



Marine Protected Areas Day

THE PROBLEM

Most people in South Africa know about terrestrial protected areas. Very few know about **Marine Protected Areas (MPAs)**. Research at the uShaka Sea World Aquarium revealed that 79% of visitors could not name one MPA in South Africa. Internationally, calls for improved communication about MPAs have been made for many years.

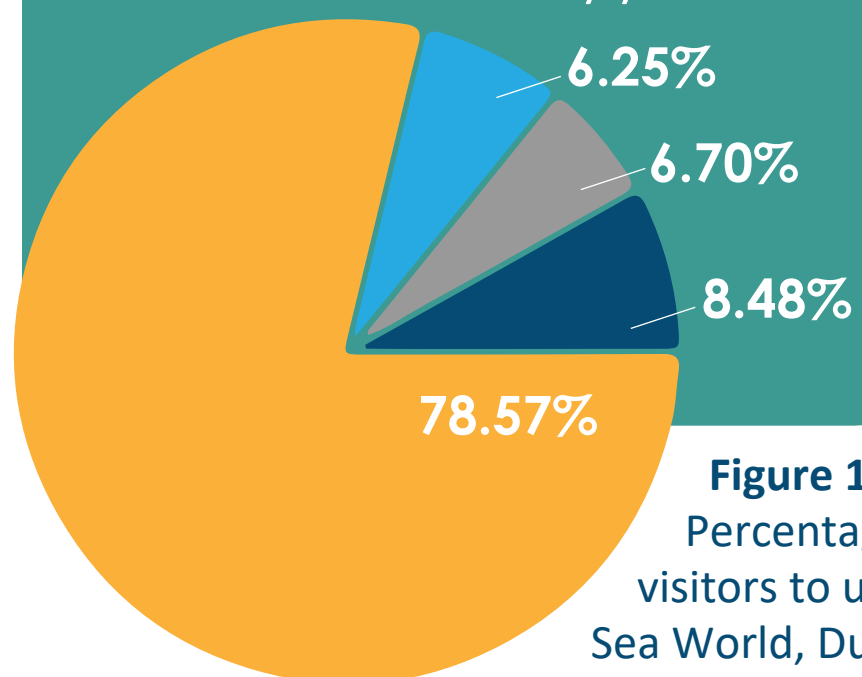
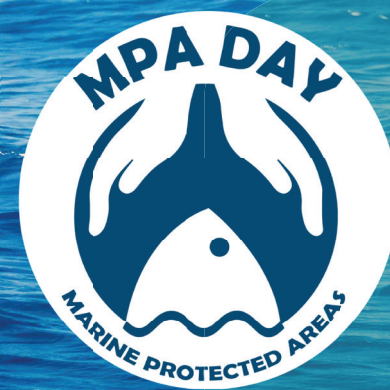


Figure 1. Percentage of visitors to uShaka Sea World, Durban, South Africa, who could not name any MPAs (78.57%) or could correctly name one (8.48%), two (6.25%) or three (6.70%) MPAs in South Africa.

OUR SOLUTION

A special day to introduce people to **Marine Protected Areas** and to highlight the critical role these places play in ocean health and human wellbeing.

WHAT IS MARINE PROTECTED AREAS DAY?



A day to celebrate and highlight the benefits of MPAs to people, to share information about and build support for MPAs. Marine Protected Areas Day is a powerful way to bring local and global attention to the importance of protected areas in the ocean, the need to properly manage the MPAs we already have and the need to increase protection of ocean space to reach the 30x30 goal.

WHEN IS MPA DAY?

On the 1 August 2021 the world's first ever Marine Protected Areas Day was launched in South Africa.



It is celebrated on the **1 August** every year.

WHAT DID WE ACHIEVE?

	2021	2022
Print media value	R1 393 044	R4 850 942
Online media value	R3 390 108	R5 824 240
Broadcast coverage	R437 085	R757 214
Total media value	R5 220 237	R11 432 396
Social media reach	3.1 million people	8.3 million people
Impressions	67.8 million	73 million
Individual mentions	2 585	2 300

2021 WHAT DID WE DO?

- A photographic competition.
- A special jingle.
- A first ever virtual tour of several Marine Protected Areas.
- A Twitter Chat.

2022 WHAT DID WE DO?

- A photographic competition.
- Homebrew Films put together a beautiful video.
- A BioBlitz for South African MPAs for iNaturalist.
- Celebrations were held in iSimangliso Wetland Park, uThukela, Aliwal Shoal, Table Mountain, Betty's Bay and Robben Island.
- A team of leading marine experts spoke on the topic, 'Do Marine Protected Areas work?'.
- A Twitter Chat.



MPA Day received five awards, including one gold, at the 2022 PRISM Awards.

RESOURCES PRODUCED



2023 WHAT ABOUT MPA DAY 2023?

Anyone can join us! Follow our social media and join in this important day.

Together Africa can lead the way.

Instagram: @marineprotectedareassa
 Twitter: @MPAsSA1
 Facebook: @MPASouthAfrica
 YouTube: MPA Day
 LinkedIn: MPA Day
 Website: www.marineprotectedareas.org.za/mpa-day

