenge, a new initiative – [REVIVE OUR OCEAN](#) – launched today. The first of its kind, the program is pioneering a model that – supporting leading organizations that have created effective community-led marine reserves – inspires, enables and equips coastal communities to protect their ocean backyard, ensuring long-term ecological and economic regeneration to drive change at a critical moment.

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“Despite overexploitation, the ocean has an incredible ability to recover – if we take action now,” said Kristin Rechberger, Founder of REVIVE OUR OCEAN and CEO of Dynamic Planet. “To meet the 30x30 goal, we need to quadruple ocean protection in the next five years. Now we need all coastal communities in the world to create their own marine protected areas, because they work for everyone and can also be a good business”.

Coordinated by [Dynamic Planet](#), with co-founding partner [National Geographic Pristine Seas](#), Revive Our Ocean seeks to spark global change and accelerate coastal protection worldwide by inspiring, enabling, and equipping local communities to create as many new local MPAs as possible. The initiative, through best-in-class ocean conservation organizations, will initially focus on seven countries – the United Kingdom, Portugal, Greece, Turkey, Mexico, Philippines and Indonesia – and offers a solution to overfishing and climate change to protect 30% of the ocean by 2030.

Traditional MPA creation has been too slow and fragmented to meet the 30x30 goal. REVIVE OUR OCEAN tackles this challenge by equipping leaders and local communities with a practical set of proven tools, including a step-by-step “MPA How-To” guide and access to a global network of top marine protection experts.

“Unfortunately, most people are unaware of the multiple benefits of effective MPAs; government red tape makes them difficult to establish; and they often aren’t designed with proper business plans,” said Rechberger.

REVIVE OUR OCEAN also seeks to dispel the depiction of MPAs as anchors weighing down local and national economies. A [recent study](#) of MPAs in 34 countries across six continents found that they deliver a range of economic benefits. The study examined more than 50 protected areas to find that MPAs boosted fishing and tourism, with profits in some regions reaching billions of dollars.

“One of the greatest myths about Marine Protected Areas is that they solely benefit ocean biodiversity at the expense of jobs and income. REVIVE OUR OCEAN will reveal how MPAs can power regenerative businesses – businesses that restore nature – proving that conservation and economic prosperity can go hand in hand. Local communities engaged in fishing, tourism and other activities have known this for generations. Reviving marine life revives local economies and communities. It’s time for the world to recognize that MPAs are the building blocks of the blue economy,” said Rechberger.

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## **INSPIRING ACTION**

“If we save the sea, we save our world.”

– Sir David Attenborough, *Ocean with David Attenborough*

This innovative approach to marine conservation directly connects with the urgent message of the upcoming feature film *Ocean with David Attenborough*, underscoring the need for immediate, large-scale action to safeguard our ocean’s future. Attenborough’s compelling storytelling exposes the ocean’s biggest challenges but, more importantly, delivers a message of hope if action is taken now.

As one of the co-producers of the film, REVIVE OUR OCEAN builds on that hope and inspiration by providing a clear, practical blueprint for ocean restoration. *Ocean with David Attenborough* will have its world premiere in London on May 6, 2025, and coinciding with Sir David’s 99th birthday, will be released in cinemas in over 26 countries globally from May 8, followed by the television and streaming global premiere on National Geographic, Disney+ and HULU later this year.

Starting June 8, educators and NGOs can visit National Geographic Pristine Seas’ website to request an educational screening following its Disney+ premiere, alongside a discussion guide. Pristine Seas founder, Dr. Enric Sala, served as a scientific advisor to the film: “Marine protected areas are the best way to restore the health and wealth of the ocean and the coastal communities that depend on it. We need MPAs to stop being the best kept secret of the ocean.”

Additionally, REVIVE OUR OCEAN has produced a series of powerful, cinematic short films to accompany the campaign’s rollout, illustrating the transformative impact of MPAs through real-world success stories and compelling testimonies. These films will spotlight four key groups – fishers, tourism leaders, mayors, and heads of state – all critical to advancing ocean protection. The films will serve as advocacy tools to drive momentum for MPA expansion, and will screen globally in the coming months, including this June at the Blue Economy Forum in Monaco and the UN Ocean Conference in Nice.

