

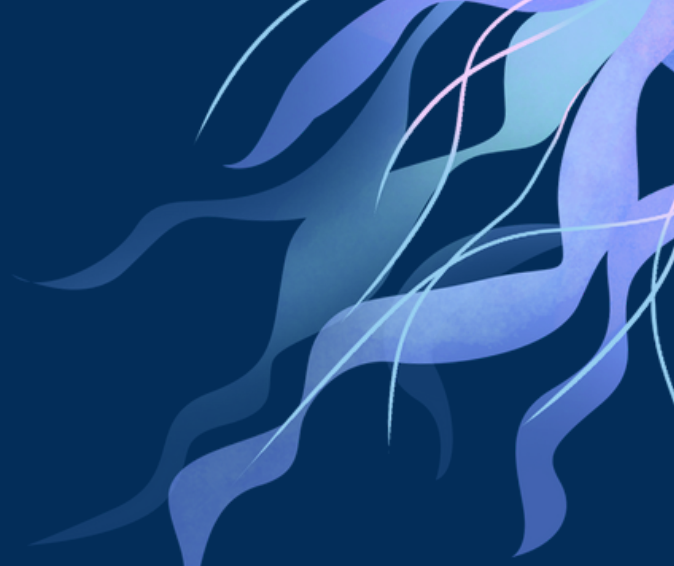
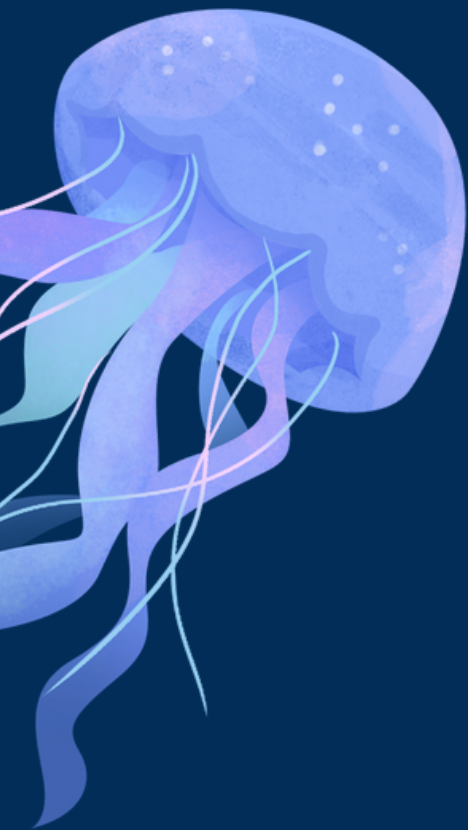


SEA THE FUTURE

**AN EDUCATIONAL CAMPAIGN FOR SDG14
(LIFE BELOW WATER)**

By Han Yu & Yuqing Chen





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)

02

Vital Ecosystem

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.

03



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 Objectives

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





Tactics

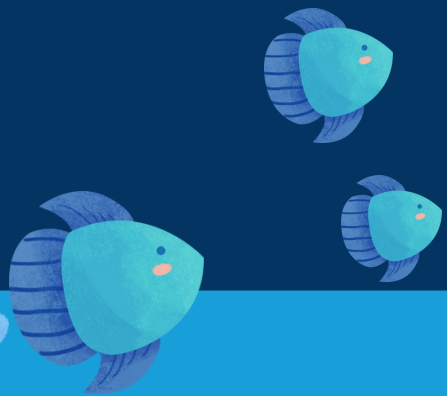
This campaign consisted of three parts:

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



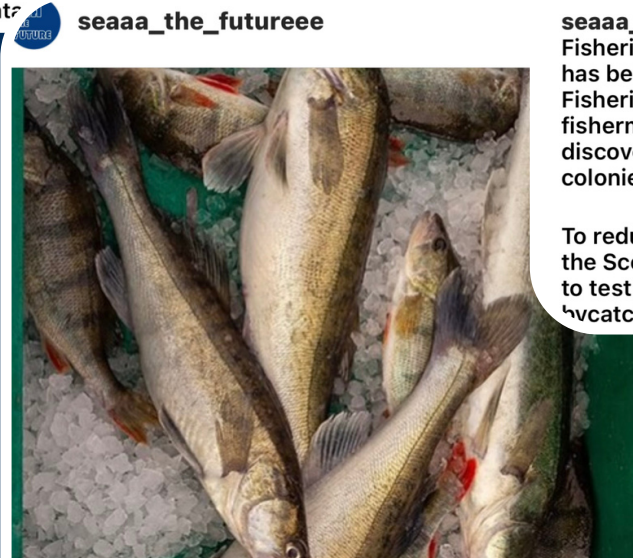
seaaa_the_futureee Hoki, a highly sustainable white fish, has been migrating to the cold waters off New Zealand's west coast for winter spawning. New Zealand has been the first country to establish a Quota Management System (QMS), which has been capping Hoki's yearly catch at a maximum of 10% of its 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 Since 2010, the Fisheries Sustainability Accreditation has been fishing sustainably according to the Fisheries Standard. To protect seabed fishermen using trawl nets closed fish discovering vulnerable habitats like sea colonies.

