



An Ocean Without Mysteries

BRAZILIANS' RELATIONSHIP WITH THE OCEAN
EVOLUTION OF SCENARIOS | 2022-2025



CONEXÃO
OCEANO
COMUNICAR. ENGAJAR. PROTEGER.

AN INITIATIVE:

Fundação
GrupoBoticário



IN COOPERATION:



This publication is part of the “**An Ocean without Mysteries**” collection, developed within the scope of “**Ocean Connection**,” an initiative of Boticário Group Foundation for Nature Protection dedicated to popularizing the importance of the ocean and its ecosystems. This study was developed in cooperation with UNESCO, Maré de Ciência, and the Federal University of São Paulo (UNIFESP), with research commissioned and conducted by Zoom Inteligência em Pesquisas.

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2025

PRESENTATION

The ocean is changing, and so are Brazilians.

Paradise beaches, a sea of opportunities. But what is the real connection of Brazilians with the immense universe hidden beyond the sand?

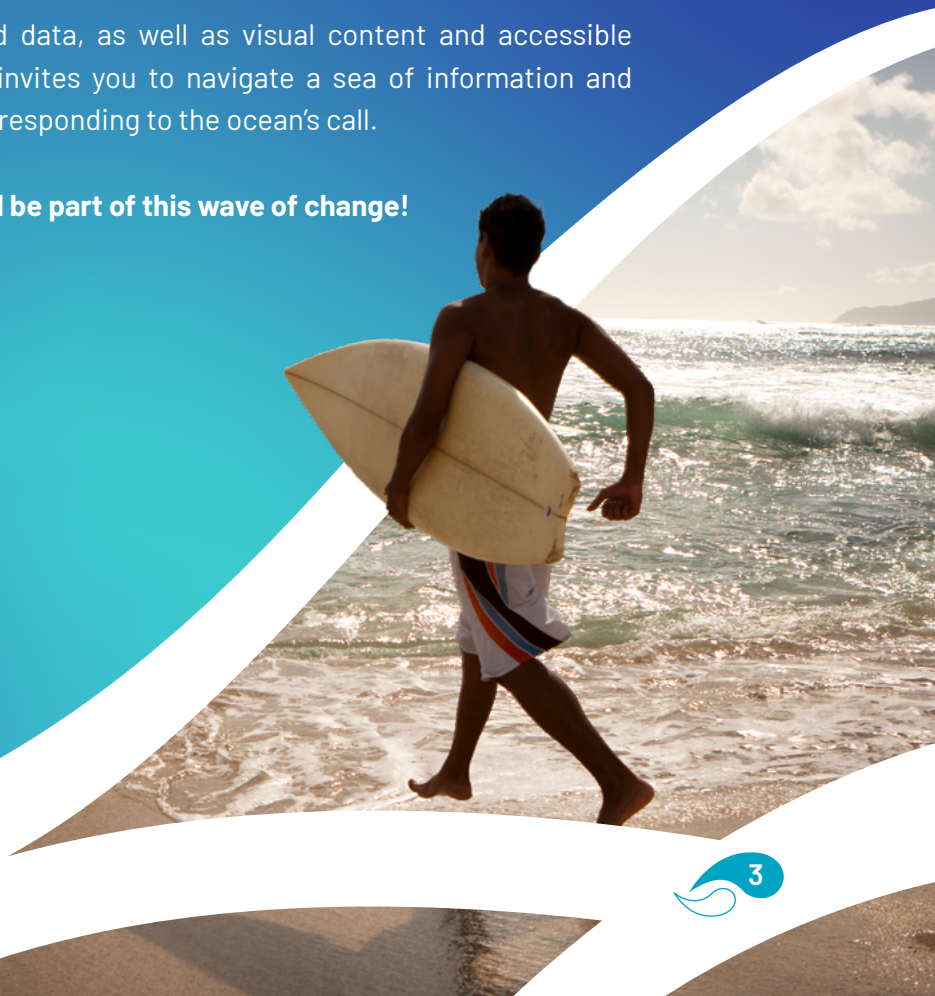
In 2022, the Boticario Group Foundation for Nature Protection, in partnership with UNESCO and the Federal University of São Paulo (UNIFESP), began a deep dive to understand Brazilians' relationship with the ocean. Now, in 2025, during the Ocean Decade, the second edition of the research "An Ocean Without Mysteries - Brazilians' Relationship with the Ocean: Evolution of Scenarios (2022-2025)" **presents a new portrait of this connection, comparing scenarios and offering unprecedented information about the interaction between ocean and climate.**

Discover:

- 🧠 What is Brazilians' willingness to change habits for the ocean's benefit?
- 🧠 Does the population understand the relationship between the marine environment and climate change?
- 🧠 How do people perceive the ocean's impacts on their lives and vice versa?