## **REVIVE OUR OCEAN COLLECTIVE**

“I was one of those children who were literally born on the sea. We were raised on a boat and I learned how to fish from my parents. I was helping them as we ran a small scale family business. I call the sea home. And to protect my home, I had to do something. I became a marine ranger so that I could fish again in the future. Because I love being a fisherwoman. That’s what I want for the future. To be able to make a living just from fishing and nothing else.  
I am extremely hopeful.”

– Ayşenur Ölmez, Akbük Gökova Bay fisher, [Turkey's first woman marine ranger](#) at the Gökova Bay Marine Protected Area, created by Marine Conservation Society, a member of the Revive Our Ocean Collective ([CLIP FROM SHORT FILM](#))

To accelerate MPA creation, the REVIVE OUR OCEAN Collective is building a global community of practice, united by a vision to restore the ocean, by those who know their waters best. Additionally, many existing MPAs remain ineffective, with destructive industrial fishing practices – such as bottom trawling – still allowed within their boundaries. REVIVE OUR OCEAN supports the movement to end bottom trawling in MPAs by amplifying the work of leading organizations driving policy change to end paper parks for true protection.

At launch, REVIVE OUR OCEAN is working with international leaders in conservation, tourism, fishing, and government in seven initial countries.

Initial members of the collective include:

- UK: [COAST](#) (Scotland)
- Portugal: [Oceano Azul Foundation](#)
- Greece: [Cyclades Preservation Fund](#)
- Turkey: [Mediterranean Conservation Society](#)
- Mexico: [Atlas Aquatica](#)
- Philippines & Indonesia: [Rare's Fish Forever](#)

As the urgency to protect our ocean grows, REVIVE OUR OCEAN is driving real action – transforming conservation into a global movement.

Learn more at [ReviveOurOcean.org](https://ReviveOurOcean.org).

*About Dynamic Planet:*

[Dynamic Planet](#) helps build conservation economies that benefit nature, people and climate - by restoring nature rather than depleting it. Working with communities, governments, and businesses worldwide, Dynamic Planet helps people protect, restore and manage their seascapes and landscapes holistically. Using a combination of policy reform, new business models, blended finance, strategic communications, and best practices with partners, Dynamic Planet's work helps shift from extraction to conservation economies. Guided by the global target of protecting at least [30% of each land and sea by 2030](#), much of Dynamic Planet's work continues to focus on ocean protection and replenishment for coastal restoration and prosperity. [Revive Our Ocean](#) is coordinated by Dynamic Planet with fiscal sponsorship at Re:wild, a tax-exempt registered 501(c)(3) non-profit organization. Revive Our Ocean is grateful to our generous supporters: Roger Sant, Don Quixote Foundation, LGT Venture Philanthropy, The Campbell Foundation, and The Philip Stephenson Foundation.

*About National Geographic Pristine Seas:*

[National Geographic Pristine Seas](#) works with Indigenous and local communities and governments to protect vital places in the ocean through exploration, research, media, education, and policy work. Since 2008, Pristine Seas has helped establish 29 marine protected areas, spanning more than 6.8 million square kilometers of ocean (the size of the Amazon region).

*About Ocean with David Attenborough:*

OCEAN with David Attenborough 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. 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. Releasing as a Global Cinema Event on May 8, featuring theatrically exclusive content, the film will also be available globally on National Geographic, Disney+ and Hulu later this year.

OCEAN WITH DAVID ATTENBOROUGH is a Silverback Films and Open Planet Studios co-production, in association with All3Media International, National Geographic, and Minderoo Pictures. The film is directed by Toby Nowlan, Keith Scholey and Colin Butfield and produced by Nowlan. The film is co-produced by Arksen & 10% for the Ocean, Don Quixote Foundation, National Geographic Society and Pristine Seas, Revive Our Ocean, and The Prince Albert II of Monaco Foundation.

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