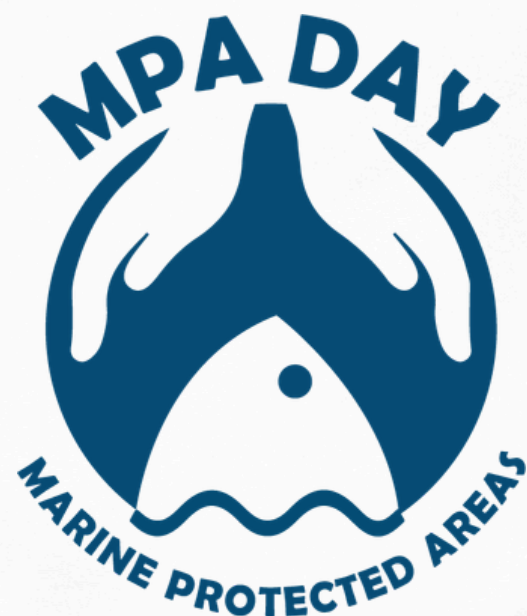




MPA DAY 2026

REPORT



MPA DAY 2026

AT A GLANCE



43
COUNTRIES



7
CONTINENTS



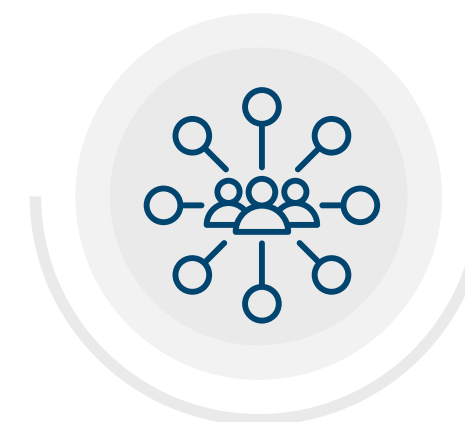
153
PARTICIPATING
ORGANISATIONS
/INDIVIDUALS



114
ACTIVITIES



35
HOPE SPOTS



89,932
SOCIAL MEDIA
IMPRESSIONS

MPA DAY 2026

AT A GLANCE



23
ONLINE
EVENTS



91
IN-PERSON
EVENTS



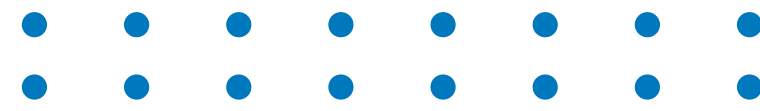
50+
CREATIVE WAVES
ENTRIES



49 DAYS, 23 HOURS,
16 MINUTES
CUMULATIVE TIME DEDICATED
TO MOVE4MPAS



7,160+
KM COVERED FOR
MOVE 4 MPAS



MAP OF PARTICIPATING COUNTRIES/REGIONS





PARTICIPATING COUNTRIES/REGIONS

- Antarctica
- Algeria
- Australia
- Belgium
- Belize
- Cambodia
- Colombia
- Costa Rica
- Canada
- Egypt
- Finland
- France
- Galapagos Islands
- Germany

- Gibraltar
- Iceland
- India
- Indonesia
- Italy
- Kingdom of Tonga
- Lithuania
- Maldives
- Malta
- Mexico
- Monaco
- Morocco
- Mozambique
- Netherlands

- New Zealand
- Pakistan
- Philippines
- Pitcairn Islands
- Portugal
- Republic of Ireland
- Saint Helena
- South Africa
- Spain
- Sweden
- Tanzania
- Thailand
- Türkiye
- United Kingdom
- United States of America

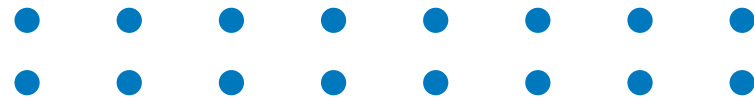




MISSION BLUE

HOPE SPOTS





PARTICIPATING HOPE SPOTS

AFRICA

- Algoa Bay, South Africa
- Aliwal Shoal, South Africa
- Cape Whale Coast, South Africa
- False Bay, South Africa
- Great Fringing Reef of the Red Sea, Egypt
- Inhambane Seascape, Mozambique
- Jangamo Bay, Mozambique
- Knysna, South Africa
- Maputaland, Mozambique
- Plettenberg Bay, South Africa
- St Helena, St Helena

ANTARCTICA

- Ross Sea, Antarctica

AMERICAS

- California Seamounts, USA
- Cocos Island, Costa Rica
- Cocos-Galapagos Swimway, Galapagos Islands
- Farm Pond, USA
- Galapagos Islands, Galapagos
- Gulf of California, Mexico
- Greater Farallones and Cordell Bank National Marine Sanctuaries, USA
- Malpelo Island, Colombia

EUROPE

- Alboran Sea, Spain
- Argyll Coast & Islands Hope Spot, UK
- Blue Shark Central, Portugal
- Gotland, Iceland
- Greater Skellig Coast and Islands, Ireland
- Northeast Iceland, Iceland

ASIA-PACIFIC

- Bunaken Marine Park, Indonesia
- Byron Bay, Australia
- Kep Archipelago, Cambodia
- Laamu Atoll, Maldives
- Misool Marine Reserve, Indonesia
- Nusa Penida MPA, Indonesia
- Pangatalan Island, Philippines
- Sydney Coast, Australia
- Tonga Trench & Whale Nursery, Kingdom of Tonga

MPA DAY VIDEO



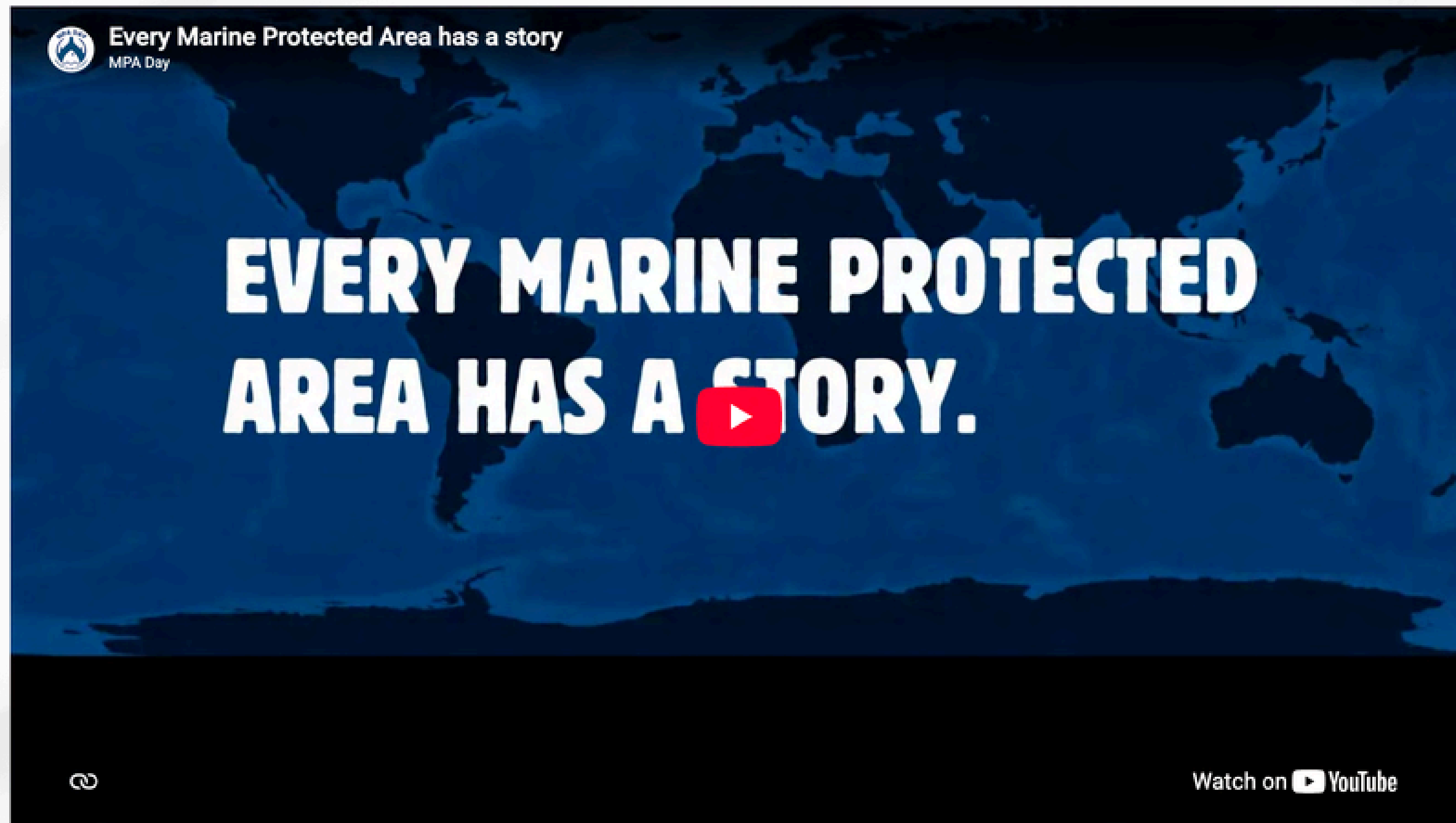
Watch here: <https://www.youtube.com/watch?v=EGhVsxv5CTE>



CAMPAIGN SAMPLES



MPAS THROUGH THE AGES



Created by Max Haldin & Axel Haldin | © MPA Day 2026

Watch here: <https://www.youtube.com/watch?v=EGhVsxv5CTE>



BUSTING MYTHS
Three things people get wrong about MPAs



MYTH
"Once an MPA is created, it's protected for good."

FACT
In March 2026, Chile's outgoing president expanded two marine protected areas to cover 337,000 square kilometres of mega-biodiverse ocean habitat, giving them the highest level of environmental protection.

They held that status for one day. The incoming president suspended the designation on his first day in office.

MPA designation is not necessarily permanent. Protection can be weakened or reversed. Maintaining protection is as important as creating it.

SOURCE: MORGANSTY, JUNE 2024

MYTH
"10% of the ocean is now protected, so we're a third of the way to the 30x30 goal."

FACT
10% may be within protected areas, but **only 3.3% of the global ocean is considered effectively protected**, meaning the protection is actually implemented and enforced.

Roughly a quarter of the area counted toward that 10% exists only on paper and lacks meaningful management. The headline number and the real number are not the same thing.

SOURCE: MARINE CONSERVATION INSTITUTE, MARITAL, MARCH 2024

MYTH
"Marine Protected Areas and fishing communities don't work together."

FACT
A 2024 review examined published studies from over 50 marine protected areas across 30+ countries. Of the examples reviewed, fishing communities saw **economic benefits, including increased catch and larger fish near 90% of sites.**

The review found no documented case where protection harmed a fishing community.

The evidence we have so far points in the same direction: **protection and fishing livelihoods can coexist.**

SOURCE: GUSTELLA, P.L. CROCI, SCIENTIA MARINA

STRONGER TOGETHER



PAPER PARKS
WHEN PROTECTED DOES NOT ACTUALLY MEAN PROTECTED



WHAT IS A PAPER PARK?
Protected on paper. Forgotten in practice.

A paper park is a marine protected area that exists in law but not in life. It has a name, a boundary, and a designation. What it doesn't have is community support, enforcement, funding, or a management plan.

The ocean inside it looks exactly like the ocean outside it, because for all practical purposes, it is.

SOURCE: MORGANSTY, JUNE 2024

HOW BIG IS THE PROBLEM?
The numbers are uncomfortable. Two-thirds of what is officially designated as "protected" ocean does not carry regulations needed to deliver any ecological benefit.

Experts estimate that less than 3% of the world's ocean is fully off-limits to commercial activity, and about 4.8% is actively managed, despite far higher figures being reported on paper. France, for example, claims to have protected over 30% of its waters. In 2024, more than 100 bottom trawling vessels spent over 17,000 hours fishing inside its six Marine Nature Parks.

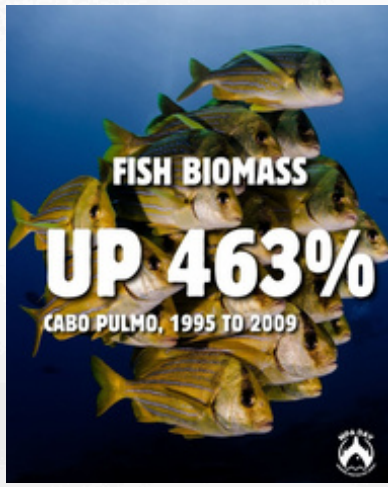
SOURCE: MORGANSTY, JUNE 2024

HOW BIG IS THE PROBLEM?
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SOURCE: MORGANSTY, JUNE 2024

FISH BIOMASS UP 463%
CABO PULMO, 1995 TO 2009



CABO PULMO, BAJA CALIFORNIA

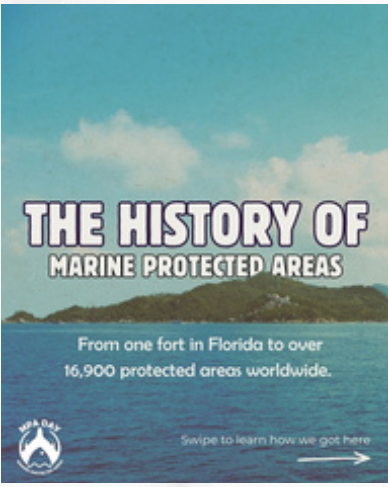


CABO PULMO, BAJA CALIFORNIA



THE HISTORY OF MARINE PROTECTED AREAS
From one fort in Florida to over 16,900 protected areas worldwide.

