



You are part of the Head Shoal!

You enjoy discovering new things and learning about how you can make a difference; this is what drives your connection to the Ocean. You do your bit to support our Ocean because you know that the threats to the Ocean impact the habitats and creatures that live there, but also impact your everyday life too.

You are now part of a Shoal of like minded individuals, if we all Think Ocean everyday and make small changes in what we do, this will add up to some big benefits for the Ocean!

START

Go with the flow! Gradually build your pro-Ocean habits on your #thinkOcean journey...

1

Talk to your family and friends about the Ocean.

Why?

Creating a change and supporting a healthy Ocean can be as simple as spreading the word about the importance of the Ocean.

How?

Tell your friends and family why the Ocean matters and show off about your favourite sea creature! Don't forget to always add some Ocean Optimism and a bit of love!



2

Sign petitions.

Why?

As individuals, we can do a lot, but we need global leaders to realise that the Ocean needs their help.

How?

Find an Ocean issue that you are passionate about and see if there is a petition running about it. Or even start your own!



3

Reduce the amount of energy you use in your home.

Why?

The Ocean absorbs CO₂ that we produce. We need to reduce our carbon footprint to allow the Ocean time to recover.

How?

Turn off lights when you leave the room. Don't overfill your kettle. Turn down the heating and pop a jumper on. Wash your clothes on a cold wash.



4

Work with or buy from companies with good environmental values.

Why?

Supporting companies that have small carbon footprints, create less plastic waste and educate their staff on environmental solutions is great for Ocean health.

How?

Ask friends and family for recommendations. Have a look at social media or websites for their environmental values.



5

Check who you are banking with - where does their money go?

Why?

Your money can change the world. The institutions you invest in may greatly impact the environment.

How?

Explore small, ethical banks funding positive solutions. Check online to find the best options.



6

Find out if your local council supports Ocean recovery.

Why?

The decisions made by local councils can have positive impacts on the Ocean, from education to local planning, making sure everyone can access the Ocean and investment goes to the right places.

How?

Visit the OCT website and find out how to ask your local council to declare a Motion for the Ocean.



7

Explore the Ocean for yourself.

Why?

'People protect what they love' said Jacques-Yves Cousteau and we totally agree!

How?

Get outside and explore the Ocean near you! If you don't live near the Ocean, visit your local lake or river or find a video online. All water is connected to the Ocean and when you visit you will be too.



CONGRATULATIONS!

You have made it to the last step, but your journey doesn't end here, keep trying some pro-Ocean habits to support a healthy Ocean.

The other Shoals are doing their bit too. Together we can create a huge #thinkOcean community. People from around the world have taken the challenge, creating a united effort to value, care for, and take action to support Ocean health. Every small action makes a difference—let's make it count!

If you have signed up to our emails, we will keep you updated with good news stories for some inspiration and new challenges to try!

#thinkocean

