

# LAST STOP: THE OCEAN

The strategy behind the campaign and  
how to use the toolkit.

May 2021



# AGENDA

- Background
- Process
- Campaign Strategy
- Toolkit presentation
- How to use the toolkit



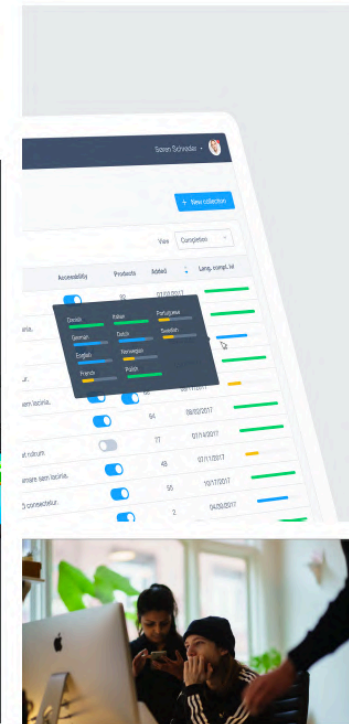
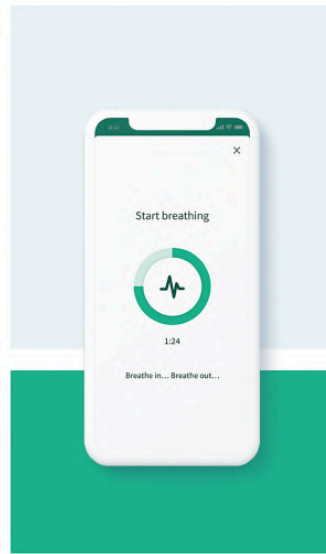
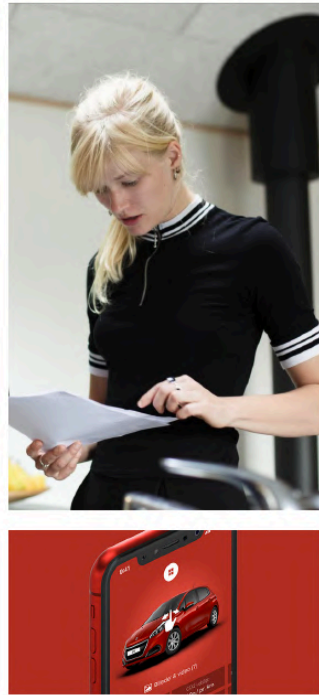
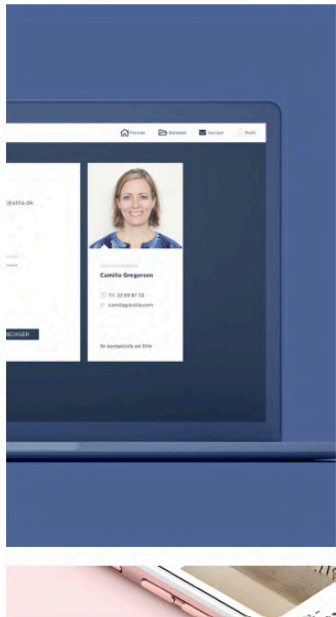




SIGNIFY

– Digital Innovation Agency

# CREATING REVOLUTIONARY DIGITAL PRODUCTS AND CAMPAIGNS





# BACKGROUND

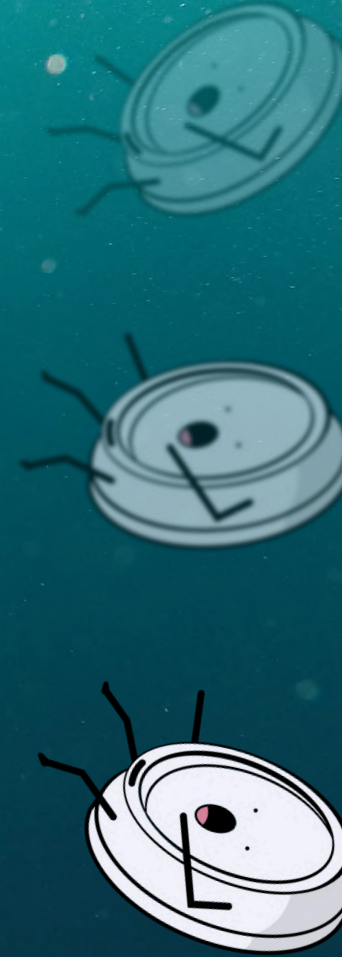
- Create a public awareness toolkit to prevent and reduce land-based marine litter.
- A trilateral effort to keep our river systems, shared watersheds and oceans clean.
- Target rural inland communities contrary to many previous marine litter campaigns targeting mainly coastal cities.
- Provide campaign materials to municipalities, NGOs, educational institutions and other organizations that wish to carry out public awareness campaigns.





# PROCESS

- Expert interviews with environmental experts in each country.
- Strategic analysis of previous marine litter prevention campaigns.
- Close collaboration with the CEC Steering Committee to ensure the right balance between creative and scientific messaging.
- User testing with local organizations







**TESTING WAS  
KEY TO A  
SUCCESSFUL  
CAMPAIGN!**

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# INSIGHTS

## SOLUTIONS

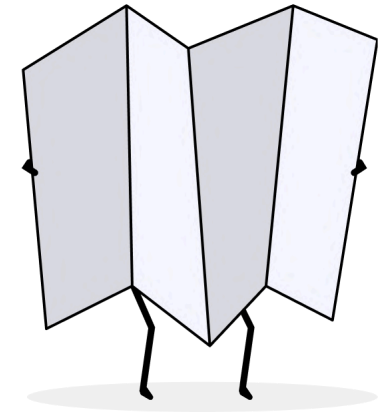
- Preventing and reducing environmental plastic waste is key .
- Reusing and recycling whenever possible is also a major factor.

## CHALLENGE

- Changing consumption habits of single-use plastic is a major behavioural shift for many North American consumers.
- If we wanted to target audiences not already engaged in the cause, it would probably be easier to change the way we throw things out, instead of changing purchasing habits.
- Some rural communities are highly dependent on single-use plastic like bottled water and plastic bags.
- Some rural communities have poor waste management and no access to recycling.

