

**B**rave

**L**ogical

**U**seful

**E**ducative

**C**omprehensive

**A**tttractive

**M**otivating

**P**owerful

**A**ctive

**I**nnovative

**G**reen

**N**on-formal

*e-manual*

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## **Let's do it!**

**Let's do it! Blue campaigns were created and implemented in Murter, Croatia during the Youth exchange „Youth 4 C – Youth for Marine Environment “. Youngsters from Armenia, Moldavia, Georgia, Serbia, Italy, Portugal, Latvia and Croatia gather their experience, skills, knowledge, and enthusiasm and created four Blue campaigns named „Let's do it“.**

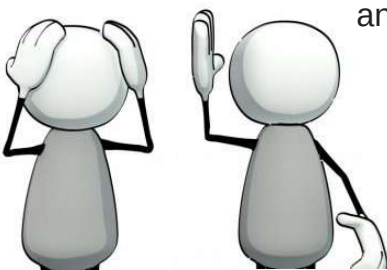
**This e-manual contains practical information how to plan Blue camping, what to take care of, and it gives ideas to brainstorm.**

**If you're planning to do an ecological campaign it's important to plan each step that will lead you to your goal.**

**Build yourself with patience, persistence, team spirit and make some steps!**

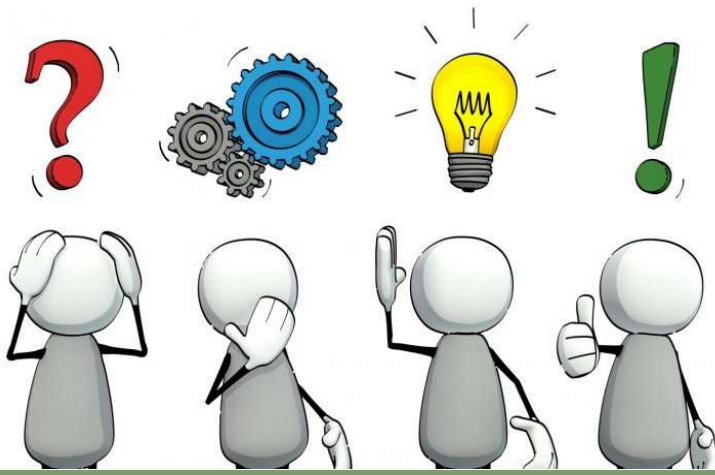


Set the goal,  
brainstorm it,  
think about few things,  
have strategy  
and do it!



Nooot really,  
but almost :)  
Wanna know more?  
Turn on the  
page.





## SET THE GOAL

What is your main idea?

In that vision, find the main goal you want to achieve through the campaign.

## BRAINSTORM IT

It's important to hear ideas, thought, doubts, plans, suggestions of others. Once you collect all the proposals you can plan your strategy.

## THINK WISELY ABOUT

### Target group

- what are the characteristics of the target group?
- how the target group has direct/indirect influence on the sea pollution?
- why would target group benefit from some restrictions that hurt the sea?
- why would target group support your campaign?
- how could target group feel like they are contributing to something bigger?
- what kind of media do the target group use the most?

### Obstacles

- who is likely to oppose the campaign?
- what reasons do they have to act as opponents?
- what arguments you can use to change their attitude into supporting the campaign?
- what obstacles are you likely to meet? How can you overcome them?

# STRATEGY

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How you will plan your strategy depends on a lot of things, but here are some hints that you should pay attention.

## PROMOTION

what kind of promotion and media you will use?  
what kind of material you will use for promotion?  
think about some attractive logo and/or slogan

## SUPPORT

with which organisation or profession you could collaborate to have a bigger impact?  
how could those organisation/profession benefit from this collaboration



## BUDGET

what are the costs of the campaign (cost of materials, cost of experts...)?  
how will you provide the money?



## EFFECTIVENESS

*Set the list of results according to which you will measure success of the campaign.*



# Beach cleanup

## GOAL

Encourage people to change their point of view towards plastic pollution, and their habits.  
Involve people in organised beach cleaning action.

**Outdoor activity**

**Any age**



## Plan & Strategy

- ✓ Interview people to make an **EDUCATIONAL VIDEO** about sea pollution.
- ✓ Make a campaign on Instagram, and other **SOCIAL MEDIA** with photos of locals who supports the action.
- ✓ Organize beach **CLEANING ACTION**.



