

PGC2025 Day 23 Greenest Challenge: Collaborative Action – "Ocean Guardians" Campaign ✨

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Introduction

This document serves as my submission for the PGC2025 Day 23 Greenest challenge. It outlines our team's collaborative plan to launch "Ocean Guardians: Protect Our Reefs," a virtual campaign aimed at raising awareness and inspiring action for marine conservation. This project embodies the core PGC philosophy that purpose becomes real when we act together, driving lasting change through connection. 🤝💙

☀️ **Our Collaborative Action: "Ocean Guardians" Campaign**

Our Action and Why It Matters:

We are developing and launching a concise "Ocean Guardians: Protect Our Reefs" infographic/social media series. This virtual campaign aims to raise awareness about the critical threats facing ocean reefs and marine ecosystems (e.g., plastic pollution, climate change, unsustainable fishing) and empower individuals with practical, actionable steps to reduce their impact. By leveraging online platforms, we seek to educate a broad audience and inspire a community of ocean stewards committed to marine conservation. This action directly brings our shared purpose to life by addressing a pressing global environmental issue with collective effort.

Who's Involved:

1. **Aarush** (PGC Participant)
2. **Nadieh** (PGC Participant)
3. **Aditya** (PGC Participant)



One-Page Action Plan: "OCEAN GUARDIANS" – Protect Our Reefs Campaign

This section details our strategic plan for the virtual campaign.



Goal for this Action:

To raise awareness online about the critical threats to ocean reefs and marine life, and to empower individuals with practical, actionable steps to reduce their environmental impact on oceans.

Key Output: User Input Google Form

"Ocean Guardians: Your Voice for Marine Protection!" Input Form:

<https://forms.gle/jgmAvJ3efDDWcrFR9>

(This form was created as part of our Week 1 planning to gather community insights and questions, ensuring our campaign content is relevant and impactful.)



Detailed Timeline:

1. **Key Platforms:** Instagram, Facebook, WhatsApp Groups, possibly school/college environmental clubs' social media.

Timeline Phase Days Activities

Lead(s)

Phase 1:

Research, Strategy & User Input

Week 1	Day 1-2	Initial Brainstorming & Theme Selection: Discuss 5-7 key threats/solutions related to ocean reefs; select primary themes for campaign content.	Aarush, Nadieh, Aditya
	Day 3-4	Content Research & Fact-Finding: Research compelling marine facts, statistics, and actionable tips for selected themes.	Aditya

	Day 5-6	Target Audience & Platform Strategy: Define target demographics for campaign. Outline platforms and optimal content types (infographics, short videos, stories).	Nadieh
	Day 7	User Input & Form Design: Create a simple online form (e.g., Google Form) to gather initial community questions or common misconceptions about ocean health to inform content.	Aarush

Phase 2: Content Development & Review

Week 2	Day 8-10	Drafting Content Outlines: Based on research and user input, draft concise content for each planned infographic/post, including key messages and calls to action.	Aarush, Aditya
	Day 11-13	Initial Design & Visuals: Aarush designs the first set of 3-4 infographic/social media cards using chosen themes and content.	Aarush
	Day 14	Team Review & Feedback: Nadieh and Aditya provide critical feedback on design, clarity, impact, and scientific accuracy of the drafted content.	Nadieh, Aditya

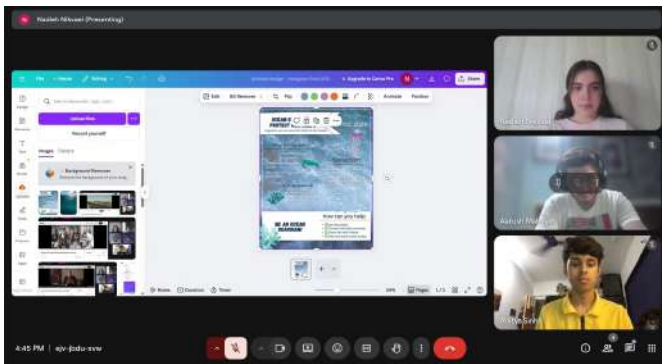
Phase 3: Finalization, Launch & Engagement

Week 3	Day 15-16	Revisions & Finalization: Implement feedback, finalize all graphics and captions.	Aarush
	Day 17	Scheduling & Outreach Prep: Schedule posts for launch week. Prepare outreach messages for community groups.	Nadieh
	Day 18	Campaign Launch! Post first set of "Ocean Guardians" content on all selected platforms.	Aarush, Nadieh
	Day 19-21	Engagement & Monitoring: All team members engage with comments, answer questions, encourage sharing, and monitor initial metrics.	Aarush, Nadieh, Aditya