## CONCLUSION

- Reducing, reusing and recycling plastic waste is key solutions to prevent marine litter.
- However, if we wanted to target a broad audience of individuals in inland communities across North America, we must think even broader.






A low-angle shot of a person standing on a concrete ledge, looking up. The person is wearing a long, flowing white dress that billows out in the wind, creating a cloud-like shape against a clear, vibrant blue sky. The person's legs and white sneakers are visible at the bottom of the frame.

**AUDIENCE**





ASLEEP, 31%	AWARE, 36%	ACTIVATED, 34%
More likely to live in the South or Midwest	Geographically representative	Somewhat more likely to live in the West
More likely to be female: 57% women, 43% men	More likely to be male	55% female   45% male
Age 45-64 / Gen Xers	Even distribution throughout age groups	Age 25-34 / Millennial
Significantly more likely to be unemployed	Somewhat more likely to be a part-time employee	More likely to have full-time employment
Predominantly Caucasian, but somewhat more likely to be African-American	Predominantly Caucasian	Predominantly Caucasian
High school graduate or less education	42% high school graduate or less	Highly educated with a bachelor's degree or higher
Less likely to be a homeowner	More likely to be a homeowner	More likely to be a homeowner
Less than \$25,000 a year	More likely to have \$100,000+ annual income	More likely to be \$75,000+
37% Democratic   28% Republican   27% Independent   9% Other	36% Democratic   32% Republican   29% Independent   4% Other	46% Democratic   22% Republican   29% Independent   4% Other
30% kids in the home	30% have kids in the home	32% kids in the home
More likely to have never been married 39%	31% never married   47% married	More likely to be married
Less likely to understand what single-use plastic means	66% say they understand what single-use plastic is	Significantly more likely to say they understand what single-use plastic is, and they believe it is harmful to their health, bad for business, and undesirable
They don't think plastic waste is a problem and they haven't changed their habits yet and aren't likely to do so	They are going along with changes others have made regarding plastic waste but haven't made major changes in their habits yet	They have heard a lot about plastic waste, feel they can impact it and they are actually doing things about their behavior

Survey: *What Middle America Knows about Plastic Waste*. Shelton Group, 2019





OUR GOAL:

TO MOVE  
MORE PEOPLE  
FROM AWARE  
TO **ACTIVATED**



CHALLENGE

# HOW CAN WE MAKE ACTION EASY?





Campaign focus:

# USE A TRASH CAN, SAVE THE OCEAN

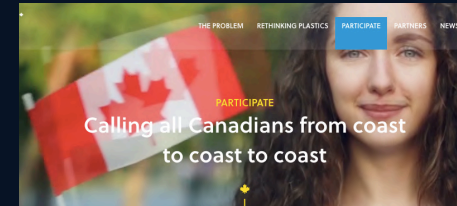
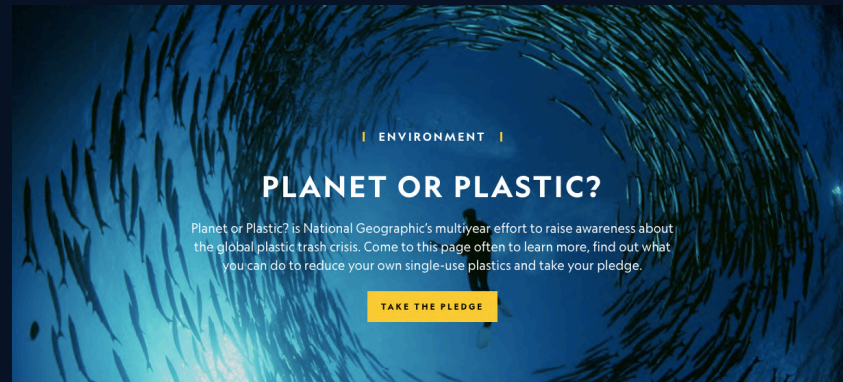
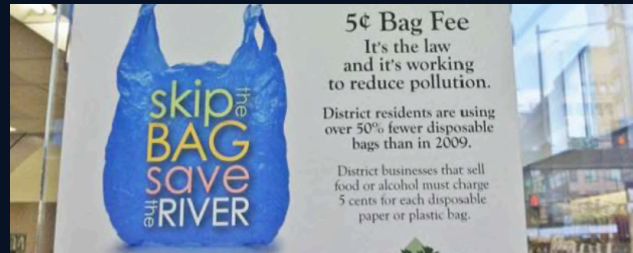
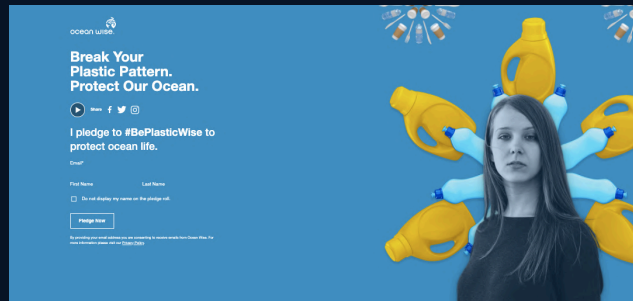
We all know that littering is bad. However, few of us know that discarding trash improperly at public parks or city streets can end up poisoning our waterways and seas – because leaked litter travels. Last Stop? The Ocean.

You can make a difference by simply making sure your trash make it to the trash can.





