



EARTHECHO
INTERNATIONAL

**OceanEcho 30x30 Fellowship - California
JOB DESCRIPTION**

POSITION: OceanEcho 30x30 Fellowship

SUPERVISOR: Associate Director, Youth Engagement and Partnerships

LOCATION: California Central Coast region (San Luis Obispo and Santa Barbara Counties), with virtual elements

FELLOWSHIP DATES: October 3, 2022-January 9, 2023

BACKGROUND

EarthEcho International is a nonprofit dedicated to building a global youth movement to protect and restore our ocean planet, a critical part of creating a sustainable and equitable future for all. Established by explorer and advocate Philippe Cousteau, Jr, in honor of his father, Philippe Cousteau Sr., and grandfather, legendary explorer Jacques-Yves Cousteau, EarthEcho leverages adventure, storytelling, and STEM education to empower and inspire young people worldwide. Our signature programs equip individuals and groups to identify local needs, develop plans, and take action starting in their own communities. Visit www.EarthEcho.org for more information.

SCOPE

The future sustainability of life on earth and the health of our planet is inextricably linked to the health of our ocean. Global concern regarding environmental degradation and anthropogenic impacts on marine ecosystems has led to urgent calls for countries to meaningfully protect at least 30% of the ocean by 2030 (30x30) to preserve what remains of ocean biodiversity and restore the ocean to abundance. Activating and engaging youth is key to building a durable conservation movement that can move with the speed and audacity needed to transform the future, and EarthEcho International is at the forefront of that work supporting 30x30. In 2020 EarthEcho International's Youth Leadership Council launched OceanEcho 30x30 – an initiative to amplify the collective impact of youth-led action to support the 30x30 goal through education and outreach efforts, active engagement in ocean policy/advocacy, and direct marine restoration efforts.

In January 2021, The United States adopted a national 30x30 goal under its *America the Beautiful* initiative, a decade-long challenge to pursue a locally led and voluntary, nationwide effort to conserve, connect, and restore the lands, waters, and wildlife upon which we all depend. Currently 25% of the United States' ocean waters are protected in marine protected areas (MPAs) – areas of the ocean set aside for nature to replenish and thrive – and more work is needed to ensure a healthy future for our ocean and the communities that rely on it. To that end, EarthEcho is mobilizing five OceanEcho Fellows in strategic locations across the United States to activate their peers to work with community leaders and government agencies in support of advancing new, expanded, or enhanced MPAs and achieving the 30x30 goal in the



U.S. OceanEcho 30x30 Fellows (ages 17-25) will be from the Commonwealth of the Northern Mariana Islands, Puerto Rico, Alaska, Hawaii, and California, and will ideally reside in their home state or territory for the entirety of the Fellowship.

The OceanEcho 30x30 Fellow based in California will have the opportunity to work with EarthEcho International and the Northern Chumash Tribal Council to raise awareness and build support for the proposed Chumash Heritage National Marine Sanctuary off the California Central Coast. The first Tribally-nominated sanctuary, the Chumash Heritage Sanctuary will preserve marine and cultural resources along 156 miles of Central California Coastline, incorporate tribal co-management, generate an estimated \$23 million in economic activity and create 600 new jobs, and safeguard the Central Coast from offshore oil expansion and other threats. In November 2021, the National Oceanic and Atmospheric Administration initiated the designation process for the Chumash Heritage Sanctuary. This began an approximately 2-3 year long process that propels the Chumash Heritage Sanctuary down the last stretch toward designation. The next phase of this process includes public comment periods for the Chumash Sanctuary's draft proposal documents, where community support and engaged stakeholder input are pivotal.

This paid, virtual Fellowship opportunity will be managed from EarthEcho International's U.S.-based office in collaboration with the Northern Chumash Tribal Council. The OceanEcho 30x30 Fellowship is supported with funding from the National Ocean Protection Coalition.

KEY DUTIES AND RESPONSIBILITIES:

The primary Fellowship objective is the development and execution of a campaign designed to mobilize support for locally led efforts to achieve the 30x30 ocean goal in the United States. Campaigns should build public support and Fellows must commit to the following:

- Contribute approximately 100 hours to the work of the Fellowship between October 3, 2022-January 9, 2023.
- Participate in bi-weekly virtual meetings with the EarthEcho team and Fellow cohort to gain background information.
- Participate in an initial (virtual or in person) discussion with the Northern Chumash Tribal Council to gain an understanding of the needs and opportunities for advancing the Chumash Heritage National Marine Sanctuary.
- Attend weekly Northern Chumash Tribal Council Sanctuary Campaign team meetings.
- Participate in a campaign planning training led by EarthEcho International to outline initial campaign plans with a focus on meeting the needs identified during the roundtable discussion.
- Develop a detailed campaign plan, timeline, and budget with support and guidance from EarthEcho International (limited grant funds are available for plans if needed for local travel, supplies, fees, etc.) and the Northern Chumash Tribal Council.



- Implement campaign to mobilize public support for the 30x30 goal and locally led marine protected areas between October 3, 2022-January 9, 2023 and measure impact. While each campaign will vary depending on the regional need and Fellows' creativity, each should have a communications element and a direct strategy to engage/reach elected officials with their efforts. Additional metrics that may be tracked across projects include 1) number of participants/community members engaged in events/activations led by Fellows 2) social media reach/engagement of Fellows' projects 3) number of pledges or petition signatures supporting MPAs/30x30 4) number of ocean champions reached through campaign efforts and 5) the development of advocacy tools/resources to support the continued engagement of young leaders in this work.
- Capture content (photos, video, media etc) throughout the campaign planning and implementation process to share collective impact.
- Share bi-weekly campaign updates with EarthEcho International.
- To the extent possible, respond to and participate in additional media/presentation opportunities as needed to highlight the impact of program work.
- Potentially, participate in a virtual presentation to share the campaign impacts with members of the National Ocean Protection Coalition in January 2023.

REQUIRED QUALIFICATIONS:

All Fellows should possess the following background and skills:

- Be between the ages of 17-25 years old for the duration of the Fellowship
- Be located in California Central Coast region (San Luis Obispo and Santa Barbara Counties) throughout the duration of the Fellowship
- English language proficiency--all meetings will be conducted in English
- Comfort working remotely and communicating primarily through video conference and email

Fellows will receive \$2,500 USD in compensation for their work from October 3, 2022-January 9, 2023. Payments will be made in two installments (the week of October 31, 2022 and the week of January 9, 2023) upon successful completion of Fellowship milestones.

To apply, please send a cover letter outlining your interest in the Fellowship and any initial ideas you may have for a campaign to support the 30x30 goal, along with a resume, to Sean Russell at jobs@earthecho.org by September 28, 2022 at 11:59pm EDT.