



Educational Sustainability Concept **KIDS FOR THE OCEAN**

Introduction

What started very slowly at some point is now visible to all of us. No matter whether on beaches, in the seas, in the park, in the forest, on lakes and rivers: plastic is everywhere.

80% of plastic garbage in the oceans comes from land and was caused by humans. We know the pictures of beaches full of plastic from abroad, blocked streams in Asia or overflowing rubbish dumps in nature and in the sea. But unfortunately, we also have a massive plastic problem in Germany. Especially on the North Sea. 95% of silver gray fulmares die from the plastic that they mistake for food.

You can find out what the ocean actually does and why it is so important to protect it [here](#).

Not only the industry, but everyone is asked to avoid plastic. Innovations are needed to stop the garbage that flows freely into the sea. However, we have to start much earlier so that no waste is created in the first place. A garbage- and plastic-free, and generally sustainable lifestyle is desirable to prevent planet earth and the ocean from tipping over. Because if the ocean dies with its biodiversity and the wonders of the ecosystem, we will also die out.

Therefore, we have developed an educational sustainability concept. The concept includes the areas:

- Humans and ocean,
- Plastic and health,
- Consumption, waste prevention and activism.

Who we are

"Plastic is one of the greatest dangers and challenges of our time. Beach cleaner is a movement that consists of committed activists, ocean lovers and volunteers who fight together against ocean pollution and show that a changed, conscious life is possible. Protect what you love."

Anne Mäusbacher, founder of beach cleaner

beach cleaner is not only a non-profit family initiative, it has meanwhile become a movement for an environmentally conscious lifestyle, with the goal of living plastic-free.

Through our initiative, we provide information about the dramatic plastic development of our environment. We offer simple alternatives to plastic and initiate projects that prevent the destruction of our ecosystems with plastic waste.

The focus of our measures is on the following three pillars:

1. Education with the teaching program and book *KIDS FOR THE OCEAN* www.beachcleaner.de/english/kids-for-the-ocean/
2. Alternatives, in order to consume plastic-free www.beachcleaner.de/english/plasticfree/
3. beach clean-ups in schools, municipalities, companies, clubs, at home and abroad www.beachcleaner.de/english/events/

Mission statements

UN sustainability goals

KIDS FOR THE OCEAN supports the UN sustainability goals. In addition to our focus on *ocean protection* (goal 14) and *waste prevention*, ensuring *sustainable consumption and fair production methods* (goal 12) and *sustainable education* (goal 4) are fundamental. Since we are mainly involved regionally, the goals, *sustainable cities and communities* (goal 11) and also the *health and well-being of the people* on this planet (goal 3) are extremely important to us. *Networking and building partnerships* (17) across borders play a very important role in beach cleaner.



Educational goals

The initiative aims to raise awareness about ocean litter and publicize the impact on the planet and our health. Children are much easier to motivate, to inspire and to convince of the urgency to change something at a young age. They are being educated and trained as ocean ambassadors and want to make a contribution.

We show alternatives for a plastic-free life: By living a sustainable behavior, we authentically create credibility. If there is a will, a sustainable lifestyle in harmony with nature and the environment is possible. A conscious use of the available resources for our own health and the future of humanity are the basis for this change process.

Educational offers, forms & methods

The oceans are overfished, over-acidified and polluted to a great extent. The exact number of garbage in the sea can only be estimated. Several million tons are added every year. How can this happen? What are the causes? What can we do against it?

Children often do not know the connection between the environment and consumption. Therefore, the children and teenagers act in a natural way as ocean ambassadors and multipliers in order to pass on the idea in their environment in a playful way.

Parents are often not informed enough about what plastic does to our bodies. The health problems range from obesity, hormone-altered effects to cancer.

The program is not only ideal for everyday family life, it can also be easily integrated into school lessons or any other form of teaching, such as vacation programs, day care, club work.

The book KIDS FOR THE OCEAN offers inspiration and solutions and is intended to encourage sensible decisions. Not only is the planet ocean changing, we will also change.



The KIDS FOR THE OCEAN program is based on three years of global research into marine litter, i.e. pollution of the seas and on the content of international educational programs. The completed *Leadership and management training of UNEP and the Open Universiteit in Maastricht about Marine Litter* in 2015 provided a lot of background and sources. Over the course of another year, the book was structured and published in such a way that it was easy for educators to use without much further preparation that lessons can be built into.

