

# HEAD



You are part of the Head Shoal! You #thinkocean with your head. You enjoy discovering new things and learning about how you can make a difference; this is what drives your connection to the Ocean. You do your bit to support our Ocean because you know that the threats to the Ocean impact the habitats and creatures that live there, but also impact your everyday life too.

**Go with the flow! Gradually build your pro-Ocean habits on your #thinkocean journey...**

## START

### 1 Talk to your friends and family about the Ocean.

#### 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.



### 2 Sign Petitions.

#### Why?

As individuals, we can do a lot – but we need global leaders to realise that the Ocean needs their help.

#### How?

Find an issue you are passionate about and see if there is a petition running about it.



### 4 Choose to work with or buy from companies with good environmental values.

#### Why?

Supporting companies that have small carbon footprints, create less plastic waste and educate their staff on environmental solutions means that you are demanding a global change to support the Ocean.

#### How?

Ask friends and family for recommendations. Have a look at a business' Facebook page or website for their environmental values.



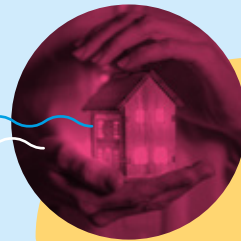
### 3 Reduce the amount of energy you use in the home.

#### Why?

We need to reduce our carbon footprint to allow the Ocean time to recover.

#### How?

Turn off lights when you leave a room. Don't overfill your kettle. Turn down the heating and pop a jumper on. Wash your clothes on a cold wash.



### 5 Check who you are banking with - where does their money go?

#### Why?

Your money has the power to change the world. The financial institutions you invest with and give your business to could be having a big impact on the environment.

#### How?

There are an increasing number of new, small banks marketing themselves as ethical and funders of solutions. Jump online and see who is best to bank with.



### 6 Create a petition yourself to the local MP.

#### Why?

Petitions are an easy way for you to make sure your concerns are heard by the Government and Parliament.

#### How?

Keep it to the point, focus on the solution, think who it is that can make the change and communicate urgency.



### 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 – it's all connected to the Ocean and when you visit you will be too.



## FINISH

## CONGRATULATIONS!

You have made it to the last step, but your journey doesn't end here, keep trying some new pro-Ocean habits and continue to support a healthy Ocean. If you have signed up to our emails, we will keep you updated with good news stories for some inspiration and some new challenges to try!