 OA Alliance #OAHaiku Campaign for UN World Oceans Day 2024
June, 2024

The **UN World Oceans Day 2024** theme is **Awaken New Depths**:
‘UN WOD 2024 will take us on a journey of discovery through the ocean’s vastness, tapping into the wisdom and expertise of global policy-makers, scientists, managers, thought leaders, and artists to awaken new depths of understanding, compassion, collaboration and commitment for the ocean and all it sustains.’

This **poetry project** is designed to initiate a **new storytelling pathway** for OA Alliance members and partners that inspire emotional connection. The climate-ocean intersection is a meaningful source of inspiration to create poetry. For practitioners, poetry can be a **cathartic opportunity to express emotions (positive or negative) that arise when working in this field**. Additionally, new mediums of expression are a great way of connecting with others on a deeper level.

This campaign is **specifically designed for X**, where the character use is limited, for most users, to 280 characters and users expect messages to be succinct and impactful. We chose to use the **Haiku** because it is a short form type of poetry, and traditionally, haiku are about nature, reflecting insights of a moment in time.

We are inviting you to join us in this campaign and share in ‘Haiku form’ the issues or events in time that have moved, frustrated, motivated or inspired you when working on climate-ocean issues. The campaign will provide an opportunity to access the wisdom, expertise and life experiences that have shaped your contribution to climate-ocean action.

Help us awaken new depths of communication and connection by joining the OA Poetry campaign and celebrate the people working to protect our ocean from the ongoing threats of climate change!
Guidelines and Haiku Building Blocks:

A haiku is a short, unrhymed poem that adheres to a specific three-line, seventeen-syllable format. One of haiku’s defining characteristics is its concise structure. In English, the structure is:

- Line 1: Five syllables
- Line 2: Seven syllables
- Line 3: Five syllables

When creating your own content please don’t include racism, homophobia, misogyny or any form of hate speech.

Here we have a few examples of Haiku writers:

An old silent pond . . .
A frog jumps into the pond, splash! Silence again.

—Matsuo Bashō

Breathe the salty air
Hear the waves caress the shore
Find peace in one’s soul...

— Lanier Thomas


Participation and Release Dates

The OA Alliance is gathering a set of #OAHaikus from personalities across the general ocean conservation sphere. These will be released on 8 June, for UN World Ocean Day on the [Alliance’s X channel](http://www.oaalliance.org).

On 8 June, we will formally launch the campaign by calling on our partners and a general audience to create their own #OAHaiku and release it on X. To be part of the campaign we want you to tag @OA_Alliance and use the hashtag #OAHaiku so that we can promote and make it part of the formal campaign. We also encourage you to tag others you think would be interested in participating or promoting.

[Under this link](http://www.oaalliance.org), you will be able to access several image templates available for you to utilize when posting your #OAHaiku and/or promoting the campaign.

Here you can find other hashtags regularly used by the OA Alliance:

#OceanAcidification #OAAlliance #ClimateOceanActions #ClimateOceanChange #ClimateOceanImpacts #OceanScience #OurChangingOcean #ClimateSolutions #ClimateResilience #WorkingTogether

---

Please don’t hesitate to reach out Juliana Corrales ([Jcorrales@unfoundation.org](mailto:Jcorrales@unfoundation.org)), Communications Lead & Creative Consultant at the OA Alliance with any questions!

[www.oaalliance.org](http://www.oaalliance.org)