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




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 Vinön, 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 fishing efficiency, tapped into new markets, and



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.

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. Perhaps in the not-too-distant future, the Red Sea can truly lead us in zero-plastic tourism, and plastic waste can disappear



seaaa_the_futureee · 1天 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 miles.

Did you know? Lyme Bay and our future Lyme Bay has seen a significant increase in abundance since the ban came into force, 430% increases in taxon richness and 370% increases in total 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.

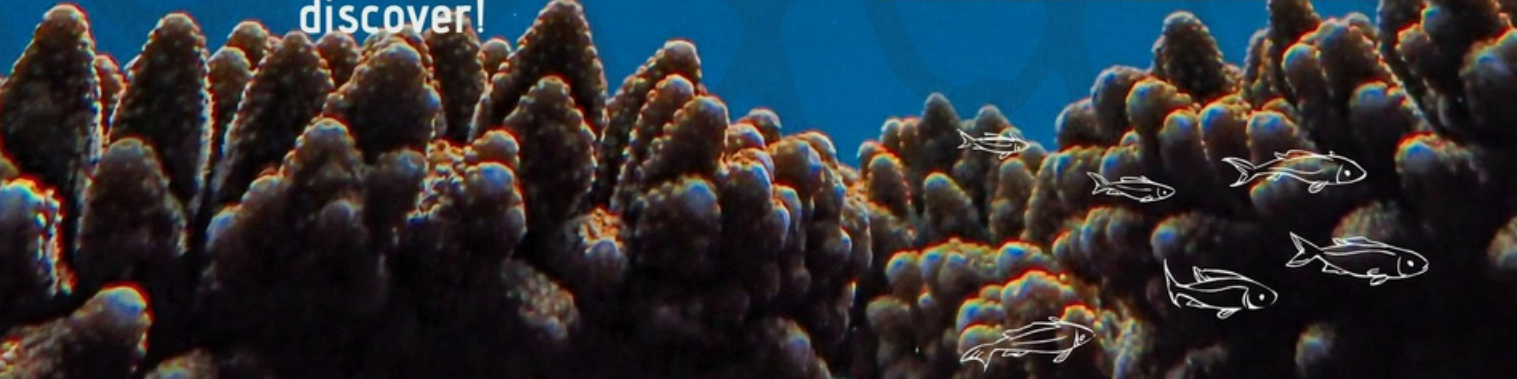
Time Capsule



Open the Sea for the Future



Curious about the thoughts of those from the past? Come open this time capsule and take a peek!
If you're up for it, leave your own thoughts too, for future eyes to discover!



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

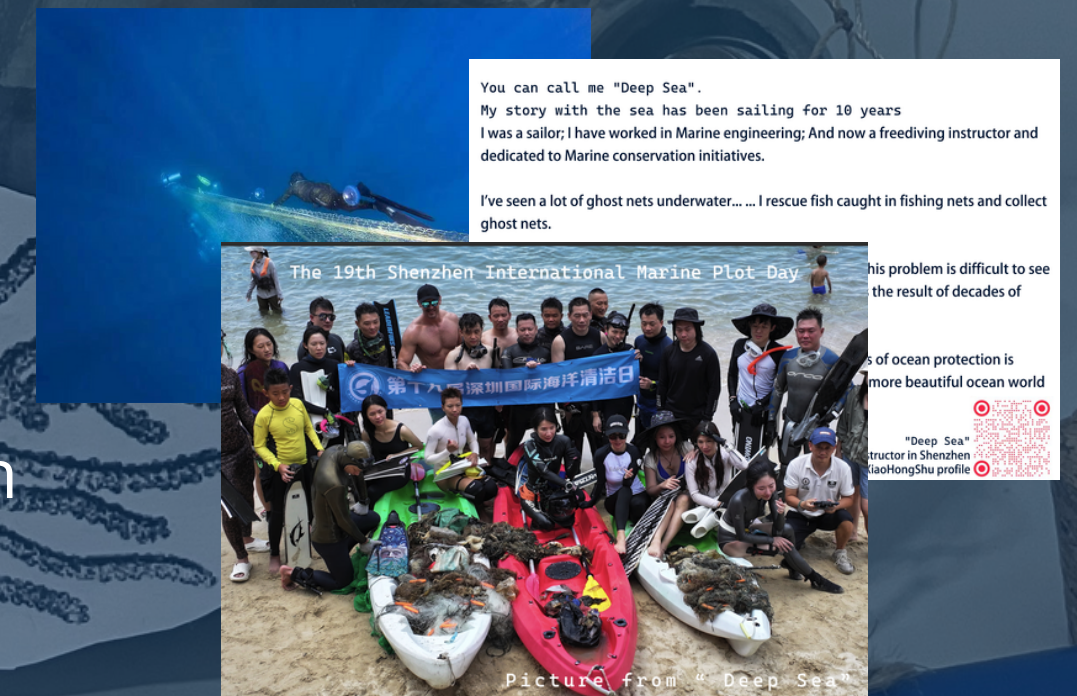
- Eco-divers and Marine conservation activists with 10 years of active experience in coral conservation
- marine industry practitioners with 10 years of experience
- young students involved in marine conservation activities

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 coral**; The new time capsule uses **colorful Marine life** instead of fishing nets.

