

# SEA OF



# CHANGE

## Let's end ocean pollution



**STRANDET**



[CLEANOCEANPROJECT.ORG](http://CLEANOCEANPROJECT.ORG)



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# CREATING A SEA OF CHANGE



The goal of the **SEA OF CHANGE** EU funded project is to actively involve and empower youth in addressing ocean pollution issues along the European coastlines and introduce and promote innovative green entrepreneurship among youth, encouraging their active participation in environmental initiatives.

This Digital Toolbox compiles all of the identified needs and the tools developed by the **SEA OF CHANGE** project to offer an inspirational document to promote green entrepreneurship among youth. The document is meant to be utilized and applied in the domains of youth, education, and the environment. This toolbox shall likewise serve as a ready-to-use toolbox for green entrepreneurship for youth workers and teachers to inspire youth.

**Erasmus+** is the EU programme for education, training, youth and sport. This project received funding under the KA220-YOU Cooperation partnerships in youth. KA220-YOU's objective is to strengthen organisations' capacities, fosters innovation, and enhance international cooperation through collaboration and exchange.



# THE ISSUE

Every year, 8-10 million tons of plastic waste end up in the world's oceans and ocean pollution is a growing environmental issue that affects coastlines across the world and also along the European beaches, causing serious harm to marine life, ecosystems, and human health.

Plastic pollution is perhaps the most visible and widespread form of ocean contamination. Many European beaches are littered with plastic debris, including bottles, bags, fishing gear, and microplastic. As one of the world's most densely populated and industrialized regions, Europe faces considerable challenges in managing and reducing pollution that enters its seas – but together we can make a difference.



**STRANDET**

Founded in 2018 in Thy on the West Coast of Denmark, **STRANDET** is an environmental company that works to keep the beaches along the West Coast free of plastic and engage and educate youth about plastic pollution locally as well as globally. Part of the plastic waste collected is recycled into new products in our ocean plastic workspace and visitors center in the coastal town of Nørre Vorupør. Since 2019 STRANDET has collected more than 28 tons of waste from the beaches.



Founded in 2017 in Copenhagen, Denmark, **GreenKayak** is an environmental NGO that engages people in the fight for cleaner oceans. Everyone is invited to paddle their kayaks for free under two simple conditions - spend your time in a GreenKayak collecting trash and share the experience on social media #GreenKayak. Paddle in Denmark, Germany, Sweden, Norway, and Finland.



Founded in 2002 on the island of Fuerteventura, Canary Islands, **Clean Ocean Project** is an environmental organization dedicated to protecting the ocean and local coastlines. The project focuses on tackling plastic pollution, opposing oil drilling, and advocating for responsible coastal development. Through clean-up initiatives, educational programs, and sustainability campaigns, Clean Ocean Project works to reduce single-use plastic and promote lasting solutions.

# BE INSPIRED

All around Europe, companies, organizations, and people are fighting for clean oceans, creating a **SEA OF CHANGE**. We have selected nine great examples of changemakers for you to find inspiration and motivation from.



## Surfrider Foundation

### Europe

A non-profit organization whose purpose is to protect and showcase the importance of lakes, rivers, the ocean, waves, and coastlines. The organization acts as a recognized authority in three areas of expertise: marine litter, water quality and public health, coastal management, and climate change.

### What can you learn from them?

How to engage and monitor volunteers by giving them a sense of purpose, responsibility, and the feeling of being part of a larger movement. How activism and volunteer engagement can lead to change at a political level. How targeting ocean pollution needs a holistic approach.

Visit their website: [surfrider.eu](https://surfrider.eu)





## Clean Coasts

### Ireland

Clean Coasts improves Ireland's coastal environment by supporting over 2,000 community groups to host beach clean-ups, empower volunteers, facilitate marine litter surveys, and complete a range of environmentally focused activities.

#### What can you learn from them?

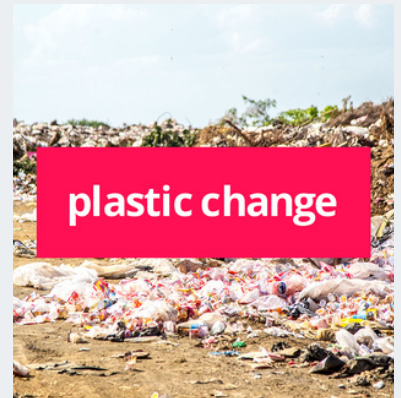
This environmental organization is a good example of how to engage communities in the protection of beaches, seas, and marine life. By supporting local groups and their activities, they have a large-scale impact on the environment and manage to achieve a wide outreach.

