

Campaign ideas

To get you started, here are a few ideas of actions that can be taken to help the ocean.

Action area: microfibre pollution

- Organise a clothes swap
- Run a learn to sew campaign
- Petition school uniform manufacturers or retailers to reduce polyester use
- Petition government and manufacturers to install filters in washing machines
- Run a campaign to change washing machine habits.

Action area: ocean litter

- Run a refuse/reuse campaign
- Eliminate single-use plastic items from school
- Petition local takeaways to use sustainable packaging
- Run an Unflushables campaign
- Run a Bin the Butt campaign
- Write to water companies.

Action area: overfishing

- Make a cookbook of sustainable fish recipes and sell it to parents and the wider community
- Persuade local restaurants to cook with sustainable fish
- Work with your school caterers to make lunch sustainable
- Create an ad campaign for 'unpopular' fish
- Petition the local council and hospital to introduce sustainability rules into catering contracts.

Action area: protecting endangered marine life

- Join a Marine Protected Area campaign
- Run a No plastic bags campaign
- Reduce single-use plastic
- Run a Don't let go campaign

Action area: fight ocean warming

- Run an energy saving campaign
- Encourage walking/cycling/use of public transport
- Run a refuse/reuse campaign
- Work with the school caterers to reduce the carbon footprint of lunch menus
- Petition the local council to reduce their carbon footprint.