

What was your position at ocean clean up?

I am in an specific area that works toward the consciousness creation among people, I like to study the problem and try to express in the best way possible about it, so more and more people are more interested in the project.

Could you tell me more About Ocean Clean Up?

Ocean Cleanup is a project created from the different needs we have due to the immense trash in our seas, we like to create awareness and consciousness about the problem along our way to keep cleansing this areas.

What is marine pollution?

Pollution is the introduction of harmful contaminants that are outside the norm for a given ecosystem. In this particular case, marine flora and fauna are the affected ones.

What is the main component that pollutes the oceans?

Plastic is the most common material floating on our oceans, mainly because we tend to let it out on shore and the tide gets it floating.

Our project focuses on the marine pollution of the Pacific Ocean, as you know in this area there are the so-called islands of garbage, what can you tell me about this?

Plastic can be carried by ocean currents for long distances. It can form trash patches and finally end up being a big waste accumulation, it has become a great problem because of its tendency to be a potential threat for marine fauna there.

Consider that it is better to educate new generations or try to reason with adults about this issue?

I think both need to be done in order to create real awareness about the problem, any how, we need to focus on young people because they're the future of our environment.

What consequences for people are that we have contamination in our oceans?

First and foremost there is the reduction of animals surrounding the contaminated area due to their waste consumption without knowing it'll kill them; obviously waste floating around doesn't sound right, and as it is dangerous for animals it is hazardous for us too, because we may end up eating some animals that have consumed poisonous components through rubbish.


For you, what is the best solution to the problem of garbage islands? Do you really think we can solve it?


We do not have the power to eliminate those islands completely, but by no means we should stop our work in this area, because, if we keep going towards the same direction, day by day our planet could become a toxic place to be.

Why do you think people do not have that culture of not polluting?

Because they do not see at first hand the results of polluting, if they could recall how the situation is for animals, people working in the oceans and lucrative activities around the areas, more and more people may be aware and try to stop polluting step by step

Diego Farías





"Work hard and don't lose faith"

Age: 36
Work: Fisherman
Family: Wife and 3 kids
Location: Zihuatanejo, Guerrero
Character: Leader

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Patient Persistent Hard-working

Goals

- Create a better life for his family and friends.
- Manage to get better in his work everyday.
- Work hard and help his children in their studies.

Frustrations

- Pollution.
- Extreme cheapskates that don't want to pay for his work.
- Poaching.

Bio


Diego is a fisherman who has been working since age 17 on this area. He loves his work and his family, but lately 2 main problems have struck his life, the first one is poaching: many companies have been killing an excessive amount of fish, which affects the animal population and of course Diego's work as well; the second problem is pollution, as the first issue, this one is killing marine fauna quickly, affecting the activities Diego does to keep his family afloat.

This hardworking fisherman has patience and has hope that this 2 problems could be solved soon so he can keep working in order to create a better life for his wife and 3 children.

Motivation

Incentive	
Fear	
Growth	
Power	
Social	

Brands & Influencers



Preferred Channels

Traditional Ads	
Online & Social Media	
Referral	