



EDUCATION



ENVIRONMENT



EXPERIENCE

PROUDLY SUPPORTED BY



PEOPLE, COMMUNITIES AND ORGANISATIONS WORKING TOGETHER

AUDIENCE PROVIDERS

INCLUDING...



EVERY
SECOND breath
we take is
powered by the
OCEANS



FIND OUT MORE

For more information about sponsorship turn to page 22-23 or contact Andy Forster on 07711 160590 or email: andy@diveprojectcornwall.co.uk

OUR VISION

ENGAGE | INSPIRE | INFLUENCE

To eliminate plastic pollution and **PROTECT** the marine environment to **SAVE** all **LIFE** in our oceans for many future generations to enjoy and cherish.

DIVE PROJECT CORNWALL will **EDUCATE** hundreds of thousands of young people by delivering an education programme directly into schools across the UK, raising awareness of the importance of the planet's marine **ENVIRONMENT** and its vital role in our very own existence.

DIVE PROJECT CORNWALL will also reach millions of adults through promotional features via multiple media partners and strong collaborations with numerous ocean-based charities.

At the heart of **DIVE PROJECT CORNWALL** is a competition for 400 lucky teenagers to win the **EXPERIENCE** of a lifetime; a 6-day, life-changing trip to Cornwall where they will learn to scuba dive, enjoy outdoor adventures, take up beach-related activities and attend presentations from leading marine industry experts.

The 400 lucky teenagers will leave **DIVE PROJECT CORNWALL** as 'Ocean Influencers.' They will then act to positively engage, inspire and motivate the next generation to save our planet.



OUR VISION

ENGAGE | INSPIRE | INFLUENCE

EVERY
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DIVE PROJECT CORNWALL is committed to delivering the knowledge, tools and resources to educate hundreds of thousands of young people and millions of adults on the importance of our oceans. See page 8 for more information.

 **EDUCATION**
INFORM | AWARENESS | UNDERSTAND

AUDIENCE PROVIDERS

Media Partners
Collaborating Charities
PADI Dive Centres
Sponsors
Friends

MILLIONS OF ADULTS

MARINE CONSERVATION SOCIETY

SCHOOLS EDUCATION PROGRAMME

Educational Video
Suite of Educational Tools

HUNDREDS OF THOUSANDS OF YOUNG PEOPLE

ENVIRONMENT

PROTECT | SUSTAINABLE | ELIMINATE

OUR VISION IS SIMPLE

To eliminate plastic pollution and **PROTECT** the marine environment to **SAVE** all **LIFE** in our oceans for many future generations to enjoy and cherish.

DIVE PROJECT CORNWALL will raise awareness of the importance of the planet's marine **ENVIRONMENT** and its vital role in our very own existence. See page 6 for more information.

 **DIVEPROJECT**
CORNWALL

Education | Environment | Experience

 **EXPERIENCE**
OPPORTUNITY | LEARN | INSPIRE

COMPETITION

6 Day Life changing trip to Cornwall
PADI Open Water Course
Beach / Street clean
Ocean related activities

OCEAN INFLUENCERS

400 LUCKY TEENAGERS

DIVE PROJECT CORNWALL will run a school's competition and deliver 20 prizes to 20 winning schools; the experience of a life-time for 20 of their pupils. See page 12 for more information.

ENVIRONMENT

PROTECT | SUSTAINABLE | ELIMINATE

PADI is proud to be supporting Dive Project Cornwall. The health of our oceans relies upon an understanding and appreciation of the marine environment. By helping young people from around the UK to engage with the underwater world and to learn to scuba dive in the waters of Cornwall the project is creating future torchbearers for future generations to carry this mission forwards.



RICH SOMERSET
TERRITORY DIRECTOR UK & IRELAND



DIVE PROJECT CORNWALL has a passion for the ocean that is absolute and we want to inspire a change in others.

