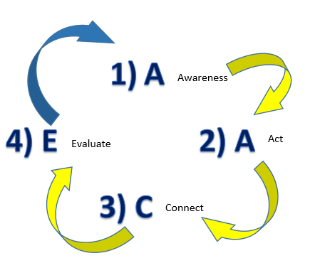
**Building a Campaign to Save Our Oceans**

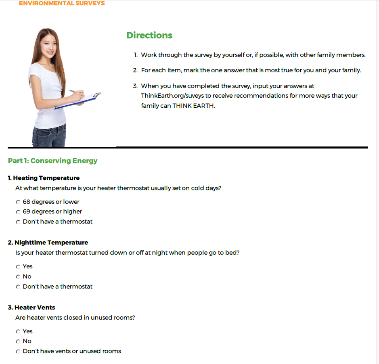
The oceans are a vital part of our planet. They help control the Earth’s climate, provide us with oxygen, and are home to countless animals and plants. But right now, our oceans are in crisis. Problems like plastic pollution, overfishing, coral reef damage, and climate change are putting them at risk. For young people who care about the ocean, starting a campaign is a great way to make a difference. But how do you create a successful campaign? Here’s a four-step guide that can help you spread awareness, inspire action, build a supportive community, and measure the results. Along the way, we’ll look at real-life examples to show how these steps can work.

**Step 1: Raising Awareness**

Before people can act, they need to understand the problem. Awareness is the first and most important step in a campaign. It’s about teaching others what’s happening and showing them how their actions might be part of the problem.

**Why Awareness is Important**

Let’s think about plastic pollution. Many people know that plastic is harmful to the environment, but they might not realize how their daily choices, like using a plastic straw or buying clothes made with synthetic fibers made of plastic, makes the problem worse.　And even if most people know that plastics are bad for the environment, they might not understand how plastics break down into microplastics which can damage both the environment and our own health. For example, did you know that washing one synthetic shirt made out of polyester or nylon can release 1900 microplastic fibers into the ocean? Awareness campaigns help people see the bigger picture and understand why even a small daily action like washing their clothes really matter.

On the right is an example of an online survey from Think Earth (<https://thinkearth.org/>) that helps families think about how they use energy in their homes. Sometimes awareness campaigns use these types of surveys or questionnaires to help people see their daily behaviors more clearly. For example, a survey to help raise people’s awareness about the dangers of one-use plastics like plastic bags and straws might ask people how many times they use these items, where they get these items, and how they feel about using these items.

**Real-Life Example: The "Break Free From Plastic" Movement**

 The *Break Free From Plastic* (<https://www.breakfreefromplastic.org/>) movement is a global campaign that raises awareness about plastic pollution. They regularly publish reports naming the companies that produce the most plastic waste. People who read these reports can see how the products that they buy and use are part of the reason our oceans are in crisis. In addition, *Break Free Form Plastic* also uses photos of polluted beaches and injured animals in their social media posts.This helps people understand the size of the problem and also helps people connect to the issue personally.

**Tips for Your Campaign**

1. Use photos and videos: Show don’t tell. Use real life pictures of animals harmed by plastic or photos of polluted beaches in your area to make the problem real.
2. Use surveys to help people think more deeply about their own actions and connect their daily lives to your campaign.
3. Tell personal stories: Share experiences, like how your favorite beach changed because of pollution.
4. Use social media: Platforms like Instagram or TikTok can help you reach lots of people quickly.
5. Partner with influencers: Social media influencers can spread your message to an even bigger audience.

By helping people understand the issue and also connect to the problem on a personal level, you prepare them to take action, which is the next step.

**Step 2: Recommending Specific Actions**

Once people understand the issue, they need clear steps they can take to help. Your campaign should focus on actions that are easy to do and make a real difference.

**How to Inspire Action**

Sometimes campaigns fail because they ask people to do too much all at once. It’s better to start small. Instead of asking people to completely stop using plastic, ask them to start with something simple, like not using plastic straws or taking their own thermos with them when they leave the house.

Small changes can lead to big results over time. When we ask people to make a small, positive change, we are doing something called *risk reduction*. Risk reduction refers to identifying and implementing measures to reduce damage from a particular activity or situation. Let’s look at a specific example. Let’s say that Mr. H has a favorite shampoo and conditioner. Both the shampoo and conditioner contain micro plastics. If Mr. H washes and conditions his hair every day, we can clearly say that he is damaging the environment daily. But if he just starts using a new conditioner with no microplastics, he is reducing his damage to the environment by 50%! That is a 50% risk reduction to our oceans!

