



Objectives

Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

Challenges

Coastal eutrophication,
Ocean acidification, Ocean
warming, Plastic pollution,
Over-fishing.

01

SUSTAINABLE DEVELOPMENT GOAL 14 (LIFE BELOW WATER)

03

Vital Ecosystem

02

The oceans are the world's largest ecosystem, representing 99 per cent of the planet's biosphere and home to nearly one million known species.

Moreover, oceans and fisheries continue to support the economic, social and environmental needs of the global population.



Target Audience

Young adults in Europe

Young Europeans pay more attention to SDG14, but lack understanding of its more far-reaching socio-economic impacts.

Overall Objetives

Knowledge Education for Young Adults

Sharing a variety of initiatives and actions related to SDG14 (Life Below Water) with young people, along with providing in-depth educational content on environmental, social, and economic topics.

Target Audience communication

Enhancing the connection between audiences and sustainable fisheries, creating pathways for marine conservation that span across time and space, and boosting engagement through interactive experience







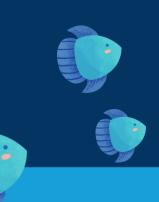
This campaign consisted of three parts:

Social media warm-up (5 social media posts)

Event promotion(posters)

Offline event (time capsule)

The aim is to spread knowledge about SDG14 to young Europeans and deepen their connection with SDG14 through offline events



Social media warm-up: Social Media Posts



why Instagram

59% of young people now spend an average of more than two hours a day on social media.

*Data from Amnesty International



Instagram is one of the most popular platforms for young people.

WHY GLOBAL EXAMPLES?

Global sustainable development knowledge-sharing with youth boosts ocean sustainability and innovation.

*Data from United Nations reports and Scientific research



We have selected real-world examples of sustainable fishing practices over the past 100 years



Social media warm-up: Social Media Posts

seaaa_the_futureee



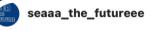
seaaa_the_futureee Hoki, a highly sustainable white fish, has been migrating to the cold waters off New Zealand's west coast for winter spawning. New Zealand has been the first country to establish a Quota Management System (QMS), which has been capping Hoki's yearly catch at a maximum of 10% of its adult population.

The discovery of a smaller-than-expected West Coast Hoki in 2018 has led the industry to voluntarily cut catches by 35,000 tonnes. The industry has been collecting biological data seaaa_the_futureee



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seaaa_the_futureee Lake Hjälmaren has been the first freshwater fishery in the world to be certified by the Marine Stewardship Council (MSC). Fishermen have been catching pike-perch on the island of Vinon, in the lake's centre. Collaboration among fishermen, scientists, and environmentalists has led to sustainable fishery models. Adjustments in fishing and mesh sizes, alongside catch reduction, have been countering overfishing and promoting resource recovery and growth. These measures have boosted shing efficiency, tapped into new markets, and





seaaa_the_futureee Since 2010, the Fisheries Sustainability Accreditation has been fishing sustainably according Fisheries Standard. To protect seabe fishermen using trawl nets closed fis discovering vulnerable habitats like s colonies. 🔊 🍇

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To reduce cod bycatch, the fishery co the Scottish Fishermen's Federation to test a trawl modification that has r vcatch by 60% through the use of s



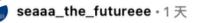
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seaaa_the_futureee Egypt's Red Sea, considered one of the world's top diving destinations due to its rich underwater communities and colourful corals, attracts millions of tourists every year. 🍇 💳

However, the high rate of tourism has exacerbated plastic pollution in the oceans, threatening the marine life in the area: plastic rubbish can be swallowed by fish, turtles or seabirds; and plastic can cause white band disease, a fatal disease for corals. In 2019, Egypt's Red Sea and South Sinai governorates implemented a ban on the use of some single-use plastics. 🧛 🕸

#seathefuture Did you know?The Red Sea and our future Plastic bans are not an easy task in Egypt, where tourism is valued, especially for an underdeveloped economy where plastic is much cheaper to produce than other alternatives.