With updated and analyzed data, as well as visual content and accessible language, this publication invites you to navigate a sea of information and discover how Brazilians are responding to the ocean's call.

Explore the publication and be part of this wave of change!



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SECOND WAVE

As a continuation of the 2022 study, this research evaluates the status of Ocean Literacy in Brazil and analyses how society's daily life is connected to the ocean. This edition adopted the same methodology as the previous research to enable data comparison.

GET TO KNOW THE STUDY



METHODOLOGY



Research type: Quantitative

Target audience: Adult population, men and women of all socioeconomic classes, across the 5 geographical regions of Brazil

Sample: 2,000 interviews

Margin of error: 2.2%, with a 95% confidence level

Technique: Face-to-face interviews

Collection period: February 19, 2025 to April 7, 2025

Instrument: Semi-structured questionnaire, with open and closed questions.

Indicator: Top2Box was adopted for interpreting rating scales, summing the two highest scores from valid responses

Contracted institute: Zoom Inteligência em Pesquisas

GET TO KNOW THE QUESTIONNAIRE



PREMISES

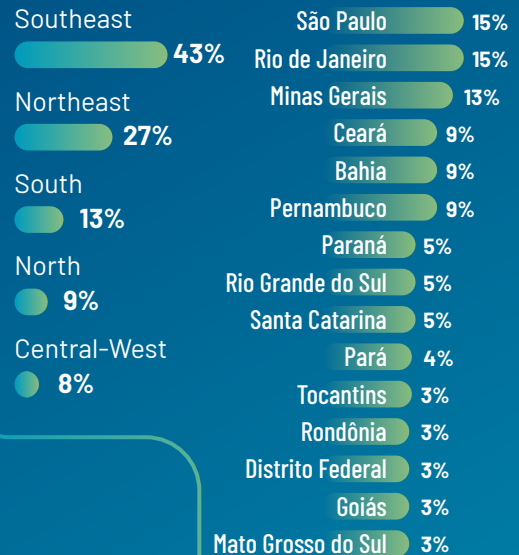


Follow the same methodological standard, considering the country's sociodemographic characteristics, encompassing all regions, cities of different sizes, coastal and inland, and gender balance, schooling, and social profile.

SAMPLE PROFILE



14 States from the 5 regions* + Federal District



LEGEND

- 38 municipalities surveyed **
- 62% live in capital cities
- 41% live in coastal cities
- 61% live in cities up to 150 km from the sea, including coastal ones

GENDER

52% Women

46% Men

2% NON-BINARY / DID NOT INFORM

AGE GROUP

average of 42 years,
with interviewees between
18 and 86 years

76% have children

AVERAGE MONTHLY INCOME

R\$ 5.523,00 | US\$ 968,43 (family)

R\$ 1.841,00 | US\$ 322,81 (per capita*)

4% say they work in an activity
related to the sea

*considering an average of three people
per household and dollar at R\$ 5,703

Base: 2,000
interviewees.

EDUCATION

Up to Elementary School completed 28%

Up to High School completed 54%

College degree or more 18%


Base: 2,000
interviewees.

*The regional distribution of interviews reflected Brazil's population distribution. The sample profile is the same as the survey conducted in 2022.

**Bahia (Porto Seguro, Salvador and Vitória da Conquista); Ceará (Acarau, Fortaleza and Juazeiro do Norte); Distrito Federal (Brasília); Goiás (Goiânia and Rio Verde); Mato Grosso do Sul (Campo Grande and Dourados); Minas Gerais (Belo Horizonte and Uberaba); Paraná (Curitiba, Maringá and Paranaguá); Pará (Belém, Salinópolis and Santarém); Pernambuco (Ipojuca, Petrolina and Recife); Rio de Janeiro (Macaé, Nova Friburgo and Rio de Janeiro); Rio Grande do Sul (Pelotas, Porto Alegre and Rio Grande); Rondônia (Ji-Paraná and Porto Velho); Santa Catarina (Chapeco, Florianópolis and Itajaí); São Paulo (Santos, São José do Rio Preto and São Paulo); Tocantins (Araguaína and Palmas).

TIDE OF EMOTIONS

In 2025, we investigated another aspect of Brazilians' relationship with the ocean. Instead of focusing on memories, we sought to understand the emotional connection people have with the sea.

 **80% reported a positive emotion towards the ocean**

 **8% reported a negative emotion**

 **13% Impressed**

 **24% Calm**

 **12% Curious**

11% Grateful 

10% Excited 

8% Fearful 

8% Connected 

"WHICH OF THESE EMOTIONS DO YOU FEEL MOST WHEN YOU THINK OF THE OCEAN?"

Base: 2,000 interviewees.
Stimulated responses.