That is why campaigns should be supportive about any positive changes a person can make. When we run a campaign, we want people to feel good about any steps they can take to protect the environment. One very small first step might turn into a series of larger and larger steps in the future.

**Real-Life Example: The "Skip the Straw" Campaign**

 The *Skip the Straw (*[*https://bit.ly/3VC52FF*](https://bit.ly/3VC52FF)*)* campaign, led by groups like *Lonely Whale*, encourages people to stop using plastic straws. It is successful because it asks for a simple change. Many businesses, like restaurants and airlines, have joined the campaign by offering reusable or paper straws instead of plastic ones. This small action helped people think more about reducing other types of plastic waste in their lives, too.

**Tips for Your Campaign**

1. Offer solutions: Suggest alternatives to what people are currently doing. If people are buying bottled water, recommend using a reusable water bottle instead.
2. Make it easy: Don’t just suggest an alternative, make it easy to follow the suggestion! If people are using plastic bags when they go shopping, recommend using cloth shopping bags and also provide a list of places where stylish and cheap bags can be bought.
3. Make it fun: Start a weekly personal challenge, like not using any products with microplastics for 1 week.
4. Reward effort: Have a special place on your website for people who have signed a promise to change. Create SNS posts to congratulate people who have completed a weekly personal challenge.
5. Provide resources: Create easy-to-use guides, videos, or online checklists to help people make changes. When people can keep track of the changes they make, it is easier for them to stay motivated.

**Step 3: Building Community through Events**

Have you ever tried to change one of your habits? Maybe it was to go to bed earlier at night. Maybe you tried to eat less sweets. Often times people will change their behaviors for a week or two, but return to their original late-night-sweet-eating behaviors. In fact, most people have to continue a new behavior for a full 6 months before it becomes a habit. Six months can feel like a very long time. Luckily, we know from both psychology and sociology that people are more likely to continue new habits when they feel supported. That’s why a good campaign will contain an event or even a series of events. Events are a powerful way to help people meet each other, build relationships, and feel supported. Events bring people together, create a sense of community, and keep the momentum of your campaign going.

**Types of Events**

Here are just a few of the different types of events that environmental campaigns have used in the past:

* Cleanups: organize beach, river, or park cleanups to remove trash and raise awareness.
* Workshops: teach people how to reduce waste, compost, or make their own eco-friendly products.
* Rallies: hold demonstrations to push for changes, like banning harmful plastics.
* Social gatherings: host casual meetups, like a movie night or picnic, to connect people.
* Online events: use webinars or social media livestreams to reach people who can’t attend in person.
* Product exchange: people can bring products they own which are dangerous to the environment and turn them in to receive a discount coupon for buying new and environmentally products.

**Real-Life Example: Laundry for a Clean Ocean**

Recently a number of groups such as the *Ocean Blue Project* (<https://oceanblueproject.org/>) have been holding workshops to help people learn about ways to do their laundry that are safe for the ocean. These environmental groups sometime partner with companies that make ocean friendly laundry soaps and other cleaning supplies. Every time a person buys an environmentally safe cleaning supply, the company and the environmental group match the purchase with a donation of the same supply to a shelter or disaster relief organization. This way, not only do people help protect the environment in their own daily lives, but they also help other people to protect our oceans as well. Doing laundry in an environmentally safe way reduces the amount of phosphates and surfactants flowing into our rivers and oceans. And less phosphates and surfactants means stronger and healthier oceans!

**Tips for Your Campaign**

1. Be inclusive: Make sure everyone feels welcome, no matter their background or age.
2. Use events to educate: include short talks or demonstrations to teach people during the event.
3. Help people learn a new skill: people love to pick up skills such learning how to make their own environmental friendly soap at home
4. Share what happens: take photos and videos to post online so others can see the impact.
5. Stay in touch: After the event, keep participants involved with newsletters or social media groups.

**Step 4: Evaluating the Impact**



A campaign is only successful if it creates real change. Measuring the impact of your campaign helps you see what worked, what didn’t, and what you can do better in the future.

**Why Evaluation is Important**

Without tracking your results, it’s hard to know if your efforts made a difference. Did people change their habits? Did your event attract new supporters? Knowing these answers helps you improve your campaign and inspire others to join.