Across this beautiful 'blue planet' our oceans cover 70% of the world's surface and account for 80% of the planet's biodiversity. But, we have reached a crisis point for the future and we need to act now. Shockingly, up to 12.7 million tonnes of plastic enter the oceans every year. Only 0.3 million tonnes of this plastic floats on the ocean surface. We can't have a healthy future without healthy oceans - but they're more vulnerable than ever before.

DIVE PROJECT CORNWALL is delighted to be working with multiple media partners, collaborating charities and a number of sponsors and supporters to implement a national campaign to remove a gap in knowledge across the UK.

Many people are unaware about the plastic pollution problem and most young people remain oblivious to the dismal future ahead if we carry on as we are – destroying the ocean and the marine life within it.

Working with leading experts in marine conservation, **DIVE PROJECT CORNWALL** is determined to eliminate plastic pollution and protect the marine environment to save all life in our oceans for many future generations to enjoy.

"Cherish the natural world, because you're part of it and you depend on it."



SIR DAVID ATTENBOROUGH
BROADCASTER, WRITER AND NATURALIST

"No one will protect what they don't care about, and no one will care about what they have never experienced"

"We have to act. We have to act now to try and clear up some of the appalling damage we have made to the ocean ...and that is going to require positive action"

EDUCATION

INFORM | AWARENESS | UNDERSTAND

“No one will protect what they don’t care about, and no one will care about what they have never experienced”



SIR DAVID ATTENBOROUGH
BROADCASTER, WRITER AND NATURALIST

In January the Marine Conservation Society [MCS] will send an educational marine conservation video to 3,600+ secondary schools. Our Audience Providers will promote the video too (the video will feature Dive Project Cornwall’s unique competition (see page 12!))

Immediately after the video has been sent, follow up emails will introduce a suite of educational materials that will be available to all schools; those that register for the competition and/ or those that request them from MCS (see the diagram on page 10).

This will ensure continued education of hundreds of thousands of young people directly through secondary schools across the UK.

Alongside the schools education programme throughout January, February and March our Audience Providers will promote our educational fact-boxes (see page 18) plus our marine life

blogs (see page 20) delivering interesting and educational content to millions of adults. This will be delivered through their communication platforms - online, digital, social media and print.

In summary, by working together with people, communities and organisations we will reach a huge audience of young people and adults; educating them about the importance of oceans so they act to protect the marine environment for future generations to enjoy and cherish.



AUDIENCE PROVIDERS

INCLUDING...

Media Partners / Collaborating Charities / PADI Dive Centres / Friends / Sponsors - our audience is currently 8million+ (aiming for 12million in year one).



Through education we can help **protect the marine environment** for future generations

PEOPLE, COMMUNITIES AND ORGANISATIONS WORKING TOGETHER



1 INTRODUCTION TO MARINE CONSERVATION

INTRODUCTION TO MARINE CONSERVATION

- MCS has a database of 3,600 secondary schools across the UK and will interact with them prior to the launch of **DIVE PROJECT CORNWALL**

VIDEO

- The video is sent to all secondary schools to begin the education of hundreds of thousands of young people up and down the UK



