

# MARKET YOUR AWARE WEEK EVENTS

Key Links & Support  
Marketing Toolkits



**JOIN US! [PADI.COM/ONEBILLION](https://padi.com/onebillion)**

# OVERVIEW

This action pack supports the "Market Your AWARE Week Event" webinar, available to view [here](#) from 1st September.

Contained in this guide you will find all the links and support resources mentioned in the webinar.

1. Recap: Plan Your AWARE Week
2. Conservation Activities Locator
3. Bespoke Listing Form
4. AWARE Week 2021 Toolkit
5. Share Your Story

If you have any questions, please contact the AWARE Team at [information@padiaware.org](mailto:information@padiaware.org).

## **Recap: Plan Your AWARE Week**

Find a recording of the previous webinar "Plan Your AWARE Week Event" plus a copy of the presentation and an Action & Planning Guide [here](#).

## **Conservation Activities Locator**

The Conservation Activities Locator is designed to be a global search engine for fins on and fins off marine conservation action. It is only available to PADI Dive Centers, Resorts and Professionals.

You can view the Conservation Activities Locator as a diver would be visiting [Padi.com/savetheocean](https://padi.com/savetheocean)

You can learn more about which activities to add and how by visiting [padi.com/listnow](https://padi.com/listnow). Here you will also find a [step-by-step guide](#) to listing events which includes a [walk-through video](#).

To begin listing your events, please visit [business.padi.com](https://business.padi.com). You will need to login using your PADI Store or Pro account.

## **Bespoke Listing Form**

You can always create your own activities using the links above. If you would like to save yourself time and ensure that your listings stand out from the crowd, please feel free to make use of our bespoke listing service.

This service allows you to share the basics of your activities with our content team, and have them built on your behalf. It is especially useful if you have a week's worth of similar events and do not have the time to create multiple listings.

This form will take up to 15 minutes to complete. To begin, [click here](#).

## **AWARE Week 2021 Toolkit**

The AWARE Week 2021 Toolkit contains social graphics and web banners to help you spread the word about AWARE Week and what actions you are taking to advance the conservation strategy.

Click on each link below to open each design in [Canva](#) in order to personalize each graphic (add your own images and/or logo), or [click here](#) to download all designs in one go without editing.

If you are opening designs in Canva, please ensure you are already logged into your Canva account before clicking the links below. This will allow them to automatically open within your account.

### **Social**

- [Instagram Story "For AWARE Week We Are"](#)
- [Instagram Story template](#)
- [Homepage Hero Images](#)
- [AWARE Week Facebook Promo](#)
- [AWARE Week Instagram Post Promo](#)
- [AWARE Week Instagram Story Promo](#)

### **Web**

- [Email Signature](#)
- [Horizontal Website Banners](#)
- [Vertical Website Banners](#)

### **Share Your Story**

Tag @padi and @padiaware on your social media stories and posts and use the following hashtag to tell us your conservation stories and be featured in our social media posts and celebratory photo albums!

#AWAREWeek #SaveTheOcean #DiveAgainstDebris

#LocalActionGlobalImpact #EveryDiveaSurveyDive

## **Suggested PR/Website AWARE Week Messaging**

We're part of the fourth annual AWARE Week! From 18-26 September 2021, we will lead or take part in conservation activities and courses focused on local action for global impact. The global event will mobilize the PADI Torchbearer community to advance the PADI's Conservation Blueprint that charts a decade of Ocean Action for a more sustainable ocean future.

PADI's Conservation Blueprint for Ocean Action commits to actions that combat marine debris, climate change, help create marine protected areas and protect vulnerable species driving underwater citizen science, public policy and conservation education.

During AWARE Week, we will support the protection of the ocean and the Conservation Blueprint through *(select relevant to what you've organised)*:

- The flagship citizen science program, Dive Against Debris®, making Every Dive a Survey Dive during AWARE Week and beyond.
- AWARE specialty courses teaching the importance of a clean and healthy ocean.
- Fuelling the Conservation Blueprint through (choose relevant to what you've organised) fundraising, donating or committing to the 100% AWARE Partnership.

PADI AWARE Foundation is a publicly funded charity and relies on generous individual donors. Consider donating to or supporting our fundraiser (link to your challenge) for PADI AWARE to enhance their conservation strategy and bring positive change for our ocean.

