



OCEAN
PLEDGE

Ocean Pledge 2026

To inspire and empower the next generation of marine conservation leaders

WHO WE ARE: AND OUR ETHOS OF C.A.R.E

We are a registered grassroots NPC (2018/447573/08) that focuses on the critical gap between awareness and action when it comes to healthier oceans.

Vision:

To inspire and equip a growing network and next generation of marine conservation leaders with the skills, broadened perspectives and confidence to protect and restore our oceans. We believe that upliftment through education is one of the critical aspects required to make a difference not only to the health of our planet and its oceans but also to nurture empowered livelihoods which form the basis of conservational thinking.

Our Mission:

To offer hands-on learning experiences that bridges academic knowledge with real-world marine conservation experiences, promoting innovation, collaboration, and sustainable solutions for future leaders.

OUR PHILOSOPHY

Our philosophy is based on a model of C. A. R. E.
The power of individual choice to co-create positive ocean change.



WHAT WE DO: EMPOWERING TOMORROWS OCEAN GUARDIANS

The Ocean Pledge **Ambassadors Programme** is a **transformative upskill initiative** designed to inspire and **equip the next generation of environmental leaders**. At its heart is a bold vision: to empower youth with the skills, knowledge, and confidence to become influential **changemakers** in their communities—and powerful advocates for our oceans. We run two core programs:

1. **#VoiceoftheOceans Ambassadors course**: We blend 9 weeks of practical **skills training in communication and leadership** + direct **exposure to local thought leaders** in marine conservation + **immersive, adventure-based learning**. This unique combination looks to empower our youth with soft skills required across all spectrums of life, instils a deep understanding of ocean stewardship, and introduces students between 15-18 years of age from marginalised and Model C schools to environmental career pathways (see appendix for detailed breakdown).

2. **Ambassadors-in-Action Graduates Programme**: Post-graduation willing students are invited to join a growing network of Ocean Pledge Ambassadors—young leaders who take action through designing, leading and implementing community-based projects. With ongoing mentorship and support, ambassadors become **catalysts for grassroots change**, spreading knowledge, fostering behavioural shifts, and building resilient communities that are informed, inspired, and committed to protecting our oceans (see appendix for detailed breakdown). Until now activations were ad-hoc but, based on their enthusiasm to engage, we envision a more formalised graduation structure from 2026.

This is more than a programme—it's a movement.

Follow these links to see more:

<https://vimeo.com/761751531/73a195ddfc>

<https://youtu.be/X9k6TOL0q-c?feature=shared>

<https://vimeo.com/992063061/8bd41ce494?share=copy>



1. #VOICEOFTHEOCEANS PROGRAM: SKILLS WE TEACH

ENVIRONMENT:

- Students are exposed to real-life scenarios, fragile ecosystems, innovative solution-oriented organisations, and scientists that are trying to tackle real-world problems from various angles.
- Weekly talks by local conservationists, activists, NGO's, scientists, communication specialists and thought leaders within the field of conservation.

PRESENTATIONS SKILLS ('Present with Power' By Verity Price):

- How to craft a story
- Breathing, managing stress and power postures
- Organising and delivering prepared speeches
- Working on spontaneous speech delivery
- Impromptu speaking
- Increasing confidence in front of an audience
- The art of body language
- Giving and receiving feedback
- Learning the do's and the don'ts of presenting
- Developing leadership potential



1. #VOICEOFTHEOCEANS PROGRAMME: OUTLINE

9 X SKILLS FACILITATION SESSIONS

- 1 x Masterclass: 'Impact of our daily choice on the health of our oceans'.
- 9 x 'Present with Power' Skills development sessions. Content curated by 2021 International Toastmasters Champion, Verity Price.
- Throughout the course, exposure to various **thought leaders in conservation**, providing conservation learnings and highlighting career pathways.

6 X IMMERSIVE, NATURE CONNECT EXPERIENCES

- A ranger guided visit to see the critically endangered penguins at Boulders.
- A Joanna Macey deep ecology workshop to connect conservation with the heart.
- A Little Optimist sailing day.
- A visit to the Two Oceans Aquarium.
- Educational snorkelling into the Great African Sea Forest with Cape Radd/Argonaut Science to learn first hand about Marine Protected Areas and strengthen their emotional bond with the sea.
- A visit to the submarine museum.

GRADUATION AND INVITATION TO THE AMBASSADORS IN ACTION NETWORK

- Graduation Ceremony: Students conduct final speeches before and audience and receive Ocean Pledge certificates.
- Students invited to join the Ambassadors Network and pledge to fulfil their #VoiceoftheOcean roles.



2. AMBASSADORS-IN-ACTION NETWORK: OUTLINE

GRADUATED AMBASSADORS: 96

ACTIVATIONS ATTENDED THUS FAR: 50+

ESTIMATED REACH: 1000's

CONTINUED INVESTMENT INTO LEADERSHIP

- 12 x monthly learning sessions, which may include:
 - Talks by local scientists, NGOs, thought leaders;
 - Personal development workshops
 - Training on teaching and materials
 - Crafting CV's and employment readiness
 - Immersive education in aspects related to ocean conservation
- Exposure to marine-related opportunities within the network
- Networking, collaborating with established organisations for greater impact

12 X AMBASSADOR LEAD COMMUNITY ACTIVATIONS PER ANNUM

- Students are encouraged to apply course learnings and fulfil leadership roles in real-world community-upliftment sessions, by devising and implementing activations to create real-time impact
- Activations may include: Public speaking/ presenting at schools, NGO's, businesses; Beach clean ups; Social media campaigns; Educational beach games to educate the youth; Ocean Pledge signing, one-on-one engagement and interviews

(A small stipend is paid to Ambassadors for participation in activations, and their roles end up on their CV's)



2. AMBASSADORS-IN-ACTION NETWORK: ACTIVATIONS IN 2025 WERE ALL AD-HOC

ACTIVATIONS ARE DESIGNED, IMPLEMENTED AT EXECUTED BY AMBASSADORS UNDER MENTORSHIP, AND COLLABORATION WITH ORGANISATIONS SIGNING OCEAN PLEDGES ARE ENCOURAGED

- Sylvia Earle activation, 22 Feb : Dalebrook, Kalk Bay
- World Penguin Day, 15 March: Simonstown
- Capella House, 20 March, Fishhoek
- OSU Beach Clean, 9 May: Muizenberg
- LSLA Activation, 14 June: Muizenberg
- ACDP Activation, 26 July: Cornwall Road and Vlei, Lakeside
- MPA Day at Rock Academy, Fishhoek, 31 Jul
- MPA Day at de Duine School, 1 Aug
- MPA Day at Dalebrook, 2 Aug
- La Muse Activation, 9 Aug
- Wave One Hundred Kommetjie, 13 September
- Kannemeyer Primary School Presentation, 25 October

*(*Ambassadors are paid a small stipend for their involvement and are encouraged to their lead their team)*

