

OCEAN HOPTIMISM: STARTER PLAYBOOK

So you want to bring *Ocean Hoptimism* to your community?
You can!

Ocean Hoptimism isn't a franchise or a formal chapter—it's a movement of people who believe that gathering in relaxed, welcoming spaces to share ocean stories over a pint and leave recharged can be an antidote to despair.

You've got this, and we're here to help.

Here's the basic recipe:

1. Decide to Take the Leap

If you're reading this, you're already halfway there. The world needs more hope, and you can be the person to spark it. *Ocean Hoptimism* is built on a simple but powerful idea: people coming together in a welcoming space to hear ocean stories, share community, and leave recharged with a sense of purpose and ready to act.

Before you start, ask yourself:

- Do I believe in the [core values of Ocean Hoptimism](#)?
- Do I believe that ocean experts, advocates, and community voices have stories that deserve to be heard?
- Am I excited to create a FREE, fun, informal space where serious issues can be tackled with joy, laughter, and maybe a cold drink?
- Am I ready to help connect the hope *Ocean Hoptimism* generates to real-world action?

If the answer is yes: you're ready. Let's go!

2. Find Your Home Port

The original *Ocean Hoptimism* works with a brewery, but yours doesn't have to. Other ideas:

- Taproom or bottle shop
- Local bar or café
- Community center with an event calendar
- Aquarium or museum happy hour space

Key: a place that welcomes conversation, community, and ideally has hoppy beverages!

3. Set a Rhythm

Monthly is ambitious but it works. The goal is consistency, not perfection.

Start with what you can manage: quarterly, bi-monthly, whatever keeps the spark alive.

4. Gather Your Experts

Find local ocean voices: scientists, conservationists, fishers, surfers, students, artists, Indigenous leaders, or anyone with an ocean story. You don't have to live on the coast to find ocean experts. *Ocean Hoptimism* is about storytelling + sharing, not long lectures.

5. Light the Beacon

Use every channel to launch the wave: post with #OceanHoptimism, tap email lists, share on local message boards, colleges, event calendars, or Eventbrite. Send a press release to local news media. Spread the word and follow us on Bluesky Social at [@OceanHoptimism.bsky.social](#)!

That's it.

You've started an *Ocean Hoptimism* chapter. The rest is fine-tuning and fun: building your community, finding speakers, and raising a glass together for the ocean.