Scouting the area

Dividing team members according to their interest

**1. Interviewing team**

**2. Cleaning team**

Gathering interview information, making video, making campaign in media

Making posters, and materials for cleaning action

Beach cleaning action

## Obstacles

- People indifference/ignorance for the topic
- Lack of materials for the video because some people didn't want to be filmed
- To find appropriate approach in communication, and to be patient
- To amount of waste found larger than expected



## Effectiveness

- Amount of collected waste
- Number of interviewed people
- Quality of interviews
- Views/likes/shares of video on social networks
- Number of pictures posted in Instagram (with the campaign hashtag)
- Number and motivation of the participants of the action and gained support



## How to make them care?





## *What would you do differently*

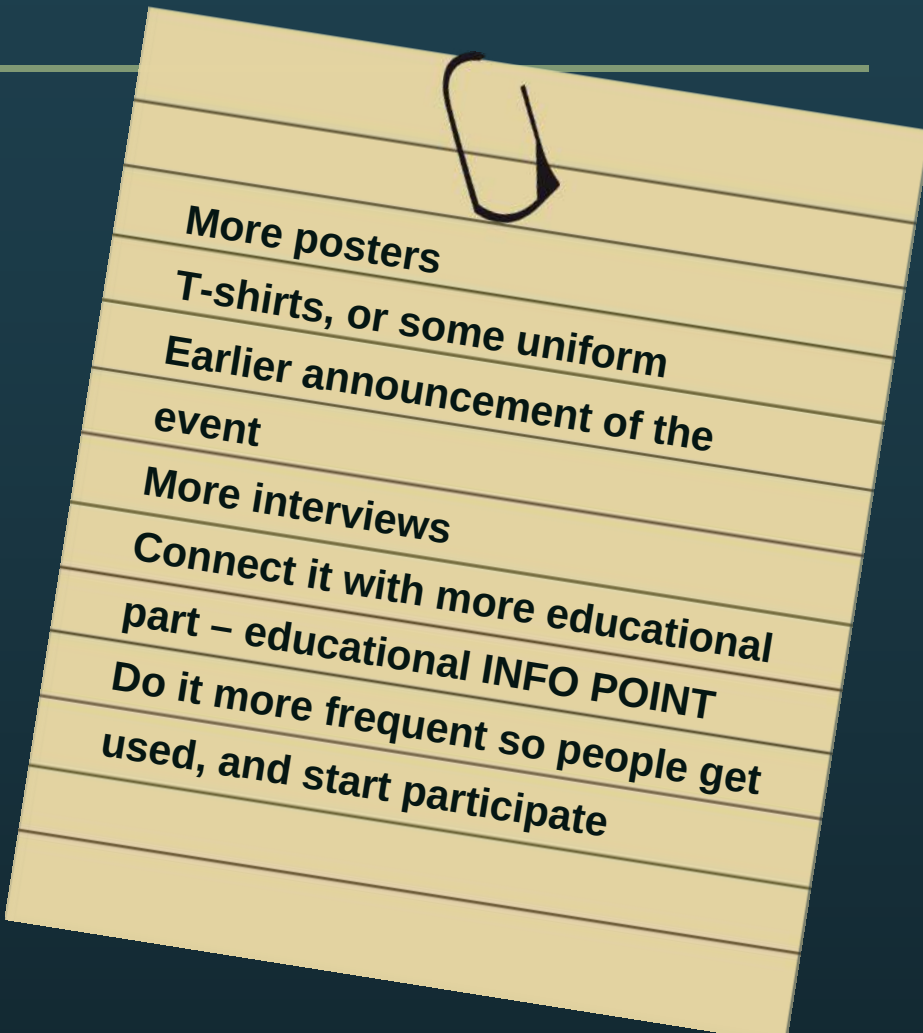
Use more mass **media** for announcing the event.

Start earlier to make the **publicity** on the street and on the beach.

**Involve kids**, let them help, and be their **role model**.

Have bigger budget, and follow the tips from there. 😊

ADVICE



- More posters
- T-shirts, or some uniform
- Earlier announcement of the event
- More interviews
- Connect it with more educational part – educational INFO POINT
- Do it more frequent so people get used, and start participate

## *... with more time & higher budget?*

Recycle bins on the beach

Better diving equipment

Better quality of the materials

Cover bigger territory

Approach to more people

Smoking box and trash bins on the beach

Gifts for participation (pocket smoking box, cloth bags, reusable bottle, T-shirt)

## *Less waste – more help! ;)*



# Reused gift bags

## GOAL

Rise awareness of children about the pollution of the sea, and encourage them to act for a better environment.

**Indoor activity**

**Age 7-12**



## Plan & Strategy

- ✓ Equip children with practical skills to help the environment, by teaching them **HOW TO REUSE** old paper and make a gift bag.
- ✓ Present them good **ROLE-MODEL** in environmental protection with performance.



Good estimation of the target group  
Adaptation of ideas to the target group  
(being flexible)

Finding the best approach

- **Educative!**
- **Fun!**
- **Simple!**
- **Practical!**

Adaptation to the materials

Division of tasks

Good organisation in the given time limits

## Obstacles

- The language barrier
- The lack of time for better preparation
- The lack of materials
- Find the best way of communication
- Adaptation of activities to the time limit



## Effectiveness

- General satisfaction of children
- Success with practical part
- Acquired knowledge
- Number of gift bags produced
- Number of children involved



## What's the best way of teaching?





## *What would you do differently*

Have good **time management**.

