



# CLEAN SEAS MALAYSIA

*Communication, Education & Public Awareness*

# CLEAN SEAS MALAYSIA CAMPAIGN A SEA CIRCULAR PROJECT



## The Clean Seas Movement

The Clean Seas campaign was launched by the UN Environment Programme (UNEP) in 2017 to address the critical issue of marine plastic pollution all around the world. Clean Seas campaign activities in Malaysia were developed as part of 'SEA circular – Reducing marine litter by addressing the management of the plastic value chain in South-East Asia' a project jointly implemented by the United Nations Environment Programme (UNEP) and the Coordinating Body on the Seas of East Asia (COBSEA), with funding from the Government of Sweden.

## Clean Seas Malaysia

The Clean Seas Malaysia campaign aims to:

- Build awareness on marine litter and plastic pollutions among a multi-generational group of audiences
- Provide ways to address to audiences on marine litter and plastic pollution
- Encourage participation among audience through marketing campaigns
- Influence audience decision-making and behaviour change

We developed and supported national awareness campaigns, identified community/youth champions/ambassadors, and linked existing campaigns to regional activities through SEA circular.

Our methods include social media campaign, Train the Teachers' e-workshops, and comic design contest in schools.

## Objective

Increase consumer awareness and provide solutions on marine litter and plastic pollution in Malaysia.

## Timeline

October 2020 - June 2021

## Campaigns

CLEAN SEAS  
PLEDGES

DIGITAL  
AWARENESS  
CAMPAIGN

CLEAN SEAS  
MALAYSIA  
TEACHERS'  
E-WORKSHOP

NATIONAL  
COMIC  
DESIGN  
CONTEST

## Key Implementing Partners Involved

- Ministry of Environment and Water (KASA)
- Kementerian Pendidikan Malaysia (KPM)
- Malaysia Green Technology and Climate Change Centre (MGTC)
- Reef Check Malaysia (RCM)
- Impactlution
- Malaysian Nature Society (MNS)
- Yayasan Penyelidikan Antartika Sultan Mizan (YPASM)

# DIGITAL CAMPAIGN

## Clean Seas Pledges

We gathered pledge statements from industries, private sectors, organizations, and individuals to raise collective national voices for solutions to the plastic pollution conundrum. The aim is to focus on ways forward and collective actions, exemplifying a partnership approach for marine plastic pollution prevention in South-East Asia.

"By 2030, TudungPeople will minimize the use of plastic packaging by 50%, and incorporate more recycled, recyclable, and sustainable materials throughout our brand, from products to packaging."

Fazrena Aziz, Managing Director at TudungPeople

"We pledge to engage with 2,022 urban Malaysians by 2022, to introduce them to or remind them of the methods and consequential positive impact of being conscious consumers and living more sustainably."

The Green Guerrilla



## Digital Awareness Campaign

We launched a Clean Seas Malaysia Facebook and Instagram account as platforms dedicated to uplift fellow Malaysians who are taking steps in beating marine plastic pollution in hopes to share their experience and inspire one another with the steps taken to achieve their goals.



@cleanseasmalaysia

## MILESTONES

41

PLEDGES

1,133

TOTAL FOLLOWERS

26

STORIES FROM THE COMMUNITY

46,060

TOTAL USERS REACHED

# SCHOOL CAMPAIGN

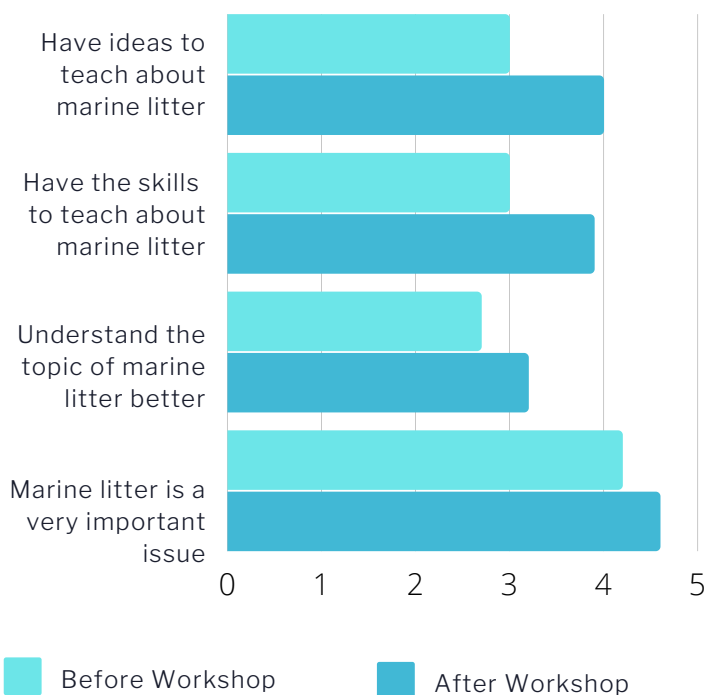
## Clean Seas Malaysia Teachers' e-Workshop

The e-workshop was organized to create awareness among teachers regarding marine litter and plastic pollution and to facilitate marine litter education through formal, informal and non-formal teaching activities in school.

**151** Teachers participated in the workshop

**101** Schools

## Survey Findings



## National Comic Design Contest

The competition was designed with the aim to reach primary, secondary and special education school students in order to create awareness on the issues of plastic pollution.

### Theme

Free the Ocean from Plastics

**1,403** Students

**340** Schools

**21,263** Reach

## Contest Winners



# WAY FORWARD

As the Covid-19 pandemic restricted access for in-person workshops, consultations, and campaigns, we had to pivot all our communications, education, and public awareness activities to digital campaigns. With the power of digital communication, we were able to focus our efforts in reaching a larger target audience.

Since the Clean Seas pledges and stories are captured publicly online on social media platforms, they act as a motivator for those featured to commit to their

words and actions to fight against plastic pollution.

With the high number of participation in the Comic Design Contest from various schools, it would be impactful if the contest can be conducted annually.

However, we acknowledge that the school campaigns - Teachers' e-Workshops and Comic Design Contest would have been more effective if it could have been executed in-person, especially for students with special needs.



## SEA circular project

The SEA circular project - Reducing marine litter by addressing the management of the plastic value chain in South-East Asia is implemented by the UNEP Regional Office for Asia and the Pacific and the Coordinating Body on the Seas of East Asia (COBSEA), with funding support from the Government of Sweden.

SEA circular aims to reduce and prevent plastic pollution and its impact by working with governments, businesses, civil society, academia, and international partners. The initiative promotes market-based solutions and enabling policies to transform plastic value-chain management, strengthens the science base for informed decision making, creates outreach and awareness.

The project leverages COBSEA's regional mechanism to tackle the transboundary challenge of marine litter in a harmonized manner.

