

Keep It Blue

Awareness is the
first step towards
Action





PROBLEM

It might be shocking to find out, but only 5% of the ocean has been explored and charted by humans.

Less than 50% of people in the world are ocean literate

Oceans contribute \$1.5 trillion annually in value-added to the overall economy and this number could reach \$3 trillion by 2030

Plastic pollution hurts economies, ecosystems, food security

80% marine pollution comes from land-based activity

The largest trash site in the world is the Great Pacific Garbage Patch!

IMPACT

Yet we are capable of threatening the entire existence of our oceans.

Nobody cares to start acting more ocean sustainable in their daily lives to source a change

Mutilating threats to oceans

human health, including presence of microplastics in our blood

The extinction of marine life endangers humans

Degradation of marine habitat



BUSINESS OPPORTUNITY

Introducing holistic, ecological, and movable Pop-ups raising ocean awareness!



Problem size + Market size

Raising awareness on beaches would result in engagement with an extremely large demographic. Approximately, 1- 30 million visits per year for small beaches to medium beaches



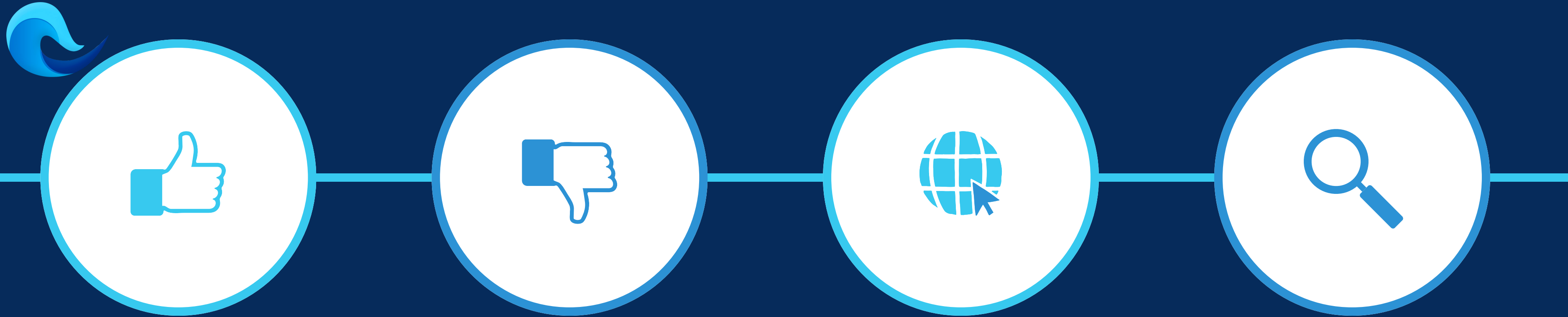
Input - Process - Output

Creative architects come together for one off projects with the help of sustainable ministers of specific cities in order to design a Pop-up for a certain duration which results generate traction dangers and opportunities of our oceans.



Implementation

Through sustainable 3D printing manufacturers, ocean conservation enthusiasts, support of the local government bodies, and public beach rentals



STRENGTHS

- Simple design makes it easy to move
- It is easily accessible and enjoyed by all ages
- The diversity of the product allows it to compete in different markets

WEAKNESSES

- The Pop-Up has to be perfect to make sure it does no damage to the area it is being placed in
- Get the community involved in a positive manner

OPPORTUNITIES

- Reach millions and increase awareness on plastic pollution and its effects on human life
- Keep It Blue Pop-Up could be altered to protect different environments that are endangered by human activities such as mountains, deserts and jungles

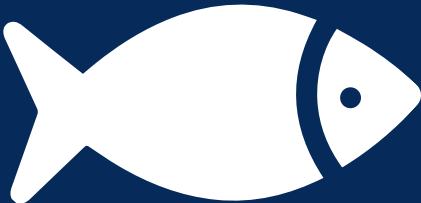
THREATS

- People refusing to change Getting permits to set up the stand
- Local shops seeing Keep It Blue as a threat
- Potential extreme weather conditions, during certain times of the year



LINKS AND THANKS:)

<https://payspacemagazine.com/retail/pros-and-cons-of-opening-pop-up-stores/>



<https://www.doi.gov/ocl/marine-debris-impacts#:~:text=Marine%20debris%20can%20injure%20or,threaten%20human%20health%20and%20safety.>



<https://sites.google.com/a/markham.edu.pe/mr-carter-s-igcse-geography/agriculture/inputs-outputs-and-processes>



<https://www.worldbank.org/en/topic/oceans-fisheries-and-coastal-economies>