Swipe to learn how we got here

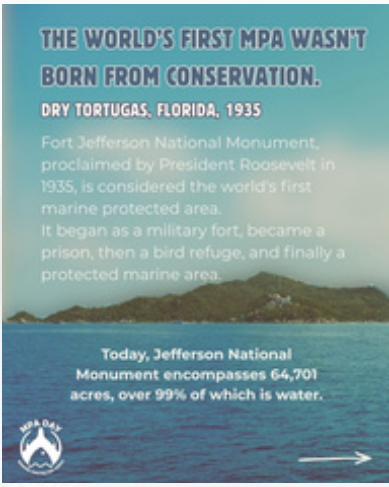


THE WORLD'S FIRST MPA WASN'T BORN FROM CONSERVATION.
DRY TORTUGAS, FLORIDA, 1935

Fort Jefferson National Monument, proclaimed by President Roosevelt in 1935, is considered the world's first marine protected area. It began as a military fort, became a prison, then a bird refuge, and finally a protected marine area.

Today, Jefferson National Monument encompasses 64,701 acres, over 99% of which is water.

Swipe to learn how we got here



THE CONSERVATION MINDSET STARTED WITH A PLEA.
SEATTLE, 1962

At the first World Congress on National Parks, marine biologist Dr. Carleton Ray made the case for protecting the sea. He asked delegates from 63 countries, "If we do not press for marine as well as terrestrial sanctuaries, then I ask, who will?"

This planted the seed for policies to come.

Swipe to learn how we got here



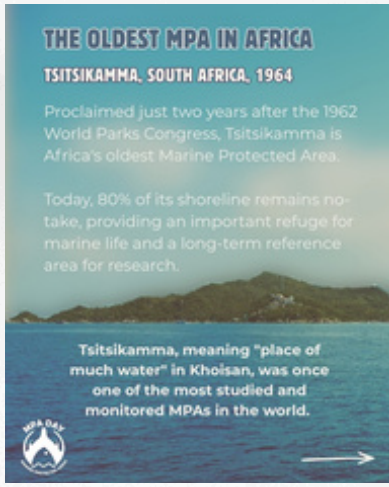
THE OLDEST MPA IN AFRICA
TSITSIKAMMA, SOUTH AFRICA, 1964

Proclaimed just two years after the 1962 World Parks Congress, Tsitsikamma is Africa's oldest Marine Protected Area.

Today, 80% of its shoreline remains no-take, providing an important refuge for marine life and a long-term reference area for research.

Tsitsikamma, meaning "place of much water" in Khoisan, was once one of the most studied and monitored MPAs in the world.

Swipe to learn how we got here



MY OCEAN MOMENT WAS...



WHERE IS YOUR OCEAN PLACE?

GASTON
Home: Helsinki
Ocean place: Southern Ocean

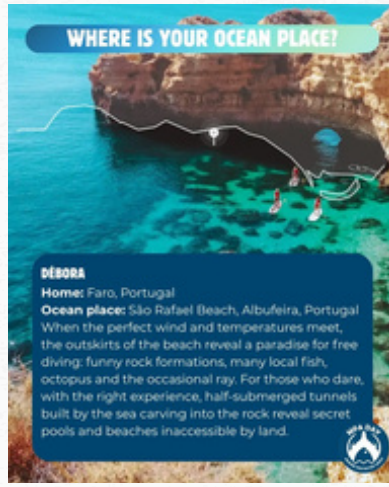
Inhospitable, wild, challenging, cold most of the time, beautiful, unique, and immense. A place where one realises how small one is on this planet.



WHERE IS YOUR OCEAN PLACE?

DÉBORA
Home: Faro, Portugal
Ocean place: São Rafael Beach, Albufeira, Portugal

When the perfect wind and temperatures meet, the outskirts of the beach reveal a paradise for free diving: funny rock formations, many local fish, octopus and the occasional ray. For those who dare with the right experience, half-submerged tunnels built by the sea carving into the rock reveal secret pools and beaches inaccessible by land.





I AM WATER
OCEAN CONSERVATION

SHOW UP DIVE DOWN

IN SUPPORT OF OUR MARINE PROTECTED AREAS

SAT 1 AUG
FREE COMMUNITY SNORKEL
10AM START
MEET AT MILLER'S POINT

MPA DAY
MARINE PROTECTED AREAS



WOMPIAN
MARINE PROTECTED AREA

Happy Marine Protected Areas (MPA) Day!

Photo: Hugh Whyte/ Ocean Image Bank

MOVIE NIGHT

NETFLIX

MISSION BLUE

DOCUMENTARY SCREENING

Join us for a special screening of the acclaimed Netflix documentary Mission Blue, following legendary oceanographer Dr Sylvia Earle's lifelong journey to inspire hope, action and a global movement to protect our ocean. Discover the story behind the Hope Spots and celebrate the extraordinary places that connect us to the sea.

-  **Friday, 31 July 2026**
-  **18:00**
-  **Cutty Sark Hotel
Scottburgh**
-  **FREE ENTRY**
-  **Everyone Welcome**

 **ALI WAL SHOAL**
MARINE PROTECTED AREA

JOIN US FOR AN UNFORGETTABLE
EVENING OF OCEAN INSPIRATION.

CELEBRATE THE BEGINNING OF MPA DAY 2026 WITH US.

**WILD
ALLIANCE
AFRICA**



**Keep
Scottburgh
Beautiful**



www.wildallianceafrica.org/mpaday

ONE OCEAN. ONE COMMUNITY. ONE HOPE SPOT.

SAVE THE DATE

Official Launch and Commemoration of MPA DAY 2026

-  **DATE:**
Monday, 31 August 2026
-  **VENUE:**
**Radisson Blu Hotel, Gqeberha
Eastern Cape**
-  **Theme:**
**Ocean Protection Needs
Human Connection**

The Department of Forestry, Fisheries and the Environment, in partnership with GIZ, WildTrust and the MPA Day Founders Consortium, invites you to save the date for the
**Official Launch and Celebration
of MPA Day 2026.**

The event will celebrate South Africa's marine protected areas and reaffirm our collective commitment to conserving our marine heritage while advancing a sustainable ocean economy.

 A formal invitation and programme will follow.

MARINE
PROTECTED
AREAS DAY
1 AUGUST



**PROTECT OUR OCEAN.
PROTECT OUR FUTURE.**

#MPADay2026 | Healthy Oceans. Protected Future.



giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



MPA DAY HIKE

In support of
PLETT SHARK SPOTTERS



1 AUGUST | 9AM
Robberg Nature Reserve

R175 per adult
R155 per child
R100 wild card holders

WHAT IS AN MPA?

Think of a Marine Protected Area as a national park for the ocean - a place where marine life and habitats are protected so nature can thrive, and people can continue to enjoy these incredible places for generations to come..



SAVE THE DATE



www.mpaday.org

1 AUGUST 2026

"Ocean protection needs human connection."

📍 Algarve, Portugal



DESCUBRA
OS NOSSOS PARCEIROS

MARINE PROTECTED AREAS DAY

1 AUGUST 2026

*Ocean Protection
needs Human Connection*

When people care, oceans are protected.



**PROTECT MARINE
BIODIVERSITY**

Safeguard fish, corals and
other marine species.



**RESTORE
ECOSYSTEMS**

Allow ocean life to
recover and thrive.



**SUPPORT SUSTAINABLE
LIVELIHOODS**

Benefit coastal
communities and
local economies.



**FIGHT CLIMATE
CHANGE**

Protect blue carbon ecosystems
like mangroves and seagrass
that store carbon.



087 087 8250

www.capenature.co.za



CapeNature



CONSERVATION AND WATER SAFETY

SWIM FOR LIFE

Want to show the ocean some love?
Sponsor a swimmer for MPA Day 2026!

12 swim
locations

DONATE/SPONSOR:

- Sponsor a swimmer by pledging per lap
- Pledge for the total number of laps
- Donate R 50 to join us for a swim
- Make a standalone donation
- Buy our Marine Watch and CoastWatchers merchandise



Join us:

1 August 2026
06:00-18:30
Cape Town

LEARN MORE:
082 077 9508

www.guardiansofthedeep.org.za/marinewatch

NELSON MANDELA
UNIVERSITY

Institute for Coastal and Marine Research

SEMINAR



In recognition of Marine Protected Areas Day
MPAs in Practice: Are We Getting the Benefits We Planned For?
By Dr Cloverley Lawrence

Marine protected areas (MPAs) are expected to conserve biodiversity, support ecosystem resilience, and deliver measurable benefits in increasingly pressured coastal environments. Yet in practice, balancing protection, human use, and evidence-based decision-making remains a persistent challenge. This seminar explores how long-term ecological monitoring can help bridge that gap, focusing on coastal systems with contrasting forms of protection. Using five years of rocky shore monitoring in the Addo Elephant National Park MPA, Dr Cloverley Lawrence examines how biodiversity patterns, resource species, and community composition vary across sanctuary, protected, and unprotected sites, and what these trends reveal about the effectiveness of protection in practice. Dr Lawrence also draws on estuarine examples from the Wilderness lake system to reflect on how important coastal ecosystems are managed under overlapping conservation instruments, including national park and Ramsar frameworks. Together, these case studies highlight that conservation outcomes depend not only on formal designation, but on sustained monitoring, clear ecological indicators, and adaptive management. Using evidence from real systems, we will consider what "success" should look like in practice, and how MPAs and related protected areas can better balance conservation goals, human use, and ecological change in a warming coastal zone.



DATE: 03 August 2026, Monday, 13:00 - 14:00

VENUE: Ocean Sciences Campus, B Block,
Conference Hall, Nelson Mandela University

RSVP for online or in-person:
<https://forms.office.com/r/DGiEi7DvP3>



CMR
COASTAL & MARINE
RESEARCH

TALK OF THE TOWN TUESDAY

ENGAGING, EXCITING & EDUCATIONAL MONTHLY TALKS
BY EXPERTS ON ALL THINGS KNYSNA & HER UNIQUE BIODIVERSITY

PROCEEDS FUND LOCAL EDUCATIONAL INITIATIVES

DROP, WATCH & LEARN:

What BRUVs Tell Us About MPAs



BONUS
TALK

What's really happening beneath the waves? Join Dr Kaylee Smit as she uncovers the hidden world of South Africa's Marine Protected Areas using underwater camera systems called BRUVs. Through captivating footage and fascinating research, discover how protected reefs support bigger fish, richer biodiversity, and healthier oceans. See the ocean as you've never seen it before—and discover the difference protection makes.



Guest Speaker
DR. KAYLEE SMIT

Marine Ecologist, Marine Remote Imagery Platform (MARIP) team leader, Postdoctoral Research Fellow at the South African Institute for Aquatic Biodiversity (SAIAB)

- TUESDAY**
28 JULY
- 18:00**
DOORS OPEN 17:30
- KNYSNA YACHT CLUB RESTAURANT**
- R80 pp**
KIDS UNDER 12 FREE
- CASH BAR & BURGERS AVAILABLE**



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COUNTDOWN







MPA DAY
IS HERE!



WEBINARS



WIOMPAN MPA DAY WEBINAR

OCEAN PROTECTION NEEDS HUMAN PROTECTION

This webinar brought together a panel of speakers to examine how marine conservation strategies succeed or fail depending on the strength of community engagement around them. The session focused on the human dimension of MPA effectiveness, positioning local connection to the ocean as a determining factor in regional and global protected area strategy rather than a secondary consideration.

Speakers:

- **Marcos Pereira** - Likhulu Foundation
- **Puri Canals** - MedPAN
- **Dr. Milali Machumu** - FETA
- **Allen Cedars** - WIOMPAN President



[Watch the webinar here](#)

A promotional poster for the WIOMPAN MPA Day Webinar. The poster has a light blue background with a wavy pattern. At the top left is the "MPA DAY" logo with a shark fin and the text "MARINE PROTECTED AREAS". To its right is the title "WIOMPAN MPA Day Webinar" and the subtitle "Ocean protection needs human connection". Below this is the date and time "31st July | 11.00-12.00 HRS EAT". In the center, under the heading "Speakers", are three circular portraits of the speakers: Marcos Pereira, Puri Canals, and Dr. Milali Machumu. Below each portrait is their name and a brief description of their topic. To the right of the speakers is a circular portrait of the moderator, Allen Cedars, with his name and title "WIOMPAN President". At the bottom right is a QR code with the text "Register here" above it. At the bottom left is the WIOMPAN logo. On the far left, vertically, is the credit "Credit: Toby Matthews / Ocean Image Bank".

MPA DAY
MARINE PROTECTED AREAS

WIOMPAN MPA Day Webinar

Ocean protection needs human connection

31st July | 11.00-12.00 HRS EAT

Speakers

Marcos Pereira
Building capacity for effective marine conservation: The Mozambique Journey

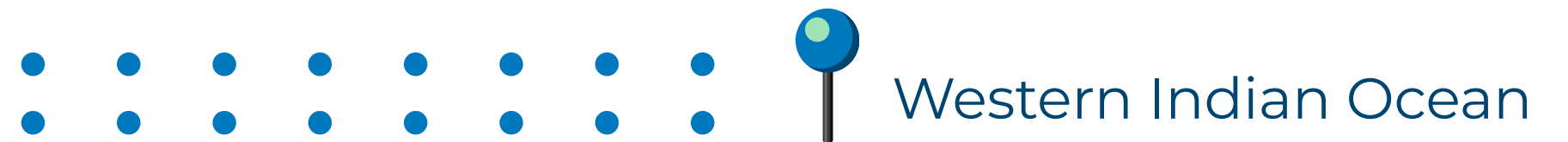
Puri Canals
The Global MPA Network – applying the existing management learnings to new MPAs under BBNJ Agreement.

Dr. Milali Machumu
Management Effectiveness of MPAs; Roles and Consequences

Moderator

Allen Cedars
WIOMPAN President

Register here



LEADERSHIP DES JEUNES ET GOUVERNANCE DURABLE DES AIRES MARINES PROTÉGÉES.

This webinar brought together regional institutional leaders, conservation networks, and young change-makers to highlight the strategic role of youth leadership in marine governance, share advocacy experiences, and underscore the need for structured youth coordination ahead of IMPAC6 to protect coastal biodiversity and advance sustainable development.

