

## **PROJECT PROPOSAL:**

### **Keep It Blue**

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**Identified problem:** Lack of awareness of ocean pollution

Our oceans are over polluted with plastics endangering marine biodiversity leading to habitat destruction. Overfishing, climate change, ocean mining, acidification, and noise pollution are just the beginning of the dangers posed by us humans. Adding on to the lack of awareness could lead to the complete extinction of fish in the ocean by 2050. Today, there can be found more plastic than fish. Addressing these threats to the oceans will require a multi-faceted approach involving governments, businesses, and individuals. Hence why we have come up with an innovative solution providing unlimited awareness to all the users of oceans in our world. Our goal is to keep our oceans blue, remove plastic and spread awareness to preserve our oceans.

**Problems and Solving:** SDG 14

The threat to marine life is no joke. There is an extremely long road to go in order to protect the animals in the ocean. Although there is growing awareness about the importance of the oceans and the threats they face, many people are still not fully aware of the scale and urgency of the problem. A survey conducted by the Pew Research Center in 2019 found that while a majority of people in 20 countries surveyed saw climate change and environmental issues as major problems, fewer people saw overfishing and ocean pollution as significant issues. In many cases, people also did not recognize the links between climate change and the health of the oceans.

This lack of awareness is exactly what makes everything more concerning. If people are not educated or made aware of the urgency of the matter, then this road of trying to take action is going to seem forever long. However, many have already started to bring initiatives that contribute towards limiting the impact on oceans; such as, advocacy efforts, scientific research, and huge organizations, like GreenPeace, tackling the threats. The idea of raising awareness in itself is widely scalable as it is targeted towards a large demographic, which means all efforts to do so are easily welcome and will still provide many long term goals for growth, especially in this case, as such dire issues need to be addressed to any and all persons of age, size, race, or gender.

## Target/Proposal

### Next steps to solve the problem:

Our line is set to educate others about our oceans and how to protect them with pop-up stores that will be placed in areas where unsustainable aquatic activities could take place. It could be found in tourist beaches where ocean life may be disrespected. Ports where abusive fishing practices happen or bays that pollute the waters. Our movable stands will make their way through the globe creating blue consciousness in an engaging and attractive manner. Through shops and workshops, visitors will learn how to protect the ocean interactively.

Our next steps will also include identifying what countries and locations are in urgent need of such pop-ups, and how to start connecting with important government/ non for profits/ organizational leaders. As well as this, identifying current trends that are already put into practice and making large impacts.

**Value created with solving this problem:** Full cycle of awareness and immediate implementation

Our pop-ups will also provide a wide range of ocean friendly products such as:

- - Sunscreen products that don't pollute the ocean,
- - Swimsuits that don't release micro plastics.
- - Sustainable fishing practices
- - Sustainable water activities

As well as holistic courses and activities that raise awareness on all kinds of pollution impacting our oceans, plastic being a major one. Locals will be given the chance to teach about native species and provide information to visitors on how to keep the area blue and what could be implemented within their ordinary lives.

Many will benefit not only in terms of people who are getting more educated about oceans but also, this will create an opportunity for designers, volunteers, and marketers to collaborate with one another in providing a one of a kind display.

### **Capturing and extracting value:**

The goal is to create communities and teams that impact our everyday interactions with the ocean at a global level. Through marketing, communication, and fundraisers we will generate awareness to protect our oceans. Through a movable Pop-Up store we will be able to reach more audience and create greater and greener value. The set up will be minimalistic to reduce waste and limit environmental impact. The goal is to help local communities in whichever city the stand is set. Along with collaborations with regional NGOs in the same fight to protect oceans.

Overall, by combining education, engagement, and revenue/marketing-generating strategies, an eco-friendly pop-up promoting ocean awareness can be a powerful tool for both ocean conservation and capturing value.

### **Links:**

<https://sdgs.un.org/goals/goal14>

### **Example:**

<https://www.zawya.com/en/press-release/companies-news/city-centre-deira-launches-sustainable-pop-up-market-to-promote-conscious-shopping-habits-tvb3mj3e>