Prepare detailed and **scheduled program**.

Share **responsibilities**.

Have list of **materials** and sort them.

Do not **underestimate** children.

Be clear with **rules**.

Wear same outfit.

**Be** friendly, enthusiastic, creative, work in team.

Be flexible – always have **backup**.

Have Antonio in your team. 😊

**ADVICE**

Performance - do it more practical and catchy for the target group (better adaptation)  
More rehearsal before the workshop (energizer & performance)  
Learn some words in Croatian (for non-speakers)

## *... with more time & higher budget?*

Presents for children (sweets, stickers...)

Better materials (posters of the subject, visual materials, more practical materials)

Show some environmental cartoons

Discuss more on the topic

## *BE what you want children to be :)*

# Info-point

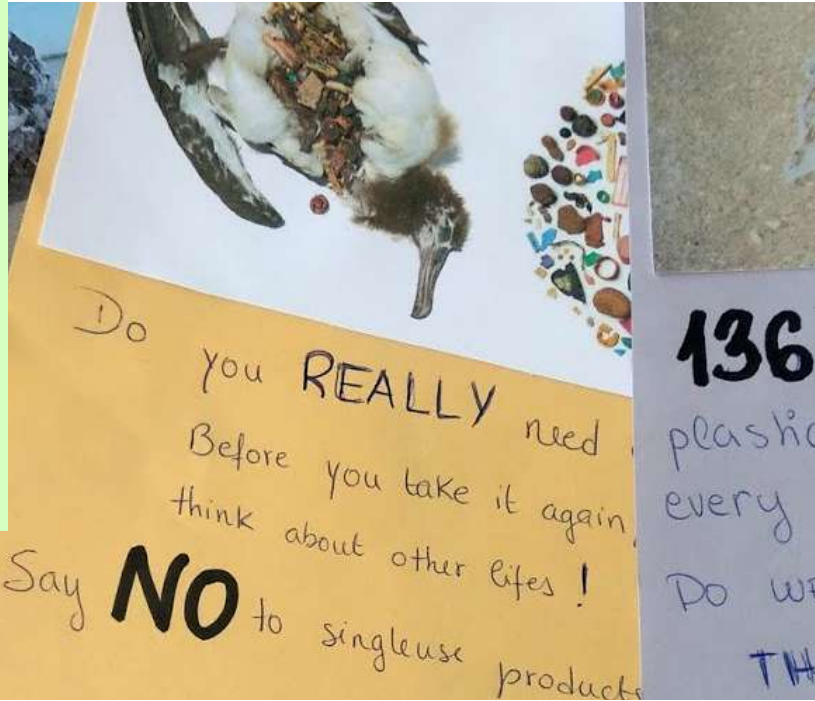
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## GOAL

Convince local businesses to reduce single use plastic, and to become eco-friendly business. Make people aware about the overuse of plastic.

**Outdoor activity**

**Any age**



## Plan & Strategy

- Divide campaign in two parts:



**I. Face to face with LOCAL BUSINESSES** – encourage them to reduce single use plastic in their business.

Attract local businesses to become eco-friendly by informing them about the influence of plastic in our environment. Suggest them that eco-friendly business could attract more clients, and become a part of new eco-friendly trend. Provide info about alternatives to plastic use, such as canvas bags, reusable Coffee cup, etc. Give small stimulating awards (eco-hearts) to the people who were interested in cooperation.

**II. INFO POINT on the main square** – attract people with quiz, inform them more, and invite them on discussion related with topic.

To shock&attract people with disturbing photos and statistics about plastic usage. Test their knowledge about plastic with quiz, provide tips&tricks how to reduce it in daily life. As an extra motivation provide a small prize – an apple for a participation in quiz.



## Obstacles

- People indifference, attitude of local businessmen.
- How to persuade people?
- The language barrier (if you are implementing campaign in english in non-english countries).



## Effectiveness

- Number of local business ready to cooperate.
- Number of people who participated in the quiz and where informed about topic of the campaign.
- General attitude of the people towards campaign.



## How to persuade them?



## What would you do differently

Build the **relationship** with the local businessmen.

Investigate more the **benefits** for the locals businessmen.