However, many hotels, businesses and consumers have already given up single-use plastics since the ban was implemented. erhaps in the not-too-distant future, the Red Sea can truly lead





seaaa_the_futureee Lyme Bay is located in the south-west of England and was once the UK's 'coral garden', boasting a diverse range of marine life such as ross coral, Pentapora foliacea, pink sea fans, Eunicella verrucosa and many more. Trawling has caused extreme damage to the coral reefs of Lyme Bay in the past, and in 2008, Lyme Bay was designated a Nature Reserve and banned dredging and bottom trawling for eighty square

#seathefeature Did you know? Lyme Bay and our

Lyme Bay has seen a significant increase in abundance since the ban came into force, 430% ncreases in taxon richness and 370% increases in tal abundance.

We've handpicked five inspiring real-life examples of sustainable fisheries from England, Scotland, Egypt, Sweden, and New Zealand. These stories have been shared on Instagram and gathered into an educational pamphlet, designed to enrich museum visits.



For more information, click on the links in each post.



Social media warm-up: Social Media Posts

SEA THE A time capsule from FUTURE

Welcome to THE # SEA THE FUTURE Time Capsule campaign!

It's a thought-provoking journey through time.Connecting us to the past, present and future.

We will explore the past, present and future of the oceans and share your responsibility to protect the oceans in a unique and meaningful way.

SEA THE FUTURE Goal and vision

- SDG14 (Life Below Water) related initiatives and actions.
- Building bridges across time ar space to help pass on sustainable oceans across time and space.

Campaign content

■ Find out what different countries and regions have done for the sustainable development of the ocean over the past 100 years.

Listen to the real voice from a nundred years ago—
One hundred years ago, a group of occan sustainability activists, ocean conservation practitioners, ocean-related industry practitioners, and young people just like you who learned about the ocean by accident and were willing to do their part to net be keep this blue ...

They have left this time capsule for you to share their insights into ocean conservation. Now, it's time to open it!

■ Leave your voice for a hundred years into the future—

Now, we also invite you to leave your story with the ocean for the people

us and create a new time capsule to the ocean of the future!

Exploring the world's oceans, we for the condition of the condition of the centuries dedicated to protect and developing our precious marine

Let us now turn our attention to these precious cases and work to protect and empower the oceans for a

For details, Instagram @seaaa_the_futureee



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seasa_the_futureee Lake Hjälmaren has been the first freshwater fishery in the world to be certified by first freshwater fishery in the world to be certified by the have been catching pike-perch on the island of Vinion in the lake's centre. Collaboration among fishermen, scientists, and environmentalists has led to sustainable fishery models. Adjustments in fisher and mesh atzes, alongside catch reduction, have considered to the control of the control

o Keep ther MSC certification, Lake Hjälmaren's estiwater fisheries have introduced creative serial variation of the serial variation of the serial variation of the shermen's union for representation, collaborated with government and scientists on research, and hanaged certification costs with a minor surcharge. dapted by using anomytolies and hovercrafts, ligitising records, and exploring eco-friendly fuels. hese efforts highlight Sweders role in blending ustainable fisheries with environmental care, seather than the service of the service of the service of seather than the service of the service of seather than the seather than the seather seather than the seather than the seather seather seather than the seather seat

stainable fishery from Swede

Now, open the time capsule in f of you, and you might see:

Eco Diver,10 years of experience as a Marine conservation activist:
I love everything related to the ocea and look forward to impacting as many people as possible through my actions
"Deep Sea"
Seafarer, Marine engineer, Freediving instruction

•

Now, please contribute your own insights to our second time capsulo. This time capsule will serve as a bridge for your dialogue with future generations, conveying our value as

commitment to the ocean.

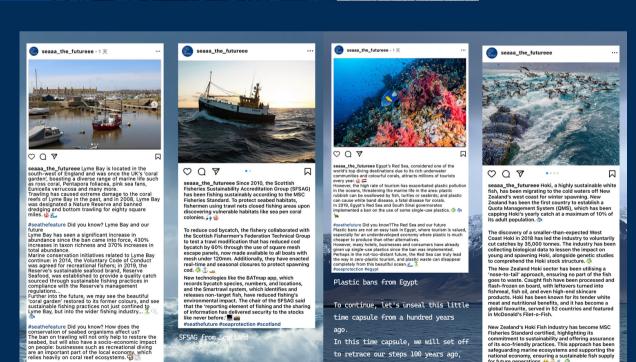
Perhaps in a hundred years, there will also be some young people who will face this time capsule and op this dialogue across time and space again.