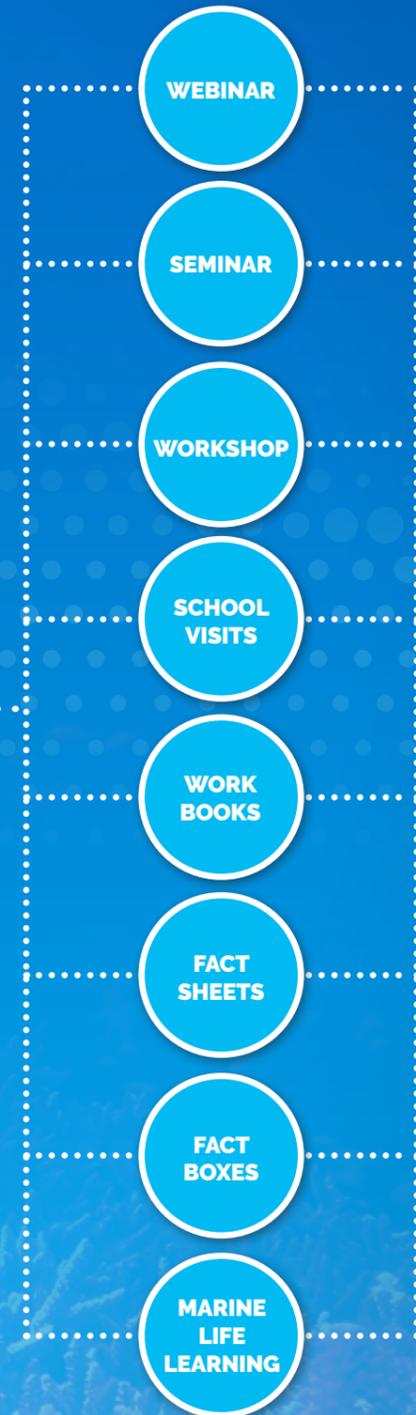
COMPETITION

- DIVE PROJECT CORNWALL's** competition is highlighted at the end of the video to engage and inspire schools to continue the education programme

2 CONTINUING THE EDUCATION PROGRAMME

SUITE OF EDUCATIONAL TOOLS

- All secondary schools are provided access to a suite of marine environment education tools



3 FURTHER LONG TERM ENGAGEMENT

WORKING TOGETHER

- AUDIENCE PROVIDERS** work together to reach into their local communities to continue marine conservation activity and education across the 20 areas covering the UK



EXPERIENCE

OPPORTUNITY | LEARN | INSPIRE

“Cherish the natural world, because you’re part of it and you depend on it.”



SIR DAVID ATTENBOROUGH
BROADCASTER, WRITER AND NATURALIST

DIVE PROJECT CORNWALL is thrilled to create a UK wide schools competition to coincide with the education; this will be the ‘hook’ to engage schools and inspire wider interest in marine conservation.

We have divided the UK into 20 areas (see the map on page 10). There is one prize per area, each area will be sponsored by a SCHOOL-WEEK HOST (see sponsorship packages on page 22).

Each of the 20 prizes provides 20 lucky teenagers from the winning school (1 in each area).

The 400 lucky teenagers (each sponsored by a DIVE BUDDY - (see sponsorship packages on page 22) will camp at Porthkerris and will enjoy all food provided on-site. The views over Falmouth Bay are breathtaking and are sure to provide them with a positive coastal experience. During their time with **DIVE PROJECT CORNWALL** they will be trained by experienced, qualified PADI Instructors and will be certified as PADI Open Water Scuba Divers, being able to dive anywhere in the world in the future. Through the outdoor adventures, beach-based activities and presentations from leading marine industry experts they will learn first-hand the important part our oceans play in the survival of our planet and how this impacts our very own existence. **DIVE PROJECT CORNWALL** believes in learning through experience. The knowledge gained by the 400 lucky teenagers will be for life.



All of the winners will leave with memories, friendships and a greater appreciation of our oceans; fully understanding the huge role they play in the future of the planet.

The 400 lucky teenagers will leave **DIVE PROJECT CORNWALL** as ‘Ocean Influencers’. With this new-found knowledge, they will be able to engage with their peers informatively, with enthusiasm and a real desire to drive change. Their voices will influence a change in attitude and behaviour and ‘turn the tide’ on the devastating effects of plastic pollution in our oceans.



DIVE PROJECT CORNWALL will be open to all secondary schools in the UK. Make sure your school is the first to know when **DIVE PROJECT CORNWALL** announces the launch of how to enter this amazing competition. Pre-register your interest at www.diveprojectcornwall.co.uk and we’ll be in touch with all the details.



400 lucky teenagers will win the experience of a lifetime!