(UN)KNOWN ENVIRONMENTS

While visits to marine environments remained stable between the 2022 and 2025 samples, interviewees' knowledge varied, reaching a difference of 23 percentage points (p.p.) in relation to restingas, for example. It is not possible to conclude that the population's knowledge decreased, but this is a new characteristic of the sample considered throughout the study.



Dunes

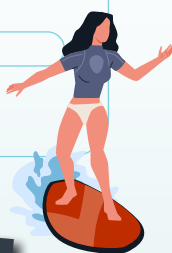
Sand mounds formed by the wind.

69% know

(-16 p.p. vs. 2022)

61% have never visited

(+2 p.p. vs. 2022)



Rocky Shores

An area with rocks, constantly impacted by waves. It appears at the tip of the beaches, where the strip of sands ends.

62% know

(-12 p.p. vs. 2022)

54% have never visited

(+1 p.p. vs. 2022)



Cliffs

Mountains or walls that form on the coast and usually end in the sea.

47% know

(-13 p.p. vs. 2022)

78% have never visited

(+1 p.p. vs. 2022)



Coral Reefs

Clusters of coral species, other animals, and seaweed.

62% know

(-18 p.p. vs. 2022)

77% have never visited

(+2 p.p. vs. 2022)





Bays and Estuaries

Areas along the coast where a river joins the sea.

56% know

(-12 p.p. vs. 2022)

69% have never visited

(+1 p.p. vs. 2022)



Mangroves

A region close to the sea with trees that are able to withstand the tides and the salty water.

69% know

(-14 p.p. vs. 2022)

61% have never visited

(+3 p.p. vs. 2022)

Sand strips bathed by the sea.

100% know

(= 2022)

12% have never visited

(+2 p.p. vs. 2022)



Beaches



Sandbanks Vegetation

Plant formations that settle on sandy soils in the coastal plain region.

40% know

(-23 p.p. vs. 2022)

80% have never visited

(+8 p.p. vs. 2022)

Do you know that low-lying vegetation with shrubs between the street and the beach? That's the sandbank vegetation! Part of the Atlantic Forest biome, it stretches along almost 5,000 kilometers of the Brazilian coast, covering 79% of the coastline. This extremely important ecosystem helps to contain wave advance and coastal erosion and provides shelter for many birds. Protecting and restoring it is a true **Nature-Based Solution**, just like protecting coral reefs and mangroves, which also offer coastal protection against climate change!

The **South and Northeast** regions showed greater familiarity with marine environments. When asked about ecosystems they knew and had visited, respondents from the South surpassed the national average for **beaches** (96%), **dunes** (62%), **rocky shores** (61%), **bays and estuaries** (44%), **sandbank vegetation** (33%) and **cliffs** (30%). Northeasterners, on the other hand, stood out regarding **beaches** (97%), **mangroves** (50%) and **dunes** (46%).

The **North region**, however, showed lower levels of knowledge and visitation than the national average in 8 environments: **beaches** (59%), **dunes** (27%), **mangroves** (26%), **rocky shores** (23%), **bays and estuaries** (14%), **coral reefs** (12%), **sandbank vegetation** (7%) and **cliffs** (7%).



What do you do when you are by the sea? What habits do you adopt in your daily life when you are away from the beach? Check if your answers match the Brazilians' profile

SEASIDE ACTIVITIES

- 1 **Take a sea bath** 47%
(-4 p.p. vs. 2022)
- 2 **Walk on the beach** 26%
(-6 p.p. vs. 2022)
- 3 **Admire the sea** 17%
(+2 p.p. vs. 2022)

Base: 2,000 interviewees.
Multiple and spontaneous response.

Between 2022 and 2025, three trends emerged: while sunbathing and enjoying local gastronomy declined, ocean contemplation showed a slight but notable increase, standing out among the most mentioned practices. Among the sports practiced on the beach, running increased by 14 percentage points (p.p.), emphasizing the popularization of the modality in recent years.



- 4 **Practice sport** 17%
(= 2022)
- 5 **Enjoy local gastronomy** 10%
(-9 p.p. vs. 2022)
- 6 **Sunbathe** 10%
(-10 p.p. vs. 2022).

Base: 2,000 interviewees.
Multiple and spontaneous response.

- A **Soccer** 44%
(-3 p.p. vs. 2022)*
- B **Running** 23%
(+14 p.p. vs. 2022)*
- C **Volleyball** 20%
(-1 p.p. vs. 2022)*
- D **Footvolley** 13%
(+7 p.p. vs. 2022)*
- E **Surfing** 8%
(-3 p.p. vs. 2022)*

* Multiple and spontaneous response among the 344 interviewees who say they practice sports.



Do you want to learn more about sports practice along the Brazilian coast (available only in Portuguese)? Discover the results of "Ocean without Mysteries: Health and Well-being by the Sea", a survey conducted with athletes along the Brazilian coast.

