

## Aquarium Conservation Partnership “First Step” Campaign Overview

- ACP is a voluntary initiative launched in 2016 to increase the collective conservation impact of aquariums.
- ACP promotes collaboration among its 22 members to achieve ocean and freshwater conservation goals, especially reducing sources of ocean and freshwater plastic pollution.



**FIRST  
STEP**



# FIRST STEP



## 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



## 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.

\* 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.

\*\* 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.



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



4. 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.



5. 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](https://pledge.ourhands.org)

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STEP 01

**Pledge to skip  
the straws you  
don't need**

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**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.



## STEP 02



**Ask your favorite  
restaurant to only serve  
straws on request**



@yourlocalrestaurant I took the #FirstStep pledge to fight plastic pollution and protect aquatic wildlife by skipping plastic straws. Join me by becoming a straws-on-request business: <https://bit.ly/2lwNrrU>

**TWEET NOW**

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## STEP 03

# Sign up for the 7-day plastic-free challenge

Ready to make an even bigger impact? Join our week-long 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](#)



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## STEP 04

**Invite your friends to  
take their first step**



Tackling a problem like plastic pollution takes strength in numbers. Invite your friends to take their first step with you.

**SHARE TO FACEBOOK**

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## STEP 05



# Educate your community leaders

Talk with your federal, state, and local decision-makers about the importance of reducing the sources of plastic pollution.

**FIND YOUR REPRESENTATIVE**

A photograph of a colony of king penguins on a snowy, mountainous landscape under a blue sky with wispy clouds. The penguins are in the foreground and middle ground, looking in various directions. The 'FIRST STEP' logo is overlaid on the bottom right of the image.

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# FIRST STEP



## DID YOU KNOW?

Our aquariums have collectively **eliminated an estimated 5 million straws** in just one year!

[Get more facts on plastic pollution.](#)



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