You will find all our conservation actions and courses on PADI's Conservation Activities Locator. Become a PADI Torchbearer and make a difference for the ocean this AWARE Week 2021 with us!

## Suggested Social Media Messaging

#AWAREweek is back! ☑☑ This AWARE Week, 18-26 September, we will support @padiaware advancing the Conservation Blueprint by leading or taking part in conservation activities and courses to bring local and global impact.

@PADI #LocalActionGlobalImpact #SaveTheOcean

Did you know? The #ProjectAWARE specialty helps you take responsibility for ocean health. This @PADI ocean-focused Specialty Course is perfect for anyone interested in ocean conservation and you can take it from home and online.

Take the specialty and make a difference with us!

#10Tips4Divers #SaveTheOcean

We're part of the @PADI Torchbearer movement to achieve balance between humanity and the ocean. This #AWAREWeek, join us to heal the planet above and below the surface. #SavetheOcean

#LocalActionGlobalImpact

This #AWAREWeek, we're taking local action for global ocean impact. Join us in one of our conservation activities:

*(list of AWARE Week activities)* Example:

- #DiveAgainstDebris at *(place)* on *(date)*
- Support our fundraiser for PADI AWARE
- Get one of the AWARE specialties

Find out how you can make an #AWAREImpact with us!

#LocalActionGlobalImpact #TeamOcean

#AWAREWeek 2021 is all about advancing @PADI Blueprint for Ocean Action. In the next decade, PADI and PADI AWARE will work together to achieve their blueprint for #OceanAction, supporting the United Nations #OceanDecade and #SDGs, which include:

- Rid the oceans of debris
- Multiply the number of MPAs
- Protect vulnerable marine species
- Accelerate coral reef recovery
- Reduce carbon footprint of the diving industry

As PADI Dive Center/Torchbearers, we fully support their conservation work and all our #AWAREWeek activities are focused on helping them. Join us to make a difference for the ocean!

#LocalActionGlobalImpact #SavetheOcean #SDG14

@PADI and @padiaware established the PADI Blueprint for Ocean Action, joining the supporting United Nations #OceanDecade to achieve the #SDGs, specifically supporting the implementation of #SDG14 – Life Below Water. We support PADI's Pillars of Change by leading by example in local action for global ocean impact, driving towards the vision to achieve balance between humanity and the ocean.

#LocalActionGlobalImpact #SavetheOcean #SDG14 #AWAREImpact

We are excited and proud to support PADI's Blueprint to #SavetheOcean!

We are committed to *(select options relevant to you)*

- #DiveAgainstDebris and make #EveryDiveaSurveyDive by collecting and reporting marine debris data,
- Fundraise for PADI AWARE to play a vital role in advancing their programs that save the ocean,
- We're a 100% AWARE partner, making a difference with every certification issued.

Join us and start making a difference for the ocean with us!

#LocalActionGlobalImpact #AWAREImpact #TeamOcean

@PADI AWARE Foundation is a non-profit, public charity that drives global ocean conservation through local action. By expanding and building new conservation programs, activist movements, public outreach, courses, and partnerships that address key ocean threats across the planet, the PADI AWARE Foundation will strengthen PADI's commitment to #SaveTheOcean and play a pivotal role in addressing key threats facing the marine environment including climate change, marine habitat loss and vulnerable species protection.

The foundation relies on individuals to achieve balance between humanity and the ocean. Donate or support our fundraiser to help fund solutions to the key threats the ocean faces and support their conservation work!

[www.padi.com/aware](http://www.padi.com/aware)

#LocalActionGlobalImpact#AWAREImpact #TeamOcean

PADI AWARE Foundation™ is an accredited global charity with a mission to drive local action for global ocean conservation. We support their mission by taking conservation actions that heal and protect the ocean planet both above and below the surface, further elevating and supporting the vision to achieve balance between humanity and ocean.

With our help, @PADI AWARE will leverage the collective influence of divers and the dive industry to address key threats facing the marine environment including climate change, marine habitat loss and vulnerable species protection.

Support their mission!

[www.padi.com/aware](http://www.padi.com/aware)

#LocalActionGlobalImpact#AWAREImpact #TeamOcean