ON THE MAP

OPPORTUNITY | LEARN | INSPIRE

“Cherish the natural world,
because you’re part of it
and you depend on it.”



SIR DAVID ATTENBOROUGH
BROADCASTER, WRITER AND NATURALIST

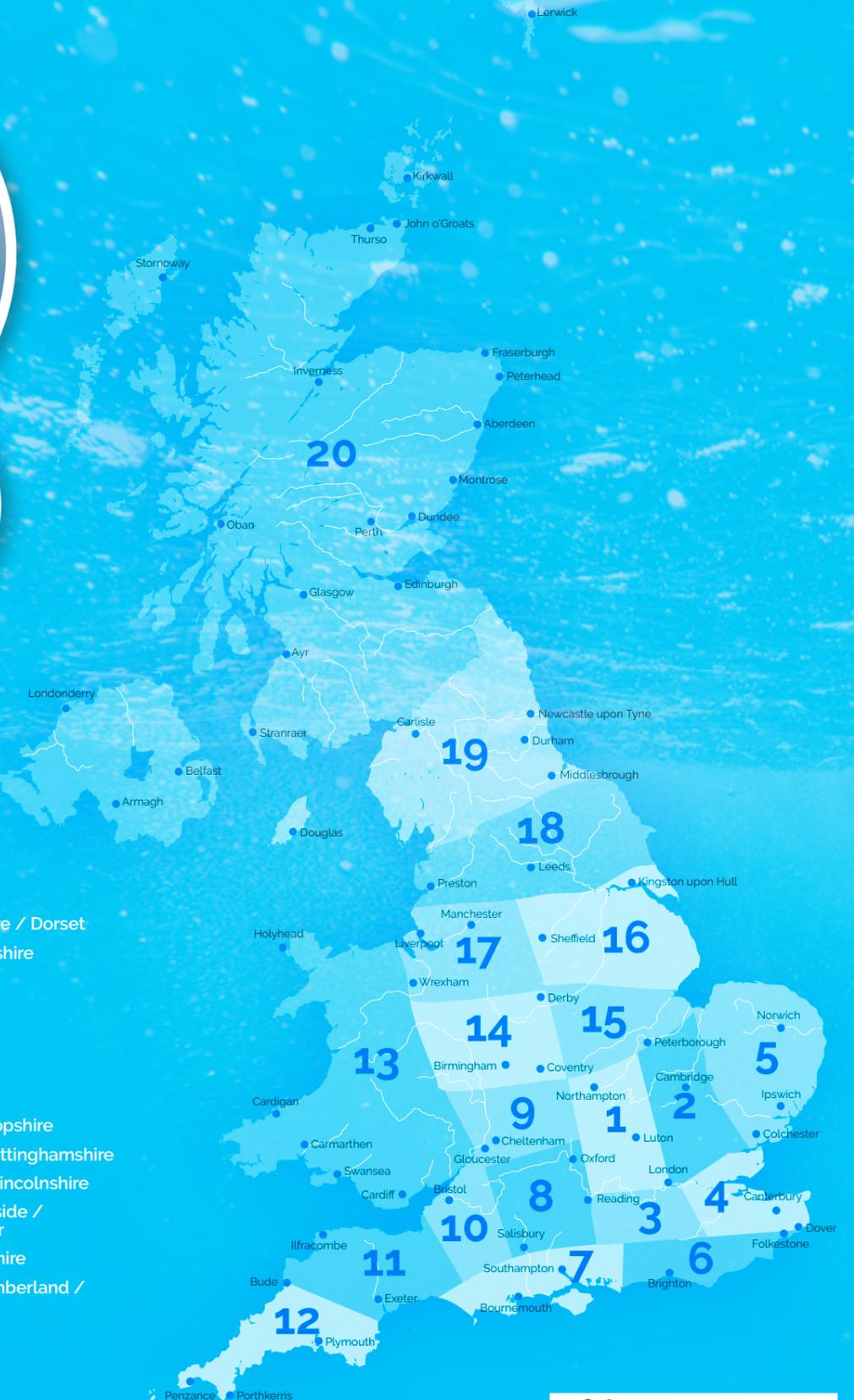


SCHEDULE OF EVENTS

4 Groups of 6 lucky teenagers	9am to 10am	10am to 11am	11am to 12noon	12noon to 1pm	1pm to 2pm	2pm to 3pm	3pm to 4pm	4pm to 5pm	5pm to 6 pm	6pm to 7pm	7pm to Eve	
SUNDAY												
Group 1	Travel to Porthkerris						Welcome Briefing		Barbecue			
Group 2												
Group 3												
Group 4												
MONDAY												
Group 1	Quiz & Kit Introduction			Pool Session 1		Free Time 1		Free Time 1		Evening Meal		
Group 2				Free Time 1		Pool Session 1						
Group 3				Activity 1		Activity 2						
Group 4												
TUESDAY												
Group 1	Activity 1		Activity 2			Pool Session 2		Evening Meal				
Group 2						Free Time 2						
Group 3	Pool Session 1		Free Time 1			Pool Session 1						
Group 4	Free Time 1		Pool Session 1									
WEDNESDAY												
Group 1	Activity 3			Free Time 2		Sea Dive 1		Evening Meal				
Group 2				Free Time 3		Pool Session 2						
Group 3	Pool Session 2			Free Time 2			Sea Dive 1					
Group 4	Free Time 2		Pool Session 2		Free Time 3							
THURSDAY												
Group 1			Sea Dive 2		Lunch		Sea Dive 3		Evening Meal			
Group 2	Sea Dive 1						Sea Dive 2					
Group 3			Sea Dive 2				Sea Dive 3					
Group 4	Sea Dive 1						Sea Dive 2					