Being open about your results and sharing easy to understand numbers makes your campaign more trustable. If you can prove that your efforts made a difference, more people and organizations will want to support you. Numbers such as the amount of plastic taken out of a river, or the number of plastic straws people did NOT use, provides proof to people who joined your campaign that their small actions really did have a big effect on the world.

**Real-Life Example: Ocean Conservancy’s Coastal Cleanup**

Each year, *Ocean Conservancy* (<https://oceanconservancy.org/>) leads a huge coastal cleanup effort. After the event, they publish a report showing how much trash was collected and what kinds of items were found. This data helps raise people’s awareness and also helps activists push for new laws such as banning single-use plastics. By tracking their impact, *Ocean Conservancy* has been able to improve the cleanup each year and keep people engaged in the campaign to create trash free oceans.



Map of *Ocean Conservancy’s* costal cleanup event locations

**How to Measure Success**

There are a lot of ways to collect feedback about your campaign. There are also a lot of different statistics and numbers you could use to show what you have achieved. Here are just a few suggestions for what kind of data can help you evaluate your campaign:

* Count participants: Keep track of how many people joined your events or took your pledge.
* Track results: Measure things like how much trash was cleaned up or how many plastic items were replaced.
* Get feedback: Ask participants what they learned and how they plan to change their behavior.
* Share creatively: Use photos, videos, or infographics to show your results in a way that’s easy to understand.

**Tips for Your Campaign**

1. Be honest: Share both your successes and the challenges you faced.
2. Celebrate progress: Even small wins deserve recognition.
3. Use what you learn: Apply feedback to make your next campaign even better.

All parts of a campaign are important. But, if your campaign is honest and open when evaluating what you accomplished, you will raise the awareness of your staff, volunteers, and people who are not yet directly part of your campaign. Basically, if you put a lot of time and positive energy into evaluating your campaign, it naturally leads you back to step-1, Awareness Raising, and a chance to make an even more powerful and moving campaign. This is when a campaign becomes self-perpetuating, able to help make the world a better place for not just one or two years, but far into the future.

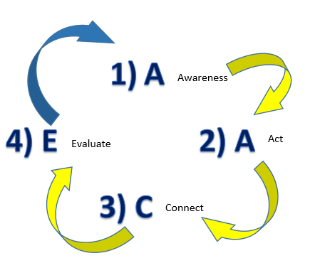
**Conclusion**

Creating a campaign to save our oceans might seem challenging, but it’s also exciting. By raising awareness, recommending actions, building community, and evaluating your impact, you can help protect the oceans for future generations. Remember, even small steps can lead to big changes when we work together. Whether you’re organizing a beach cleanup, spreading the word on social media, or inspiring your friends to ditch plastic straws, your efforts matter. The oceans need our help—and young leaders like you will make all the difference in the world.

In the article *Building a Campaign to Save Our Oceans*, there are real life examples as well as tips to help you create your own environmental campaign.

Pick up two ideas from the article for things you could do for each step in an environmental campaign. Also, try and create one original idea for something that could be done in each step of a campaign.

第2回高校生環境サミットの「海を守るキャンペーンを作ろう」という記事には、実際の事例や環境キャンペーンを作るためのヒントが紹介されています。記事の中から、環境キャンペーンのステップごとにできそうなことを2つずつピックアップ。また、キャンペーンの各ステップでできそうなことについて、オリジナルのアイデアを1つ作ってみてください。



**Step 1: Raising Awareness**

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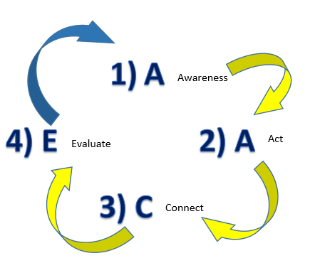
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**Step 2: Recommending Specific Actions**

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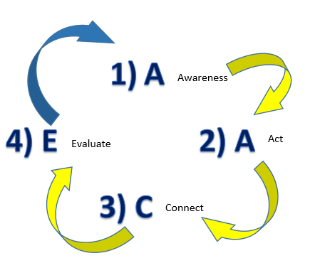
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**Step 3: Building Community through Events**

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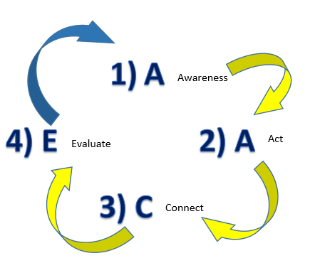
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**Step 4: Evaluating the Impact**

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