



You are part of the Hands Shoal!

You enjoy the activities the Ocean has to offer and use it as a creative space. You visit the Ocean to have fun! You work to create a healthy Ocean for the benefit and enjoyment of all.

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

Cut down on single-use plastic.



Why?

Millions of tonnes of single use plastic enters our Ocean each year. Stopping it at the source conserves materials, saves energy, and reduces waste, all of which help support a healthy Ocean.

How?

Invest in reusable bottles, cups and bags for when you are out and about. When shopping, consider if there are alternatives to products wrapped in plastic. Keep your eye on the UN Plastics Treaty, to see what is being actioned at a global level.

2

Blitz your bathroom!



Why?

Plastic on our beaches often originates from items we use in the bathroom, and products entering the sewage system down the toilet!

How?

Make a plan to gradually switch to plastic free products e.g shampoo bars and soap bars. Use bamboo toothbrushes and Ocean friendly cosmetics.

3

Raise money for an Ocean charity (like us! 🐶)



Why?

One of the most impactful ways to make a difference is by supporting non-profit organisations dedicated to protecting our Ocean through both public awareness and political action.

How?

Choose an Ocean-focused charity you're passionate about and start a fundraiser. While you're at it, spread the word about the #ThinkOcean challenge to your friends and family.

4

Volunteer for hands-on work or advocacy.



Why?

Your time and skills are just as valuable as donations to Ocean charities, playing a crucial role in their conservation efforts.

How?

Get involved through citizen science projects, long-term volunteering, or other activities. Find your local Ocean charity and reach out—every contribution makes a difference!

5

Encourage your workplace to go blue.



Why?

Organisations have a big impact on Ocean health, from energy use to purchasing choices.

How?

Start a blue group or integrate Ocean conservation into your sustainability network. Reduce electricity, use eco-friendly products, go paperless, recycle, switch to ground coffee, and encourage sustainable commuting.

6

Walk, cycle or take the bus when you can.



Why?

Being car free is considered to be one of the highest impact personal choices you can make to reduce climate change.

How?

Find what works for you, it should be an easy switch so that you can stick to it. You could try walking, cycling or taking the bus one day a week to start off with and slowly build it up.

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

