

KIDS SAVE OCEAN EXECUTIVE SUMMARY



Peder Hill
California & Vienna, Austria
Mobile: (43) 650 3366508
info@kidssaveocean.com
www.kidssaveocean.com



“I have looked at your website, KidsSaveOcean, and I agree. Children everywhere must have a voice about our planet’s environment. We cannot change the world if young people don’t take the lead.”

Erik Solheim, Executive Director of the UN Environmental Program

Mission

Our core mission is to give children everywhere a voice about our planet's environment. We do this by working with the United Nations, exhibiting youth environmental art, and with FateChanger, a mobile app that facilitates children’s true participation in the political process and provides teachers with a platform to deeply engage students about plastic ocean pollution, climate change and sustainability. Our ultimate goal is to give kids a real voice in the world via formal inclusion in the United Nations, a feat the FateChanger app’s opinion-sampling power will make possible. Children deserve a voice in this world. And empowering them may be the help we so desperately need.

The Kids Save Ocean Story

Kids Save Ocean began in 2016 when teacher Peder Hill helped 12-year-olds build a 15-foot whale from trash to bring attention to ocean plastic pollution. His efforts expanded to include exhibiting the whale, helping kids create the Children’s Clean Ocean Declaration, organizing the Clean Ocean Summit at the UN, and the FateChanger mobile app. Along the way a global network of volunteers joined him, all drawn to the same simple powerful idea: give kids a voice.

Reality Check – Buried Voices, the Urgent Need to create a Sustainable World

Children’s voices have historically been suppressed by convention, unchecked assumptions, and ingrained disbelief in their potential. Though they are extraordinarily creative, capable and forward-looking, they lack any mechanisms to communicate their feelings and impact global issues. s

Education is key to enabling us to transform our world into a sustainable one. Sustainability, however, remains unintegrated into curricula across the globe due to lack of capacity, low priority, and the topic’s diffuse interdisciplinary nature, which doesn’t fit easily into traditional disciplines. Teachers and students need powerful tools today to understand and develop a sustainable world for tomorrow. The future depends on us. We need to act now and not wait any more for schools to inch into reality.

A Unique Model – Learning Tools with Teeth

Kids Save Ocean’s FateChanger app and its innovative teaching and learning resources will help fill these voids, creating a platform focused on the visual and visceral issues of ocean plastic pollution and climate change (topics directly connected to sustainability). The app also gives youth a global voice to impact these challenges by facilitating letter-writing campaigns, ballot initiatives, inclusion in local politics, and activism.

FateChanger’s materials will target the deep complexity of issues, honestly reveal human impacts, and include inspiring stories, all delivered with a spirit, aesthetic and form reminiscent of a surf magazine thanks to our designer, visionary genius David Carson (<https://goo.gl/QfwUbB>).

“Stoked to be on board.”

David Carson

KIDS SAVE OCEAN EXECUTIVE SUMMARY

Scaling of Kids Save Ocean and FateChanger – all Measurable Outcomes

1. **Scale User Base:** deepen impact by continually improving the app and gain users.
2. **Scale Marketing via Aquarium Displays:** our humpback whale exhibition goes to the *Haus des Meeres* in 2020 (600,000 visitors/year). We'll seek additional placements and supply displays about Kids Save Ocean's story and the FateChanger app to aquariums across the world.
3. **Scale Sustainable Development Goals:** via children's vote, add additional SDG issues to FateChanger, developing additional youth-centric, surf-magazine-style teaching materials as we expand.
4. **Impact Goals achievable by scaling the power of children's voices:**
 - Give kids a voice - first informally via FateChanger, in 5 years formally through integration in the UN.
 - Policy changes influenced by our work help reduce plastic ocean pollution, result in progressive approaches to climate change, and drive the transition toward a sustainable world.

Summary of Capital Requirements & Financial Strategies

Our first task is a pilot study of the FateChanger app that builds on and continues our build-test-measure experiments to validate and maximize impact. We've also tested our assumptions about the ability of kids to impact local environmental policy through surveys; local governments are keen to integrate youth into decision making. In addition to traditional funding sources, we'll focus on high-engagement venture philanthropists who can help us build capacity with their expertise and connections. We'll also seek stabilization funds to build a strong working capital position, so we can focus without distractions on giving kids a voice. In the long term we'll work toward self-sufficiency by building a membership base and developing the publishing component of our business—scaling both the FateChanger app and our connected teaching “magazines” to include all UN Sustainable Development Goals.

Explore the prototype:

<https://www.kidssaveocean.com/savetheocean-app>