**Inform** them in more engaging way.

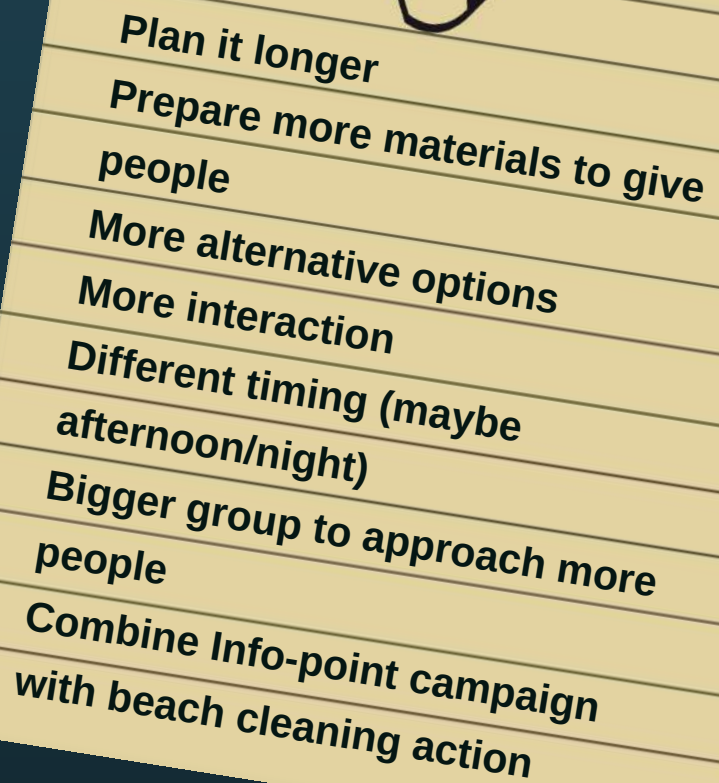
Show more **alternatives** and **examples** (after giving an overall info).

Have interesting **interaction** with people (workshop, performance, music etc.).

**HAVE ENOUGH MATERIALS!**

Create **positive environment** (smile, communicate, welcome).

ADVICE



- Plan it longer
- Prepare more materials to give people
- More alternative options
- More interaction
- Different timing (maybe afternoon/night)
- Bigger group to approach more people
- Combine Info-point campaign with beach cleaning action

*... with more time & higher budget?*

Real alternative products to offer (canvas bags, reusable cups, etc.)

More professional flyers in better quality

Cover bigger area and more local businesses

*They do care! Show them ;)*



# Sea Guardians

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## GOAL

To educate kids and to involve them in the process of protecting the marine environment.

**Indoor activity**

**Age 7-12**



## Plan & strategy

- ✓ Trough performance, games, nice examples and rules, **ATTRACT CHILDREN** to become members of „SEA GUARDIANS” who will become the role-model to the others.



Good estimation of the target group  
Adaptation of performance to the target group  
Inclusion of children in educative part – questions, games, performance  
10 clear rules accompanied by their simulation

## Obstacles

- The language barrier
- The lack of time for preparation



## Effectiveness

- General satisfaction of children
- Number of children who want to become „Sea guardians“
- Acquired knowledge



## How to attract them?





*What would you  
do differently*

Have good **time  
management.**

Prepare detailed and  
scheduled **program.**

Be clear with **rules.**

Have friendly  
**approach.**

Have **backup.**

**ADVICE**

Prepare more materials for the  
performance  
More rehearsal for the  
performance and a clear script  
Energizer more related with the  
topic  
Prepare detailed and scheduled  
program  
Better division of tasks  
Badges for members

*... with more time & higher  
budget?*

- Better quality of the materials
- Presents for children
- Booklet about the  
„Sea Guardians“
- Badges for members, membership  
cards, T-shirts etc.

*Do you want to become one of us?*





*What will be your rhyme??!!*

If you're passionate  
about what you do, it's  
more likely you will  
convince others!

**Spread the word!**

**Work with children,  
and lead them to the  
right path.**

**Set an example.**

**Love <3**

*... Youth for sea :)*

**Rise** ☀️

I can encourage and  
inspire others.

If not now, when?  
If not us, who?

Just like any of us!

**Pomalo.**

**Care...**



### *Host organization:*

Udruga za zaštitu prirode i okoliša te  
promicanje održivog razvoja  
"Argonauta"

Pijaca Društva seoske izobraženosti bb  
HR-22243 MURTER  
[www.argonauta.hr](http://www.argonauta.hr)  
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Sanja Mihić  
Lana Skelin

### *Volunteers:*

Serena Lisai  
Michela Facciotti

### *Design:*

Ivana Marin

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### *Partners organizations:*

Republic Centre "Gutta-Club", Moldova  
LLC UMBRELLA, Georgia  
Environment Engineering Group, Serbia  
Stepanavan Youth Center, Armenia  
RADI VIDI PATS, Latvia  
Onda Verde- Associação Juvenil de Ambiente  
e Aventura, Portugal  
Area Marina Protetta Punta Campanella, Italy

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*Funded by European Union's Erasmus+ programme*



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ARGONAUTA



SOUTH FOR SEA