Visit their website: [cleancoasts.org](https://cleancoasts.org)

## Plastic Change

### Denmark

Plastic Change combats the global threat of plastic pollution to ecosystems and wildlife by raising awareness, advocating for green policies, collaborating with industries, and educating youth in Denmark and internationally.



#### What can you learn from them?

Plastic Change teaches us the power of social entrepreneurship in addressing plastic pollution. They show how policy influence, industry collaboration, and education can drive systemic change and promote sustainability.

Visit their website: [plasticchange.dk](https://plasticchange.dk)



# Nordic Ocean Watch

Norway, Denmark, Sweden, Finland

Nordic Ocean Watch is an environmental collective driven by youth, aimed at raising awareness and motivating people to care for the ocean. They work on a variety of projects ranging from community clean-ups to school awareness campaigns and plastic recycling initiatives.



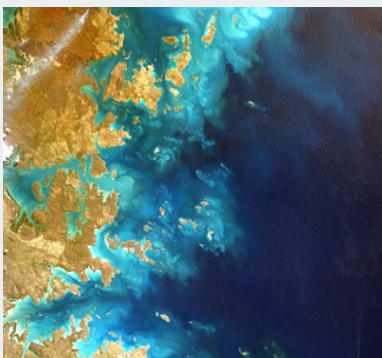
## What can you learn from them?

Nordic Ocean Watch is a great example of community-driven changemaking led by youth. Their Ocean Watchers initiative exemplifies how to create local, volunteer-based engagement in tackling ocean pollution.

Visit their website: [nordicoceanwatch.no](https://nordicoceanwatch.no)

TAG VARE PÅ HAVET

#Tavaho



# Digital Earth Solutions

Spain

Digital Earth Solutions, a deep-tech startup, preserves marine ecosystems through innovative ocean modeling. They specialize in tracking, forecasting, and creating high-definition hydrodynamic models of plastic waste.

## What can you learn from them?

Digital Earth Solutions shows how innovation, technology, and collaboration can tackle environmental challenges. Their ocean modeling and high-performance datasets demonstrate how tech can predict and prevent ecological issues.

Visit their website: [digital-earth-solutions.com](https://digital-earth-solutions.com)



## Fjord CleanUP

### Norway

Fjord CleanUP volunteers clean ocean waste from Oslofjord weekly through freediving, diving, kayaking, SUP, and walking. Founded in 2021, they collaborate with scientists and entrepreneurs to restore the fjord.

#### What can you learn from them?

Fjord CleanUP illustrates the power of active citizenship, community mobilization, and collaboration with scientists and innovators to address environmental issues, showing how collective action drives impactful change.

Visit their website: [fjordcleanup.no](https://fjordcleanup.no)

## The Trash Traveller

### Portugal

This Portugal-based initiative focuses on the problem of plastic consumption and pollution. Their approach raises awareness about environmental issues through clean-up activities, artistic projects, and collaborations, all centered around reducing waste, promoting a circular economy, and encouraging sustainable practices.

#### What can you learn from them?

The Trash Traveller demonstrates how a positive and proactive approach to a negative problem can create a large community of clean-up projects infused with both adventure and creativity. It shows how one individual has the power to inspire a movement and encourage behavioral change.

Visit their website: [thetrashtraveler.org](https://thetrashtraveler.org)



# The Great Bubble Barrier

## The Netherlands

This cleanup tech company is addressing plastic pollution in rivers. Their technology uses a bubble curtain to capture plastic waste. This energy-efficient solution traps plastic without hindering the passage of ships or fish.



### What can you learn from them?

The bubble barrier is an innovative method to tackle plastic pollution before it reaches the oceans. The system demonstrates how green entrepreneurship can contribute to solving some of the key challenges related to ocean pollution.

Visit their website: [thegreatbubblebarrier.com](http://thegreatbubblebarrier.com)



# Precious Plastic

## The Netherlands

A plastic recycling project that has created a series of open-source machines and tools to grind, melt, and inject recycled plastic, enabling the creation of new products on a small scale. This initiative has fostered a global community of local recyclers working toward the common goal of reducing plastic waste and turning it into a valuable resource.



### What can you learn from them?

How creating simple, versatile toolkits and open-source solutions can generate positive change on a global scale. The flexible solutions available make it easy to incorporate these tools into various environments and address location-specific issues.

Visit their website: [preciousplastic.com](http://preciousplastic.com)



# TOOLS OF CHANGE

The following 30 tools provide practical ideas to inspire green entrepreneurship and ocean protection amongst youth. The tools are meant as inspiration and subject to further adjustment before presenting to youth and will help create solutions and build a sense of responsibility for change. We divided the tools into three sections.