ACCESS

(ONLY PORTUGUESE)



SUSTAINABLE HABITS THAT ARE ALWAYS OR FREQUENTLY ADOPTED BY INTERVIEWEES

- Responsible tourism** 70%
(+2 p.p. vs. 2022)
- Conscious consumption** 47%
(-1 p.p. vs. 2022)
- Renewable energy** 43%
(+17 p.p. vs. 2022)
- Avoid single-use plastic** 42%
(-5 p.p. vs. 2022)
- Inform themselves about the ocean** 27%
(-6 p.p. vs. 2022)

Base: 2,000 interviewees.
Single and stimulated response.

Renewable energy is on the rise. While some habits routinely adopted by Brazilians had minor variations within the margin of error between 2022 and 2025, the use of renewable energy by Brazilians emerged as the habit with the largest increase. According to the National Energy Balance, in 2023, 49.1% of Brazil's energy consumption came from renewable sources, such as solar, wind, and biomass.

The search for ocean-related information decreased by 6 percentage points (p.p.), possibly reflecting the knowledge about marine ecosystems within the interviewed group.



AN OCEAN WITHOUT MYSTERIES

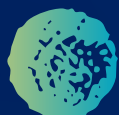
SOCIETY IN TRANSFORMATION

In three years, Brazilians' willingness to change habits in favor of the ocean **increased by 5.4 percentage points (p.p.)**. A step forward in awareness and commitment to the ocean cause.



87.6% of Brazilians are willing to change habits for the ocean (vs. 82.2% in 2022), representing an increase of 11.48 million people. However, only **7%** - equivalent to **14.8 million Brazilians** - reported participating in some marine conservation activity in the past 12 months.

The data revealed increased concern for ocean conservation, but practical actions require further encouragement.



From 0 to 10, how willing would you be to change your habits for the good of the ocean?

Average 8.6 (+0.3 p.p. vs. 2022)

0 to 6 → 12.4% (-5.3 p.p. vs. 2022)

7 and 8 → 23.8% (-1.0 p.p. vs. 2022)

9 and 10 → 63.8% (+6.4 p.p. vs. 2022)

→ **87,6%** willing to change habits

Base: 1,963 interviewees.
Stimulated and single response

What role would you be willing to take on for the ocean?

60% Supporter, as a dissemination agent (+3 p.p. vs. 2022)

24% Active, as an agent of change, "getting their hands dirty" (-1.0 p.p. vs. 2022)

14% None (-3 p.p. vs. 2022)

3% Don't know (+2 p.p. vs. 2022)

Base: 2,000 interviewees.
Stimulated and single response.

Have you participated in any ocean conservation activity in the last 12 months?*

93% No

7% Yes

Among the 7% who participated in conservation activities, more than 80% have completed high school or higher education, suggesting a relationship between education level and active participation in ocean conservation.

32% Litter collection action

11% Participation in a lecture

7% Activity at school or university

6% Recycling activity

5% Care and preservation action

Base: 2,000 interviewees. Single response.

* Question asked for the first time in 2025.



IMPACTS

While minor variations related to the ocean's impacts on Brazilians' lives and vice versa (within the margin of error), the changes between 2022 and 2025 warrant attention.



How does the ocean impact your life?

49% directly (-1 p.p. vs. 2022)

19% indirectly (-2 p.p. vs. 2022)

29% no impact (+3 p.p. vs. 2022)

3% don't know (= 2022)

The most significant perceived impacts were on **food (20%), water (14%), quality of life and well-being (14%), climate change (14%), and global warming (14%)**. In 2022, only pollution (14%) and food (12%) were the most mentioned, indicating a broader awareness of ocean connections in 2025.



And how do you impact the ocean?

30% directly (-4 p.p. vs. 2022)

23% indirectly (-1 p.p. vs. 2022)

44% no impact (+4 p.p. vs. 2022)

3% don't know (+1 p.p. vs. 2022)

The most frequently cited impacts relate to pollution: **waste disposal (30%), pollution (29%), packaging (8%), recycling (8%), consumption (8%), and waste generation (7%)**. **Global warming (6%) and water consumption (6%)** were also among the most mentioned topics.



Do you think the ocean and its ecosystems suffer threats or risks?

84% Yes

13% No

3% don't know

* Question asked for the first time in 2025.

Most Brazilians acknowledge the vulnerability of the coastal-marine environment and the risks it faces. The main threats mentioned were pollution - **noise, solid waste, liquid waste, among others (40%), climate change effects - acidification, temperature increase, sea level rise, and coastal erosion (22%), biodiversity loss (13%), irresponsible tourism (13%), and urban growth/ real estate speculation (11%)**.

