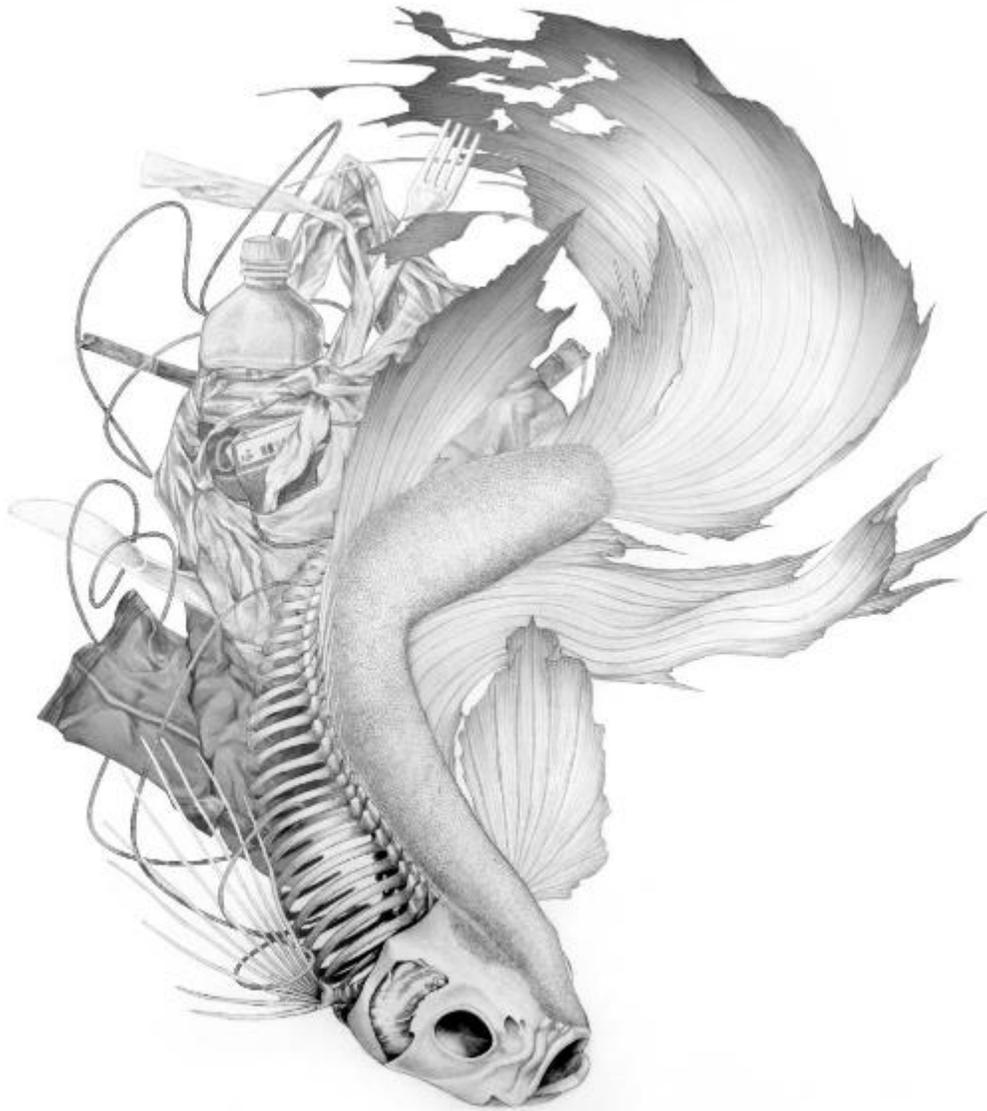


# **Bow Seat**

**Ocean Awareness Programs**

## **2019 Marine Debris Creative Advocacy Competition**



[WWW.BOWSEAT.ORG/PROGRAMS/ADVOCACY-COMPETITION](http://WWW.BOWSEAT.ORG/PROGRAMS/ADVOCACY-COMPETITION)



## THE CHALLENGE

Have you ever been upset to see plastic bags, cigarettes butts, and straws littering your favorite beach or park? Do you wish your school provided recycling bins for single-use water bottles? Or maybe you'd prefer that your friends didn't use single-use water bottles at all!