## Empowering Youth

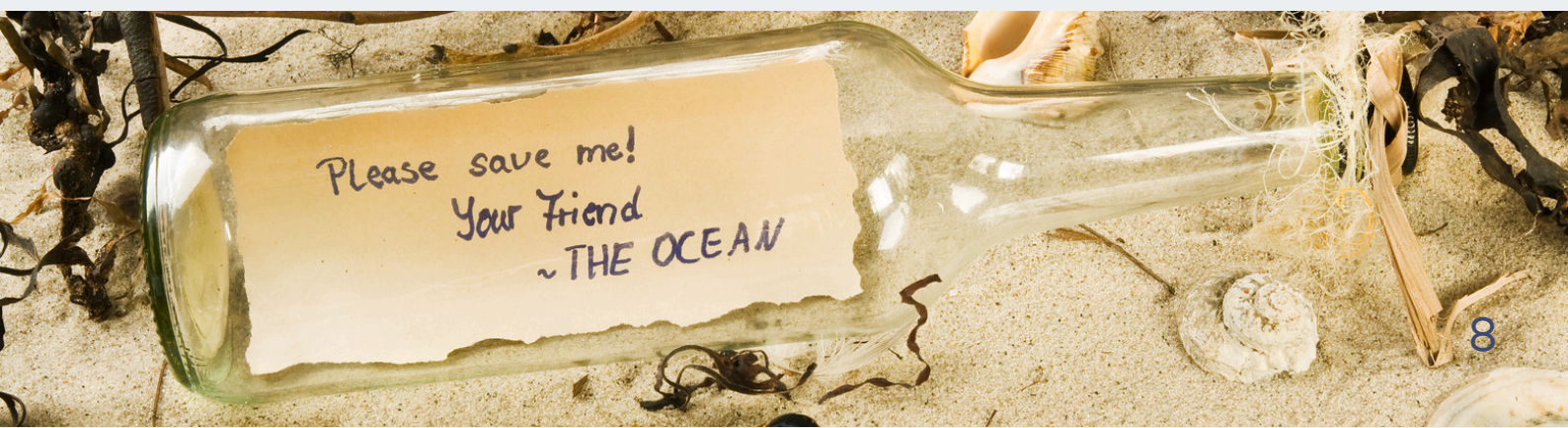
These tools introduce youth to green business concepts, sustainability, and project management. The tools will help youth explore for-profit and non-profit models, brainstorm ideas, and teach them how to pitch, fund, and manage eco-friendly projects. This will empower them to get started as green entrepreneurs and provide valuable skills.

## Awareness raising

These tools aim to promote green entrepreneurship and raise awareness around the problem of ocean pollution. The tools will focus on storytelling, social media advocacy, and field expeditions, and engage youth in environmental solutions and community involvement. Highlighting the importance of proper communication and outreach.

## Community Engagement

The tools in this section aim at empowering youth by showing the power of the local community. Entrepreneurs can profit from the trust, loyalty, and awareness of local connections to support their business. It also provides valuable feedback to shape products or services that meet the needs of the target market. Give them a sense of purpose, responsibility, and the feeling of being part of a larger ecosystem.