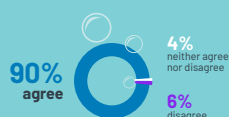


TRUTHS ABOUT THE OCEAN

The 2025 edition presented new statements related to the ocean to access public knowledge. Check out what Brazilians say. And you, agree or disagree?



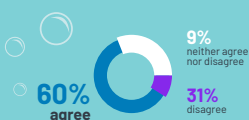
Sea level rise is a real threat to coastal cities.



Sea level is rising rapidly.

The annual rate more than doubled in the last decade, reaching **0.48 cm**. Projections indicate a **18 to 77 cm increase by 2100**, posing a significant threat to coastal cities.¹

Men have more opportunities in sea-related activities than women.



In Brazil, **women comprise 49% of professional fishermen**, exceeding men in five states. However, in marine sciences, **women represent 54% of graduates but only 28% of faculty**, highlighting career barriers.²

The ocean has no relation to global climate and weather conditions.



The ocean controls global climate and weather patterns.

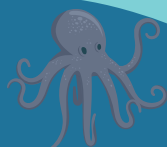
It absorbs and distributes heat via currents, **influencing rainfall, cold fronts, and hurricanes**. The 2024 tragedy in Rio Grande do Sul is an example: an **overheated ocean** altered climate dynamics.

The ocean is currently in a healthy and balanced state.

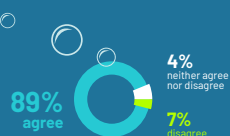


The ocean is in crisis.

Overfishing and plastic pollution are increasing. Since 1970, human actions have resulted in a **20-35% loss of coastal ecosystems**.³



Ocean education should be part of the school curriculum.



Nearly **9 in 10 Brazilians (89%) agree** that ocean education should be part of the school curriculum. This signals a strong society backing for this initiative.

Strongest support

Higher education levels and proximity to the sea are key factors driving support:

- Individuals with high school or higher education demonstrate significantly higher support (6% to 9% more). A stronger understanding of the importance of knowledge influences their valuing the education of future generations.
- Individuals living up to 150 km from the coast also demonstrate higher support (approximately 5% more). Living near the ocean reinforces the perceived need for ocean literacy.

The widespread support aligns with initiatives like the **"Blue Curriculum."** In 2025, Brazil's formal commitment to implementing the Blue Curriculum represents a **pioneering step in global ocean literacy efforts**.

The research highlights the most effective ways to connect students to the ocean:

- **Field activities:** 45%
- **Lectures:** 37%
- **Science fairs:** 32%

This shows that Brazilians value **practical experiences and direct interaction** to learn about the sea.

¹State of the Global Climate, 2023, World Meteorological Organization (WMO)

²SISRGP (General Registry of Fishing Activity) Consultation Panel, 2023, Ministry of Fisheries and Aquaculture, LIPPI, Adriana. Women in Marine Sciences: case study on the field and on postgraduate programs in Brazil. Dissertation (Interdisciplinary Master in Marine Science and Technology) - UNIFESP, Instituto do Mar, Santos, 2024

³State of the Ocean Report* (IOC-UNESCO, 2024), available at: <https://www.ioc.unesco.org/en/istor>

OCEAN AND CLIMATE

The interdependence of Ocean and Climate is widely recognized by Brazilian society.

67% agree that the ocean is connected to meteorological and climatic conditions.

9 out of 10 Brazilians believe that sea level rise – a consequence of climate change – poses a real threat to coastal cities.

Climate change is identified as one of the main threats to marine ecosystems. Brazilians perceive the impact of ocean-related natural disasters, exacerbated by global warming, on their lives.

This edition includes new questions to understand Brazilians' understanding of this relationship.

9 out of 10 Brazilians say they believe in climate change.

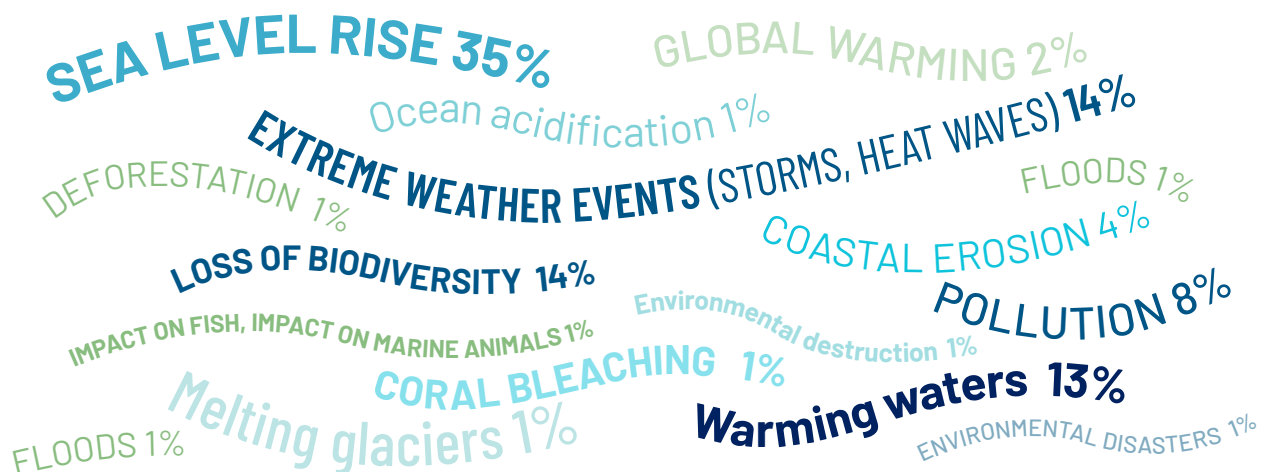
44% seek information about climate change and its impacts, while 34% rarely or never do so. In the South region, this figure rises to 56%.