Speakers:

- **Colonel Momar Sow** – Direction des Aires Marines Communautaires Protégées (DAMCP)
- **Assane Ka** – IMPAC6 Secretariat
- **Camille Sineux** – MedPAN
- **Noé Swynghedauw** – Green mAct
- **Ange Lopy** - RAMPAO Network
- **Mathilde Preira** - RAMPAO / IMPAC6 Youth Network
- **Kassi Roland** - International Youth Forum for Ocean Conservation / IMPAC6 Youth Network
- **Coura Doumboya** - RAMPAO / IMPAC6 Youth Network



WEBINAIRE

LEADERSHIP DES JEUNES ET GOUVERNANCE DURABLE DES AIRES MARINES PROTÉGÉES

Regards, expériences et propositions de la jeunesse pour une participation forte, visible et coordonnée à IMPAC6.

INTERVENANTS:

 Col. Momar Sow	 Assane Ka	 Camille Sineux	 Ange Lopy
 Mathilde Preira	 Noé Swynghedauw	 Kassi Roland	 Coura Doumboya

Mardi | 04 août 2026 | 11:00 - 12:30 GMT

Traduction simultanée en anglais et en portugais.

Scannez pour s'inscrire

MPAS IN PRACTICE

ARE WE GETTING THE BENEFITS WE PLANNED FOR?

Dr Cloverley Lawrence's seminar asked a direct question: are Marine Protected Areas actually delivering on what they were designed to do? Drawing on five years of ecological monitoring across contrasting sites, she examined how biodiversity, resource use, and community composition shift under different levels of protection. The seminar argued that conservation success depends less on formal designation and more on sustained monitoring, clear ecological indicators, and management that adapts as coastal conditions change.

Speaker:

- Dr Cloverley Lawrence



South Africa

NELSON MANDELA
UNIVERSITY

Institute for Coastal and Marine Research

SEMINAR



In recognition of Marine Protected Areas Day
MPAs in Practice: Are We Getting the Benefits We Planned For?
By Dr Cloverley Lawrence

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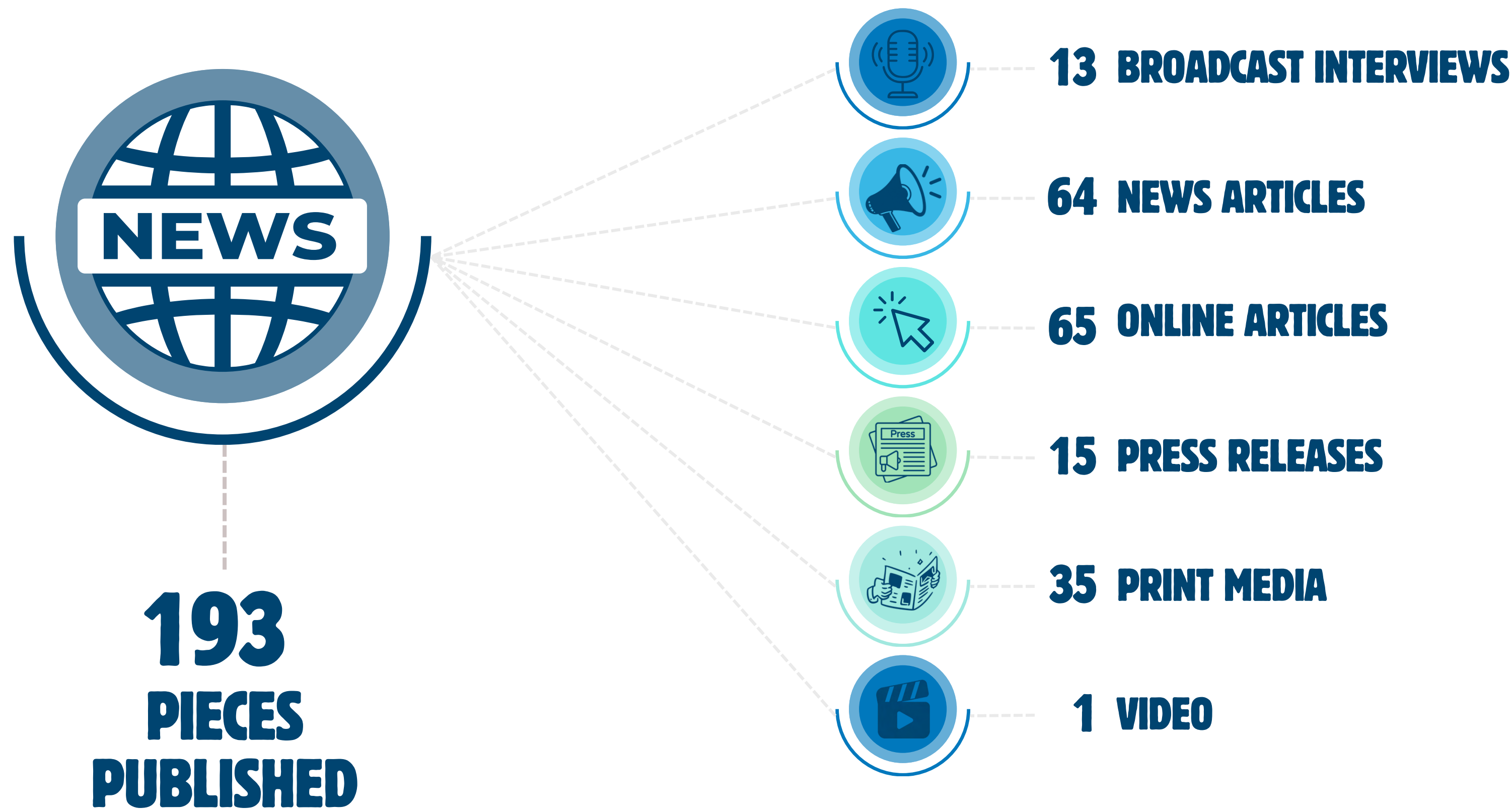


CMR
COASTAL & MARINE
RESEARCH

TRADITIONAL MEDIA



TRADITIONAL MEDIA



International platform for Marine Protected Areas Day

Organisers expect MPA Day 2026 on August 1 to attract even greater international involvement as the movement continues to grow.

NEWS

Empowering marine rangers: Swim for Life initiative promotes water safety

Discover the hidden world beneath Cape Town's shoreline this MPA Day

24.07.2026 11:54

Buntes aus der Wissenschaft, Schule und Wissenschaft

Entdecken, verstehen, schützen – Aktionstag zum Internationalen Tag der Meeresschutzgebiete in Warnemünde

Aliwal Shoal Hope Spot celebrates MPA Day with a day of ocean adventure, conservation and community

News

Meet the Durban woman giving youth a voice in ocean conservation

THINK OCEAN CONSERVATION IS ONLY FOR MARINE BIOLOGISTS? THINK AGAIN

MPA Day 2026 breaks records as global ocean celebrations grow

Friday, 07 August 2026, 12:36

Cape Town Swimmers' Dozen Dips to Support Marine Rangers

BY SAVANNA DOUGLAS [@GOODTHINGSUY](#) AUGUST 4, 2026

📅 30 July 2026 ⌚ 6 min

30x30 Countdown - With Four Years to Go, Are We on Track to Protect the Ocean?

MORE THAN LINES ON A MAP: WHY MARINE PROTECTED AREAS MATTER

OCEAN CONSERVATION IS ONLY FOR MARINE BIOLOGISTS? THINK AGAIN!

📅 July 23, 2026

South African-established MPA Day gets United Nations endorsement in 2026

Restoring Our Climate Shield: Celebrating Marine Protected Area Day with Community Mangrove Planting

Aliwal Shoal Hope Spot is Inviting You to Celebrate Ocean Adventure, Conservation and Community This MPA Day

BY STAFF WRITER [🐦 @GOODTHINGSGUY](#) JULY 30, 2026

SOCIAL MEDIA POSTS SAMPLES





Canada

[BLOG](#)

**A HEALTHY OCEAN RELIES ON MANY SOLUTIONS.
MARINE PROTECTED AREAS ARE ONE OF THEM.**

...

**UN OCÉAN EN SANTÉ REPOSE SUR DE
NOMBREUSES APPROCHES.
LES AIRES MARINES PROTÉGÉES EN SONT UNE.**



Discover how Canada's Marine Protected Areas help conserve biodiversity and support healthy ocean ecosystems.

Découvrez comment les aires marines protégées du Canada contribuent à la conservation de la biodiversité et au maintien d'écosystèmes océaniques en santé.



South Africa



WILD ALLIANCE AFRICA **MISSIONBLUE™** **MPA DAY**
MARINE PROTECTED AREAS

MARINE PROTECTED AREAS DAY

RUN BY THE ALI WAL SHOAL OCEAN LEADERSHIP TEAM

01 August

ROCKY SHORE EXPLORE

GREEN POINT BEACH, CLANSTHAL **FREE OF CHARGE** **START AT 10:00 - 12:30**



Portugal

Secret Algarve

WE'RE PART OF

MPA DAY

MARINE PROTECTED AREAS DAY

TOGETHER FOR HEALTHY OCEANS AND A SUSTAINABLE FUTURE.

1 AUGUST 2026

MPA DAY
MARINE PROTECTED AREAS

Celebrating Marine Protected Areas around the world and the power of ocean conservation.

PROTECT. RESPECT. ENJOY. mpaday.org [f](#) [@](#) [in](#)



Egypt



Antarctica



Finland





Spain

1 August 2026

Marine Protected Areas Day

On MPA Day, UNEP/MAP calls for accelerated action towards the 30x30 target in the Mediterranean.