# Empowering Youth

## 1: Understanding Green Business

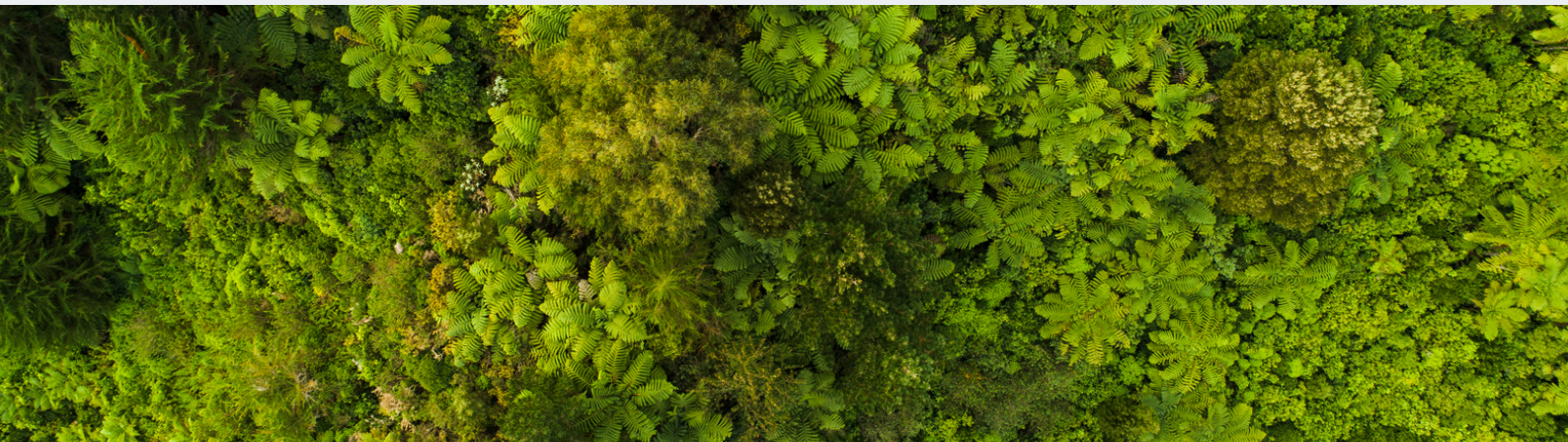
**Description:** In this activity, the main purpose is to introduce youth to the definition of green business and learn how companies operate sustainably by minimizing environmental impact, using renewable resources, and prioritizing social responsibility. The main idea behind a Green Business model is to create a business with a lower impact on the environment than a similar traditional business, supporting the development of products and services with environmental benefits and at the same time being economically sustainable.

**Ideas for implementation:** Start by defining the concept of Green Business and educate youth to think critically about sustainability and innovation. Give them assistance and guidance by naming examples of hands-on projects, case studies, and discussions. Let them explore how businesses can reduce waste, conserve energy, and adopt eco-friendly practices to become more green. Encourage youth to design green business ideas or solve real-world environmental challenges connected to a well-known local brand. In groups, have youth reflect on their knowledge of existing Green Business and let them present their knowledge to each other.

## 2: Sustainable Business - for-profit / non-profit

**Description:** When creating a Green Business/Sustainable business there are several ways the business can be structured. But often companies have to decide whether they are for-profit or non-profit. Generally, for-profit companies provide products/services to consumers and make a profit by doing so. A non-profit business purpose is to provide a service or benefit to the community with no intention of earning a profit.

**Ideas for implementation:** Start by introducing the youth to the principles of both for-profit and non-profit businesses and facilitate group challenges to design mock business plans for a for-profit or non-profit business, focusing on environmental impact, revenue plan, and community benefits.



## 3: Green solutions to existing system - Rethink the norm

**Description:** How is it possible to transform an existing business in a more sustainable way? Many existing companies are facing challenges on how they can introduce green solutions to their existing business model, for example, return and deposit systems on their packaging, more sustainable materials in their products, etc. The point of this activity is to give youth examples of these challenges and have them reflect on solutions, hence rethinking the product and business model.

**Ideas for implementation:** Provide the group with some examples of existing products and businesses and in smaller groups, have them brainstorm on how this product and business can be transformed into a greener solution. Reflect on product design, logistics, community impact, etc., and let them present their solutions to each other.

## 4: Brainstorming Green Business Ideas

**Description:** In small groups, discuss different green business ideas that help tackle ocean pollution. The goal of this activity is to have youth reflect on possible ways to create a purpose-driven business to tackle an environmental issue and to brainstorm on possible ways to set up and implement their business ideas.

**Ideas for implementation:** Provide the group with brainstorming topics like “How can a business reduce plastic waste in the ocean?” and “How can a business create a profit while solving an environmental issue?”. Use group discussions to share findings and refine ideas at the end of the session. A good way of finishing the session is to have the youth select the three best business ideas presented/discussed in the session.



## 5: Pitching & Presentation Green Ideas

**Description:** Focus on teaching youth how to effectively present and communicate Green Business ideas, especially when it comes to using clear communication, compelling storytelling, strong visuals, and data-driven arguments to gain support for their green business ideas.

**Ideas for implementation:** Create a competition where youth in groups or individually pitch their green business idea in front of a group or a simulated role-playing scenario, where youth pitch their idea to “investors”. Make sure to provide feedback from peers and mentors. Incorporating tools like Canva or video editing software while making their pitch enables them to create visually engaging presentations.

## 6: Basic Project Management Tips

**Description:** It is relevant for youth to learn how to manage a project. Equip your audience with essential skills to plan, execute, and complete projects. Youth can gain a solid foundation in time management, organization, collaboration, and problem-solving by teaching them some tips.

**Ideas for implementation:** Define project management and show why it is important. Teach key project management concepts such as setting clear goals, creating timelines, breaking down tasks, and assigning roles. Introduce tools like Gantt charts and project management software (such as Trello or Notion) to help them organize their work. Make it hands-on by making them plan and manage small projects. Have them set milestones, monitor their progress, and address obstacles. Teach them to track and evaluate the outcome and spot areas for improvement.