55% report being extremely or very concerned about climate change, while 14% express little or no concern.

Levels of concern varies regionally, with the **South (60%)** and **Southeast (59%)** showing the highest concern, while **19% of the Northeast and North regions** express little or no concern.



1/3 of the population identifies sea level rise as one of the main impacts of climate change on the ocean; 30% are unable to identify any climate impact on the ocean. The main impacts identified:



SHARE





TRUTHS ABOUT THE OCEAN-CLIMATE RELATIONSHIP



Warming ocean waters influence extreme climate events on the continent, such as droughts, hurricanes, and floods in urban and rural areas.

85% Agree

8% Neither agree nor disagree

7% Disagree

A “feverish ocean,” which persists with temperatures 0.5°C to 0.7°C above the historical average since March 2023, fuels extreme climate events, intensifying hurricanes, droughts, and floods, and impacting millions of people.



Forest fires have no relation to ocean conditions.

38% Agree

11% Neither agree nor disagree

51% Disagree

Record ocean warming between 2023 and 2024 exacerbated the Amazon’s historical drought, leading to increased wildfires. The affected areas were equivalent in size to Ireland and Belgium in the Amazon and to Denmark in the Cerrado.



I believe that sea level is rising.

88% Agree

5% Neither agree nor disagree

7% Disagree

Global sea level has risen 20 cm since 1901, with a 9.4 cm increase since 1993, according to IPCC and NASA data. Glacier melt and thermal expansion of water, driven by global warming, threaten widespread coastal flooding.



The reconstruction of coastal areas affected by extreme climate events generates high costs for the government and society.

77% Agree

9% Neither agree nor disagree

14% Disagree

Climate-related disasters in Brazil increased 2.5 times fold between the 1990s (6,523 events) and 2020-2023 (16,306), requiring high investments in recovery efforts.



The conservation and restoration of marine ecosystems is a Nature-Based Solution to extreme climate events

80% Agree

11% Neither agree nor disagree

9% Disagree

Nature-Based Solutions

The recovery and conservation of marine ecosystems, such as mangroves, coral reefs, and restingas, are strategies to mitigate the impacts of extreme events driven by climate change. Nature itself offers solutions that can be combined with urban planning strategies to address coastal erosion, floods, and sea level rise, for example.

Which of these actions are most important to protect coastal cities?

Creation/recovery of green areas in urbanized areas to absorb floods



Environmental education activities



Conservation/restoration of restingas, dunes, mangroves, and coral reefs



Investment in research and development



Construction of coastal protection systems (such as dikes, containment barriers, and walls, for example)





WEALTH FROM THE SEA

Knowledge about the terms **Sea Economy** or **Blue Economy** remained practically the same between 2022 and 2025, with a large amount of the population unfamiliar with these concepts.

87% unfamiliar

(+1 p.p. vs. 2022)

