Don't see plastic, Sea Beyond!

What is our **goal**?

Raise awareness about the negative effects of the use of plastic-containing products, explaining the **impact this practice has on the ocean.** Thus, it is intended to influence each individual to adopt **sustainable behaviors** in order to **safeguard marine species,** as well as **future generations**.

Sustainable Development Goals

12: Responsible Consumption and Production

13: Climate Action

14: Life Below Water

17: Partnerships for the Goals

Ocean Literacy Principles

→ **1. It is global and diverse**

    2. Action on earth dynamics

    3. Influence on climate

    4. Makes Earth Habitable

→ **5. Supports an immense diversity of life**

→ **6. It is interconnected with humanity**

    7. Unknown and unexplored

Three sub-projects

- We divided the class in three groups, and each one came up with a different idea.

- While we were choosing the main campaign, someone proposed that we could assemble all the three ideas.

- From there, our campaign, with three sub-projects was created:
    - Mascot (Ricky)
    - Weekly Challenges
    - Informative and educational lectures

Three sub-projects
Mascot (Ricky)

- A mascot with **social media** presence and **hashtag**.
- **Ricky** is a Hawksbill sea turtle, which is a turtle's species that is in danger of extinction because of plastic in the ocean.
- Ricky wants to **raise awareness** to the problem of **plastic in the oceans**.
- By having a mascot, we are able to extend our target audience to younger generations.

Three sub-projects
Mascot (Ricky)

Three sub-projects
Weekly challenges

Stimulate

Weekly Challenges, games, presentations, animations to stimulate **"biopleasant" behaviors**.

Challenges

Every week, Ricky will challenge his followers on social media to do something that helps the environment. For example: **Recycle something; Clean the beach; Make an object out of something recycled.**

Social Media

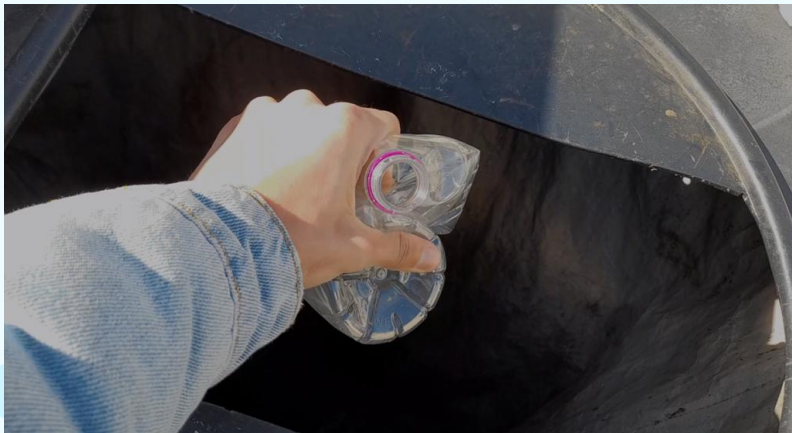To meet the challenges, followers must post a photo of them doing the challenges, with Ricky´s **hashtag**.

Award

At the end of the month, the winner will be awarded a participation in an educational campaign.

Three sub-projects
Weekly challenges

Three sub-projects
Informative and educational lectures

- Informative and educational lectures with authorities on the subject.

- To educate students, informative and educational lectures should be more frequent.

Who?	When?	How?	Where?
Children and young people	April (Earth Month)	Awareness campaign, challenges and award: participation in an educational campaign	School

Don't see plastic, Sea Beyond!