## 7: Fundraising for Green Businesses

**Description:** The point of this activity is to introduce youth to various possible ways it is possible to find funding for their green business ideas. The activity should both provide them with knowledge of different ways they can apply for funding, how they should approach the funding, and, if possible, introduce them to relevant funding channels, for example, local grants and crowdfunding platforms.

**Ideas for implementation:** Have the students explore different grant and fundraising possibilities both on local, national, and international levels. Have the students develop a mock fundraising/crowdfunding campaign or have them write a mock grant application.

## 8: Communication for Green/ Sustainable Branding Workshops

**Description:** The point of this activity is to give youth the necessary skills and knowledge needed to communicate a brand's sustainability efforts and green initiatives in an authentic and engaging manner without greenwashing their communication. The activity should help the participants learn what sustainability means in the context of branding and the benefits and downfalls of using sustainability in the context of branding.

**Ideas for implementation:** Start the workshop with an introduction to Green/Sustainable Branding. Give examples and discuss companies that are leading in sustainability and sustainable communication. Afterward, have the participants in groups work with sustainable storytelling with the goal to create a branding campaign for a fictional or real product/service focusing on sustainable actions. As part of the workshop, they can work with taglines, campaign ideas, communication platforms, influencers, greenwashing, and so forth.



## 9: Business planning & business model

**Description:** It is crucial for starting and managing a successful business to have the right plan and strategy in place. A way to help structure the business plan is utilizing the Business Model Canvas. It is a visual framework that is easy to fill in and provides an overview of the main elements of a business. This helps to structure and plan what a green business needs to run and can offer the customer in return.

**Ideas for implementation:** To implement the Business Model Canvas with a target audience, it is important to explain each element in the canvas together. Make sure that they understand the distinctions between the topics and see the overall goal of creating an overview of the entire business. Hand out the canvas to small groups of people and make them work on this together for a certain amount of time before providing feedback on their business case. Ideally, discuss improvements for the business with the other groups to create the biggest learning effect.



## 10: Green Business Model Competition

**Description:** Create a competition that encourages youth to identify different business models based on circular economy principles. You can guide the participants by setting a structure for the types of business models such as only service or only product businesses. Make sure that the Business Models have to contribute to a positive environmental impact.

**Ideas for implementation:** Organize a workshop on circular economy and sustainability, and maybe offer mentorship from industry professionals. Afterwards Create competition categories like waste-to-value solutions, eco-friendly marine products, and pollution reduction technologies. Have the youth partner with green businesses, universities, and environmental NGOs as sponsors, and have these serve as judges in the competition.



# Awareness raising



## 1: Personal Impact Stories

**Description:** Encourage youth to share personal stories about how ocean pollution has affected them or their surroundings. The stories can be drawn from personal experiences, documentaries that impacted them, or stories from people in their close circle. By bringing focus to how global problems have a direct impact on us at a personal level, we can spark emotions and empathy that can serve as a starting point and a catalyst for change.

**Ideas for implementation:** Provide a few example questions to guide the participants in creating their stories in ways that make them personal and relatable. Structure the stories by starting with something personal, this can be done by simply answering questions like: “What does the ocean mean to you?” “What is your first memory of the sea?”, “When did you realize that plastic pollution was a problem?”, or anything else that requires a personal response and opens up the topic in an engaging way.



## 2: Interactive Storytelling Idea

**Description:** Motivate youth to develop their own stories about ocean preservation and/or pollution. Stories should be based on facts but with space for creative expression and interactive ways to present information.

**Ideas for implementation:** Suggest students first determine who their audience is. Define if the story will be directed at small kids, teenagers, adults, or a specific demographic where a certain language is most efficient. Use simple storytelling formats such as writing a short story, a comic, a poem, or performing a play. Provide prompts like “Imagine the ocean as a character. What challenges does it face?” or “Imagine the life of a Pilot whale mistaking plastic for food” ... sky's the limit.



Tell your story...

## 3: Green-Entrepreneur Role Models

**Description:** Introduce youth to inspiring role models working on ocean conservation and in the field of green business innovation. The introduction can be done by showing short documentaries, hosting talks with people in the field, or highlighting green entrepreneurs and their contribution to the community, ocean conservation or green innovation.

**Ideas for implementation:** Encourage youth to research their favorite entrepreneur and discuss what makes their approach to environmental protection innovative. Divide the entrepreneurs into categories such as “Cleaning up”, “Green Innovation” and “Activism” and create a digital database that youth and others have access to for future inspiration.