FRIDAY												
Group 1			Sea Dive 4		Lunch		Exam		Barbecue & Awards			
Group 2	Sea Dive 3						Sea Dive 4					
Group 3			Sea Dive 4									
Group 4	Sea Dive 3						Sea Dive 4					
SATURDAY												
Group 1	Exit Briefing		Travel Home									
Group 2												
Group 3												
Group 4												

MAP KEY

- 01 NW London
- 02 NE London
- 03 SW London
- 04 SE London
- 05 Norfolk / Suffolk
- 06 Sussex
- 07 Southern Hampshire / Dorset
- 08 Oxfordshire / Berkshire
- 09 Gloucestershire
- 10 Somerset
- 11 Devon
- 12 Devon / Cornwall
- 13 Wales
- 14 Staffordshire / Shropshire
- 15 Leicestershire / Nottinghamshire
- 16 South Yorkshire / Lincolnshire
- 17 Cheshire / Merseyside / Greater Manchester
- 18 Lancashire / Yorkshire
- 19 Cumbria / Northumberland / County Durham
- 20 Scotland



COVERING THE UK

Across 20 areas DIVE PROJECT CORNWALL will offer one school from each area the prize of a lifetime; the opportunity for 20 of their students to visit Cornwall and learn to scuba dive!



TIMELINE

PLANNING | ACTION | DELIVERY



CONTENT

OPPORTUNITY | LEARN | INSPIRE

DIVE PROJECT CORNWALL's content for education is based around **21 FACT BOXES** created to inform young people and adults of the importance of the ocean.



DIVE PROJECT CORNWALL's vision is simple - eliminate plastic pollution and protect the marine environment to save all life in our oceans for many future generations to enjoy and cherish.

