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**GenSea U.S. Advocacy Fellowship
Chumash Heritage National Marine Sanctuary
JOB DESCRIPTION**

POSITION: GenSea U.S. Advocacy Fellowship: Chumash Heritage National Marine Sanctuary

SUPERVISOR: Director of Youth Engagement

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

FELLOWSHIP DATES: February 1 - July 15, 2024

↑ Start date has changed, updates coming soon with start in Feb/March

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. EarthEcho's GenSea community unites a global network of young ocean advocates from over 100 countries for year round networking, learning, and collective action to advance efforts to protect and restore our ocean planet.

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 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 eight youth Fellows (ages 17-22) 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. Fellows will ideally reside in their home state or territory for the entirety of the Fellowship.

The Fellow based in California will have the opportunity to work with EarthEcho International and the Northern Chumash Tribal Council (the sanctuary nominators and campaign leaders) 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 is proposed to preserve marine and cultural resources in 7,500 square miles of Central California Ocean, 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.

The proposed Chumash Heritage National Marine Sanctuary is in its final year toward designation. The final comment period ended in October 2023 with an abundance of support. 2024 is the defining year that will determine if the sanctuary is designated and what that final designation will look like. The National Oceanic and Atmospheric Administration (NOAA) has estimated mid-2024 for the final designation decision. In this final stretch, the campaign is focusing on local to global outreach efforts to continuously demonstrate to the state and federal government the abundance of grassroots support for swift and comprehensive designation of a Chumash Heritage Sanctuary before the end of 2024. The Fellow's campaign work will enhance this mission to get the campaign over the finish line this year!

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 GenSea Advocacy 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 120 hours to the work of the Fellowship between February 1 - July 15, 2024. ← **Dates have changed, updates coming soon with start date in Feb/March**
- 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 supporting the designation of the proposed Chumash Heritage National Marine Sanctuary.
- Attend the monthly Chumash Heritage 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 supplies/materials, local travel, fees, etc.).
- Implement campaign to mobilize public support for the 30x30 goal and locally led marine protected areas between February 1 - July 15, 2024 and measure impact. While each campaign will be uniquely designed by the youth leaders, based on specific local needs, all Fellows will collaborate with EarthEcho International and NOPC to ensure campaigns 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



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petition signatures supporting MPAs/30x30; 4) number of elected officials reached through campaign efforts; and 5) the development of evergreen advocacy tools/resources to support the continued engagement of young leaders in this work.

- Ensure there is a direct pathway for the young people engaged in each campaign to join EarthEcho's GenSea online community, creating a regional hub of youth leaders with ongoing access to opportunities to advocate for and support MPAs in the U.S. beyond the timeframe of the Fellowship campaign.
- Fully participate in a culminating Fellowship program held in Washington D.C. including a full day advocacy training, participation in Capitol Hill Ocean Week, and direct meetings with government officials to advance MPA advocacy efforts. *All travel expenses for participation in this event will be covered for participants. Applicants should hold the dates of June 3-9, 2024 on their calendar.*
- 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 July 2024.

REQUIRED QUALIFICATIONS:

All Fellows should possess the following background and skills:

- Be between the ages of 17-22 years old at the time of application for 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

Start date has changed, updates coming soon with start in Feb/March ↓

Fellows will receive \$3,000 USD in compensation for their work from February 1 - July 15, 2024. Payments will be made in two installments (a mid-point and final payment) 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 gensea@earthecho.org by January 28, 2024 at 11:59pm EDT.

Application still open! — updated deadline will be on <https://www.earthecho.org/> when final deadline decided