

Challenge:

How can we use the power of creativity to find a solution to the problem of marine plastic pollution in Asia?

Client: The Blue Ocean Forum (Under preparation for establishment)

About Blue Ocean Forum:

The Blue Ocean Forum is a forum for governments, international organizations, business industries and academia to discuss various ocean-related issues, including marine plastic litter, and to communicate multifaceted solutions to this problem. It is scheduled to be established in spring 2023.

Target Audience: People living in Asia

Background:

Marine plastic pollution is a global challenge. The amount of plastic waste entering the oceans each year has increased significantly over the past few decades.

The World Economic Forum in 2016 stated that 82% of all marine plastic waste currently entering the oceans comes from Asian countries.

As long as environmentally damaging and unsustainable economic development continues, this problem of marine plastic is expected to grow further.

The Forum has published a shocking forecast that by 2050, plastic production will have quadrupled, with a corresponding increase in plastic run-off into the ocean, so that "the amount of marine plastic litter will outnumber the fish in the sea". Caught up in ocean currents, plastic waste can be transported around globally and have a negative impact on marine ecosystems.

In a globalized world where plastic products and plastic wastes are traded internationally, but where there are significant differences in recycling and waste management capacities between countries, national efforts to tackle this challenge are not enough.

Marine plastic pollution requires a coordinated global effort that facilitates national and local action.

Reference:

•WWF 'A New Treaty on Plastic Pollution: Perspectives from Asia'

<https://wwf.org.ph/what-we-do/plastics/a-new-treaty-on-plastic-pollution-perspectives-from-asia/>

•WWF Japan 'About Marine plastic pollution' <https://www.wwf.or.jp/activities/basicinfo/3776.html>

Brief

Print: Create a double page spread print ad to raise awareness of the problem of marine plastic pollution in Asia.

Film: Create a film (60 seconds max) to raise awareness of the problem of marine plastic pollution in Asia.

We are looking forward to seeing films that will move the audience through the power of storytelling, visual and musical expression, which is one of the strengths of film. It is important to have a clear idea and message, not just good atmospheric movies.

Digital: Create a digital campaign to find a solution to the problem of marine plastic pollution in Asia.

Deliverables:

A3 size board which contains the visual idea and written explanation of your idea (such as: creative idea, strategy, execution etc).

Design: Create visual identity to find a solution to the problem of marine plastic pollution in Asia.

Deliverables:

The proposed design and written description (concept (max 150 words), idea (max 150 words), implementation (max 150 words)) are to be submitted on one A3-size PDF sheet.

Media: Create a media campaign to find a solution to the problem of marine plastic pollution in Asia.

Deliverables:

A maximum of 10-slides PowerPoint presentation that includes a title slide. (one title slide and 9 presentation slides). Apart from 10 slides, create one slide which contains a visual summary of your presentation and written explanation (creative idea (max 150 words) , strategy (max 150 words) , execution (max 150 words)).

PR: Create a PR campaign to change behaviors for the purpose of reducing the amount of marine plastic pollution in Asia. As a PR campaign, we need to take actions with global partners, such as: governments, civil society, international organizations, professionals, academic institutions, the media, and the private sector.

Deliverables:

A maximum of 10 slides PowerPoint presentation that includes a title slide (one title slide and 9 presentation slides). Apart from 10 slides, create one slide which contains a visual summary of your presentation and written explanation (creative idea (max 150 words) , strategy (max 150 words) , execution (max 150 words)).

Integrated: Create an integrated campaign to find a solution to the problem of marine plastic pollution in Asia.

Deliverables:

A maximum of 6 slides PowerPoint presentation that includes a title slide (one title slide and 5 presentation slides)