- oceans provide **97%** EARTH'S WATER
- 600** WILDLIFE species are at threat due to POLLUTION
- if whales and dolphins DIE the ocean
- OCEANS account for **80%** PLANET'S BIODIVERSITY
- 12.7** million tonnes of PLASTIC WASTE produced each year ends up in our OCEANS
- it is estimated that by **2050** the WEIGHT of ALL PLASTIC in the ocean could outweigh FISH
- 40%** PARENTS were reluctant to visit our coastlines due to poor WATER QUALITY
- 1** IN **three** FISH eaten by humans contain MICROPLASTICS
- 56%** of whales, dolphins & porpoises have CONSUMED PLASTIC
- HEALTH to the OCEAN means health for US
- HUMANS EAT over **40** lbs PLASTIC in their lifetime
- THE OCEAN GENERATES **70%** EARTH'S OXYGEN we breathe
- THE GREAT PACIFIC GARBAGE PATCH IS **1.6** MILLION SQUARE KILOMETRES OF PLASTIC POLLUTION
- An estimated TRUCKLOAD of rubbish is dumped in our oceans every MINUTE
- EVERY SECOND** breath we take is powered by the OCEANS
- ONE MILLION** seabirds DIE annually due to PLASTIC POLLUTION
- 18%** of British children have NEVER SET FOOT on a British beach
- It takes **500-700** YEARS for plastic to degrade
- 33%** OF BRITISH CHILDREN HAVE NEVER HAD A COAST HOLIDAY
- If the SEA IS SICK, we'll FEEL it. If it DIES, we DIE. Our FUTURE and the state of the OCEANS are ONE
- OCEANS DIE WE DIE **70%** EARTH'S OXYGEN

GET INVOLVED

SUPPORT | IMPACT | PROMOTE

SPONSORSHIP PACKAGES

INVEST | DEVELOP | RESPONSIBILITY

"Dive Project Cornwall is an innovative and effective way of educating the next generation of the importance of a healthy marine environment as well as encouraging a responsibility for protecting it; which of course is critical for the future of our planet. I encourage all businesses to do what they can to support this exciting and unique project."



PAUL STRIKE
MANAGING DIRECTOR

the fourth element

If you would like your business associated with **DIVE PROJECT CORNWALL**, to share in an audience of millions of adults and hundreds and thousands of young people whilst aligning with top brands, multiple media partners and numerous collaborating charities, then you have come to the right place. **DIVE PROJECT CORNWALL** offers you the platform to do all this and more.

Support **DIVE PROJECT CORNWALL** and help us to deliver our vital messages to hundreds of thousands of young people and millions of adults. Through our educational and promotional efforts, working alongside our many media partners and collaborating charities, we will all be working together to ensure a sustainable and thriving future for our marine environment.



Education | Environment | Experience

DIVE PROJECT CORNWALL offers 7 different sponsorship packages, all of which will act to guarantee your business benefits from being involved. You'll create some very unique PR and marketing opportunities, engage your team, be aligned with other market leading businesses and brands and widen your overall brand awareness all of which will ensure an elevation in your market position whilst enhancing your company's revenue and profit.

All will be enjoyed through helping **DIVE PROJECT CORNWALL** to meet its goals; and as a result your return will far out-way other spends and projects.



DIVE PROJECT CORNWALL offers you the chance to create some very unique PR opportunities, engage your team and be aligned with market leading businesses



Education | Environment | Experience

TITLE SPONSOR £P.O.A.

Have your brand as part of our logo, appearing on all marketing promotions and PR communications across all activity. Plus we'd love you to help take the lead on the competition for 400 lucky teenagers throughout your stores. *This is an excellent opportunity for supermarkets and multi-site retail businesses who want to demonstrate their support in a community and environmental project.*



CORNISH BRAND SPONSOR £10K+VAT

Be one of only three Cornish brands to enjoy your logo proudly promoted throughout all of our national marketing campaigns, thus reaching millions of people through your sponsorship of **DIVE PROJECT CORNWALL**. *If you are a Cornish Brand who wants to raise your profile and align with other great brands then this package is perfect for you.*