#OceanAction #BarcelonaConvention #UNEPMAP

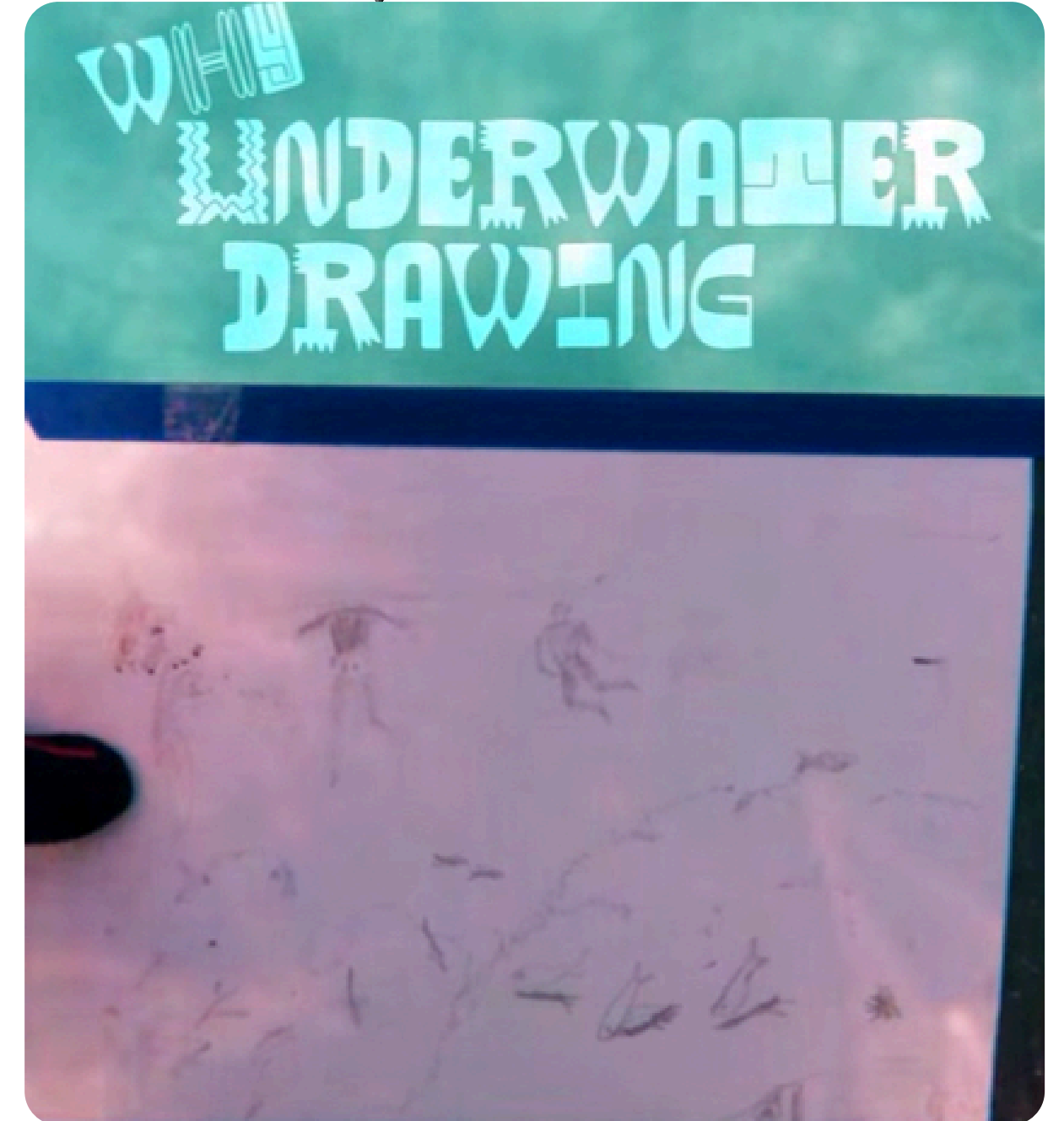




Ireland



Italy





Iceland



Mozambique

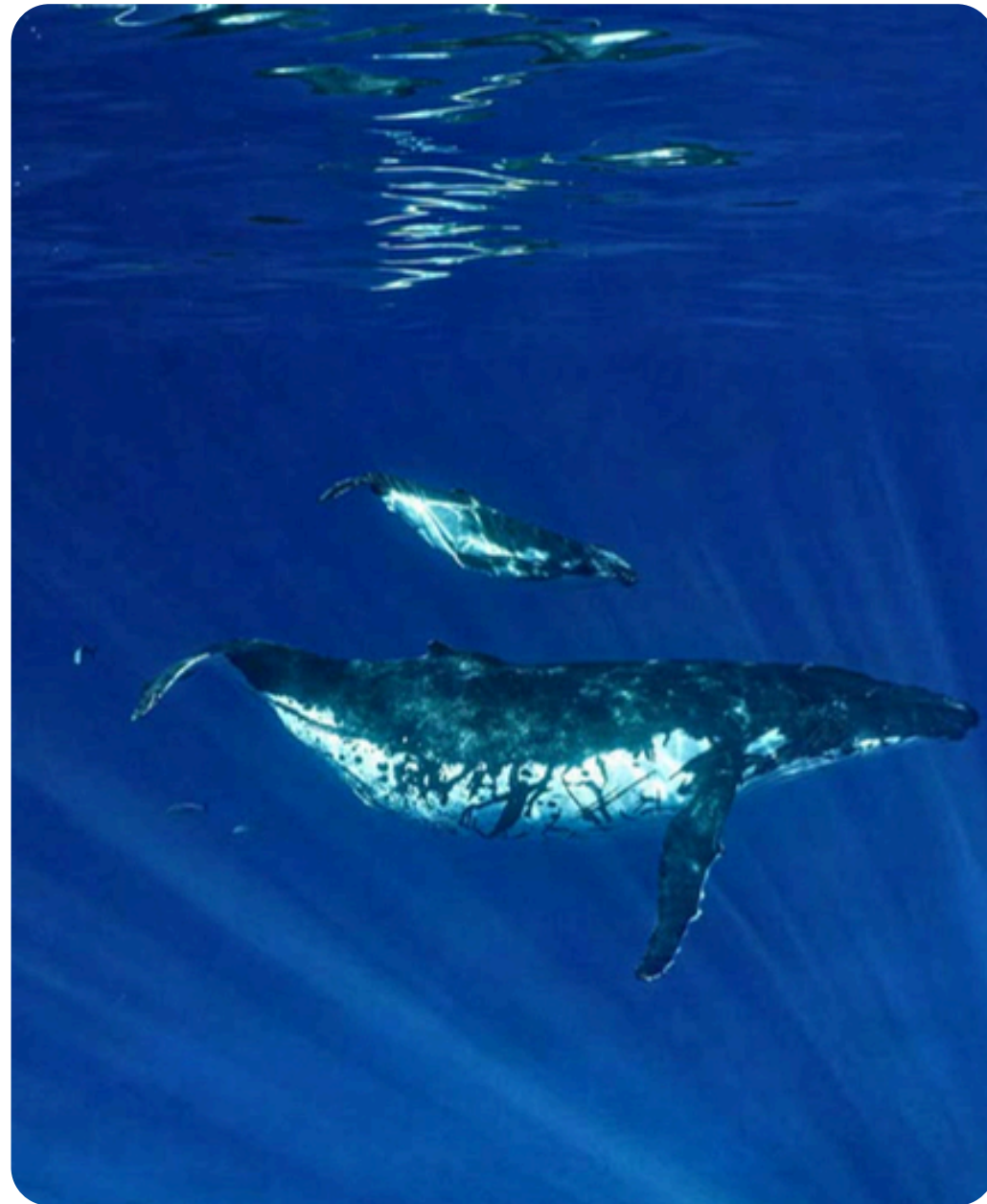


Pakistan





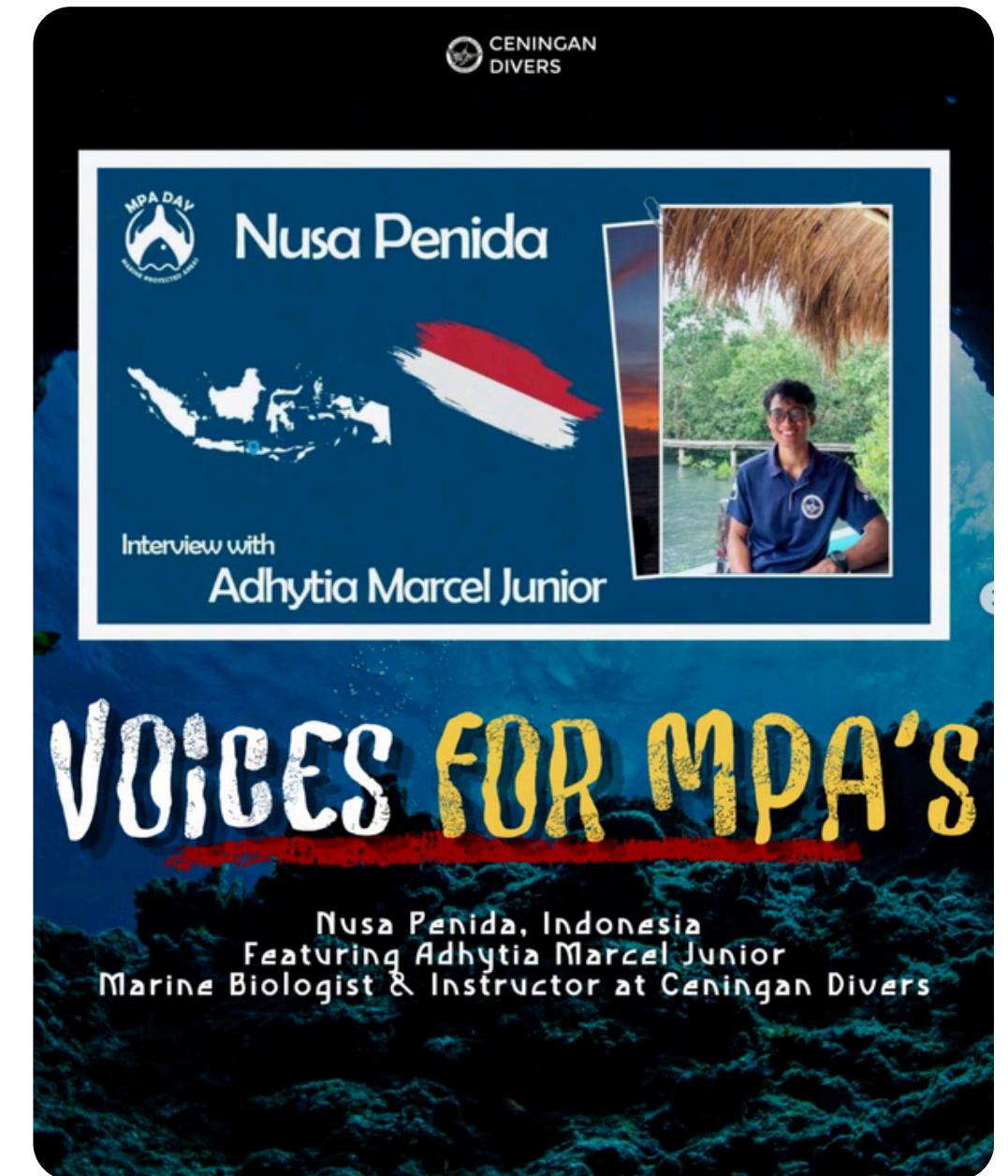
Pitcairn Islands



Saint Helena



Indonesia



MOVE 4 MPAS





7,160 KM COVERED

487 PEOPLE INVOLVED

CUMULATIVE TIME OF
49 DAYS, 23 HOURS, 16 MINUTES



Philile Mvula
1 August 2026

Move for MPAs dive

Time

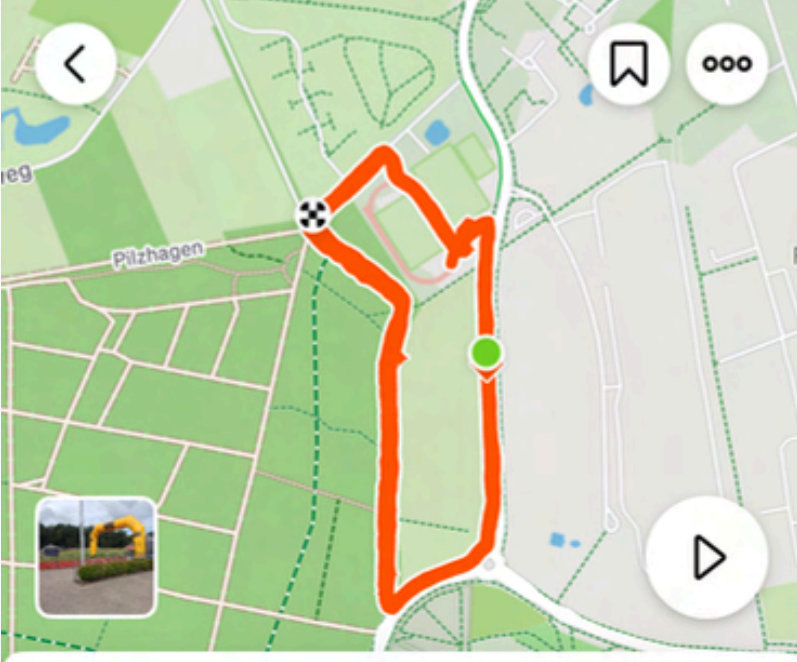
45m 0s

 For a Cause

0:00









Martin Ladner
1 August 2026 ·
Norderstedt, Germany

1. Friedrichsgaber 24-Stunden-Lauf

Feiner Lauf am Marine Protected Areas Day! 🐠🐡

Marine Protected Area (MPA) Day
#Move4MPAs

Die ersten 12 Stunden liefen ganz nach Plan (100...

Read more...

Distance

171.58 km

Avg Pace

8:08 /km

Elapsed Time

23:15:11

Elevation Gain

0 m



Susanne Dahlström with Tokoinranta parkrun
1 August 2026 · Fitbit Charge 5
Helsinki, Finland

Morning Run

@marineprotectedareasday

@tokoinrantaparkrun

Read more...

Aug 1

Tokoinranta parkrun #283

Tokoinranta parkrun

Distance

5.72 km

Pace

6:33 /km

Time

37m 32s

Achievements

🏆🏆4

🏆2

Susanne's 2nd fastest 5K!

▼ 4m 3s



Beatrice AKIEDA
1 August 2025 · Strava App
Saint-Hippolyte-du-Fort, France

MPA day St Hippolyte Le Fort

Distance Time Elev Gain
16.14 km 1h 9m 82 m



1 gave kudos

Amanda Van Jaarsveld
1 August 2026 · Garmin Descent G2
uMhlabuyalingana Local Municipality, KwaZulu-Natal

RUN for MPAs - Happy MPA Day!

Distance Pace Time
10.69 km 7:29 /km 1h 20m



You and 14 others gave kudos



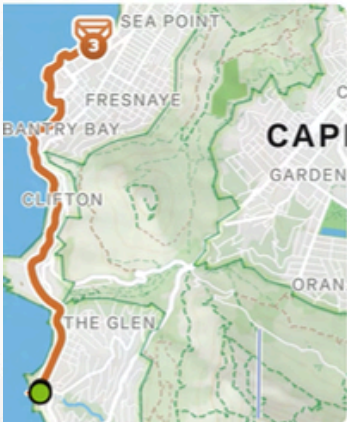
Devin Trull
1 August 2026 at 08:09 · Garmin fēnix 6S Pro
City of Cape Town, Western Cape

W2 Long Run MPA Day

Marine Protected Area (MPA) Day whooop whooooo!!

Distance Pace Time Achievements
10.46 km 5:58 /km 1h 2m 🏆🏆🏆16

42.2 **Slave Route 1/2 Plan**
Week 2 / 13 **More**



7 gave kudos

Carey Henry
1 August 2026 · Garmin fēnix 7s
City of Cape Town, Western Cape

Morning run for @marineprotectedareasday

#Move4MPAs

Distance Pace Achievements
10.13 km 5:29 /km 🏆🏆3



Ben-Dusje Stassen
1 August 2026 · Garmin Descent Mk2

Morning Swim

Distance Time Pace
1,625 m 30m 15s 1:51 /100m

Colin Whitehead
1 August 2026 at 10:12 · Strava App · Western Cape

MPA DAY ❤️ - Leonardo of Langebaan @marineprotectedareasday

Distance Speed Time
5.99 km 8.7 km/h 50m 38s



Esther Jacobs
1 August 2025 · Samsung Galaxy Watch4
Mossel Bay Local Municipality, Western Cape

#Run4MPAs

We took part in #Run4MPAs day. An awareness campaign very close to my heart as project director of Earth Legacy Foundation, a marine conservation NPO. ...

Read more...

