

10 KEY ACTIONS



Sustainable Shores Ireland's Life Below Water

01 Spread the Word

The more people who know about Goal 14, the more we can achieve together.

02 Stop using Plastic

Plastic in all its forms is a major cause of marine pollution. Refuse to use plastic - don't buy it, don't wear it and don't accept it. Never buy bottled water, bring your own bottle from home.

03 Reduce your Waste

Much of the waste we produce on land ends up in the oceans. Stop using plastic bags: Usage and wrong disposal of plastic is a major cause of marine pollution. Reusable everything is the way.

04 Eat less Seafood

Stop eating species that are already **critically** overfished like tuna, cod, herring and mackerel. The easiest way to protect these species is to consume less of them.

05 Eat local Seafood

Buy only Irish-caught, local and certified seafood. Support small-scale local fisheries by buying from markets and shops. Most small-scale fishers use low impact practices that are **already sustainable**.

06 Participate in Clean-ups

Organize a cleanup project or join [CleanCoasts](#) and engage your whole community to clean up a local stream, river, seashore or ocean.

07 Become a Citizen Scientist

Join initiatives like the [National Biodiversity Data Centre](#) or [iNaturalist](#). Become a citizen scientist by recording biodiversity in your area whenever and wherever you can.

08 Report Pollution, Poaching & Damage

Report pollution, illegal fishing or poaching and unsustainable or harmful practices to the [Environmental Protection Agency](#), [Inland Fisheries](#) or the [National Parks and Wildlife Service](#). Accountability is key to eliminating unsustainable practices.

09 Eat less Red Meat & Dairy

Or better yet, **stop** eating Red Meat all together. Ireland's agriculture produces enough beef and dairy to feed **35 million people**. This excessive production is destroying our land, rivers and oceans primarily through agricultural runoff. Work **together** with farmers to develop shared solutions. Buy only local meat and dairy products from **small-scale farmers** who use **sustainable practices**.

10 Advocate for Change

Stay informed. Support projects and charities working towards Goal 14. Climate action is inherently tied to government - use your voice and your **VOTE** to hold representatives and governments accountable and to advocate for change on a **national** scale.

**UL SUSTAINABILITY
CHALLENGE 2022**