# PREVIOUS CAMPAIGNS





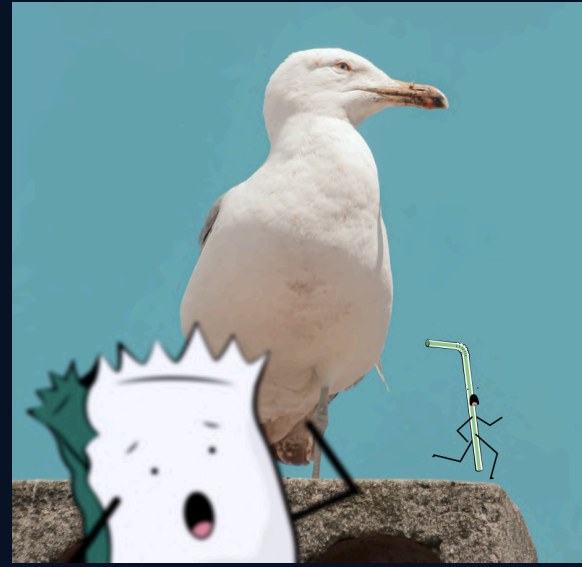
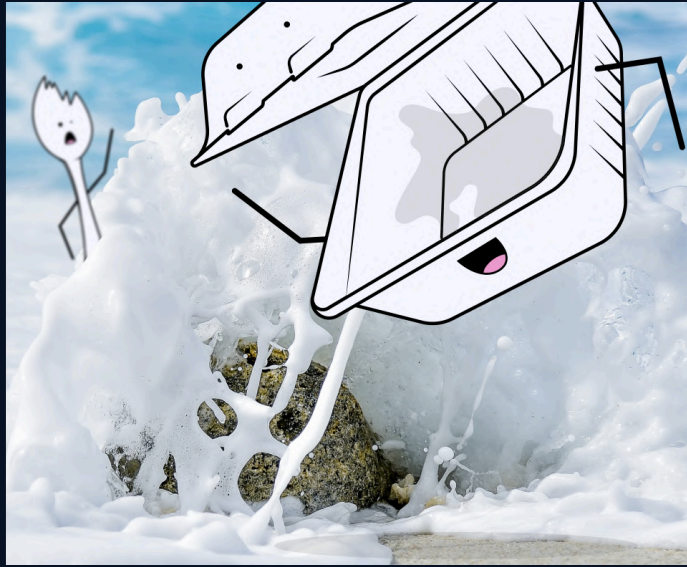
# TIME TO TRY A DIFFERENT APPROACH?

Many campaigns have communicated marine litter as devastating global problem with horrifying pictures. While this strategy has proven to be powerful, some individuals might feel overwhelmed and powerless. We want to convince our audience that it is EASY to make a difference. That small actions can create waves. So we tried a different approach.



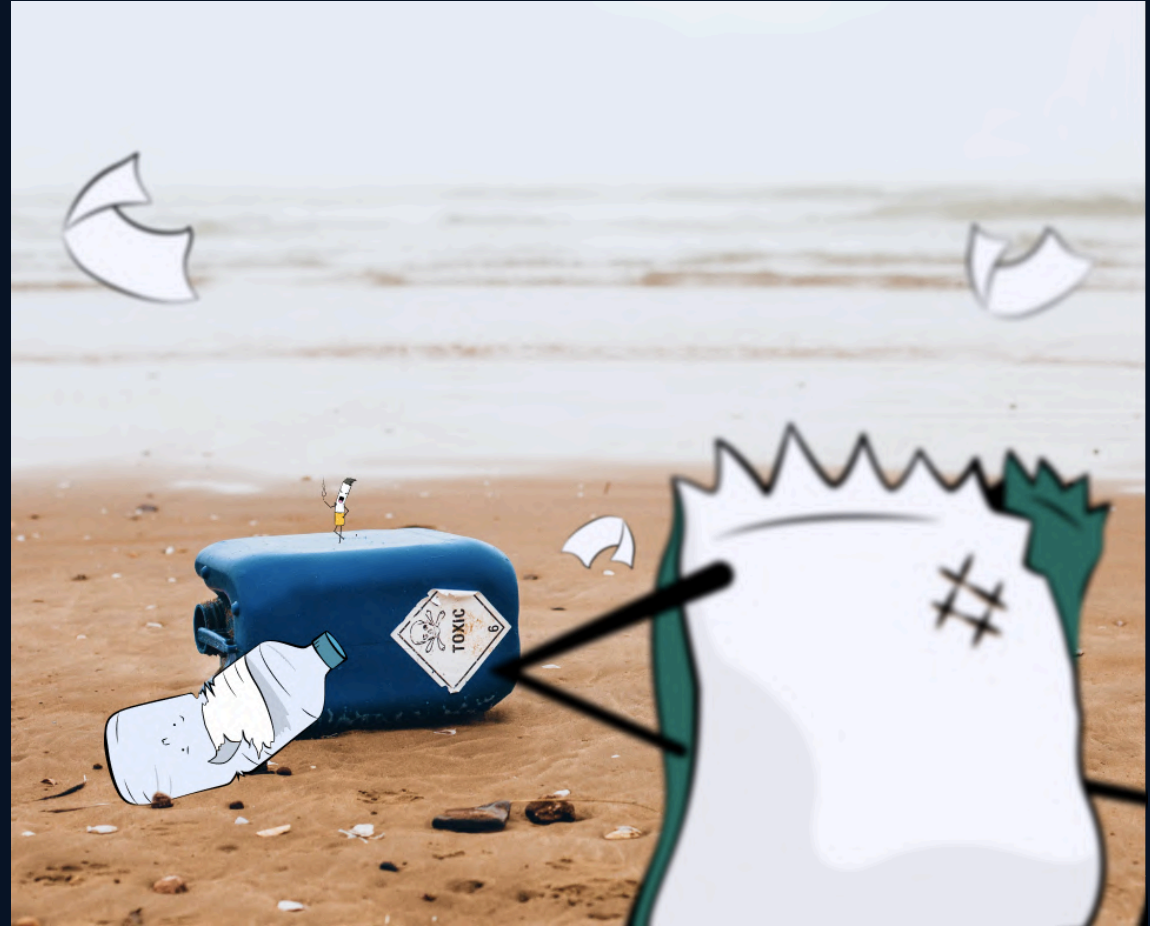


# WE MADE IT **EASIER** FOR OUR TARGET AUDIENCE TO ENGAGE





...WITHOUT  
FORGETTING  
THAT IT IS A  
**SERIOUS**  
TOPIC!