Measurements Index

Objective1:
Knowledge Education for Young Adults

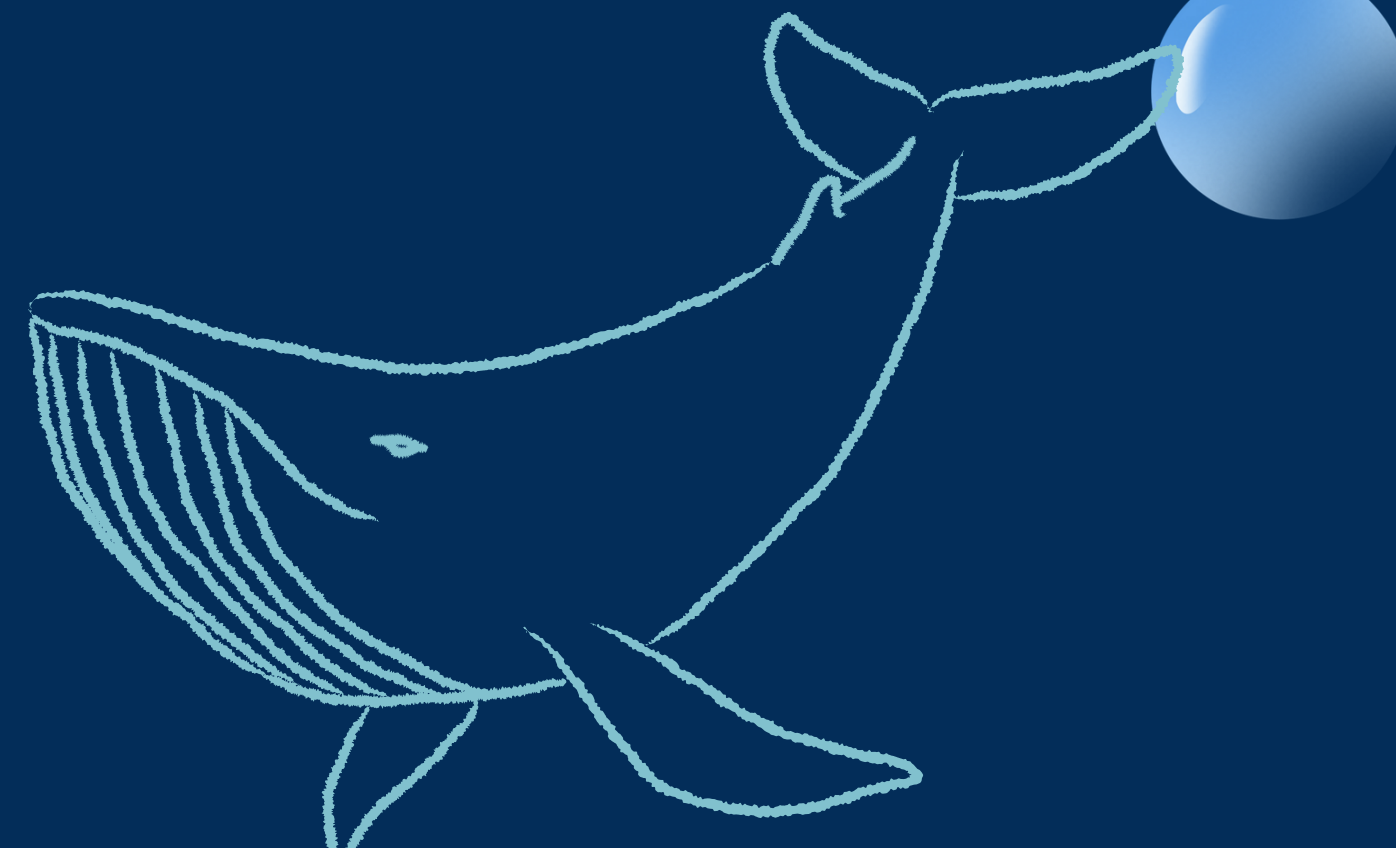
Social media warm-up: 1000 participation

Participation

- Likes
- Comments
- retweets

Objective2:
Enhance the connection between audiences and sustainable fisheries

Offline event:
30 idea collection



The background is a dark blue gradient with stylized illustrations of purple fish swimming in the upper corners and teal coral and seaweed in the lower corners. A large white rectangular box with a thin border is centered on the page, containing the text 'THANK YOU!' in a bold, white, sans-serif font.

THANK YOU!

A smaller white rectangular box with a thin border is positioned below the main 'THANK YOU!' box. It contains the text '@seaaa_the_futureee' in a white, sans-serif font.

@seaaa_the_futureee