Distance Pace Time Achievements
4.83 km 9:22 /km 45m 17s 🏆1

3 **Esther's 3rd fastest mile!**

CREATIVE WAVES



PAINTING & DRAWING



PHOTOGRAPHY & VIDEO



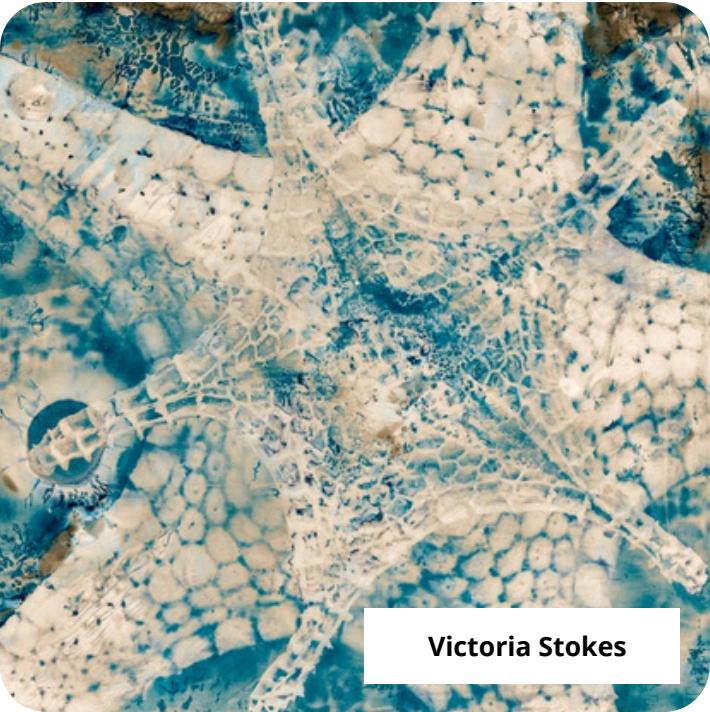
OTHER MEDIA



Viola Madau



Melanie Chmielewska



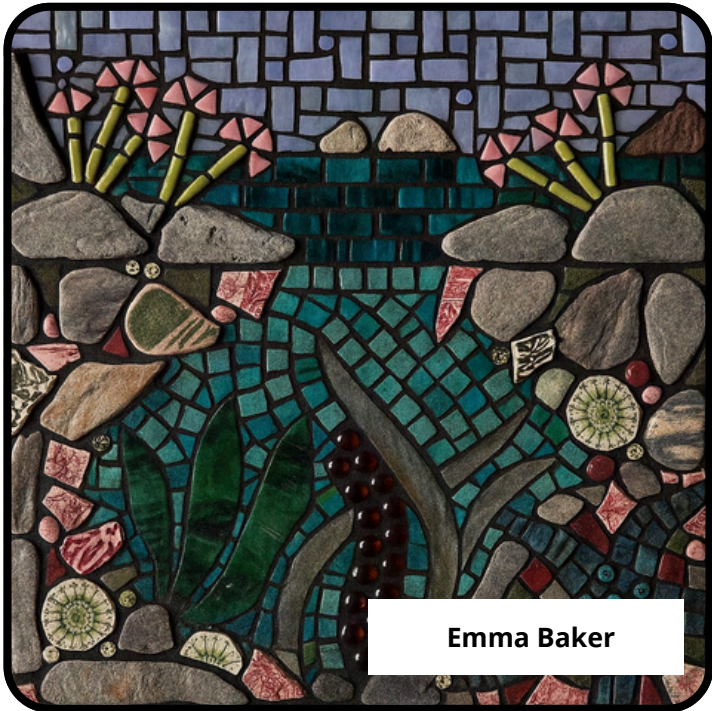
Victoria Stokes



Carol Leff



sergical_one
False Bay



Emma Baker



carecreative__ and youth_naturefutures
Cape Town, South Africa



Kleinemonde Art Exhibition

EVENTS IN **AFRICA**



SOUTH AFRICA

 Atlantic Seaboard



Move 4 MPAs

Photo by: Kelli Whitehead

 Kenton On Sea



Communication4Nature

Photo by: Di Martin

 Sodwana Bay



Thonga Trails & Adventure Mania

Photo by: Amanda van Jaarsveld

SOUTH AFRICA



 False Bay



Ocean Pledge

 False Bay



Cape RADD

 False Bay



Guardians of the Deep

Photo by: Sally Sivewright

SOUTH AFRICA



False Bay



Khoi Scouts

Photo by: Imaan Nordien



False Bay



Two Oceans Aquarium

Photo by: Two Oceans Aquarium



False Bay



Helderberg Ocean Awareness Movement

MOZAMBIQUE



*Natura
Mozambique
Associaion*



EVENTS IN **AMERICAS**



COLOMBIA

Malpelo Island



Malpelo Foundation

Photo by: Shannon McIntyre Rake



BELIZE

Placencia Lagoon



Mada Fyah

USA

 Farm Pond



CANADA

 Online



***Centre Ocean Literacy &
Ocean Week Canada***



EVENTS IN **ASIA - PACIFIC**



PAKISTAN



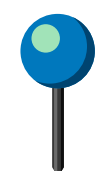
Photo by: Shabib Asghar

PHILIPPINES



Sulubaai Environmental Foundation

INDONESIA



Misool Marine Reserve



©Misool Foundation/Pambajeng Putro

Misool Foundation



Nusa Penida

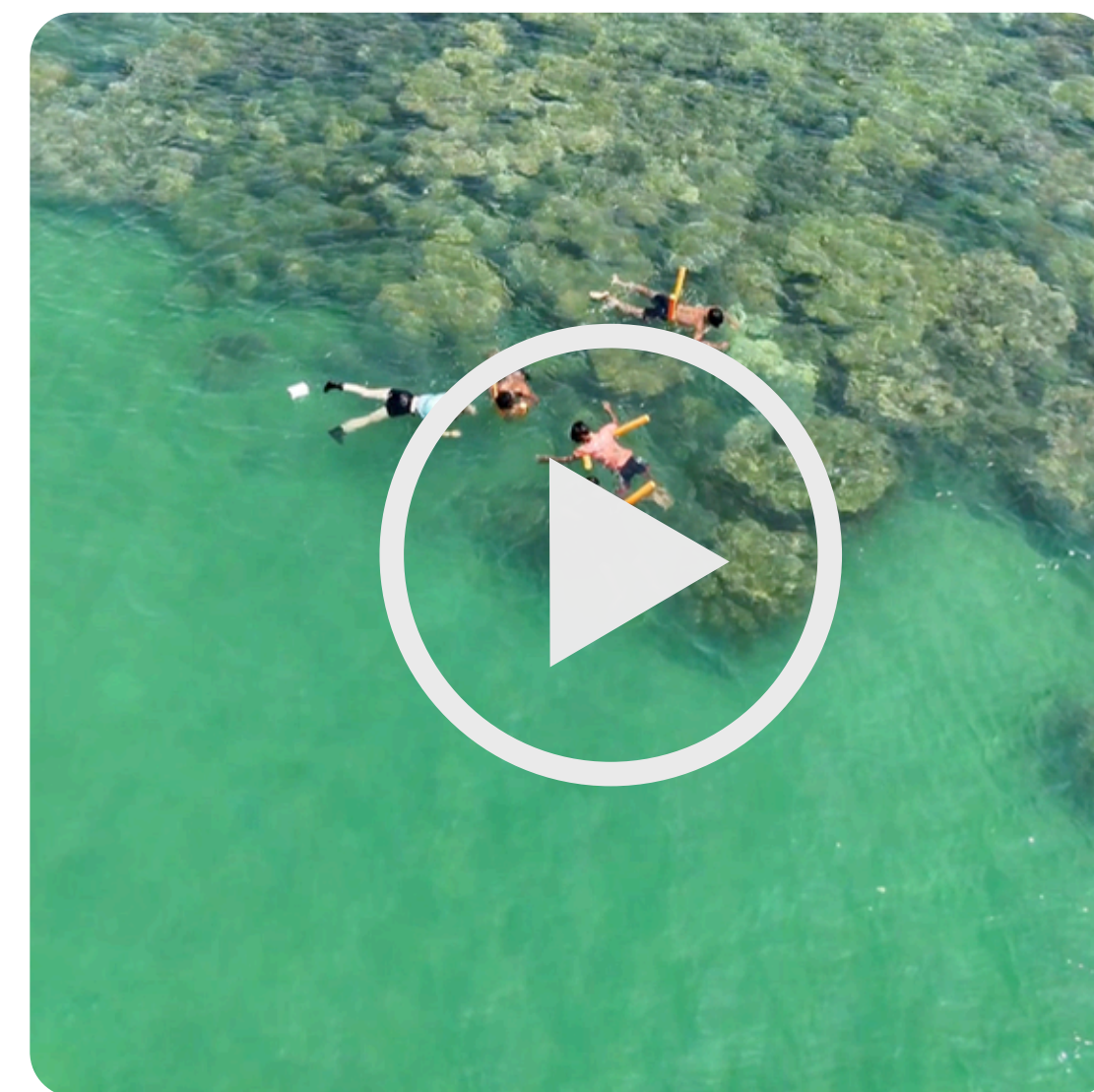


Happy Marine Protected Areas Day!

