



# You are part of the New Starter Shoal!

You have just started your journey to connecting with the Ocean. This is such an exciting time for you, there are so many ways you can begin to #thinkOcean.

You are now part of a Shoal of people like you who want to build their relationship with the Ocean. 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

To start your journey, we challenge you to build your relationship with the Ocean...

1

### Visit your nearest blue space!



#### Why?

Spending time near water benefits both mental and physical health, and those who enjoy nature are more likely to protect it.

#### How?

Get outside and explore nearby coastlines, lakes, or rivers— all water is connected to the Ocean. The Ocean Conservation Trust offers many experiences to access blue spaces.

2

### Find out what interests you about the Ocean.



#### Why?

Learning helps us make sense of the world and the positive impact that we can have.

#### How?

Watch an Ocean documentary such as Blue Planet, read stories about the Ocean or visit your local aquarium to gain firsthand insight into the diverse marine life that calls our Ocean home, and learn about the efforts being made to preserve it.

3

### Tell a friend about the #thinkocean challenge.



#### 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!

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### Pick items in your home and trace their origins to the Ocean.



#### Why?

Almost everything we own has a link to the Ocean. Understanding these links better can help to give us the motivation to do our bit to support Ocean health.

#### How?

Check the labels to see if your item has travelled from overseas (probably on a cargo ship!) Items made from plastics or fuelled by fossil fuels have strong links to Ocean derived raw materials.

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### Make one change.



#### Why?

We are connected to the Ocean. Therefore everything that we do has an impact.

#### How?

Think Ocean every day and pick one thing that you can do to help the environment. This could be using one less single use plastic item, turning off the light or tap when not in use, walking to work or having a meat free day. All of these actions will be positive for the Ocean.

## CONGRATULATIONS!

You have started to build your relationship with the Ocean. We hope you enjoy Thinking Ocean and making one change - or many! Your journey doesn't end here, keep trying new pro-Ocean habits and continue to support a healthy Ocean. In a few months you can redo the challenge and see if you've changed Shoals!

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