If you care about marine debris issues and want to make a difference in your community, we invite you and other middle and high school students from around the world to participate in the **Marine Debris Creative Advocacy Competition!** Enter individually or rally a group to work together.

**We challenge you to design and lead a creative campaign in your school or community.**

Your campaign should meet the Competition goals of:

- Educating the public about marine debris
- Inspiring people to change their behavior
- Engaging others in an activity that reduces or prevents marine debris
- Advocating creative and realistic solutions to the marine debris problem

## WHO MAY ENTER

- Young people ages 11-18
- Individuals or classes, groups, or clubs
- Open to international students



## WHY PARTICIPATE?

- Ignite your **passion for the environment** by combining creativity + hands-on learning
- Make a **real change** in your school or community
- Increase your **self-confidence**
- Build **skills**: leadership, critical thinking, project management, communications, teamwork, and more!
- Join the rising wave of **youth activism** for our ocean

## AWARDS

Bow Seat Ocean Awareness Programs is proud to offer scholarship awards of up to \$5,000 to students and student groups whose campaigns most effectively raise awareness of and address the marine debris problem through creativity, community engagement, and activism.

<b>Gold Award</b>	\$5,000
<b>Silver Award</b>	\$2,500
<b>Bronze Award</b>	\$1,000
<b>Honorable Mention</b>	\$500

Winners will be announced in Fall 2019. Students are free to use their awards however they choose, but they are encouraged to use them for continued study or development of their advocacy campaigns.

To recognize participants' commitments and efforts to make a difference in their communities, every student will receive a Certificate of Participation.



## WHAT IS MARINE DEBRIS?

Marine debris is defined as any persistent solid material that is manufactured or processed and directly or indirectly, intentionally or unintentionally, disposed of or abandoned into the marine environment. Our ocean, lakes, and rivers are filled with items that do not belong there – plastic bags, soda cans, tires, abandoned fishing gear, and other foreign objects – that threaten marine life, our environment, the economy, and human health. Most importantly, marine debris is preventable. **This is where you come in!**

## WHAT IS “CREATIVE ADVOCACY”?

This Competition is made possible by a grant from the **National Oceanic and Atmospheric Administration (NOAA) Marine Debris Program**, which supports projects that use outreach and education to inspire people to reduce and prevent marine debris. These projects aim to change behavior, especially among youth, and to provide them with opportunities to engage in active, hands-on experiences that deepen their understanding of the marine debris problem.

Advocacy is an activity by an individual or group that aims to influence decisions and change behavior. At Bow Seat Ocean Awareness Programs, we believe in the power of the creative arts to raise awareness of the marine debris problem in ways that inspire the public to take action. Access to facts, while important, does not alone inspire long-term, measurable behavior change. The creative expression of information is a powerful tool that taps into human emotions and speaks to personal beliefs, which is necessary to drive a widespread cultural shift away from our “throwaway culture” and toward one that values the health of our ocean.

We encourage you to use the creative arts whenever possible throughout your campaign to educate your audience about reducing litter and marine debris. Consider how an informational brochure or poster, innovative media, or other art project can play an important role in meeting the goals of your campaign.

## INFORMATION FOR TEACHERS & SPONSORS

Your primary responsibility as a sponsor is to provide your student or student group with advice and support throughout their advocacy campaign and to serve as an additional point of contact for the Bow Seat team.

When your students register for the Competition, they will be asked to provide your name and email address. **You will receive an email prompting you to sign an electronic Sponsor Letter of Commitment. This Letter is necessary for the students' registration to be approved.**

From then on, you will be included in all emails that Bow Seat sends out regarding the Competition.

You should also familiarize yourself with the Rules & Requirements for participating in the Competition, as well as the Final Project Report Checklist of the information and supporting materials needed for submission. Additionally, we hope you will remind your students to complete the required Pre- and Post-Participation Surveys, which will be made available to the students after their registration has been approved and after their Final Project Report has been submitted, respectively. This Competition involves many components, and your help in keeping your students organized and on track will be essential to their success!

If for any reason you are unable to fulfill your commitment as a sponsor, we expect that you will help your students find a replacement. In the unlikely event this should happen, please alert the Bow Seat team as soon as possible. The new sponsor will need to submit a new Letter of Commitment.

