

If you know, you owe

Our ocean is in trouble – but knowing that isn't enough.

Have you ever heard of the 'AIDA model' of marketing? Businesses are always trying to get you to move along the path from Awareness to Interest to Desire and finally to Action.

It's not enough to know that smartphones or pretty dresses exist. For the business to make a buck, they need to get you to want something so much that you take action to get it.

The same goes for saving our ocean. You've heard of it, right? Maybe you've even heard that human actions are messing it up. But have you done anything about it yet?

Maybe you've only heard that coral reefs are going to be bleached every year by 2050 and that the number of chunks of plastic will outnumber fish in the sea by the same time. We talk about environmental catastrophes because they're scary, and they're our fault.

But here's the thing: when people have hope, they are better at solving problems and making good decisions. Social science backs this up, and you've probably noticed it in yourself.

We got ourselves in this mess. We can demand the change to get ourselves out of it.

Awareness of a problem isn't enough. Let's build awareness of the solutions that are within our reach. There are solutions for individuals, families, villages, communities, businesses, and countries. There are even solutions that involve no action, like choosing to not buy that new smartphone or dress. When you turn awareness into action, you are saving the ocean—and saving us too.

Help give voice to this Pacific Conversation – learn more about **marine and coastal biodiversity in the Pacific islands**.

**Join in the Pacific Conversation: #SaveOurOcean
#ResilientPacific**



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