



PRESS RELEASE - for immediate release

THE MARINE DIARIES
Thursday 4th March

UNCOVERING THE OCEAN'S SECRETS

'Marine Ecosystem Diaries' will give public a deep tour of the ocean's ecosystems

4th March, London, UK - The Marine Diaries, an ocean science communication platform, is today launching a new public education initiative designed to bring the ocean to life for all people. The ['Marine Ecosystem Diaries'](#) invites you on an exciting tour of the world's ocean ecosystems, and is the latest deep dive by the Marine Diaries into the watery world below.

Commenting on the launch, Director of The Marine Diaries, Rebecca Daniel, said: *"The more we understand the ocean's ecosystems, the better we can protect them. And the more people who understand the situation they're in, the better chance we have of meaningful change. All marine life around the world is under threat; public awareness and education is essential to reversing this trend. We have launched Marine Ecosystem Diaries to give everyone a chance to see what's at stake and fall in love with the wonders under the sea. The team has put in some incredible time and energy into this project - so we hope everyone enjoys the content as much as we enjoyed creating it."*

From coral reefs, to deep sea hydrothermal vents, join us as we explore each important habitat, telling stories of the ocean through a variety of easily accessible and educational materials. The goal of this journey is to immerse the reader in the sights and sounds of these marine ecosystems. The core message of this project is the important role that these ecosystems play in our global climate, the contribution these systems make to the blue economy worldwide, and the billions of people that rely on the health and wellbeing of these habitats. Many of these precious jewels are imperilled from various anthropogenic threats, and we hope to connect and inspire people from all parts of the globe to protect them.

This ambitious ocean literacy project is focused on 9 different marine ecosystems, all of which play a role in the direct support of over 3 billion people, the vast majority of which are in developing countries. Additionally, in America, the UK, and across Europe, the blue economy contributes trillions to each country's respective GDP. Not only that, but healthy marine ecosystems store carbon, support fisheries, create life-giving oxygen, and provide recreational opportunities. But, these are just a few of the services these ecosystems provide to every person on earth - whether near or far from the ocean.

Engaging audiences in an interesting and digestible way that instills the importance of these ecosystems for the planet is at the heart of this project. Posters produced for this project can be downloaded and printed on A4 or A3. Posters can be used freely in conjunction with videos and articles by individuals, schools, marine NGOs, and other institutions to aid the education of the public. As part of this effort to enhance public understanding of the oceans, The Marine Diaries also recently became a member of the [EU4Oceans](#) network, a new initiative by the European Commission aimed at increasing ocean literacy.

A total of 48 volunteers, including illustrators, researchers, videographers, editors and more have worked on this project for over a year. A range of videographers and organisations have collaborated with us on this project, including large organisations like [Marine Conservation Society](#), [Schmidt Ocean](#), and [Blue Ventures](#). These collaborations have helped raise the profile of this project, bringing about an increase in ocean literacy, and raising awareness of the threats to these marine ecosystems.

All footage used in the videos is archive footage - no new carbon emissions were created through travel to locations to capture it.

To learn more about the different marine ecosystems, watch educational videos, or download the free posters visit: <https://www.themarinediaries.com/marine-ecosystem-diaries> or follow our project on social media. The Marine Ecosystem Diaries launched in January 2020, so far materials have been released on coral reefs and the open ocean ecosystems.

Notes to editors:

Media:

Please see the **Digital Campaign Toolkit** sent with this email, which includes:

- Links to the info-video and poster.
- Graphics and images.
- Suggested captions for social media.

About The Marine Diaries

The Marine Diaries is a non-profit organisation, registered in the UK. It is on a mission to communicate ocean science, and has a powerful new voice to add to the chorus of ocean literacy. It educates and influences the public through engaging content, and inspires the next generation of ocean warriors. The Marine Diaries connects people with the ocean, by bringing them the beauty of the underwater world, and exposing them to the struggle experienced by marine life and people alike due to current anthropogenic threats. Through the power of science communication, it encourages responsible behaviour now, and for the future.

The organisation was formed in 2018 by three Master's students studying topical marine biology. It has now expanded to a remote team of 23 volunteers based across the USA, Canada, Fiji, and Europe, in addition to 25 project collaborators who have worked on the Marine Ecosystem Diaries. The Marine Diaries team and all collaborators are volunteers who each bring their unique expertise to the organisation. Almost every member of the diverse team holds formal academic qualifications in the field of marine science at BSc, MSc and PhD level. Amongst the team, there are accomplished writers and editors, videographers, researchers, illustrators, designers, and social media curators, who all use their skills to increase ocean literacy.

The Marine Diaries is part of the [EU4Oceans network](#), a coalition supported by the European Commission that connects diverse organisations, projects and people that contribute to ocean literacy and the sustainable management of the ocean.

The Marine Diaries relies on donations to run and is also a registered [1% For the Planet](#) non-profit. Currently, The Marine Diaries is self-funded by the Director, who is looking for corporate sponsors and affiliates to ensure the organisation can continue raising awareness about marine science and conservation.

Website: www.themarinediaries.com

Email: media@themarinediaries.com

Social media:

Instagram: [@themarinediaries](#)

Twitter: [@themarinediary](#)

Facebook: [@themarinediaries](#)

LinkedIn: <https://www.linkedin.com/company/the-marine-diaries/>

The Marine Diaries' Projects

In 2019 The Marine Diaries' launched its first digital awareness campaign on [marine plastic pollution](#), which brought together 35 different stakeholders to educate its audience on the causes, effects, and solutions to ocean plastic pollution.

The Marine Diaries offers [career advice](#) for aspiring ocean conservationists, and will soon be hosting an interactive workshop to help young professionals break into the marine industry. It hosts a regular educational [webinar series](#) - inviting expert guests in the fields of [plastic](#), [ocean-positive businesses](#) to offer insights into various topics.

The Marine Ecosystem Diaries is part of The Marine Diaries' larger work to develop ocean literacy materials for NGOs, non-profits, and other institutions to aid the education of the public. As a member of EU4Oceans, The Marine Diaries is collaborating on ocean literacy initiatives with other members in the network. Additionally, it is beginning to lay the foundations for a specific section of its ocean literacy work to be aimed at children and young adults to fulfil The Marine Diaries' mission of inspiring the next generation of ocean advocates.

Ongoing educational article series

- [Seas the Day](#): covering marine conservation methods, technology, and policies.
- [Blue Missions](#): highlighting the work of marine conservation organisations.
- [Rising Tides](#): explaining the key threats to the ocean.
- [Too Hot to Handle](#): dedicated to climate change and its effects on the ocean.
- [Plastic not Fantastic](#): explaining the effects of marine plastic pollution and the solutions to removing it.
- [Spotlight on Sealife](#): celebrating the creatures that inspire our love for the ocean.
- [Into the Industry](#): demonstrating a range of ocean-related careers.
- [Behind the Lens](#): following the lives of those who capture the underwater world on film.