On our website, we have compiled some resources to help you and your students get started on their campaign, including resources for teaching about marine debris, tools and tips for implementing an advocacy campaign, and inspiration to get students' creative juices flowing!

## RESOURCES

Visit [bowseat.org](http://bowseat.org) for marine debris articles, lesson plans, and tools and tips for launching a creative campaign. Connect with us [@fromthebowseat](https://twitter.com/fromthebowseat) for inspiration and to meet other young people around the world creating change in their communities!



## COMPETITION JUDGING

2019 Competition results will be announced publicly in September 2019.

Submissions will be judged on the following criteria:

- How well the project aligns with the goals of the Competition
- Demonstration of issue knowledge
- Educational and engaging use of creative media
- Thoughtfulness of approach (e.g., originality, relevance to local needs, use of multi-dimensional tactics and/or partnerships, solutions-oriented mindset)
- Project impacts, especially related to educating, inspiring, and engaging the public in reducing or preventing marine debris
- Quality and clarity of the Final Project Report and supporting video (the video will **not** be evaluated by its technical quality; rather, judges will consider its artistic voice and students' passion in advocating for behavior change to address the marine debris problem)
- Meeting the Competition submission requirements

“From shopping with reusable bags to picking up plastic ones whenever I see them, this project provided me with valuable skills and taught me how one person can make a change, no matter how small.” –2018 COMPETITION PARTICIPANT, PENNSYLVANIA, USA

# HOW TO ENTER

## Step 1: Brainstorm

### Learn & Be Inspired

Immerse yourself in the issue of marine debris. Get started on your research by reviewing our useful links below. Go into your neighborhood to observe and document problems such as littering or the consumption of single-use plastics. Have conversations with your principal, town officials, or local business owners to identify challenges and opportunities specific to your school or community.

Visit our website for resources to help you get started on your campaign, including educational materials for learning more about marine debris, and inspiration to get your creative juices flowing!

Brainstorm ideas for how you can tackle the problems you uncovered. Who do you want to reach, and what are your goals? How can you incorporate the creative arts to raise awareness, tug at emotions, and encourage behavior change?

**Select a campaign that you feel passionate about and that is relevant to your school or community.** Create a list of tasks that must be completed to achieve your objectives, including deadlines and team member roles. Identify the materials you need to carry out these tasks (e.g., flyers, art supplies, recycling bins) and the budget necessary to purchase these items.

Need help brainstorming your creative advocacy project? Check out winning Competition campaigns and other resources at [bowseat.org](https://www.bowseat.org).

## Step 2: Prepare & Register

### Find a Sponsor

Each individual or group who participates in the Marine Debris Creative Advocacy Competition must have the support of an adult sponsor. Your sponsor will provide you or your team with guidance throughout your campaign and will serve as an additional point of contact. This sponsor may be a teacher, community member, local business owner, parent/guardian, etc. You must receive a signed letter of commitment from your sponsor as part of the registration process. This is an electronic form that you will request when registering.

### Read the Rules

Don't skip the fine print! The Competition Rules (below) contain a lot of important information about deadlines, eligibility, file formats, and more. It's important to read these through before you move forward with your campaign.

This is an international Competition and is open to middle and high school students worldwide who are ages 11-18 before the Competition deadline June 17, 2019.

### Register

Students and groups interested in participating in the Competition must create an account and register through our online system. We encourage you to register early!

#### You will need:

- Your contact information
- A brief description of your campaign idea
- Name and contact information for your adult sponsor
- Parent/guardian consent (Required for students under the age of 13)

#### **Your registration must be approved before moving forward in the Competition.**

Registrations are evaluated and approved on a rolling basis; you and your sponsor will receive an email regarding your status within approximately one week of registering.

## Step 3: Take Action

### Fill Out the Pre-Participation Survey

After your registration is approved, you will receive a link for a pre-participation survey. Survey responses will not influence judging. The survey is intended to measure participants' environmental awareness and attitudes, which will inform our program evaluation and development.

### Review the Final Project Report Checklist

Use our Final Project Report checklist (attached) to keep track of the information and supporting materials you'll need to document and collect throughout your campaign.