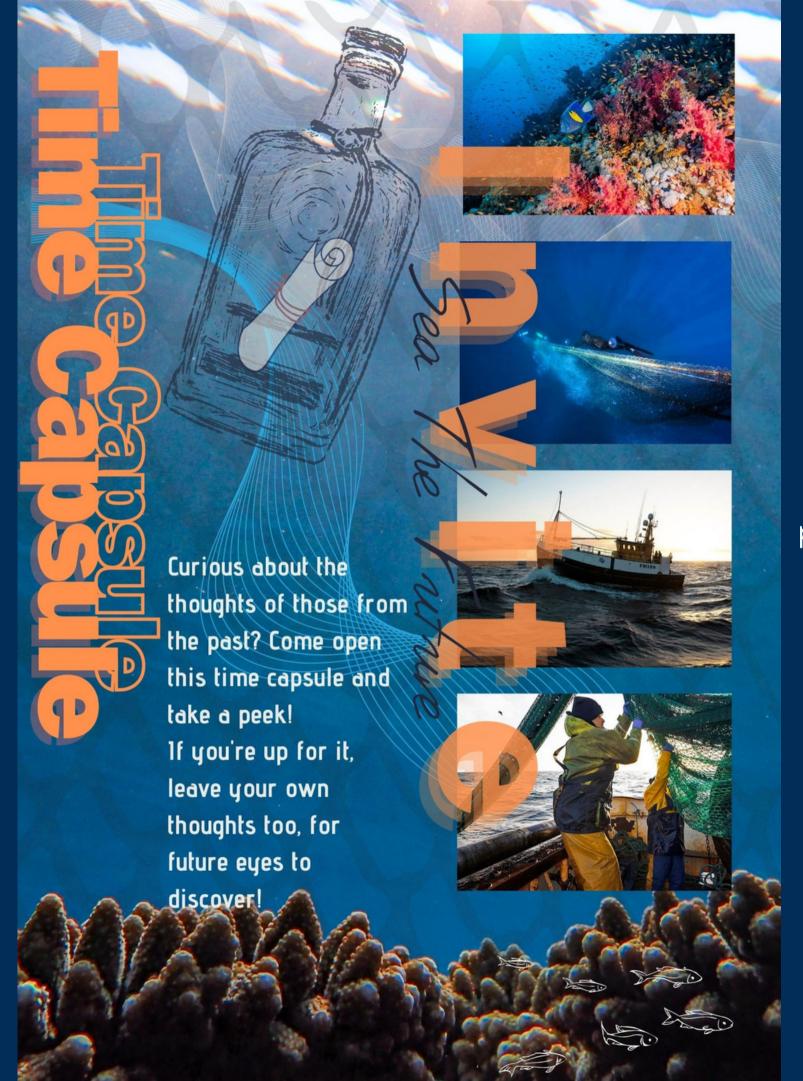
If you'd like to explore more about marine conservation, you're welcome to view our Podcast discussing Botto Trawling, as well as the Tennis Net, which showcases the recycling of

physical version---pamphlet



Our goal is to to highlight to future generations the diligent efforts made in the past towards sustainable fisheries, especially in conserving and developing our invaluable marine resources







physical version---printed

Event promotion posters

Invitation

The Time Capsule poster is designed to appeal to future generations, inviting them to open the capsule and draw out a slip of paper with thoughts from the past.

In addition, it encourages these future people to contribute their ideas, helping keep the conversation about sustainable fishing going.

Offline Event: Time Capsule

Why time capsule

A highly interesting and low-cost form of activity that transcends time and geographical space, serving as a bridge for communication between generations.

We hope to promote a deeper connection between young adults and SDG14.

Two parts of the offline event

First: A time capsule from 100 years ago

• Event attendees are able to open a time capsule from a hundred years ago and read messages from past ocean protectors.

Next:A time capsule for the future

• Event attendees could write down their own idea sharing about ocean protection and create a new time capsule for future generations.





