



## **ACP "First Step" Campaign**

- Builds on the 2016-17 first-of-its kind collective action pilot "In our Hands" consumer awareness campaign.
- Will increase impacts with consumers, as well as businesses and government leaders.
- The campaign will run from November 1, 2018 to April 22, 2019.



## **First Step Goals and Objectives**

ACP aims to test the theory that aquariums add unique value\* in broadening consumer and business engagement in solutions.

## Goals

- 1. **Increase** consumer awareness of and demand for alternatives to single-use plastic.
- **2. Reduce** the unnecessary use of single-use plastic straws by individuals and businesses.
- **3. Strengthen** the leadership role of aquariums as effective advocates for ocean and freshwater health.

## Measurable\*\* Objectives

- 500 businesses commit to only offer straws on request.
- Consumers pledge to stop using single-use plastic if they don't need them.
- State and local jurisdictions adopt measures to reduce single-use plastics by Earth Day 2019.

<sup>\*</sup> Studies show aquariums are trusted science-based authorities on conservation messaging. More people visit aquariums and zoos each year than all other cultural and sporting events combined.

<sup>\*\*</sup>ACP will track and report on metrics of success.

## **Campaign Strategies**

The campaign includes multiple strategies to reach our goals and accomplish our objectives:



1. A digital consumer outreach strategy produced by Blue State Digital (BSD) and implemented by ACP aquariums.



2. An earned media strategy highlighting the impact of ACP aquariums.



 A consumer engagement strategy using texting produced by National Environmental Education Foundation (NEEF) and implemented by ACP aquariums onsite and/or online.



 An external business engagement strategy produced by Plastic Pollution Solutions (PPS) and implemented by ACP aquariums to invite local businesses to join in the campaign by offering straws only on request.



 A policy advocacy strategy to increase capacity for ACP aquariums to engage in local and state plastic policies.



## Join aquariums across the country to prevent plastic pollution.

pledge.ourhands.org







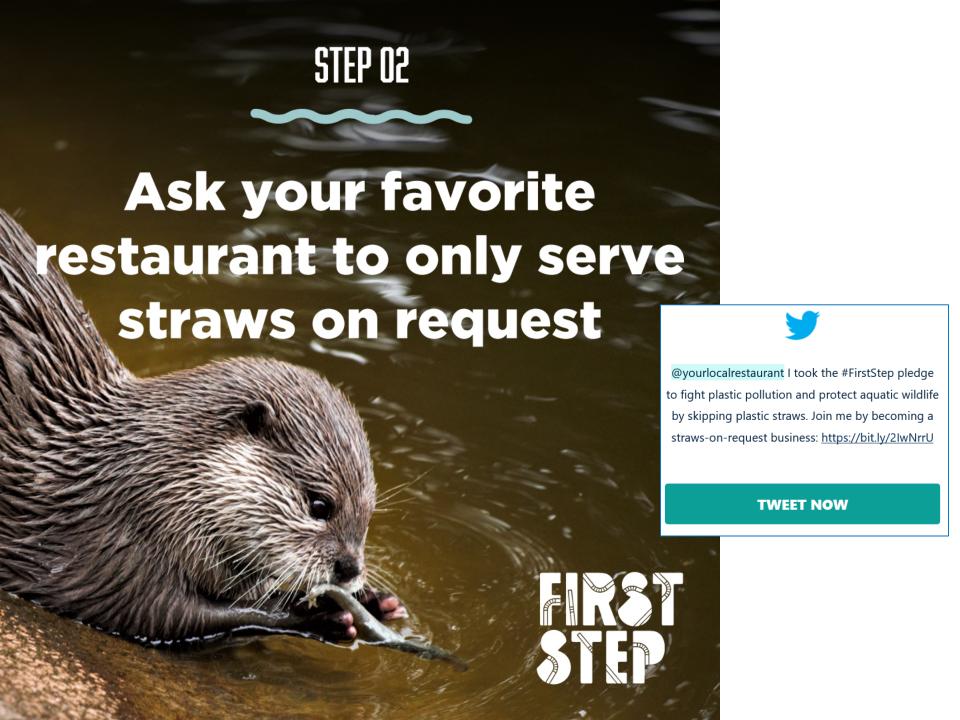
## STEP 01

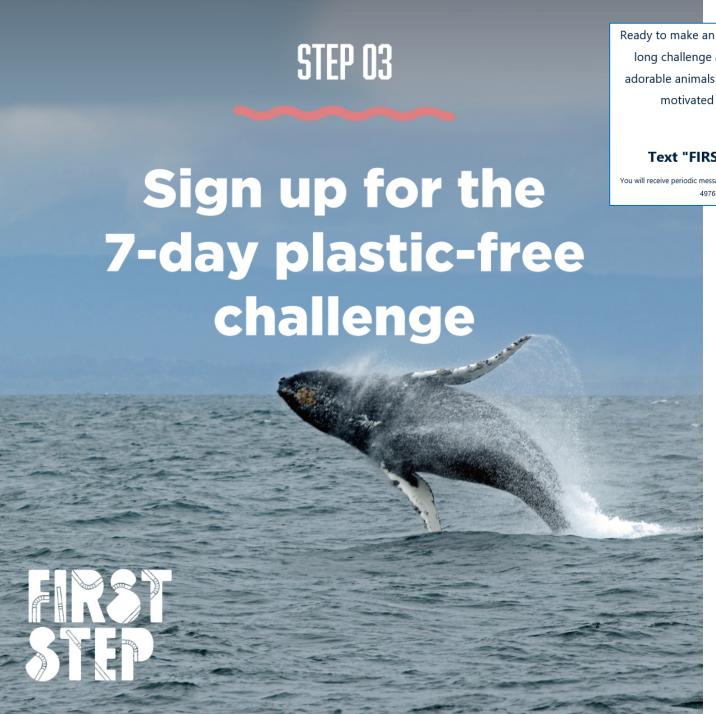
# Pledge to skip the straws you don't need



## DID YOU KNOW?

It's estimated that nearly **9 million tons of plastic end up in the ocean each year** — and if we don't make changes, the rate of plastic flowing into the sea could double by 2025.





Ready to make an even bigger impact? Join our weeklong challenge and get daily tips (and pictures of adorable animals!) – straight to your phone – to stay motivated on your plastic-free journey.

### Text "FIRSTSTEP" to 49767 to join

You will receive periodic messages from NEEF. Msg & Data Rates May Apply. Text STOP to 49767 to opt out. Terms and Conditions