# COOL CHARACTERS





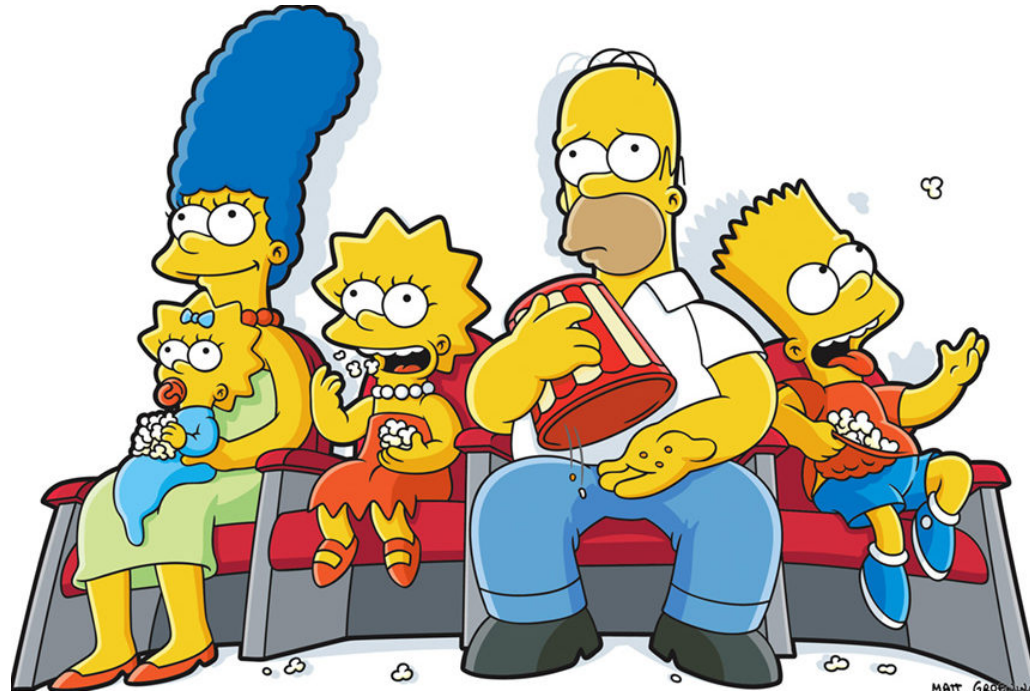
# ILLUSTRATIONS ARE NO LONGER JUST FOR KIDS. IT'S A TREND TO TACKLE COMPLEX ISSUES WITH ANIMATIONS.



On self-acceptance



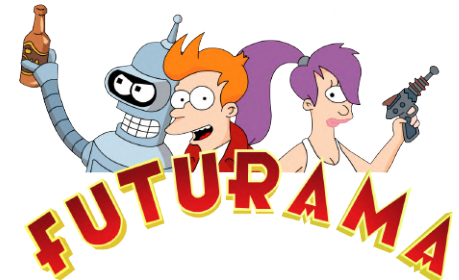
On racial issues



On family values

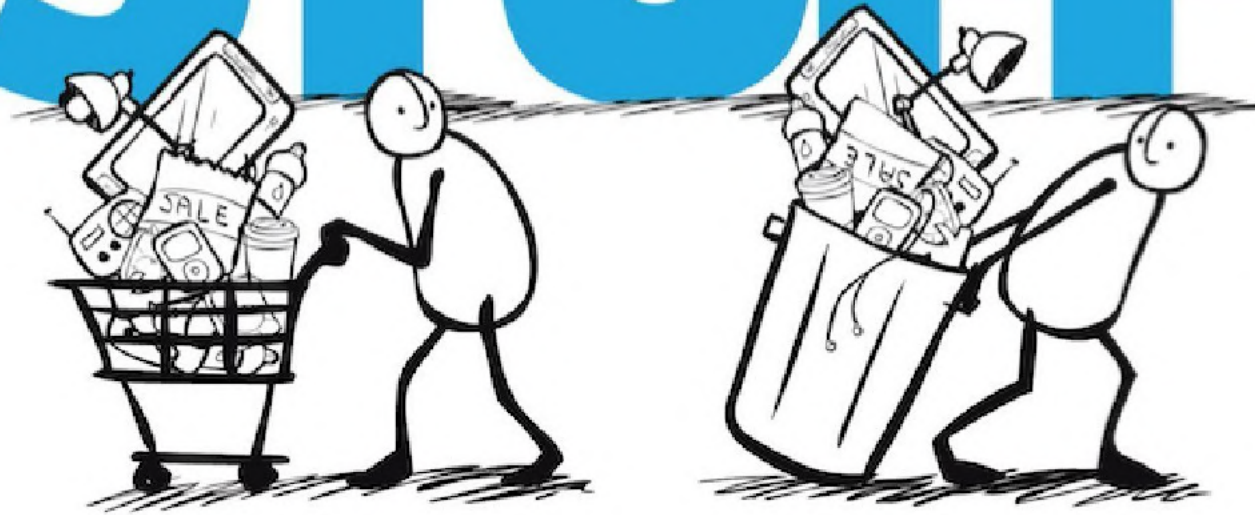


On societal issues



On cultural acceptance

# THE STORY OF STUFF



Annie Leonard wanted to inform viewer of the dangers of our consumption crazed culture.



# SOLUTION

- Empowering a “non-activated” target audience to engage in the cause with a visual campaign with high readability.
- Making a complex issue light and easier to understand with simple illustrations.
- Communicating relatable small everyday situations while avoiding shaming with playful, innocent illustrations.
- Less “news media” more “entertainment”. Suited for social media.