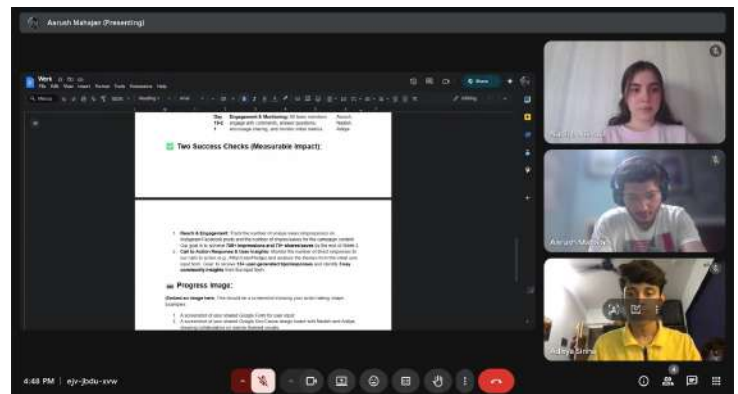
✓ Two Success Checks (Measurable Impact):

1. **Reach & Engagement:** Track the number of unique views (impressions) on Instagram/Facebook posts and the number of shares/saves for the campaign content. Our goal is to achieve **750+ impressions and 75+ shares/saves** by the end of Week 3.
2. **Call to Action Response & User Insights:** Monitor the number of direct responses to our calls to action (e.g., "Share your #MyOceanPledge tip!") and analyze the themes from the initial user input form. Goal: to receive **15+ user-generated tips/responses** and identify **3 key community insights** from the input form.

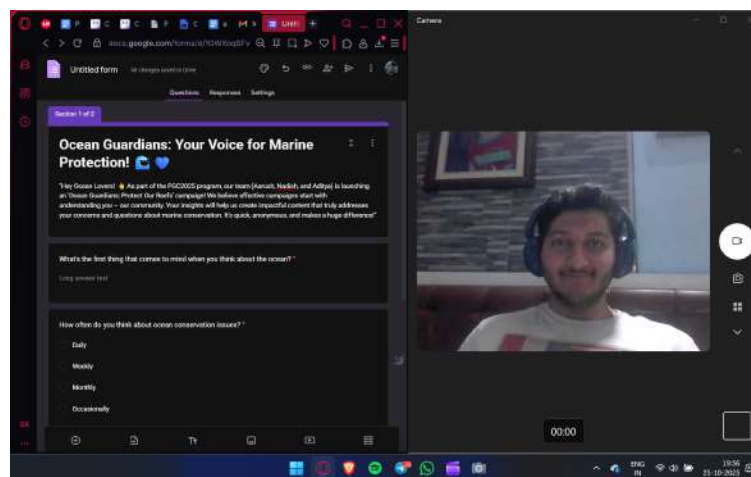
Progress Image



Working on Canva Designs (Nadieh)



Working On Action Plans (Aditya)



Working on Outreach Using Forms (Aarush)

Video Script: Explaining Our Challenge

This is the script for the 90-120 second vertical video submitted as part of the challenge.

(0-10 seconds) - Aarush: Introduction & Challenge Hook

1. "Hey everyone! We're Aarush, Nadieh, and Aditya, and we're super excited to share our final PGC2025 challenge: turning purpose into action!"
2. "Our focus? Protecting our incredible ocean reefs!"

(10-30 seconds) - Nadieh: The Problem & Our Solution

1. "The challenge is about making real, climate-positive change with others. We know our oceans are facing huge threats, from plastic pollution to climate change."
2. "So, for our action, we're launching 'Ocean Guardians: Protect Our Reefs' – a virtual campaign!"

(30-50 seconds) - Aditya: What We're Doing & Why It's Virtual

1. "That means creating impactful infographics and social media content! We'll be sharing daily tips, facts, and actionable steps people can take to help marine life."
2. "We chose a virtual campaign to reach a wider audience, empower individuals wherever they are, and build a community of ocean stewards online."

(50-70 seconds) - Aarush: Teamwork & User Input

1. "And we're doing this as a team! Nadieh is brilliant with content review and outreach, Aditya's leading the research and fact-finding, and I'm focused on the design and getting your input!"
2. "Yes, your input! We're even designing a form to gather your questions and ideas to make sure our campaign is super relevant!"

(70-90 seconds) - Nadieh & Aditya (or all together): Call to Action & Conclusion

1. "So, join us as 'Ocean Guardians'!"
2. "Follow our journey and get ready for actionable tips!"
3. "Let's protect our beautiful blue planet!"