A time capsule from 100 years ago

A time capsule from a sustainable ocean activist from a hundred years ago

Time capsule content source

- Eco-divers and Marine conservation activists with 10 years of active experience in coral conservation
- marine industry practitioners with 10 years of experience
- young students involved in marine conservation activities

Valid sources provide more trustworthy information for idea sharing; At the same time, the inclusion of young sharers can deepen the emotional connection with the target audience.

Time capsule content theme

- Marine protection public welfare actions
- Government policies on sustainable fisheries and Marine conservation
- Vision of the future of the ocean
- Real photos of sustainable ocean activity from 100 years ago

The wide range of content provides the audience with a wealth of topics, while adding a well-founded vision of the future of the ocean.

A time capsule for the future

A sustainable ocean time capsule for future generations

Time capsule content source

 we invite participants to contribute their thoughts to this new time capsule, writing about their feelings about ocean conservation and their visions for the future.

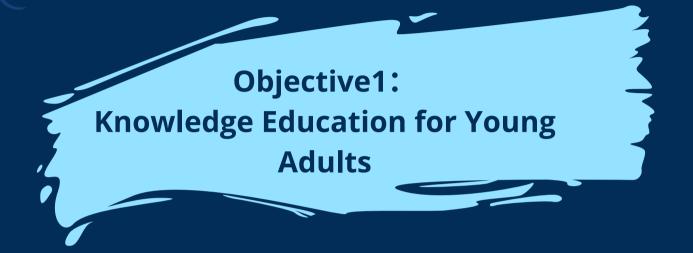
Through this format, we hope to stimulate the audience's sense of engagement, while preserving the opportunity to inspire a new generation of young people to connect with SDG14 further into the future.

A new time capsule that fits the theme: How the oceans have changed over the centuries

We provided two time capsules with different looks to show how the Marine environment has changed over the centuries. According to existing studies, coral and fish populations have recovered in different regions following local initiatives related to sustainable oceans.

So when the time capsule was designed, the old time capsule was covered with **fishing nets** and **black and white fish and cora**l; The new time capsule uses **colorful Marine life** instead of fishing nets.

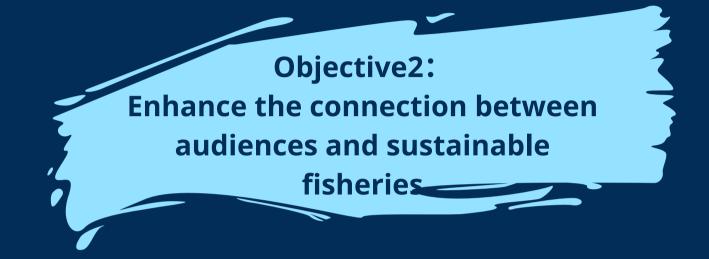
Measurements Index



Social media warm-up: 1000 participation

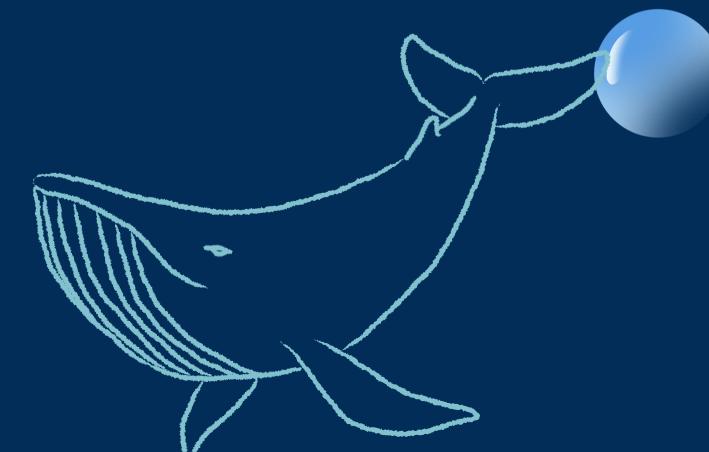
Participation

- Likes
- Comments
- retweets



Offline event:

30 idea collection



THANK YOU.

@seaaa_the_futureee