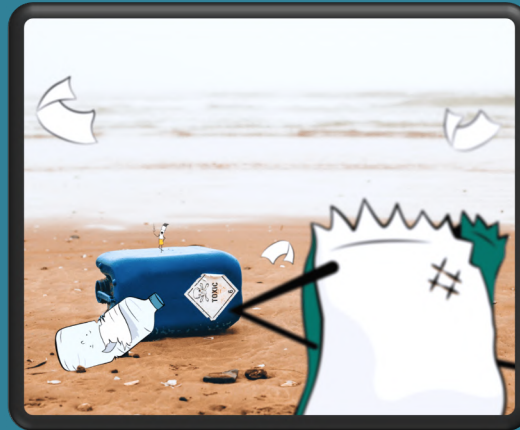


# FROM NEGATIVE INFLUENCE TO POSITIVE IMPACT



## SAVE OUR WATERSHEDS

By creating less waste and disposing of your trash wisely, you will help keep the land and waters around you clean and keep the ocean litter-free.



## HELP THE ECONOMY

Rivers and beaches polluted with litter are not attractive to tourists—which means less opportunities for the local economy.



## BE AN AWESOME NEIGHBOR

North America's river network can carry litter between cities. Be an awesome neighbor and make sure your trash doesn't show up for a visit next door!



## YOU CAN SAVE WILDLIFE

Keeping your trash away from the environment creates a safe home for wildlife.

# EASY SOLUTIONS



Stop your litter's ocean-bound journey before it even begins! Put your waste in its place, especially when you are outside



The moment your waste falls on the ground, it begins its journey to the ocean. If you notice that a trash can or recycling bin is full, use the next one.



Add a lid to your outdoor trash can. Wildlife can go digging in for a snack and make a mess. Remember—every stray piece of trash can make its way to the ocean.



Refuse throw-away items when you can. Small efforts can make big waves when everyone does their part!





**Last Stop:  
The Ocean**



**Last Stop:  
The Ocean**



**Last Stop:  
The Ocean**



**Last Stop:  
The Ocean**

# TOOLKIT

## WEBSITE



## SOCIAL MEDIA ADS

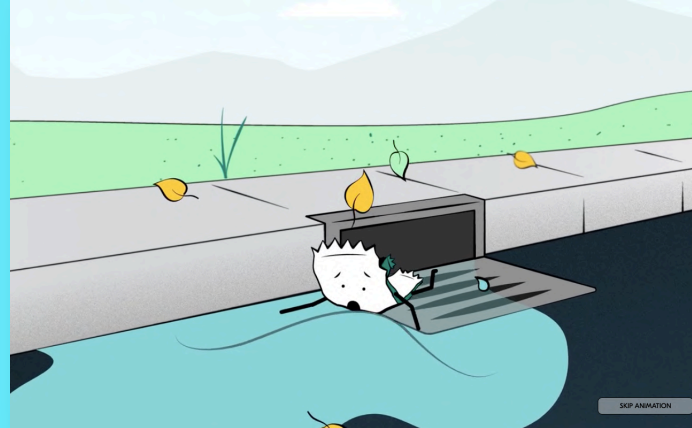
- Regular ads
- Video ads
- Story ads
- Banner ads

## PRINT ADS

- Posters
- Magazine ads











Want to view the animation again? [Click HERE](#)

Solutions Campaign Toolkit About the CEC English

# Challenge your friends

Do your friends know that their litter can travel to the ocean?  
Spread the word and save the ocean together.

**Your litter can travel to the ocean**

**Use a trash can, save the ocean.**

Challenge

Want to view the animation again? [Click HERE](#)

Solutions Campaign Toolkit About the CEC English

# What can you do

Additional steps you can take to keep your trash far, far away from the ocean.

More solutions

Want to view the animation again? [Click HERE](#)

Solutions Campaign Toolkit About the CEC English

## Put a lid on marine litter

Add a lid to your outdoor trash can, and make sure to tie your garbage bags securely. The wind can blow some items away, or wildlife can go digging in for a snack and make a mess. Remember—every stray piece of trash can make its way to the ocean.

## Don't need it? Leave it

What you can do

Want to view the animation again? [Click HERE](#)

Solutions Campaign Toolkit About the CEC English

# How does inland litter end up in the ocean?

Part I

## Trash Travels

Most litter is made of plastic, and plastic is very persistent: it doesn't just decompose and disappear—instead, it travels. Marine litter's journey begins every time you drop trash on the ground, throw it out of a car window, or toss it off a boat. You can also create litter by accident if wind and wildlife move your discarded items to faraway places. Whether actively or passively, once litter is created, it enters the environment and begins its journey.

How litter travels

Want to view the animation again? [Click HERE](#)

Solutions Campaign Toolkit About the CEC English

## You can help the economy

Rivers and beaches polluted with litter mean less tourism, which means less opportunities for the local economy. Cleaning up and you have a very expensive way of creating less waste, taking care of your trash can, you can help the economy. Less litter = more money.

Want to view the animation again? [Click HERE](#)

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# About the CEC

The Commission for Environmental Cooperation (CEC) is an intergovernmental organization established by the governments of Canada, Mexico and the United States. The CEC brings together citizens and experts from governments, nongovernmental organizations, academia, and the business sector to seek solutions to conserve, protect and enhance North America's shared environment while supporting sustainable economic development. The Commission for Environmental Cooperation conducts research, and provides tools, training and a unique space for decision-makers and the public to engage on environmental issues affecting the North American region. For more information about the CEC, please visit [www.cec.org](http://www.cec.org).





**City litter**  
is marine litter.

Trash dropped on the ground can make its way to the ocean — even if you don't live anywhere near it. Wind and water send litter into storm drains, where it rides the flow to streams and rivers. Last Stop: The Ocean.

Learn how you can prevent marine litter at [www.laststoptheocean.com](http://www.laststoptheocean.com)





litter  
place.

Marine litter  
starts with you.

Place litter properly on land. Trash from cities and inland areas reaches shorelines, gutters, streets, and rivers, and can travel to faraway places with the flow. Let Stop The Ocean.

LEAST STOP  
Line Up  
Trash Can

USE A  
TRASH CAN,  
SAVE THE  
OCEAN!

USE A  
TRASH CAN!

City litter  
is marine litter.

Trash dropped on the ground can make its way to the ocean -- even if you don't live anywhere near it. Wind and water send litter into storm drains, where it rides the flow to streams and rivers. Let Stop The Ocean.