- Questions and answers, as well as sources are listed and make it easy for the teacher and the reader to grasp the connections quickly and entertaining, as well as to pass them on.
- Each chapter contains free video material on the www.beachcleaner.de/english/kids-for-the-ocean/videos/, which is also very suitable for kids who want to educate themselves for home work or projects.

Target group

As the "Hope" generation, children are tomorrow's decision-makers and bearers of hope to facilitate changes.

The KIDS FOR THE OCEAN textbook and teaching program was developed for all children. There are no age restrictions, it is written for young and old, is inclusive and does not exclude anyone.

If children study the book on their own, we recommend a minimum age of eight.

The book makes it easier for teachers / educators to create a lesson or project for short or long periods. The recommended age of the students is from six to 19 years.

The book has also proven itself in a family environment. Both parents and grandparents read with the children, learn and understand the connections between the ocean, planet earth, humans and our survival.

Fields of action and places of learning

The teaching program and book KIDS FOR THE OCEAN can be used in the following areas.

- School environment: as a holistic weekly project topic, as a daily impulse for a school year, as homework for the pupils, as a cross-class project work or AG.
- Teacher training: The holistic approach, as well as playful learning, provide impulses for interactive teaching.
- Municipalities & Counties (environmental education): Action days, sustainability weeks
- Education Officer for Sustainable Development: Support in various fields of application at the federal or international level (RENN conferences), focus on teaching the SDGs.



Working methods

The organization is characterized by the following working methods. Our focus is very clear to offer a program based on the following principles:

- Participation: By participating in our events and beach clean-ups, we invite all age groups (intergenerationality), genders and nationalities to make a difference together. Nobody is excluded.
- Retinity (networking): We work with strong partners such as the publishing house of KIDS FOR THE OCEAN, the Pacific Information Center Neuendettelsau, the Federal Association of Marine Litter Germany, Sea Shepherd, the Federal Nature Conservation, the State Association for Bird Protection, the Environmental Agency and Environmental Education Nuremberg, and UNESCO, Global learning institute, the organization firmm and some more.
- We offer transparency through our daily, open communication on our social media channels and website.
- The book is also listed as an official educational program by: Reading Foundation, UNESCO, Global Learning and the Marine Protection Foundation Germany.
- beach cleaner was launched abroad and is strongly interested in international networking through the international educational program, but has also increasingly become regional in recent years. In 2018, the initiative won the Nuremberg City Environment Award.



www.jan-carl.de

Public Relations / Media

We work with several media and publishers, from the regional newspaper, TV, through international blogs and organizations. The goal is to increase the reach of the movement and our mission in a lasting way.

The Highlights are listed here: <https://www.beachcleaner.de/english/pr-media/>

Sea Shepherd: Presentation on the Oceans Day: <https://youtu.be/ZMPQStRYqNY?t=12829>



Virgin Unite: <https://www.virgin.com/virgin-unite/tackling-ocean-plastic-pollution-future-generations>

Travel Blog: <https://www.samanthamusic.com/travel-journal/beachcleaner-beach-cleanups-in-germany>

River Clean-up: <https://youtu.be/ZJci5feePvc>

Yoga Sound and Sea Festival: <https://youtu.be/aopWNIB-Nzl>

More on the Youtube channel [beach cleaner](https://www.youtube.com/channel/UC2NQQwOJk6XTqNgRaxbm5dA)
www.youtube.com/channel/UC2NQQwOJk6XTqNgRaxbm5dA

KIDS FOR THE OCEAN is recommended by "Stiftung Lesen" and is officially listed in their educational program on:

Stiftung Lesen. www.stiftunglesen.de/leseempfehlungen/lese-und-medienempfehlungen/buch/3799

Globales Lernen

<https://www.globaleslernen.de/de/fokusthemen/fokus-abfall-und-muellexporte-weltweit/buch-kids-ocean?searchterm=kids+for+the+ocean>

UNESCO

Stiftung Meeresschutz www.stiftung-meeresschutz.org/themen/buchtipps/kids-for-the-ocean/

Evaluation

We maintain an open feedback culture to ensure constant further development and topicality.

Surveys for beach clean-ups and for lectures, take place in a personal conversation with participants, educators from educational institutions, or the organizer. The amount of garbage collected with details is reported to other institutions, such as the Surfrider Foundation or Sea Shepherd.

Trainings

Through multiple participation in the RENN conferences in Germany and the advanced training as "Education Officer for Sustainable Development", the initiative endeavors to correspond to the zeitgeist and not only to share its own educational teaching concept, but also to receive further impulses for this. The Institute for Sustainability Education (Institut für Nachhaltigkeitsbildung, IfN) provides advice from a distance.

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