Coral Triangle Center



Kendawangan MPA



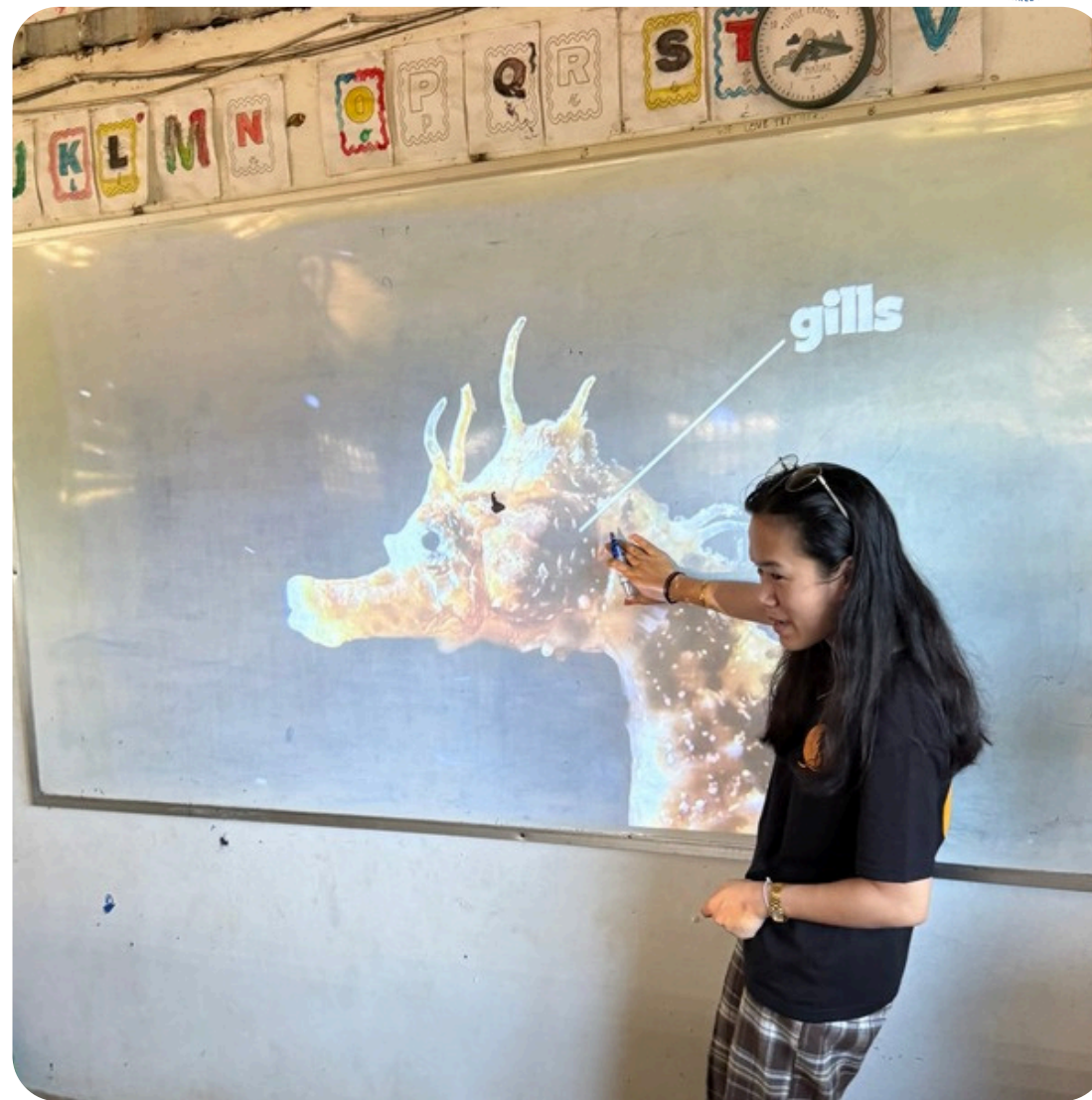
**Yayasan WeBe Konservasi
Ketapang**

CAMBODIA

 Kep Archipelago



 Kep Archipelago



 Kep Archipelago



Marine Conservation Cambodia

EVENTS IN EUROPE



PORTUGAL

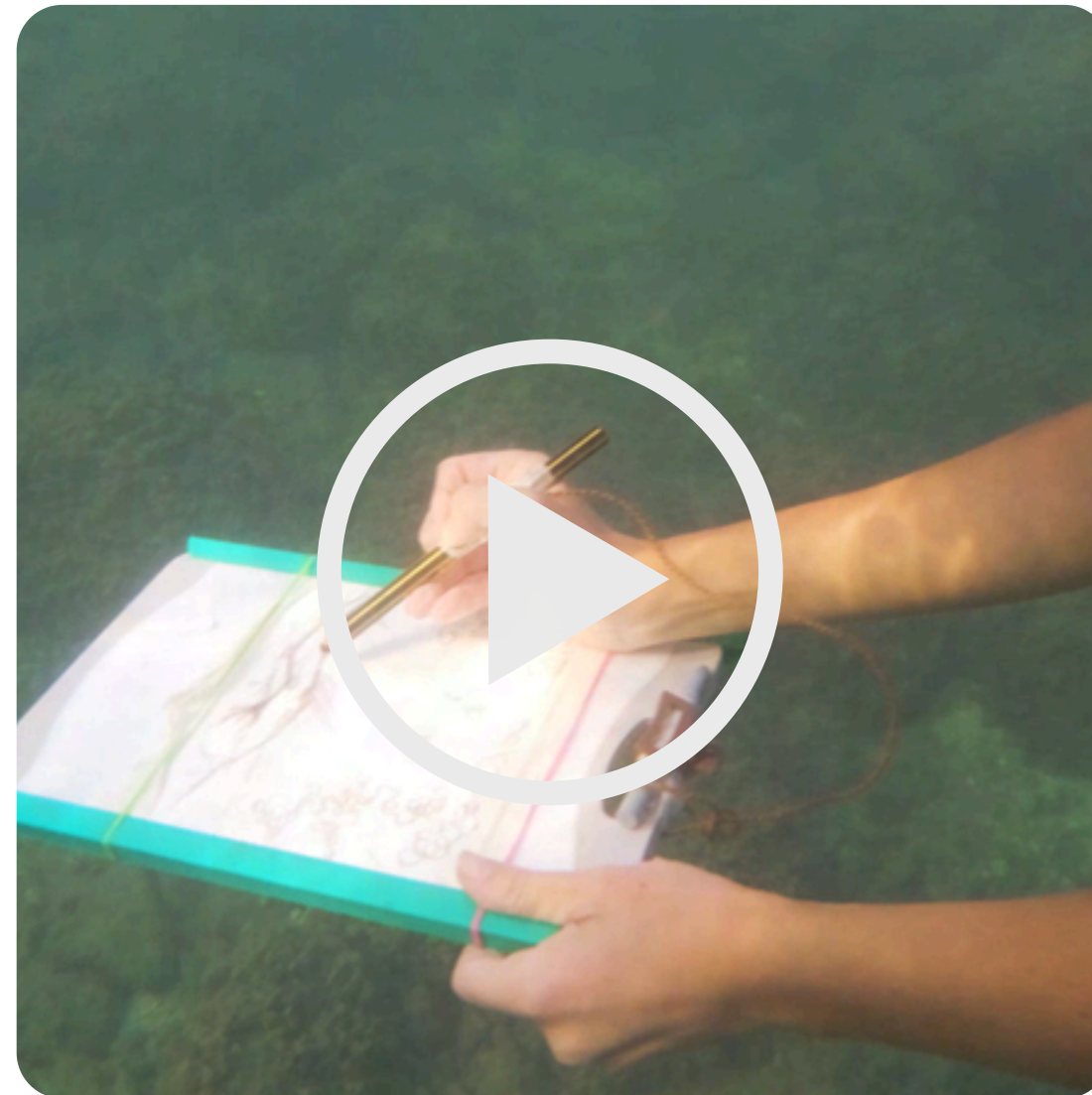


AIMM & BlueXperience

Photo by: Bruno Valente



ITALY



Viola Madau

LITHUANIA



Science Cafe

IRELAND

 Greater Skellig Coast 



Fair Seas
Photo by: Jack O'Donovan

ICELAND

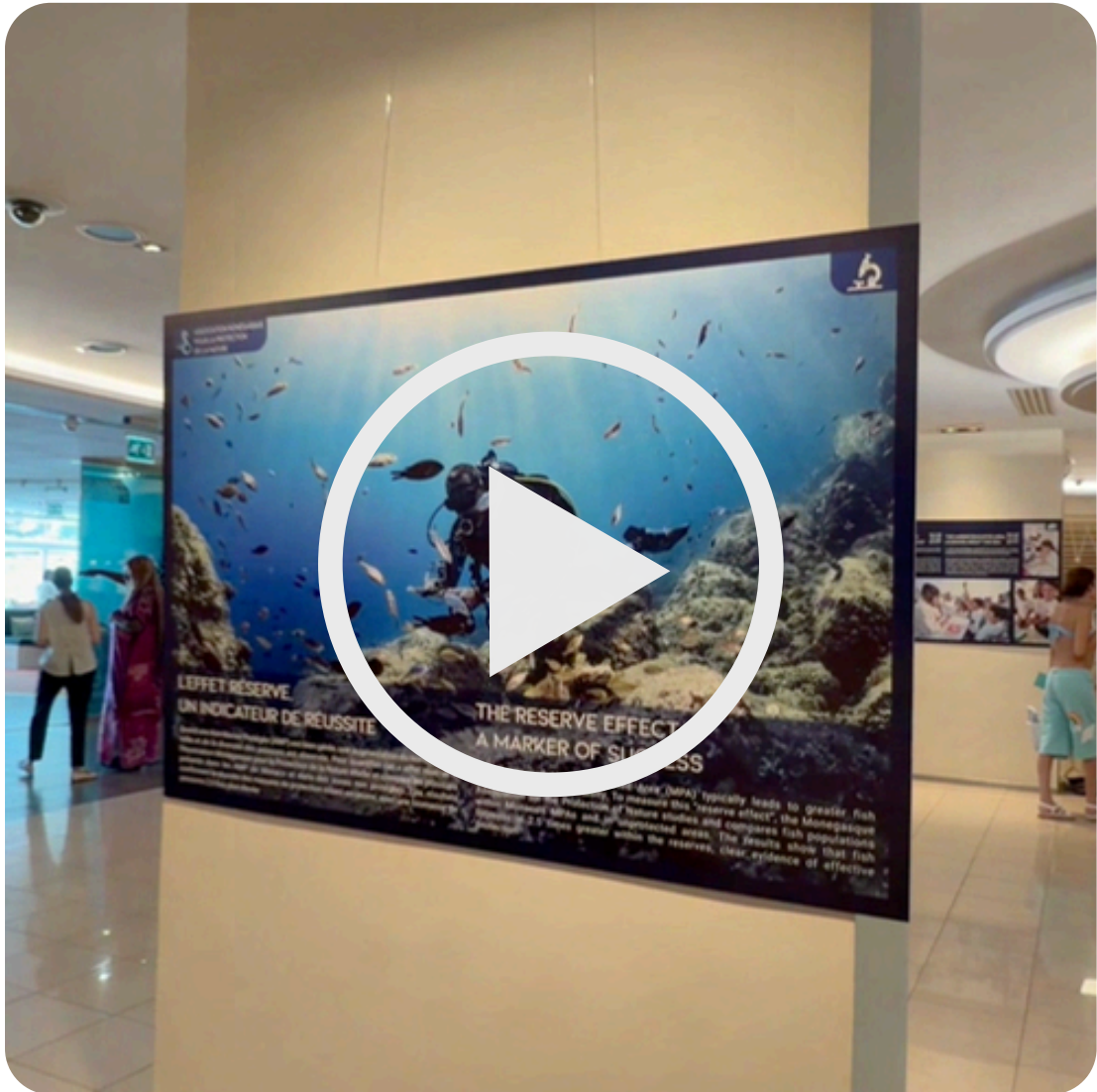
 North East Iceland 



Ocean Missions

MONACO

 Monaco



**Monegasque Association
for the Protection of Nature**

FINLAND

 Helsinki



Tokoinranta Parkrun



 Helsinki



PROTECT BALTIC

 Helsinki

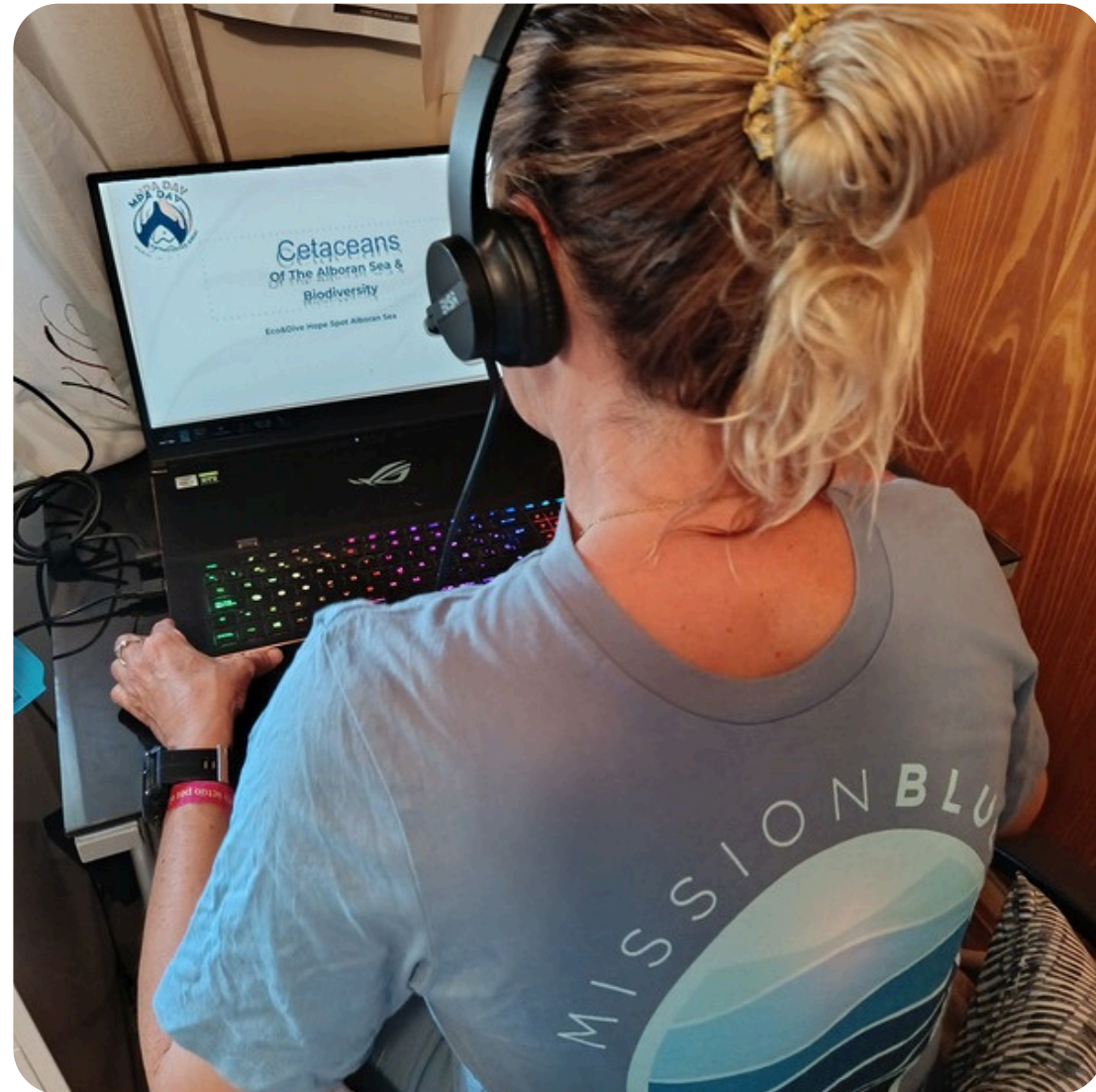


Imagining Godzilla

Photo by: Tuomo Tammenpää

SPAIN

 Alboran Sea



Eco & Dive



 Alboran Sea



Eco & Dive

 Columbretes



Reserva Natural de les Columbretes

SWEDEN

Karlskrona Archipelago



Karlskrona Festival

Photo by: Daniel Karlsson



Gotland



Blue Center Gotland

Photo by: Kirsten Ackerman



GERMANY

 Rostock - Warnemünde



***Leibniz Institute for Baltic
Sea Research Warnemünde***

 Walfisch Island



***Landschaftspflegeverein
Dummersdorfer Ufer e.V.***

ANALYTICS OVERVIEW



ANALYTICS - CAMPAGNE LEVEL

(1st May until 28 August)

	2025	2026	Difference
Instagram views	68 728	229 787	234%
Facebook views	48 895	~ 41 400	-15%
LinkedIn impressions	13 987	17 800	27%
Total views and impressions	131 610	~ 288 987	120%

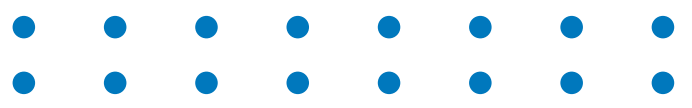
- **Views:** Count active engagement. A view is registered only when a user takes action, such as clicking a link, playing a video, or watching a specified minimum duration (like 3 or 30 seconds depending on the platform).
- **Impressions:** Count total visibility. If an ad or post loads on a user's screen three times, it logs three impressions—even if the user scrolls past it instantly without stopping.

ANALYTICS - MONTH OF AUGUST

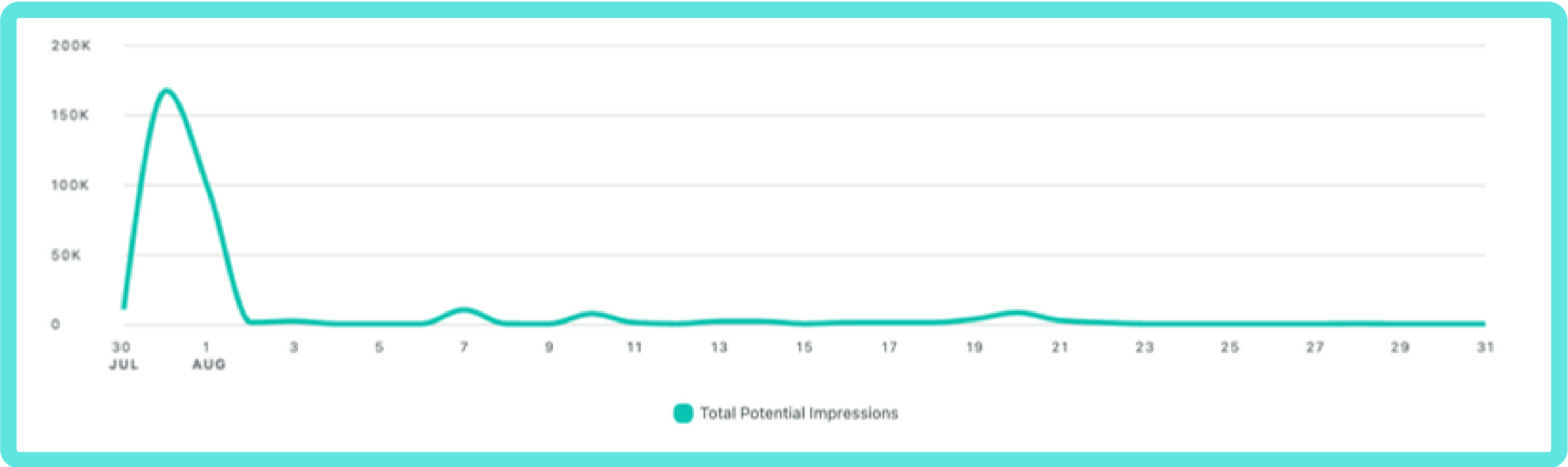
Keywords, hashtags & emojis



ANALYTICS - 1ST OF AUGUST



Potential impressions



*** Includes all social media platforms, websites, blog posts and forums**

Potential Impressions: The number of times audiences could have viewed messages. This includes the total follower count of all users whose messages are captured.