Learn how you can prevent marine litter at [www.leaststoptheocean.com](http://www.leaststoptheocean.com)

LEAST STOP  
Line Up  
Trash Can

Rivers carry litter  
to the ocean.

North America's massive river network carries our litter all the way to the ocean. On its journey, litter harms wildlife and pollutes our water. But it's easy to prevent: Use a trash can to keep your litter out of the environment.

Follow your litter's journey at [www.leaststoptheocean.com](http://www.leaststoptheocean.com)

LEAST STOP  
Line Up  
Trash Can

Trash knows  
no boundaries.

Litter like a windup can travel from a stream to the ocean. Litter can find its way from the middle of the country to the sea. When you dispose of your trash right, you're helping to keep all of North America -- and our oceans -- clean.

Learn how your litter travels at [www.leaststoptheocean.com](http://www.leaststoptheocean.com)

LEAST STOP  
Line Up  
Trash Can

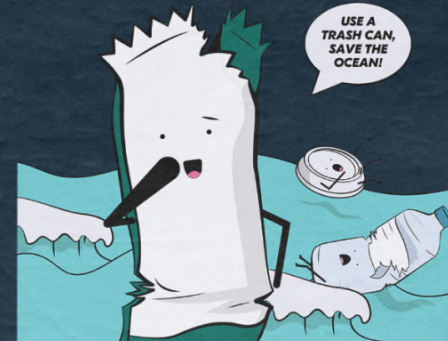
Put litter  
in its place.

Litter from cities and inland areas gets carried away by stormwater, rivers, and more. Let Stop The Ocean. You can prevent your waste from becoming marine litter.

Learn how your litter travels at [www.leaststoptheocean.com](http://www.leaststoptheocean.com)

LEAST STOP  
Line Up  
Trash Can

USE A  
TRASH CAN,  
SAVE THE  
OCEAN!





Alquam et lectus et accipit, co-  
dices qui passim sunt in mari,  
corpus in laetis non minus  
tempus est. In hac habitatione  
dicuntur, viamque sed dignum  
dum viamque sunt rursus debet  
suscipit pulchre, ex quo con-  
nunc, qui imperant, nunc habet  
maris, in mari, curam in mari  
nec, maxime tempus est, et ne-

>Lorem ipsum dolor  
consectetur adipiscing

**Marine litter**  
starts with you.

**Stormwater**  
carries litter into  
streams and rivers.

Where it rides the flow  
to new places.

**Litter** can travel  
from the middle of the  
country to the ocean.

**Put litter  
in its place.**

Litter from cities and inland areas gets carried away by stormwater,  
cans, and over. Let's Stop The Ocean. You can prevent your waste  
from becoming marine litter! Learn how your litter travels at  
[www.letsstoptheocean.com](http://www.letsstoptheocean.com)

Let's Stop  
The Ocean's  
Trash Can

USE A  
TRASH CAN.  
SAVE THE  
OCEAN!