## 4: Interview a Local Environmental Hero

**Description:** Ask youth to interview a local entrepreneur, activist, or environmentalist working on ocean-related issues. Suggest contacting local NGOs or environmental businesses or simply looking around in their social circles and find a person who is inspirational and sets an example on how to live more sustainable.

**Ideas for implementation:** Provide a list of potential interview questions that focus on green entrepreneurship and ocean preservation. Have the participants record an audio or video of their interview and present the final work in the form of an article or short video. The interview can be added as part of the “Role model database”.



## 5: Youth-Led Environmental Campaign Templates

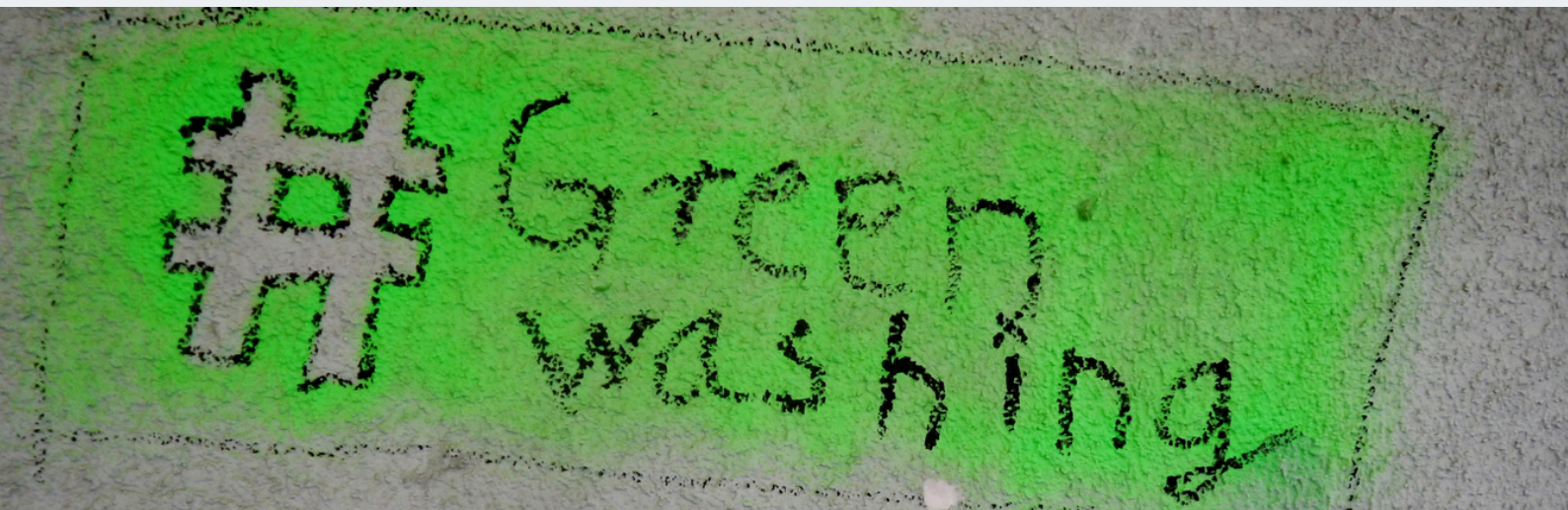
**Description:** Encourage youth to create environmental awareness campaigns that raise awareness, push for behavioral change, or change of policies. Ideas for Teachers: Provide example themes like “Protect the sea”, “Ban single-use”, “No cigarette butts in nature” or anything else related to the specific location.

**Ideas for implementation:** Find your cause and highlight the main issue and goal of your campaign. Suggest creating posters, social media posts, or organizing school events to promote the campaign. As an option, get in contact with a bigger NGO and help amplify an already existing campaign with the students.

## 6: Field expedition

**Description:** Encourage youth to explore the field of plastic pollution by visiting sites related to, or affected by the problem. By looking at the full lifecycle of plastic, students can come to understand the problem from a more holistic perspective and share their experiences with each other. In order to find solutions, first we need to fully understand the scale of the problem, where it starts, and who it impacts.

**Ideas for implementation:** The fieldwork can be divided into different areas like Production, Consumption, Waste Management, and Environmental impact. Document the field trip with short videos / Photos and journal writings about the experience and let each group create a presentation about their discoveries.



## 7: The Greenwashing Award Show

**Description:** Create an award show where youth present the best examples of greenwashing. Encourage critical investigation and a search for the root causes of the plastic pollution crisis. Get familiar with the companies that push plastic production and consumption and teach youth to detect examples of greenwashing.