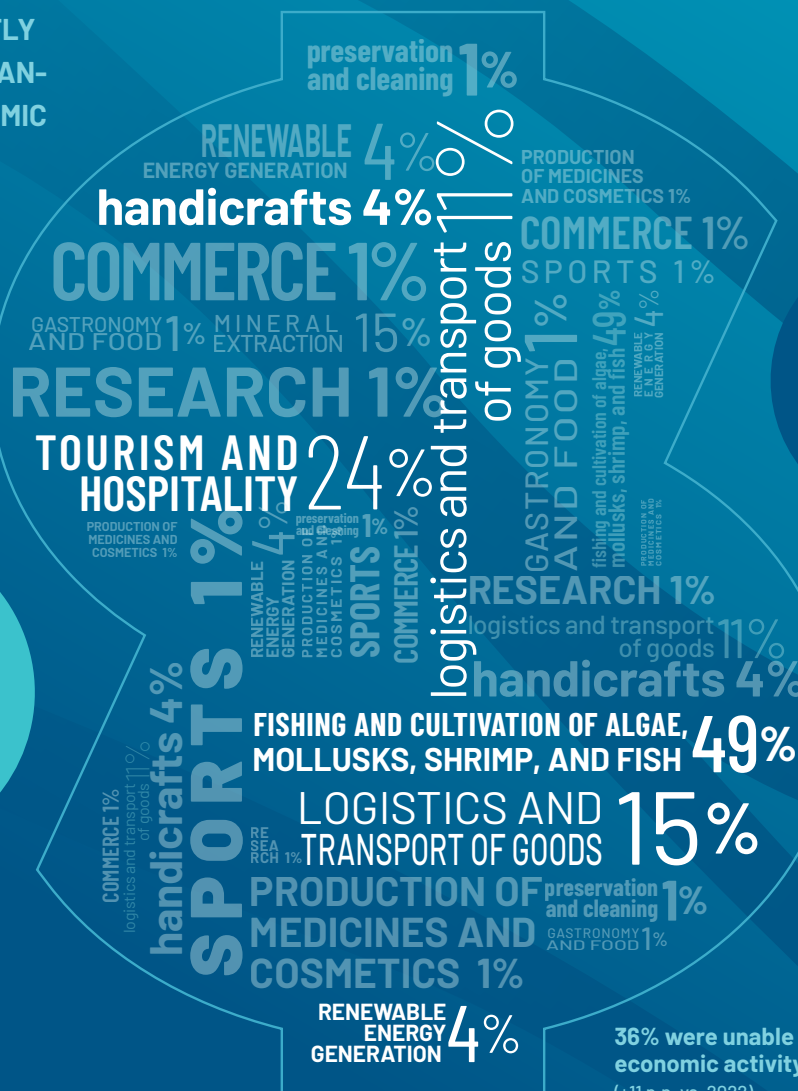
12% heard of the terms

(-1 p.p. vs. 2022)

1% know them well

(= 2022)

MOST FREQUENTLY MENTIONED OCEAN-RELATED ECONOMIC ACTIVITIES



Sea Economy

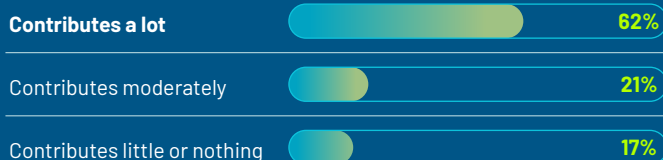
Encompasses all economic activities directly influenced by the coastal-marine environment or utilizing ocean resources.

Blue Economy

Includes activities that make sustainable use of the seas.

36% were unable to identify an economic activity related to the ocean
(+11 p.p. vs. 2022)

How do you evaluate the Ocean's contribution to Brazil's economy?*



*Comparison with 2022 was impossible due to scale change

19% of Brazil's GDP originates from the sea

Source: Interministerial Commission for Sea Resources

OCEAN DECADE, HALFWAY THROUGH

From 2021 to 2030, the UN invites the whole world to unite for ocean sustainability. The **Ocean Decade - or Decade of Ocean Science for Sustainable Development** - seeks to engage all sectors of society in favor of the ocean cause.



**2021
2030** United Nations Decade
of Ocean Science
for Sustainable Development

Between 2022 and 2025, awareness of the **Ocean Decade among Brazilians increased by 4 percentage points (p.p.)**, within the margin of error. While the perception of the action's effectiveness decreased (-6 p.p.), overall evaluation remains positive (**average of 8.4**).



11% of Brazilians are aware about the Ocean Decade (+4 p.p. vs. 2022)

89% do not know about the global movement (-4 p.p. vs. 2022)



From 0 to 10, how do you evaluate this initiative?
Average 8.4 (-0.1 vs. 2022)



78% believe that the Ocean Decade will yield tangible results for ocean conservation (-6 p.p. vs. 2022)

BRAZILIANS WERE ALSO ASKED **WHICH ENTITIES SHOULD TAKE GREATER ACTION TO ADDRESS OCEAN THREATS:**

69% Government / Public Sector

62% Society / General Population

28% Private Sector / Companies

21% Media / Press / Communication Means

19% Local Communities

18% Schools / Universities / Educational Institutions

17% NGOs / Non-Profit Organizations

13% UN

1% Did not know how to inform

SOME FINDINGS

80% of respondents reported positive emotions towards the ocean.



44% of Brazilians believe **their actions have no impact** on the ocean



43% of Brazilians use some form of renewable energy (+17 p.p. vs. 2022).



87,6% of Brazilians are willing to **change habits for the ocean's benefit** (vs. 82.2% em 2022).



84% recognize the ocean and its ecosystems are **under threat or risk**.