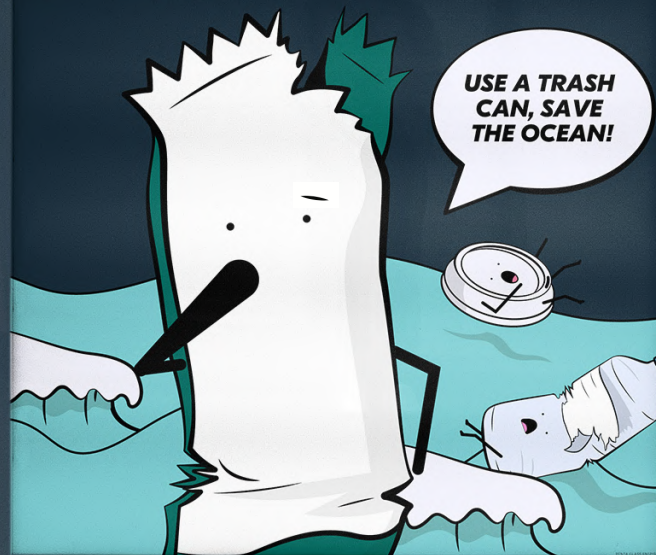




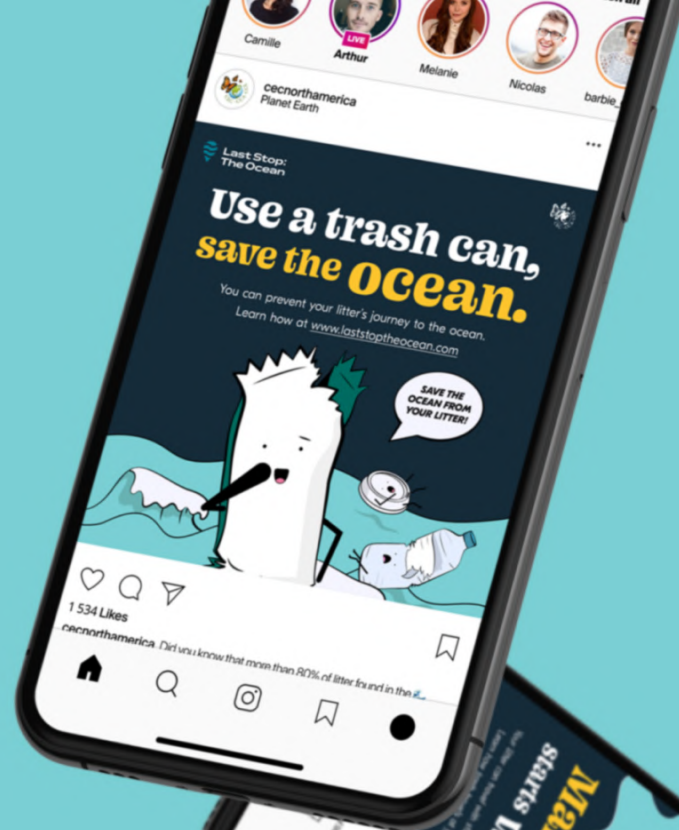
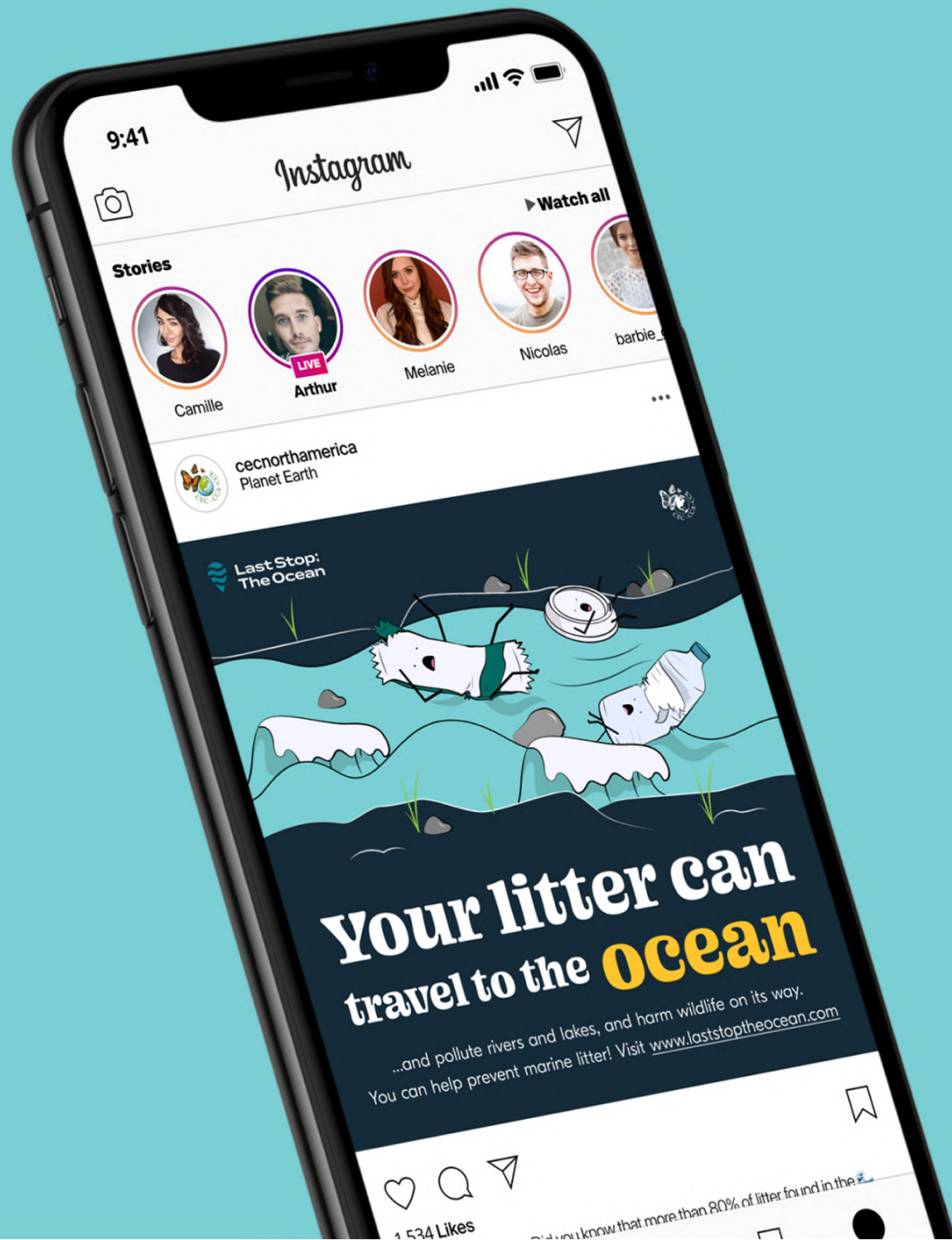
# Put litter in its place.

Litter from cities and inland areas gets carried away by stormwater, canals, and rivers. Last stop: The ocean. You can prevent your waste from becoming marine litter!

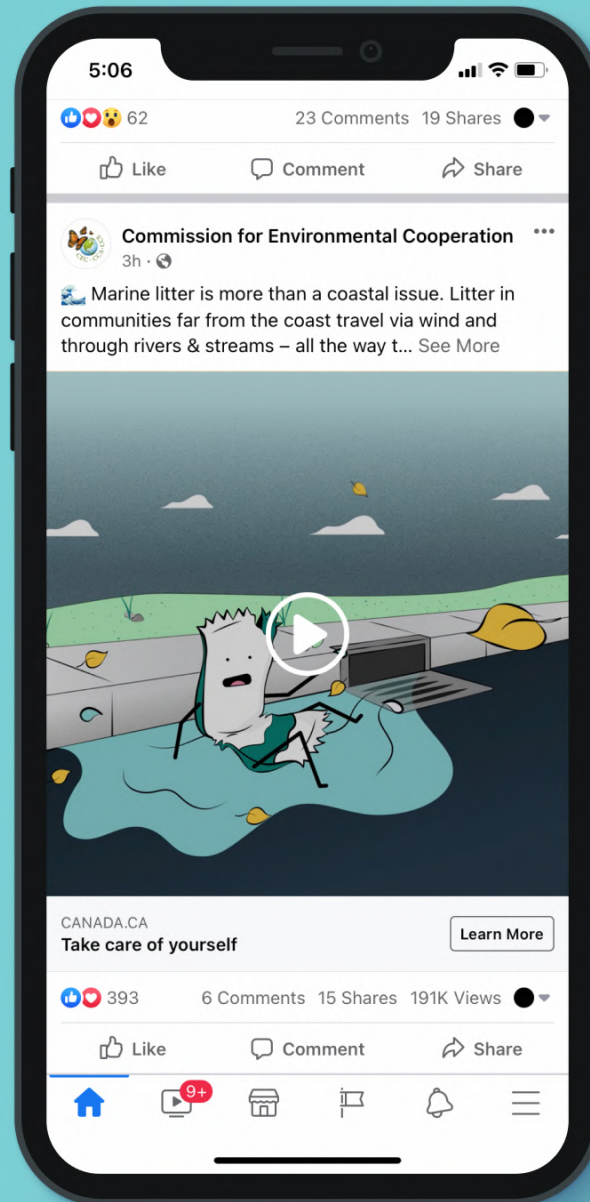
Learn how your litter travels at  
[www.laststoptheocean.com](http://www.laststoptheocean.com)






















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1 TIJUANA WATERKEEPER

Visión

Una cuenca costera conectada por ríos vivos y protegida por una comunidad que participa en el rescate de su patrimonio hídrico.

