

# Stop Ocean Threads Challenge



Your name:

---



## Your mission:

**Challenge someone you know to reduce microfibre pollution.**

### What to do

1. You're going to make a leaflet to persuade someone you know to change their behaviour and reduce the amount of microfibres they release into the ocean.
2. Follow the steps set out in this workbook. They will guide you through the tasks you need to carry out for your mission.
3. Use your powers of persuasion! You will need to convince people of your point of view.

### The leaflet

Make your leaflet by folding a piece of A4 paper in half to create four pages. This workbook will help you plan the content of your leaflet.

#### Cover

A picture to grab the reader's attention about the challenge

#### Page 2

Reasons to take the Stop Ocean Threads challenge

#### Page 3

Tips for reducing microfibre pollution

#### Back page

Amazing facts to inspire the reader to care for the ocean

## 1 Who are you making your leaflet for?

In the box below, write the name of the person you are going to challenge to Stop Ocean Threads.

**I am making my leaflet for...**

---

## 2 Plan the cover – capture your reader’s attention

The purpose of this leaflet is to inspire someone to take action to try and reduce the amount of microfibre pollution released from their clothes.

What title are you going to give your leaflet? Choose words that will grab your reader’s attention.

**Write your leaflet title here:**

---

Think of the picture you will put on the front cover. Will it be a happy image, sad, of the ocean, of microfibres, of clothes? Describe or draw it below.

**Describe or draw your cover picture here:**

### 3 Page 2 – tell the reader about the challenge

What are you asking your reader to do?

What does it mean to Stop Ocean Threads? Can you include a rhetorical question and an imperative verb to engage your reader?

#### **What is the Stop Ocean Threads Challenge?**

---

---

---

---

Why should your reader take part in the Stop Ocean Threads Challenge? What problem is it trying to solve?

Give reasons for why your reader should change. Can you include facts to support your argument and persuade the reader to take part?

#### **You should reduce microfibre pollution because...**

1.

---

---

---

2.

---

---

---

3.

---

---

---

## 4 Page 3 – microfibre pollution solutions

Lots of people won't know how to reduce the microfibre pollution of their clothing.

Give suggestions for 3 actions your reader could take to tackle microfibre pollution and Stop Ocean Threads.

### **You can reduce microfibre pollution by...**

1.

---

---

---

2.

---

---

---

3.

---

---

---

Can you think of a fact that will convince your reader to try the Stop Ocean Threads Challenge?

### **You should take the Stop Ocean Threads Challenge because...**

---

---

---

---

## 5 Back cover – inspire your reader

Include amazing ocean facts to convince your reader that we should protect the ocean.

### **Our ocean is amazing because...**

1.

---

---

---

2.

---

---

---

Can you think of a slogan to inspire your reader to take the challenge? Remember to include an imperative verb.

### **Write your slogan here:**

---

## 6 Make your leaflet

It's time to put your plan into action and make your leaflet. Get creating!

## 7 Checklist for success

Check your leaflet includes:

- An interesting title
- A clear description of the Stop Ocean Threads Challenge
- Reasons why your reader should take action to tackle microfibre pollution
- Suggestions for ways to reduce microfibre pollution
- A reason why your reader should take the Stop Ocean Threads Challenge
- Amazing facts about the ocean and why we should protect it
- A slogan with an imperative verb
- At least one rhetorical question and expanded noun phrases to capture the attention of your reader
- An attractive design with images and attention-grabbing colours.



**Enjoy your special mission challenging someone to Stop Ocean Threads.**

**Remember – every person you persuade to tackle microfibre pollution will help clean up our seas!**

# Microfibre Fact File



## The problem

Our clothes are made of millions of tiny fibres. Often these are synthetic (non-natural) materials like polyester, nylon or acrylic, which are made from plastic fibres. With every wash and wear, these microfibrils shed from our clothes.

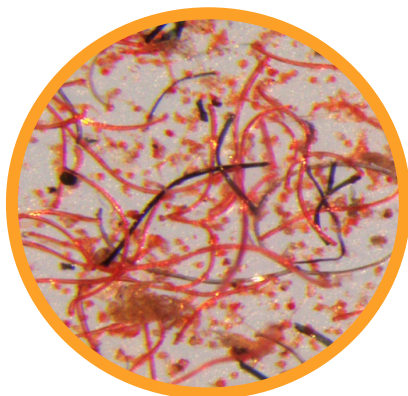
➤ A single wash can release over 700,000 microfibrils, and it's estimated that every week in the UK 9.4 trillion fibres are released from washing clothes (1)

➤ The fibres enter wastewater through drains, and many are then released into rivers and ultimately our ocean

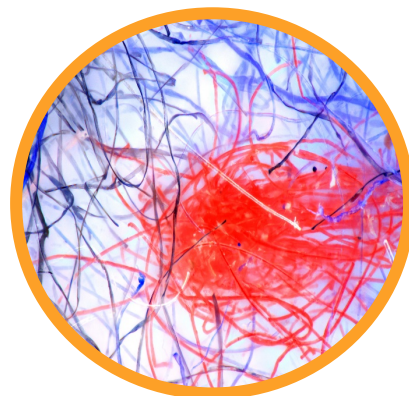
➤ Sewage sludge from our waste water treatment plants (that's where your waste water goes when you flush your toilet!) contains microfibrils. This is a valuable source of nutrients for farmers as a soil fertiliser, but it contains microfibrils captured from our wastewater. Rainwater can then wash these fibres off of fields into rivers and ultimately the ocean

➤ 35% of primary microplastics found in the environment come from washing synthetic clothes (2)

➤ Once in the ocean, animals can ingest microfibrils and the plastic can then build up in the food chain over time. Microplastics have been found in many types of seafood we eat, including clams, mussels, fish and shrimp. One study found 63% of shrimp in the North Sea contained synthetic fibres! (3)



© Mathew Watkins  
Ocean Wise



© Imogen Napper

# Microfibre Fact File



## The solution

### What businesses can do

Clothes shed microfibrils most during the first few washes, which includes washing done during manufacturing of clothes. We want to see commercial business such as manufacturers, laundrettes and hotels fit microfibre filters on existing washing machines.

### What the government can do

We're asking the UK Government to bring in legislation that requires new washing machines to contain microfibre filters.

### What you can do

- Sign our petition to [#StopOceanThreads](#) asking governments to change legislation on washing machine filters
- Check clothing labels. The worst microplastic-shedding fabrics are polyester, fleece and nylon. Choose clothes made from as near to 100% natural materials as possible
- Reduce fast fashion consumption. It's estimated that we are buying 60% more clothes than we were in 2000. To reduce how much you buy, repair clothes that break, shop second-hand and swap clothes with friends and family (4)
- Wash clothes less. If you're wearing a top for a few hours, or a fleece for a few days, they probably don't need a wash – just hang them up to air out
- Use liquid detergent instead of abrasive washing powder, as this loosens more microfibrils, and use fabric softener. Fabric softener has been found to reduce the number of fibres shed by more than 35% (5)
- Wash at lower temperatures, shorter cycles and in full loads.