**Ideas for implementation:** Divide youth into groups and have them compete against each other in categories such as "Biggest polluter", "Dirtiest greenwashing", or "Reveal the Recycling scam". Have them research the topics and gather the most shocking and revealing information to win the award on behalf of the company. Make the activity fun and engaging by using the idea of the award show so students get motivated to present the best case in the most sensational way.

## 8: Video storytelling

**Description:** Inspire youth to create videos or social media content about ocean pollution issues. The videos can either be short series for YouTube or shorter videos for Tiktok or Instagram. Find examples of videos that communicate a message in both clear and engaging ways.

**Ideas for implementation:** Suggest finding a topic and help them narrow down that story they want to tell. Use simple video tools like a smartphone and provide themes such as “A day in the life of a polluted beach.” “Ways to reduce plastic in your day-to-day life”. Encourage sharing the final products on social media to raise awareness.



## 9: Social Media Advocacy

**Description:** Encourage youth to use social media to spread awareness about ocean pollution and share all the knowledge gained in activities 1-8. The students can use their personal social media platforms to share their personal experiences and creations or make a new shared profile dedicated to spreading awareness.

**Ideas for implementation:** As a starting point teachers can showcase examples of good social media campaigns that had a high engagement and made an impact or inspired behavioural change. Use hashtags like #plasticpollution #oceanconservation #plasticfree #savetheoceans etc. And create a new hashtag that the students can use together when sharing their content.

# 10: Digital Story Map

**Description:** Propose that youth create a digital map that highlights local areas affected by plastic pollution and the locations with successful green entrepreneurship projects. The map can be shared with the community and serve as an interactive tool others can keep building and expand. Use all the discoveries found in the activities 1-9.

**Ideas for implementation:** Use online mapping tools (e.g., Google Maps) and encourage students to add markers to significant spots related to pollution, solutions, or businesses promoting sustainability. Makers can be divided into different colour categories like Green, Yellow, and Red to indicate if the mark is a pollution site, green entrepreneurship project, or a possible threat to coastal ecosystems like infrastructures or destructive human activities.





# Community engagement



## 1: Ocean-Friendly Certification Programs

**Description:** Develop an Ocean-Friendly Certification Program and encourage local businesses, schools, and organizations to adopt practices to protect our oceans. This can include reducing plastic use, cutting out single-use plastics, correct waste management, phasing out products that are harmful to marine life, and conserving water resources.

**Ideas for implementation:** The program would offer certification to those meeting specific criteria such as not using single-use coffee cups or plastic water bottles. The certification aims to encourage participants to lessen their environmental footprint and increase awareness of ocean pollution. It is important to keep a high standard for companies and other potential participants to aspire to the certification.

## 2: Green Business Networking Events and Clubs

**Description:** Make youth organize business networking events and clubs to connect schools, local businesses, entrepreneurs, and professionals committed to sustainability. These gatherings encourage collaboration and idea-sharing around ocean-friendly practices and environmentally friendly business models. They also commit to environmental protection, utilizing different backgrounds to drive innovation and collective action toward ocean protection.

**Ideas for implementation:** Create the space for discussion and innovation by organizing regular meetings, workshops, and speaker sessions. Schools and businesses can exchange knowledge, learn from successful green incentives, and partner on initiatives like reducing plastic or carbon footprints. Offer the members active participation and let them host meetings where the host determines the agenda, as long it's about environmental protection.



## 3: Ocean Protection Challenges

**Description:** Create competitions or challenges focused on protecting the ocean to engage your community. You can create challenges around a variety of different activities aimed at reducing ocean pollution and raising awareness of the pollution issue. Make it fun by designing exciting challenges and encouraging more people to get involved through community outreach.

**Ideas for implementation:** Be creative and develop fun challenges for your target audience. Introduce your group of youth to a "Plastic-Free Week" where they are not allowed to use any products wrapped in single-use plastics. Another idea is doing an eco-friendly field trip where participants only may bring materials that are non-harmful to nature. Make it aspirational to complete the challenge by offering rewards like certificates or eco-friendly prizes for winners.

## 4: Environmental Audits

**Description:** Encourage youth to conduct environmental audits in their local community. This helps youth better understand their community's environmental footprint, enhance their critical thinking skills, better their problem-solving skills in a real-world setting, and promote their sense of sustainability and civic responsibility.