### Document Your Journey

Capture every step of your campaign so that you can share your journey with others. How does marine debris impact your community? How did you try to address these problems through your campaign? Who did you engage? What challenges did you face? What did you accomplish? What did you learn?

You will use your footage and photos to create an edited 3-5 minute video (to be submitted as part of your Final Project Report) to educate others about the marine debris problem and inspire them to become a part of the solution in their communities. This video itself does not count as your project or campaign; rather, it should illustrate your process and bring your Final Project Report to life.

Never made a video before? No problem! Visit [bowseat.org](http://bowseat.org) for resources to help you create one.

### Save Campaign Materials

As you work, save copies of materials created while you develop your campaign, including – but not limited to – research or brainstorming notes, interview transcripts, task lists, maps, artwork, photographs, presentations, and communications materials such as flyers or brochures. **These are a required part of your Final Project Report!**

## Step 4: Submit

### Complete Your Final Project Report

When Bow Seat approves your registration, you will be emailed a link to access your online Final Project Report. This will be the primary way for you to report on your advocacy campaign, and by which Bow Seat will judge your submission to the Competition. **You must submit your Final Project Report and all campaign materials by the deadline: June 17, 2019.**

Now sit back and feel awesome about yourself and the work you've done on behalf of our blue planet!

### Fill Out the Post-Participation Survey

After you submit your entry, you will receive a link for a post-participation survey. What did you learn from the project? Have your attitudes towards marine debris changed at all? We want to know! Survey responses will not influence judging. The survey is intended to measure participants' environmental awareness and attitudes, which will inform our program evaluation and development.

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## RULES & ELIGIBILITY

### Competition Period

- The 2019 Marine Debris Creative Advocacy Competition deadline is June 17, 2019, at 11:59 PM Eastern Time (ET). The online submission platform will close automatically at the Competition deadline. Please plan accordingly!

### Who May Enter

- This is an international Competition and is open to middle and high school students worldwide who are ages 11-18 before the Competition deadline June 17, 2019. Proof of age, identity, or eligibility may be required.
- Students under the age of 13 must have documented permission from a parent or legal guardian to enter the Competition. This consent will be provided by a signed Bow Seat Ocean Awareness Programs Children's Online Privacy Protection Act (COPPA) Privacy Notice form that will be required as part of the registration process.

- Entries may be submitted by an individual or by a group of unlimited size. Groups must select one group leader to serve as the primary contact, and all group members must be named in the Final Project Report. Awards will be distributed evenly among all group members.
- A student may submit (i.e., have his/her name included on) only **one entry** in the Marine Debris Creative Advocacy Competition. However, that student may submit original art, poetry, prose, film, and/or music to Bow Seat's 2019 Ocean Awareness Contest, including works that are used as part of his/her advocacy campaign. All entries to the Ocean Awareness Contest must be the student's original work.

## How to Enter

- There is no fee to enter the Competition.
- Students must select an adult to be their sponsor for the Competition. This sponsor may be a teacher, community member, local business owner, parent/guardian, etc.
- Students and groups interested in participating in the Competition must create an account and register through our online system. During this step, students will provide basic contact information, briefly describe their campaign ideas, request a sponsor letter of commitment, and provide parent/guardian consent (if necessary).
- **Registrations must be approved before moving forward in the Competition.** Registrations are evaluated and approved on a rolling basis; students and their sponsor will receive an email regarding their registration status within one week of submission.
- Upon approval of their registration, students will be emailed a link to access their online Final Project Report. **Final Project Reports and supporting materials must be submitted through our online system by June 17, 2019, 11:59 PM Eastern Time (ET) in order to be considered for the 2019 Competition.**
- All activities detailed in the Final Project Report must be developed or take place during the 2018-2019 academic school year. We understand that the entire campaign may not be completed by the Competition deadline.
- Only complete Final Project Reports will be considered for the Competition. Consult the Final Project Report checklist to keep track of the information and supporting materials needed for submission.
- All submissions – including the Final Project Report, video, and supporting materials – must be in English, or English translations must be provided.
- Each student must complete the required Pre- and Post-Participation Surveys, which will be made available after the student's registration has been approved and after the Final Project Report has been submitted, respectively. These surveys are intended to gauge participants' environmental awareness and attitudes, which will inform Bow Seat's program evaluation and development. The surveys are in no way tied to the judging process.
- The supporting video that is required as part of the Final Project Report must meet the following requirements:
  - Be uploaded to YouTube or Vimeo and named: 2019 Bow Seat Marine Debris Creative Advocacy Competition-Project Title