68% believe the ocean directly or indirectly impacts their lives.



Only 7% reported **participating in marine conservation activities** in the past 12 months.



60% agree that **men have more opportunities** in sea-related activities than women.



90% agree that sea **level rise is a real threat to coastal cities**.



89% support the **inclusion of ocean education** in school curriculum.



9 out of 10 Brazilians believe in climate change.



85% agree that the **warming of ocean waters influences extreme weather events** on the continent.

55% expressed **extremely or very high concern about climate change**, while 14% expressed little or no concern.



87% are unfamiliar of the terms **Blue Economy and Sea Economy**.



36% are **unable to identify** an ocean-related economic activity (+11 p.p. vs. 2022).



A DEEP DIVE OF KNOWLEDGE

Explore more publications from the “An Ocean Without Mysteries” collection, learn more about the ocean, and get involved in practical actions for the marine ecosystem!

UNVEILING MANGROVES (ONLY PORTUGUESE)



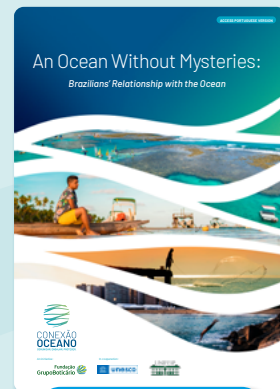
ACCESS

UNVEILING CORAL REEFS (ONLY PORTUGUESE)



ACCESS

BRAZILIANS' RELATIONSHIP WITH THE SEA (2022) (ENGLISH VERSION)



ACCESS

BUILDING BLUE CITIES (ONLY PORTUGUESE)



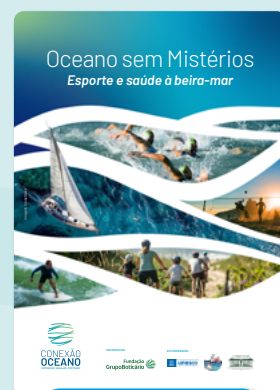
ACCESS

BLUE CARBON FROM MANGROVES (ONLY PORTUGUESE)



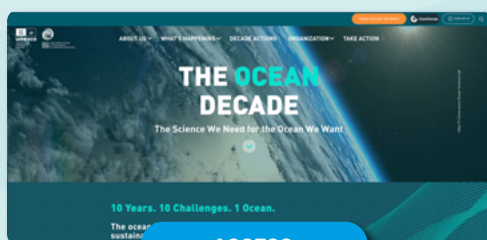
ACCESS

SPORT AND HEALTH BY THE SEA (ONLY PORTUGUESE)



ACCESS

ABOUT THE OCEAN DECADE



ACCESS



BOTICÁRIO GROUP FOUNDATION FOR NATURE PROTECTION

The conservation of the marine ecosystem has been one of the priorities of the Boticário Group Foundation for Nature Protection throughout its history. In the last 35 years, about 25% of the values donated to projects were allocated to initiatives aimed at the conservation of marine environments – a significant volume compared to worldwide funding for marine studies, which, on average, does not exceed 4%, according to UNESCO. With a focus on society's adaptation to climate change, especially in relation to water security and coastal protection, the institution works to ensure that biodiversity conservation is prioritized in all sectors. Aligned with the UN Sustainable Development Goals, it considers that nature is the basis for the country's social and economic development.



OCEAN CONNECTION

Ocean Connection is an initiative of the Boticário Group Foundation for Nature Protection created in 2019 with the objective of stimulating communication for different audiences about the importance of conserving marine and coastal environments. Aligned with the Ocean Decade, it is a platform for connection with opinion makers, researchers, and representatives of public and private entities, which promotes and develops events, activations, publications, and content for the press and social networks. Throughout its trajectory, Ocean Connection has already engaged and sensitized thousands of people about the ocean cause.

IN COOPERATION



UNESCO

The UNESCO Representation in Brazil aims to support the formulation and implementation of public policies that are in line with the strategies defined by Member States at UNESCO General Conferences. The Organization promotes this action through technical cooperation projects, carried out in partnership with governmental bodies and civil society sectors, whenever these projects contribute to public policies focused on sustainable development in UNESCO's areas of expertise.



UNIFESP

The Federal University of São Paulo (UNIFESP) is a public institution of higher education widely recognized for its academic excellence, the training of highly qualified professionals, the production of knowledge, and the promotion of social development. At the Baixada Santista Campus, courses focused on Health and Marine Sciences stand out, which drive projects of great national and international relevance in these areas. Among them, the Maré de Ciência Program stands out, which promotes the dissemination of ocean culture to the entire society, connecting local actions to the global challenges proposed by the UN 2030 Agenda.



CONEXÃO
OCEANO
COMUNICAR. ENGAJAR. PROTEGER.

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