*stats from Sprout Social

META ANALYTICS



FACEBOOK VIEWS AND INTERACTIONS

MONTH OF AUGUST:

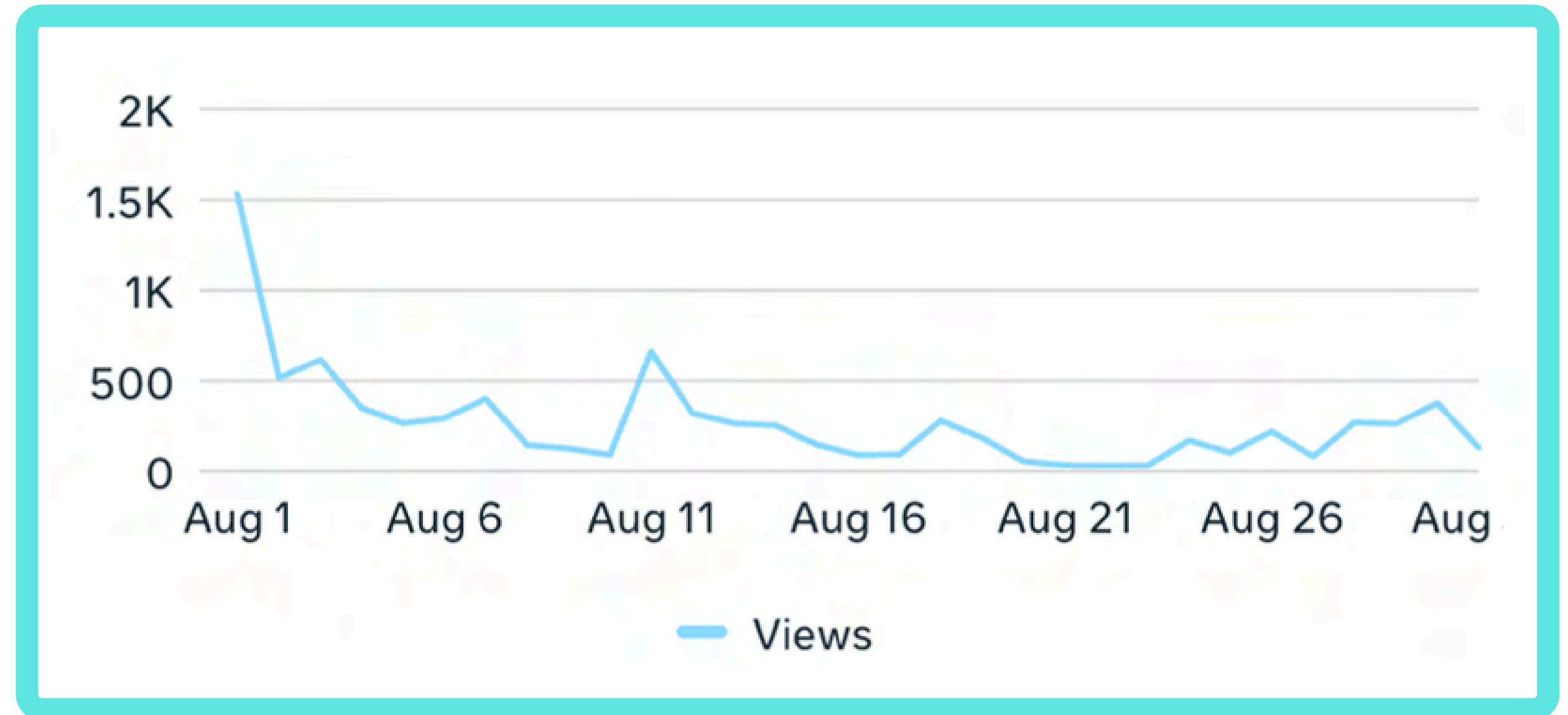
Views: 8 415
Interactions: 450

1ST OF AUGUST:

Views: 1 532
Interactions: 87

MPA DAY WEEKEND:

Views: 2 935
Interactions: 161



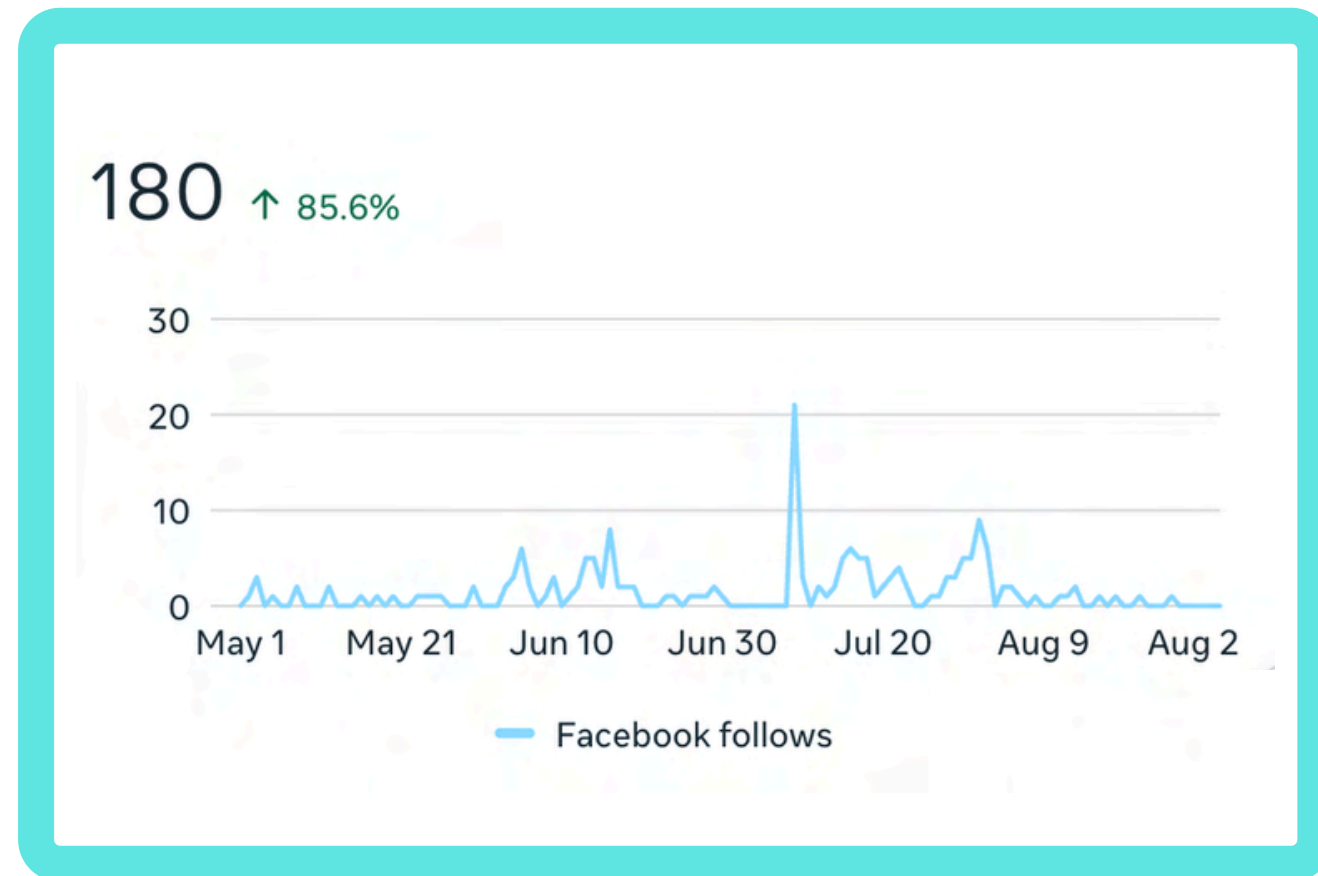
Monthly overview

Views: The number of times your content was played or displayed. Content includes reels, posts and stories.

Interactions: The number of times users have liked, commented, saved or shared MPA Day content

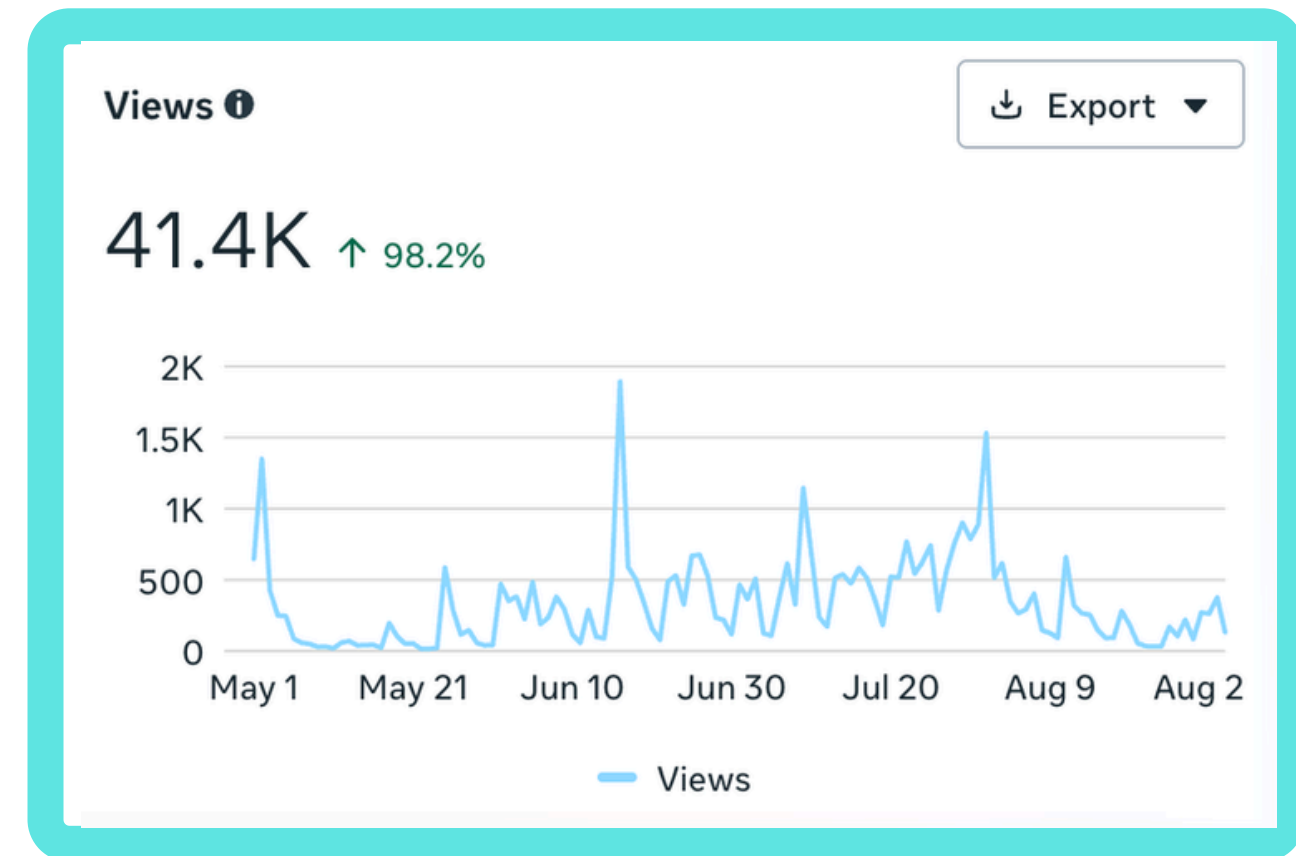
FACEBOOK

NEW FOLLOWERS:



1st May - 28th August
(campaign duration)

VIEWS:



1st May - 28th August
(campaign duration)

Views: The number of times your content was played or displayed. Content includes reels, posts and stories.

INSTAGRAM VIEWS AND INTERACTIONS

MONTH OF AUGUST:

Views: 77 378

Interactions: 2 944

1ST OF AUGUST:

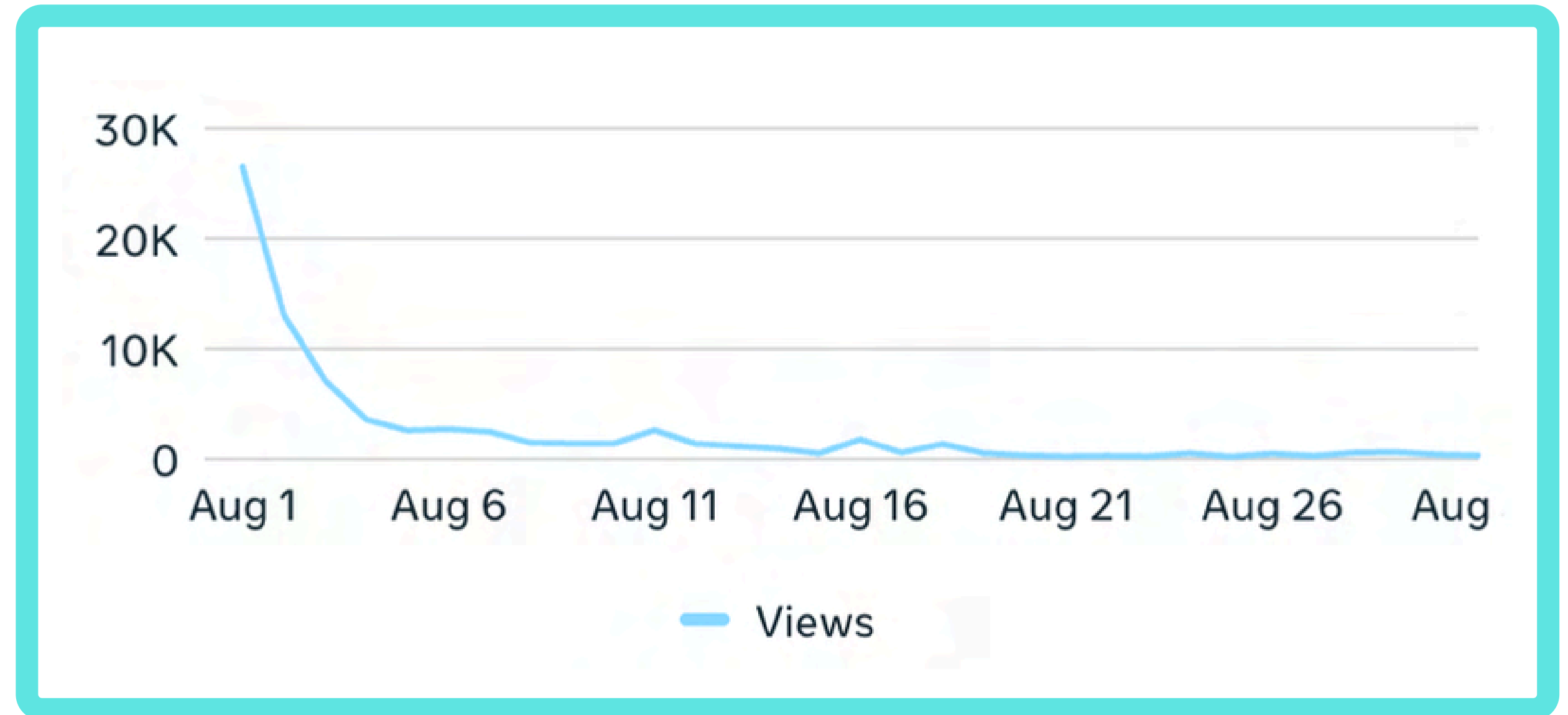
Views: 39 608

Interactions: 1 459

MPA DAY WEEKEND:

Views: 48 083

Interactions: 1 798



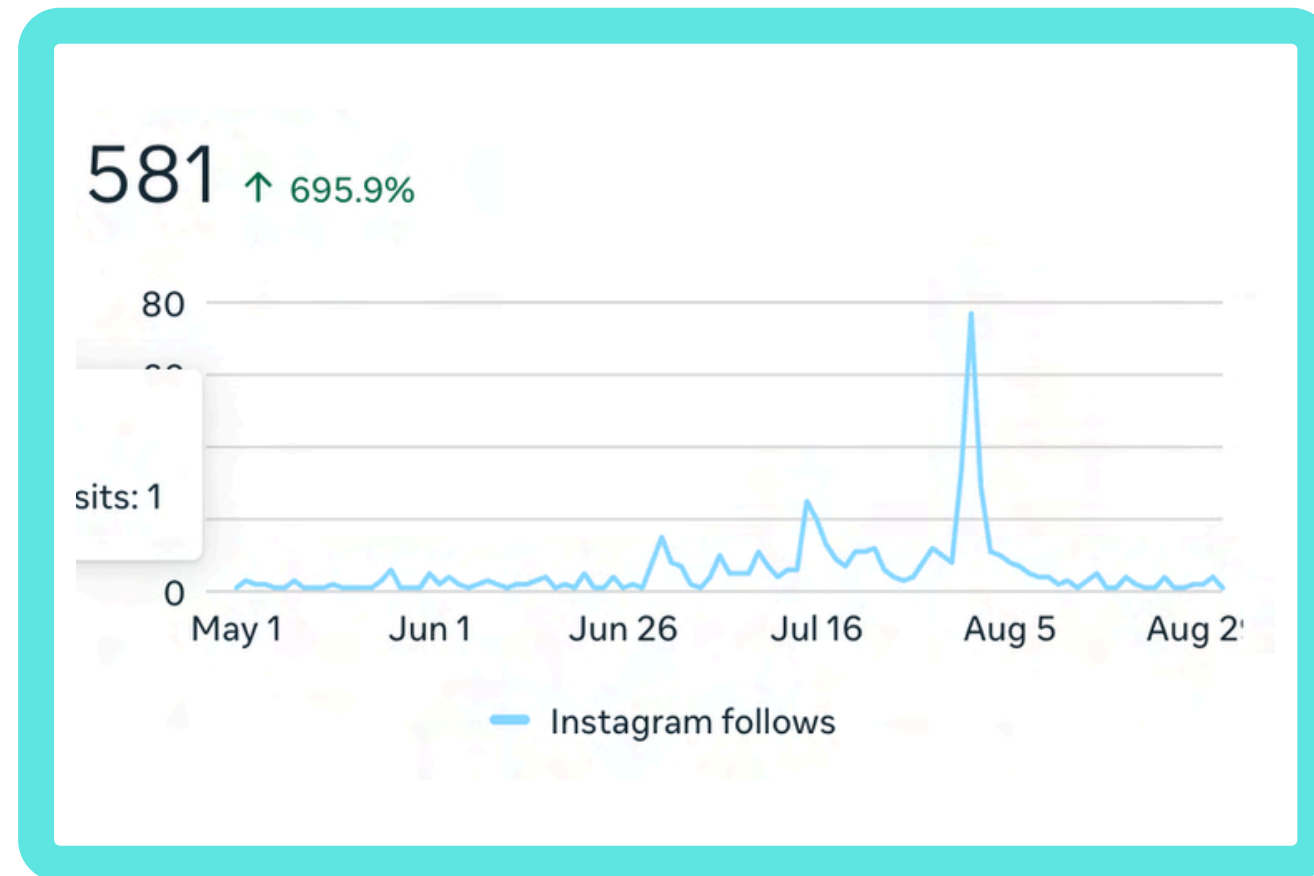
Monthly overview

Views: The number of times your content was played or displayed. Content includes reels, posts and stories.

Interactions: The number of times users have liked, commented, saved or shared MPA Day content

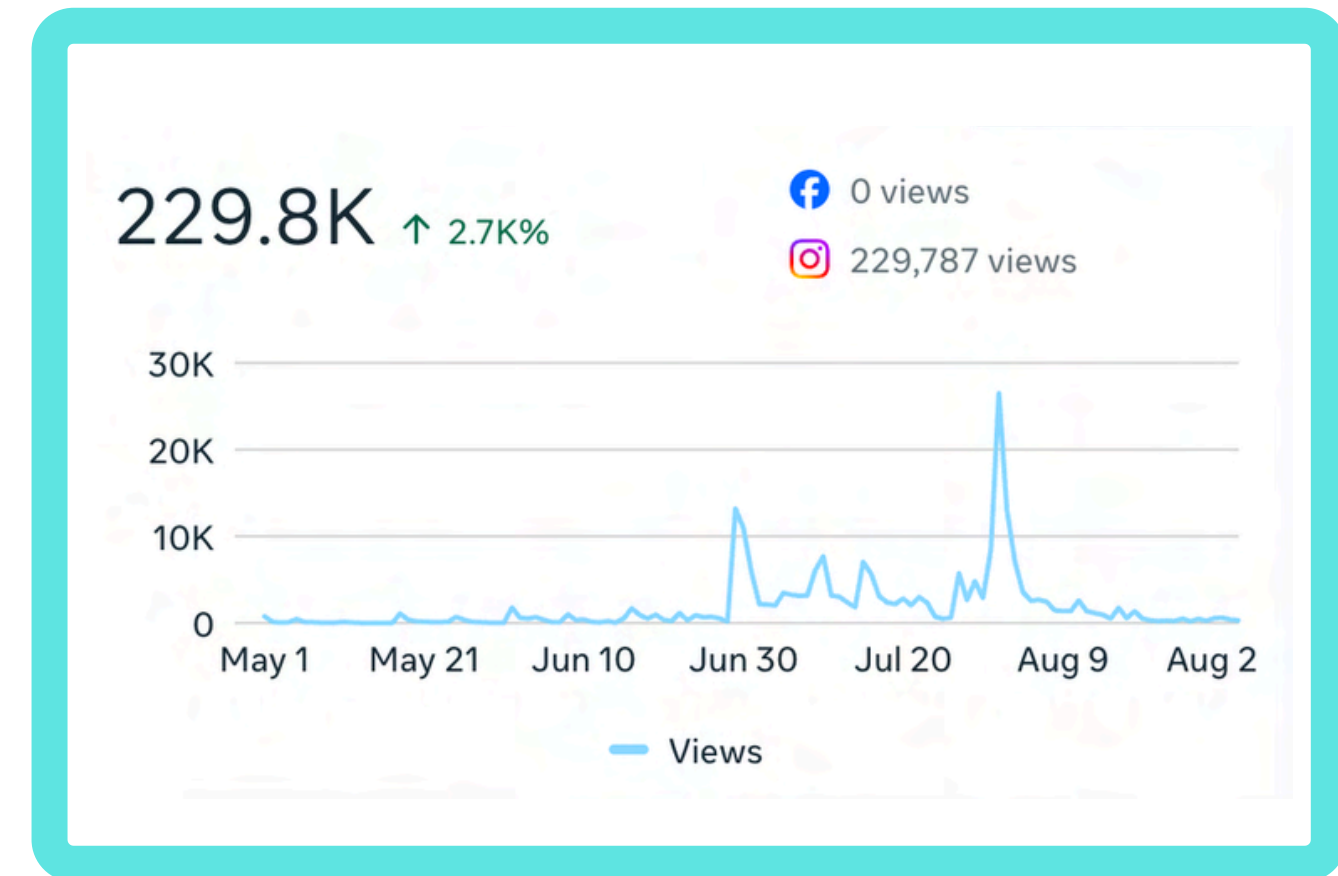
INSTAGRAM

NEW FOLLOWERS:



1st May - 28th August
(campaign duration)

VIEWS:



1st May - 28th August
(campaign duration)

Views: The number of times your content was played or displayed. Content includes reels, posts and stories.

LINKEDIN ANALYTICS



LINKEDIN IMPRESSIONS AND REACTIONS

MONTH OF AUGUST:

Impressions: 4 139

Reactions: 274

1ST OF AUGUST:

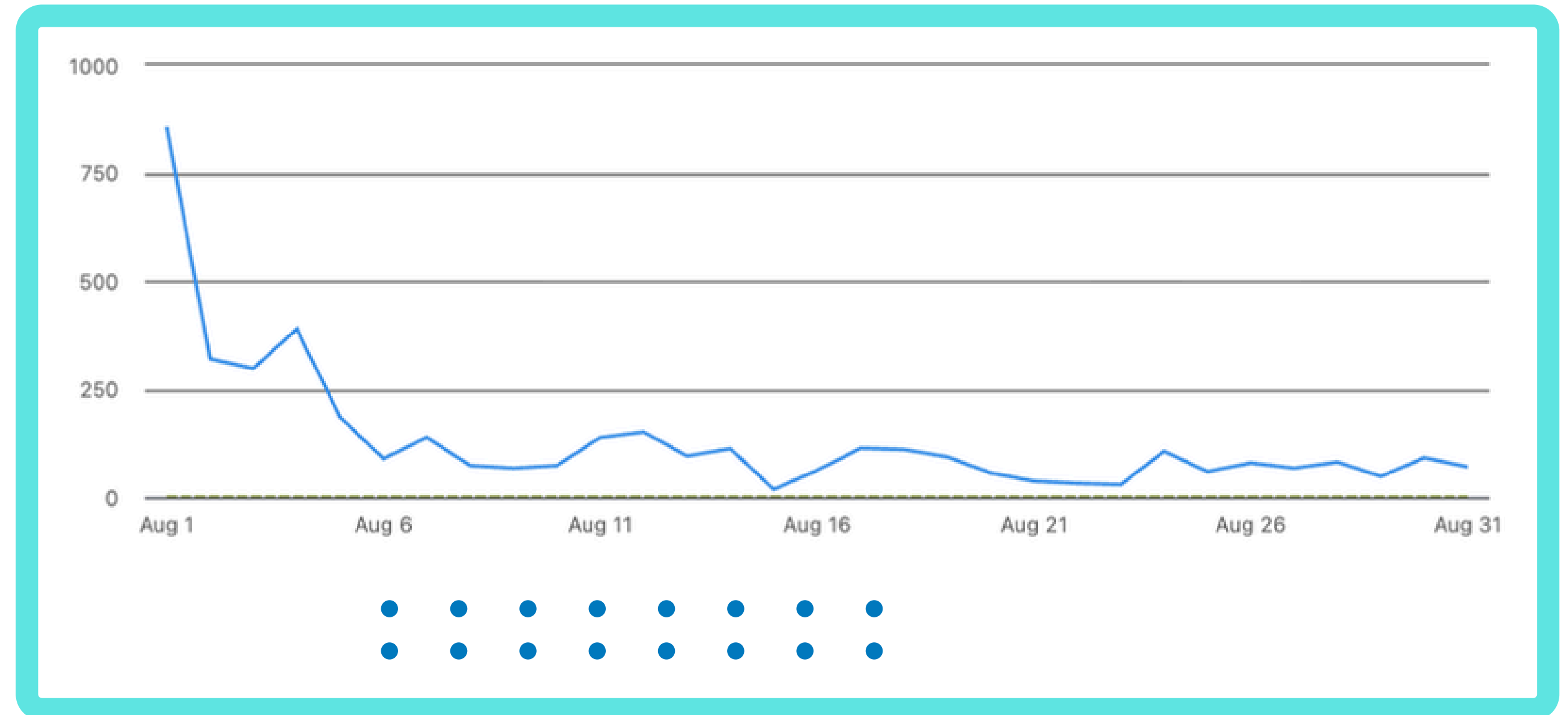
Impressions: 858

Reactions: 72

MPA DAY WEEKEND:

Impressions: 1 571

Reactions: 133



Monthly overview

Impressions: The *estimate* number of times your post was shown on LinkedIn.

LINKEDIN

HIGHLIGHTS

17,800

Impressions

▲ 115%

795

Reactions

▲ 251.8%

1st May - 28th August
(campaign duration)

Impressions: The *estimated* number of times your post was shown on LinkedIn.

Reactions: The number of reactions (for example, likes) your post received.

ANALYTICS - LOOKING BACK

Views and impressions: Across the campaign (1 May to 28 August), our content was seen almost 290,000 times on Facebook, Instagram and LinkedIn, more than double 2025's 132,000, on considerably less content. Instagram views more than tripled, and LinkedIn impressions grew 27%. Facebook finished 15% lower on roughly half the content.

Interactions/Reactions: LinkedIn reactions rose 34%. On Facebook and Instagram, post shares fell by only 18.5% and 9% despite publishing 53% and 31% less. This shows each post worked better at garnering attention.

Audience: Instagram gained 581 new followers, up 47%. Facebook gained 180 new followers, up 85.6%

With third-party reach estimates unavailable this year, we report views, impressions and interactions counted directly by each platform. They measure actual exposure and response rather than modelled potential.

Overall, it is clear that the content created for the 2026 campaign was more directly in line with what our audience wanted to see and interact with. Although we created and posted less, using more mixed media (video, carousels & graphics), this was more targeted which likely contributed to this successful engagement.