- Be 3-5 minutes in length (end credits, if applicable, do not count towards this time limit)
- Include an overview of the marine debris problem; campaign goals, audiences, activities, challenges, and accomplishments; and a call-to-action
- Credit all sources used to create the video in the end credits
- Additional supporting materials for the Final Project Report must be submitted as one of the following file types: Word, PDF, JPG, or PNG.

## Judging

- Judging begins immediately after the Competition closes. Decisions of the judges are final.
- Submissions will be evaluated based on how well the project aligns with the Competition goals; demonstrates issue knowledge; uses educational and engaging creative media; is thoughtful in its approach; and results in measurable impacts. The quality and clarity of the Final Project Report and supporting video will also be considered (the video will **not** be evaluated by its technical quality; rather, judges will consider its artistic voice and students' passion in advocating for behavior change to address the marine debris problem).
- Gold, Silver, Bronze, and Honorable Mention winners will be selected. Students are free to use their awards however they choose, but they are encouraged to use them for continued study or development of their advocacy campaigns.
- Winners and their sponsors will be notified via email before they are publicly announced on Bow Seat's website in Fall 2019.
- Bow Seat Ocean Awareness Programs reserves the right to use students' work for marketing and promotional purposes in any and all media.
- Bow Seat Ocean Awareness Programs promises to administer this Competition fairly, ethically, and with integrity.
- Winners will be required to verify their eligibility by completing, signing, and returning an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release within ten (10) business days of attempted notification. Winners under 18 years of age must have their parents/legal guardians sign and complete the Affidavit of Eligibility/Liability Release and, where lawful, the Publicity Release on their behalf.

### Questions?

Fill out our contact form at [bowseat.org/contact](https://www.bowseat.org/contact) or send an email to [advocacy@bowseat.org](mailto:advocacy@bowseat.org).

## FINAL PROJECT REPORT CHECKLIST

Your completed Final Project Report will include the following:

- Statement of Problem (50 words):** How does marine debris impact your school or community?
- Objectives (100 words):** What specific goals did you hope to achieve through your campaign?
- Target Audiences (100 words):** Who did you engage in your campaign? Why did you choose this audience? Who benefited from the campaign? Did you form any partnerships?
- Anticipated & Actual Challenges (100 words):** What challenges did you expect to face during your campaign? What complications actually arose? How did you modify your campaign to address these unexpected challenges?
- Budget Narrative (150 words):** Did you need funding to execute your campaign? How did you raise money? If applicable, please list your expenses and funding sources.
- Project Activities (250 words):** Describe the major activities of your campaign, especially how you educated the public about marine debris, inspired people to change their behavior, and engaged others in an activity that reduced or prevented marine debris. Describe how your project was creative or innovative. Be specific!
- Impacts (200 words):** What did you achieve? *Be specific!* For example, did you educate other youth about recycling, or did you reduce plastic use in your cafeteria? How many people did you reach? How many volunteer hours were spent on your campaign? Do you think that your campaign has the potential to have continued, long-term impacts?
- Personal Reflection (250 words):** What has been the most meaningful part of the campaign to you? What skills have you gained from this experience? How have your environmental attitudes changed? Has this experience changed actions in your everyday life?
- Supporting Materials:**
  - Video (required):** URL link to original 3-5 minute YouTube or Vimeo video that includes an overview of the marine debris problem; your campaign goals, audiences, activities, challenges, and accomplishments; and a call-to-action
  - Campaign Materials (required):** Copies of creative materials created during campaign development, including – but not limited to – research or brainstorming notes, interview transcripts, task lists, maps, artwork, photographs, audio files, PowerPoint presentations, and communications materials such as flyers or brochures
  - Works Cited (required):** List of the sources of all materials used to inform or support your campaign that are not your own
- Pre- and Post-Participation Surveys:** Links to these surveys are made available via email after the student's registration has been approved and after the Final Project Report has been submitted, respectively. Each member of a student group (if applicable) should fill out their own survey.