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1h · 🌐

It's important to know the facts about what's happening in relation to the #ClimateCrisis to #ActNow!!! 🌍🔥💧🌊  
#ProyectoFronterizo #EducaciónAmbiental #RegalaVida #CambioClimático #CalentamientoGlobal #AcciónXEIClima

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CRISIS CLIMÁTICA

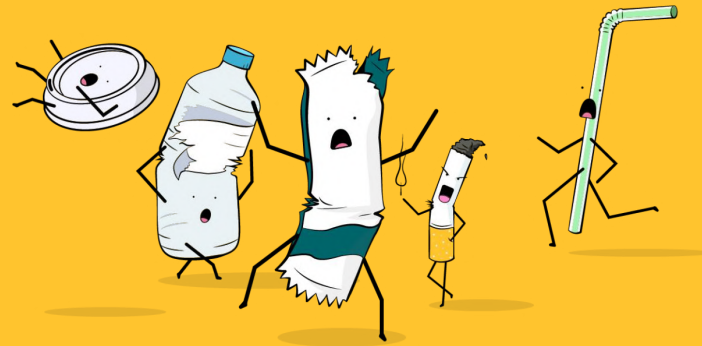


- Usage guidelines



## CAMPAIGN TOOLKIT USAGE GUIDELINES

*PUBLIC AWARENESS TOOLKIT TO PREVENT AND REDUCE MARINE LITTER*

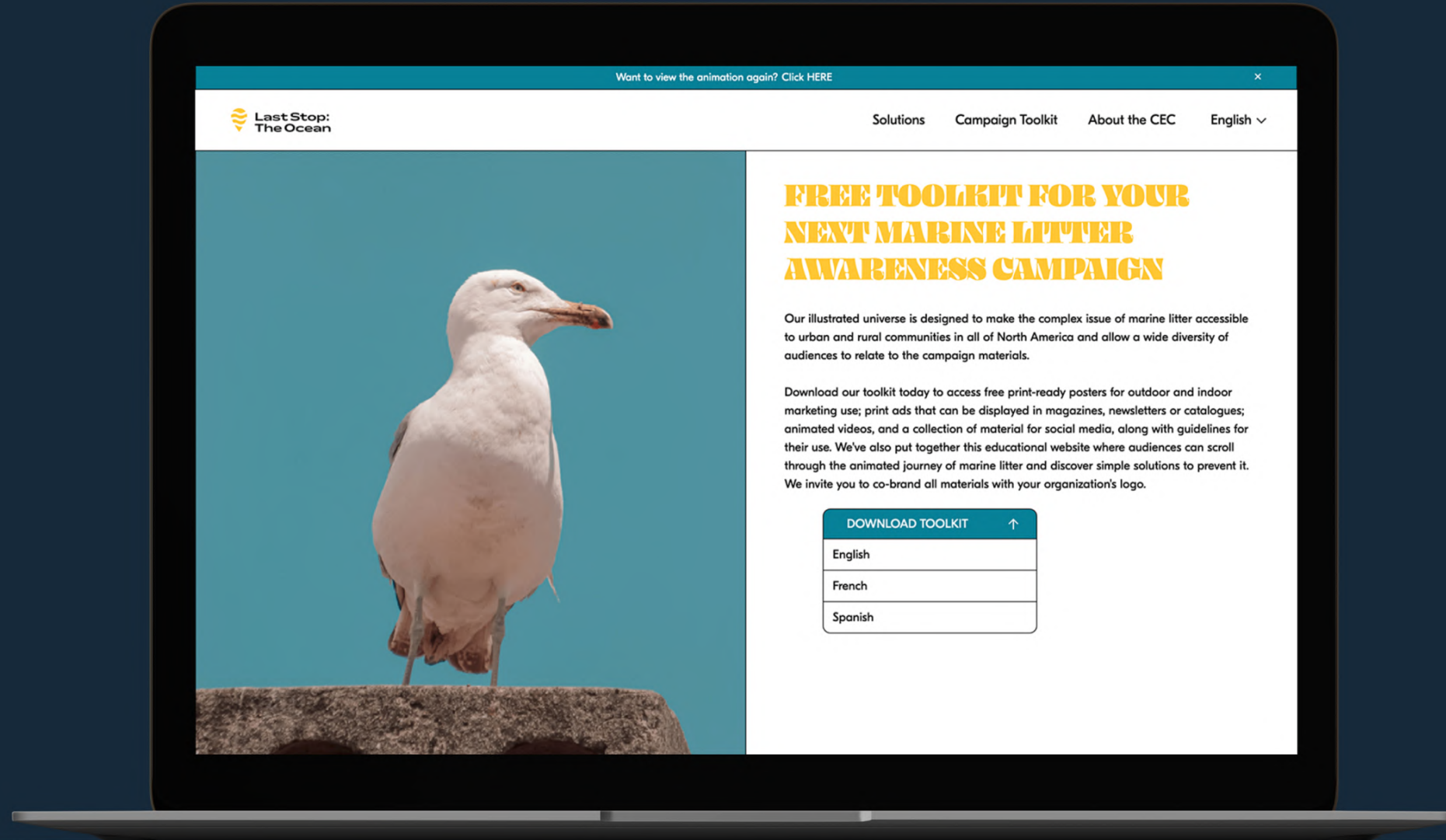


Commission for Environmental Cooperation





- Download toolkit



**ANIMATION**  
&  
**WEB EXPERIENCE**



# The Journey of Marine Litter



[SKIP ANIMATION](#)





# QUESTIONS??

Nicklas Roenning, Managing Partner,  
Signify

May 2021