SCHOOL-WEEK HOST £3,975+VAT

Support 20 lucky teenagers and be part of delivering their opportunity of a lifetime. You will host one week and have the chance for your team to take part in the programme of events and engage fully with the lucky teenagers. *This is an excellent package for any organisation looking to raise their profile and build upon their corporate and social responsibility policy.*



DIVE BUDDY SPONSOR £150+VAT

In diving a **DIVE BUDDY** is your life-line; it's who you rely on to ensure a fun and safe dive experience. **DIVE PROJECT CORNWALL** are looking for 400 **DIVE BUDDY SPONSORS** to sponsor each of the 400 lucky teenagers. *The perfect option for individuals and small businesses; those who share the values and goals of DIVE PROJECT CORNWALL and would like to support.*



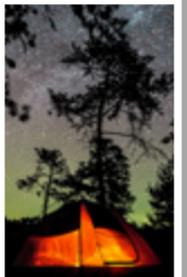
THREE-SQUARE MEALS/ FOOD SPONSOR £P.O.A.

If you've ever had to feed one teenager, you'll understand the enormity and challenge of feeding 400 of them! Help **DIVE PROJECT CORNWALL** feed 400 lucky teenagers over 20 weeks by becoming one of a number of food sponsors. *We are looking for any food producer's, restaurants, pasty companies and any other food related businesses to help us feed the 400 lucky teenagers.*



UNDER THE STARS/ CAMPING SPONSOR £P.O.A.

Have your brand as part of our logo, appearing on all marketing promotions and PR communications across all activity. Plus we'd love you to help take the lead on the competition for 400 lucky teenagers throughout your stores. *This is an excellent opportunity for supermarkets and multi-site retail businesses who want to demonstrate their support in a community and environmental project.*



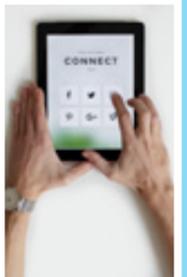
CREATIVE & BESPOKE SPONSORSHIP £P.O.A.

Here at **DIVE PROJECT CORNWALL** we thrive on creativity and want to accommodate all and any ideas as best we can. You may have something special to offer and want to get involved so please get in touch. *Perfect for a company that want to do more to help the Project but doesn't feel that any of the above packages ticks their box!*



MEDIA PARTNERS

Join with **DIVE PROJECT CORNWALL** and receive our content with your audience as you become part of a UK wide education programme to save the ocean. *If you are a Media Company with an established audience we can deliver unique content to engage your audience across online, digital, social and print - our competition will gain the interest of all that have children at secondary school!*



COLLABORATING CHARITIES

Calling all marine based, ocean interested, young people focussed charities. Here at **DIVE PROJECT CORNWALL** we want to collaborate with you to spread our vital messages far and wide. *Perfect for a charity that wants to make a difference and understands that by working together we can inspire more people to bring the necessary changes to save the ocean!*



PADI DIVE CENTRE

If you are a UK based PADI DIVE CENTRE we want to work with you. **DIVE PROJECT CORNWALL** will promote scuba diving across the UK directly to schools and we want to team up with local dive centres in all 20 areas. *Perfect for a Dive Centre that wants to increase it's customer footfall, engage with schools and teach more young people to scuba dive.*





Education | Environment | Experience



DIVE PROJECT CORNWALL's vision is simple - eliminate plastic pollution and protect the marine environment to save all life in our oceans for many future generations to enjoy and cherish.

GET INVOLVED AND MAKE A DIFFERENCE

Help **DIVE PROJECT CORNWALL** to **EDUCATE** millions of adults and hundreds of thousands of young people in schools across the UK as to the importance of our oceans. Your donation will also give the **EXPERIENCE** of a lifetime for **400** lucky teenagers.



To find out more about **DIVE PROJECT CORNWALL** email andy@diveprojectcornwall.co.uk or call Andy on **07711 160590** for more information

www.diveprojectcornwall.co.uk

PROUDLY SUPPORTED BY



fourth element

SUUNTO

BEUCHAT



Cornwall Living