📷 Instagram Post Details (Two separate posts)

This challenge involves posting both an infographic and a video. Below are the details for each.

Instagram Post 1: Our "Ocean Guardians" Infographic

1. **Content:**

Post Link

https://www.instagram.com/p/DQPkgymCK-u/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==



2. **Caption:** Purpose becomes real when we act with others, even virtually! ✨ So excited to team up with fellow PGC participants @[Nadieh's Instagram Handle] and @[Aditya's Instagram Handle] for our final #PGC2025 challenge. We're launching '**Ocean Guardians: Protect Our Reefs,**' a **virtual campaign** focused on marine conservation!

Our goal is to create impactful infographics and social media content to help everyone easily understand threats to ocean reefs and take actionable steps to reduce their impact. This online action allows us to reach a wider audience and empower individuals to become ocean stewards. We're even gathering user input to make sure our content is super relevant!

One key lesson: Digital collaboration is incredibly powerful. Even miles apart, we can build momentum for climate action by sharing knowledge and inspiring sustainable habits online. Join us in protecting our beautiful blue planet! 🌊💙

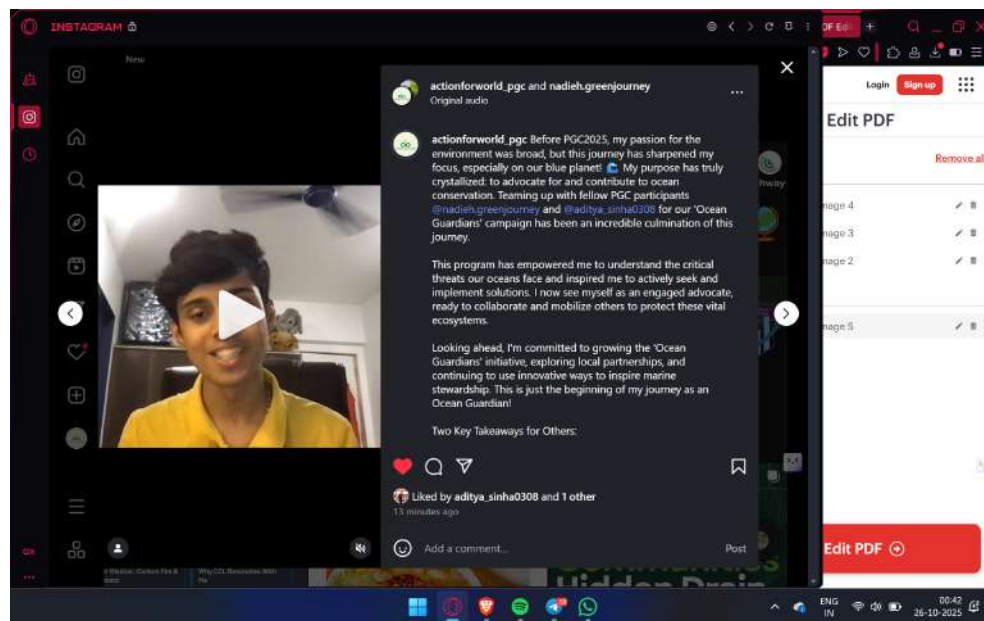
@turninggreenorg @foe_us #PGC2025

Instagram Post 2: Our "My PGC Purpose" Video

1. Content:

Post Link

https://www.instagram.com/reel/DQPju12ge8s/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==



2. **Caption:** Before PGC2025, my passion for the environment was broad, but this journey has sharpened my focus, especially on our blue planet! 🌊 My purpose has truly crystallized: to advocate for and contribute to ocean conservation. Teaming up with fellow PGC participants @nadieh.greenjourney and @aditya_sinha0308 for our 'Ocean Guardians' campaign has been an incredible culmination of this journey. This program has empowered me to understand the critical threats our oceans face and inspired me to actively seek and implement solutions. I now see myself as an engaged advocate, ready to collaborate and mobilize others to protect these vital ecosystems. Looking ahead, I'm committed to growing the 'Ocean Guardians' initiative, exploring local partnerships, and continuing to use innovative ways to inspire marine stewardship. This is just the beginning of my journey as an Ocean Guardian! Two Key Takeaways for Others: Find Your Focus: Let your passion guide you to a specific cause, and delve deep into understanding its challenges and solutions. Collaborate for Impact: Real change happens when we unite our efforts. Find your team, share your vision, and act together for the planet! @turninggreenorg @foe_us #pgc2025