



Background

The "Waves of Change" campaign aims to educate the public about the importance of protecting Florida's coastal ecosystems, including coral reefs, wetlands, and beaches. These habitats are vital for biodiversity and support the economy through tourism and recreation. Unfortunately, climate change, pollution, and irresponsible tourism threaten these environments. Poor waste management and lack of awareness lead to litter and habitat destruction, harming wildlife and degrading landscapes.

Our campaign emphasizes that every visitor and resident has a role in safeguarding these ecosystems. The slogan "Leave Only Footprints" encourages responsible behavior that minimizes human impact. It advocates for responsible behavior, such as not littering, disturbing wildlife, or damaging habitats, essentially promoting the idea that visitors should take only memories and leave nothing behind but their footprints.

Objectives

The primary objective is to raise awareness about the significance of coral reefs, wetlands, and coastal areas while motivating community members and tourists to adopt sustainable practices. This includes participating in beach clean-ups, reducing waste, and utilizing eco-friendly transportation methods. By promoting these behaviors, we aim to create a culture of environmental stewardship that protects our natural resources for future generations.

Target Audience

Our campaign targets both local residents and tourists. We seek to inspire residents to act as guardians of their environment while educating visitors on responsible tourism

practices. Our goal is to create a community of advocates committed to protecting Florida's natural beauty and biodiversity.

Action Plan

We will implement a multi-faceted approach using low-cost digital strategies and community engagement. First, we will launch a social media campaign on platforms like Instagram and TikTok, featuring posts and short videos that educate people about environmental sustainability. This will have an estimated cost of \$100 for graphic design tools and boosting select posts. Monthly beach clean-up events will be organized, providing incentives such as local business discounts. This will have an estimated cost of \$150 for cleanup supplies like bags and gloves, as well as refreshments for volunteers.

Additionally, we will promote a "Green Transport Challenge" to encourage walking, biking, and public transport, which will require an estimated \$50 for promotional materials such as flyers and banners. We will promote this on social media by using the hashtag #GreenTransportChallenge to encourage visitors to share their commitments and actions. We will also host educational workshops led by local experts on sustainable practices, which will have an estimated cost of \$200 for venue rental and materials.

Resources

To successfully execute this campaign, we will utilize free tools for social media scheduling and analytics, recruit volunteers through local schools and community groups, and collaborate with local businesses and environmental organizations for additional support. We will also consider small giveaways for clean-up event participants and contest winners, with an estimated cost of \$100 for eco-friendly products. In total, the estimated budget for the "Waves of Change" campaign is \$600. By promoting responsible tourism and environmental stewardship, this campaign seeks to protect Florida's coastal paradise and foster a sense of community responsibility among residents and visitors alike.