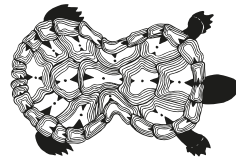


WORLD OCEAN DAY
JUNE 8th, 2021
DIGITAL CAMPAIGN GUIDELINE



NO MORE PLASTIC®

Digital Campaign
No More Plastic

Period
08/06/2021 to 30/06/2021

Content
1 post on 08/06/2021
2 stories in June

Hashtags
#nomoreplastic, #worldoceansday

Mentions
@nomoreplasticco

Stories URL
<https://www.nomoreplastic.co>

CAMPAIGN BRIEF

Hello!

For the next World Ocean Day, we need your voice, we need your help to spread awareness about plastic pollution and the impact of this chaos on our ocean and our future.

We need you to make posts **between June 8th and June 12th 2021**.
Below you will find attached the images of the campaign.

We need you to add the link you can find on the left on your stories with the "Swipe Up" function, you can also add it on your bio and invite your audience to click on it instead.

PICTURES

Choose one or several of them for your post and stories



TEXT FOR THE POST

Ocean pollution reaches new record levels each year and the amount of plastic in the ocean is now creating new “continents” – the biggest is now more than 6 times the size of France.

More than 100 million marine animals die each year from plastic waste alone.

Biodiversity serves us all, the more endangered species the more our ecosystem is falling apart.

If we don't act now, the next endangered species will be ours.

It's never too late to reset our relationship with Nature.

We are more possible than they can powerfully imagine.

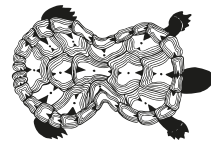
To celebrate the World Ocean Day, No More Plastic created with @come_editions a capsule collection of teeshirts made out of Seacell, a fabric obtained from seaweed, representing 4 of endangered animals who have a critical role in the natural world to maintain Life on Earth. All profits will support the actions of No More Plastic to keep the ocean beautiful.

All the profits will support the No More Plastic's actions to keep the ocean beautiful.

#Nomoreplastic #worldoceanday @nomoreplasticco

THANK YOU FOR YOUR SUPPORT

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