

Brand SHISEIDO delivered We Are One Ocean Petition  
to United Nations Convention of Biodiversity  
to conserve 30% of the Global Oceans by 2030

# WE ARE ONE OCEAN

sign the petition | [weareoneocean.org](https://www.weareoneocean.org)

On 14th November (California time), global prestige brand SHISEIDO delivered the We Are One Ocean petition to the United Nations Convention on Biodiversity together with the World Surf League (WSL), the global home of surfing and WSL PURE, the WSL's nonprofit committed to inspire, educate and empower ocean protection. The petition calls on world leaders to protect and conserve 30% of the global ocean by 2030. Brand SHISEIDO continues being a global sustainability partner to work with WSL, WSL PURE and the world's top professional surfers through the "We Are One Ocean" activities to realize a more beautiful ocean toward 2030. More specific activities to be announced soon.

WSL WAOO URL <https://www.weareoneocean.org/>

## About We Are One Ocean

We Are One Ocean, launched in early 2021 to bring people together to care about the issue of ocean conservation and preserve the future of surfing for generations. This activity responded to the United Nations Convention on Biodiversity's initiative of ocean protection by 2030. The campaign is led by the World Surf League, WSL PURE and SHISEIDO. This campaign is supported by professional surfers such as Kanoa Igarashi and Lakey Peterson and has brought together people from over 150 countries and more than 90 organizations as well as reaching more than 400 million people around the world.

## About brand SHISEIDO's Sustainability Initiatives

Sustainable Beauty Actions (SBAS) is a global initiative through which SHISEIDO will implement a range of sustainability-focused activities and products to create social value unique to the beauty industry. The SBAS initiative is built upon three key pillars unique to SHISEIDO: 'MOTTAINAI' (recycle and reuse), HARMONY (with society and the environment) and EMPATHY (resonate with all). Based on these three pillars, SHISEIDO will act to help create a more sustainable, beautiful future.

The We Are One Ocean partnership falls under the HARMONY pillar and is an extension of the SHISEIDO BLUE PROJECT. Launched in 2019 in association with WSL and WSL PURE, the SHISEIDO BLUE PROJECT promotes ocean conservation through initiatives such as beach cleans and sand dune planting to safeguard shorelines. Brand SHISEIDO is also the official sunscreen of the World Surf League North America.

SBAS website: <https://international.shiseido.co.jp/sbas.html>

SHISEIDO BLUE PROJECT website: <https://international.shiseido.co.jp/shiseidoblueproject.html>

### **About brand SHISEIDO**

SHISEIDO is a prestige brand that represents the Shiseido Group. SHISEIDO offers skincare, makeup, suncare and fragrance products in 88 countries and regions around the world. Through the brand concept of #ALIVEwithBeauty, SHISEIDO strives to bring out the beauty of every individual, regardless of gender, age, nationality or any other personal attribute.

SHISEIDO Official website: <https://international.shiseido.co.jp/>

SHISEIDO Official Instagram account: <https://www.instagram.com/shiseido/>

### **About the World Surf League (WSL)**

Established in 1976, the World Surf League (WSL) is the home of the world's best surfing. A global sports, media and entertainment company, the WSL oversees international tours and competitions, a studios division creating over 500+ hours of live and on-demand content, and via affiliate Wave Co, the home of the world's largest high performance, human-made wave. Headquartered in Santa Monica, California, the WSL has regional offices in North America, Latin America, Asia Pacific, and EMEA. The WSL annually crowns the men's and women's surfing World Champions. The global Tours and Competition division oversees and operates more than 180 global contests each year across the Championship Tour, the development tiers, including the Challenger, Qualifying and Junior Series, as well as longboard and big wave properties. Launched in 2019, WSL Studios is an independent producer of unscripted television projects, including documentaries and series, which provide unprecedented access to athletes, events, and locations around the world. WSL events and content are distributed on linear television in over 743M+ homes worldwide and across digital and social media platforms around the world, including WorldSurfLeague.com. WaveCo includes the Surf Ranch Lemoore facility and the utilizing and licensing of the Kelly Slater Wave System. The WSL is dedicated to changing the world through the inspirational power of surfing by creating authentic events, experiences, and storytelling to inspire a growing, global community to live with purpose, originality, and stoke.

<https://www.worldsurfleague.com/>



## About WSL PURE

PURE stands for Protecting, Understanding, and Respecting the Environment, and is the non-profit of the WSL. Founded in 2016, WSL PURE is on a mission to inspire, educate, and empower ocean protection, starting with the global surf community. WSL PURE is specifically focused on addressing the climate crisis, marine plastic pollution, and ocean health. PURE leverages the WSL's incredible platform to shine a light on the people making a difference – environmentalists, athletes, advocacy organizations, communities, individuals – and collaborates with world-class, non-profit partners.

<https://www.worldsurfleague.com/pure>

