



MANIFESTO FOR OCEAN CONSERVATION THROUGH ART

"Rediscovering the Depth of the Ocean: Inspiring Art and Guardian of the Human Spirit"

Most of the world's population lives in cities and do not even think about the need to protect that which is far away from them, which they do not know, have never seen, or is inconvenient. It may even seem like backwardness from days of yore. Today the greatest enemy of conservation is indifference.

With these precedents, conservation requires new weapons, new methods to change the mentality of those who could care less about nature. A weapon is needed that makes people truly see the wonders of the natural world, even without having seen it or without understanding it, a tool that is astonishing, that people love, which conveys its messages through emotions, through the senses... That tool is ART.

The oceans have been an inexhaustible source of sustenance, inspiration, and entertainment for humanity since times immemorial. Every living being on this planet needs the oceans, as they are climate regulators, carbon dioxide fixers, and the main source of atmospheric oxygen.

However, since the turn of the 20th century, the oceans have been subjected to enormous pressure from human activity. Overfishing, the acidification of their waters and their higher temperature due to CO2 emissions, pollution from dumping and spills, and the presence of plastics have already severely altered the marine ecosystems and their biodiversity and, with that, their capability to recover. Today, more than ever, it is essential to take measures to reverse this situation.

There are excellent initiatives that show the direction that both political institutions and civil society must follow to protect and restore marine ecosystems. The present manifesto is a heartfelt appeal to contribute to this cause, supported by two elements that are fundamental to human beings: beauty and our innermost selves.

1. We recognise the insoluble relationship between the oceans and beauty

It would be tough to separate the ocean from beauty. The infinity of colours reflected, the hypnotic movements of its waves, the play of light on the surface, the thousand different types of surf that connect it to the land in magical landscapes, the smell of a sea breeze, the immense power of its storms, the perfection of each and every one of the creatures that live in and from it...

But the ocean's beauty goes further; it has the capacity to evoke deep emotions and states of astonishment. This connection to the beauty of the oceans enriches our spirits, intensifies our humanity and inspires us to protect them.



2. We recognise the huge potential of art to touch and stir our consciences

Wherever there is beauty, there are artists trying to capture it. We are certain that art has the power to influence the conservation of nature. Through creativity and artistic expression, emotions can be created and, with them, people have a greater appreciation, understanding and connection to the natural environment. Artists can inspire others through their works.

Art can be employed as a tool to create awareness about environmental challenges, mobilise people to action and unleash changes in society. We seek committed art. We seek artists who want to change the world.

3. We recognize the need to discover and love in order to conserve

'People protect what they love, but they only love what they understand' (Jacques Cousteau).

We deeply believe and advocate that artistic expression connected to the ocean, in any of art's myriad disciplines (cinema, theatre, photography, painting, sculpture, literature, poetry, music, dance, etc.) is an excellent way of popularising and raising awareness about both the marvels of the ocean and the threats facing it. But even more important: art can influence people's understanding and hearts. That is why we encourage a more widespread use of these works of art to foster the conservation of the oceans.

4. We encourage everyone to experience the ocean first-hand and personally

To convert an initial fascination into a deep and decisive love that can move people to action, one essential step is needed: going to the ocean and experiencing it mindfully. Visiting it and feeling it with your five senses, and learning to incorporate it into life itself. Learning to find beauty in the ocean, learning from this immensity the place that human beings have in nature, and learning the processes that keep it healthy. And, from this global understanding, learn to give it the importance it deserves and has.

Reflect and go to the ocean and dust off everything that makes us humans that is currently covered by stress, the power of appearances, immediacy, and fear.

5. We encourage commitment to ocean conservation

We believe that everybody can get involved in the challenge of recovering our oceans.



In this manifesto, we suggest several ideas to ensure that you fall in love with the ocean and take care of it:

- **Visit it frequently:** go to the ocean often without being in a rush. Every season of the year will reveal different secrets to you. Go to the beaches and cliffs, gaze upon the sea birds, the molluscs sticking to the rocks, and the hypnotic rhythm of the waves.
- **Enjoy it respectfully and sustainably:** stroll along the coast, be a tourist, take photographs, contemplate the sunrises and sunsets, the reflections of the moon, listen to the sounds of animals, the waves and the wind; swim, snorkel, sail, surf, rest.
- **Make this premise your own:** the places where I have been will be better when I leave than when I arrived. Don't hesitate to good-naturedly fix the flaws that other people have caused.
- **Set a good example:** the example is a powerful weapon to raise people's awareness and it is a source of inspiration for whoever sees you.
- **Reveal this message to others:** talk to your friends and family, instil these ideas and values in your children. Don't miss an opportunity to talk whenever you have a receptive listener before you. Acting with a sense of empathy will make your message be received in the best way possible.
- **Support conservation initiatives:** volunteer your time, effort, or money to move forward specific actions that have a positive effect on the oceans. Seek those actions and institutions with which you have the greatest affinity.
- **Ask public and private organisations to use art as a tool for social transformation,** promoting works that call for the conservation of the oceans. Support existing initiatives and encourage organisers to keep up their good work.

This manifesto is a call to joint action for people, artists, and protectors of nature throughout the world, who recognise the vital importance of the oceans and are committed to protecting and conserving it.

Sign this manifesto and join our community that is committed to ocean conservation.

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