**Ideas for implementation:** The assessment can be done in various ways such as by measuring pollution levels, water conservation, waste sorting efforts, or energy use. It is helpful to provide the youth with a checklist of pollution-related factors to assess (e.g., litter on streets or beaches) and ask the participants to suggest ways to reduce these issues. The participants should conduct the environmental audits in a way that they understand they are better equipped to understand the issues as a whole. This means, making them assess, analyze, draw conclusions, and make recommendations on how to lower the environmental footprint of the audited.

## 5: Waterway Monitoring Initiatives

**Description:** Involve your local community in monitoring the health of your local waterways such as lakes, rivers, and coastal water. Have people monitor regularly to track pollution levels, water quality, biodiversity, and other factors that influence the overall health of the oceans.

**Ideas for implementation:** Provide youth training and simple measuring kits/tools to collect samples from the water. These samples can be counting the amount of plastics found on a certain stretch of coastlines every month, the registration of other pollutants such as oil spills, or the number of animals living in the monitored area. It is advisable to collaborate with schools, environmental groups, and local authorities to analyze and report the gathered data. Utilize your monitoring initiatives to raise awareness and share these data with any interested organization and authorities.







## 6: Environmental Ambassador Program

**Description:** Create an ambassador program where youth can advocate for ocean protection in their communities. Keep this relevant and impactful by taking the most pressing local environmental aspects of your region into consideration. The program promotes youth participation, leadership, communication skills, and environmental stewardship. Youth will be acting as change agents in preserving ocean and coastal environments.

**Ideas for implementation:** Present examples of activities ambassadors could do, such as writing articles for the local news, giving presentations at local schools or clubs, and arranging educational workshops or cleanups. Introduce the benefits of collaboration and encourage to seek partnerships with other organizations, companies, the municipality, or schools to boost the impact.

## 7: Media Engagement Tips

**Description:** Use media outreach effectively to raise more awareness, attract volunteers, and increase action for ocean protection efforts. Local, regional, or national media can amplify your message, get your topic on people's minds, and inspire community involvement in environmental protection. This can not only help your effort directly but also be part of raising awareness of your agenda more broadly.

**Ideas for implementation:** The media loves a good story so make it newsworthy. Storytelling is a good technique to grab the attention of media representatives. Build relationships with local journalists, bloggers, and influencers who care about the environment. Share updates and invite them to your events regularly. Develop a ready-to-use press kit containing descriptions of your incentives and events, high-quality images, and data points that media outlets can use to cover your efforts.

## 8: Beach Waste Art Installations

**Description:** Make artworks out of collected ocean waste and facilitate them in an art installation. This encourages creativity and makes your ocean conservation effort accessible to the public. It can serve as a powerful reminder of the traces humans leave in the oceans while promoting recycling and environmental consciousness.

**Ideas for implementation:** Art installations can be done in various ways such as combining it with a community-based beach cleanup followed by an art workshop, conducting arts competitions at schools and clubs, or partnering with other environmental organizations. Get artists to guide the process of art development and make the participants give their art a description to increase reflection. Display the arts in prominent community areas or at environmental events.



## 9: Ocean-Themed Film Screenings

**Description:** Facilitating a screening not only raises awareness but also builds a sense of community around the shared goal of ocean protection. There are plenty of great movies out there advocating ocean protection and showing the beauty of the vast majority of water masses that cover our planet. You can show documentaries, films, and short videos that focus on ocean health, marine life, pollution, and climate change.

**Ideas for implementation:** Partner with local theaters, community centers, or other relevant public indoor areas to facilitate the screenings. Alternatively, you can use the natural environment of the beach or a park to enhance the viewing experience. Offer educational resources or post-screening panel discussions. You can invite biologists, politicians, filmmakers, and other relevant experts to make these discussions interesting for the wider community.

# 10: Organize Cleanup Events

**Description:** Motivate youth to organize a cleanup on the beach, water, or coastal area. Trash can be found hiding in many places and the wind will eventually pick it up and blow it to the sea. Encourage people to think outside of the box and make it a fun activity instead of a chore to be completed.

**Ideas for implementation:** Support the group by providing concrete steps to follow. This could make them contact local authorities for permissions and waste management post-collection. Make a strategy for how to recruit volunteers to join the cleanup, and promote the event through social media and other channels. Include unusual and active elements in your cleanup such as using kayaks, bicycles, running, scavenger hunt, or diving. This makes the experience more fun and promotes a greater engagement of the involved.



# SEA OF



# CHANGE

## Partners



**STRANDET**

Denmark  
[www.strandet.io](http://www.strandet.io)



Denmark  
[www.greenkayak.org](http://www.greenkayak.org)



Spain  
[www.cleanoceanproject.org](http://www.cleanoceanproject.org)

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