The Cotton Bud Project: Fidra's approach

This diagram explains the political and public landscape during the project and the key areas of approach. These included industry engagement, public awareness raising, government engagement and research. It provides an understanding of the key areas of work undertaken to achieve success of the project.

Work undertaken to Alternative support a ban on Water companies material was Microbeads in cosmetics had already available provided further evidence **Engagement** with assessed changes and clarity on the to treatment included directly definition of plastic individuals working Public on plastic ingestion awareness was **Used Marine** and Sewage related Conservation debris (SRD). Society's Beach-Preceding 'The watch citizen engagement took **Blue Planet** INDUSTRY science data place through project saw, and working groups was instrumental MARINE **POLITICAL** in promoting, a **PLASTICS** positive change AND PUBLIC in level of a literature concern for the review of LANDSCAPE issue; politically, RESEARCH within the NGO Behaviour sector and publicly campaigns to THE COTTON prevent cotton bud pollution had not **BUD PROJECT** provided long Engaged on term solution Provided clear. legislative GOVERNMENToptions and evidence on responded to INDUSTRY the issue and ENGAGEMENT explored the use of Provided clear materials to evidence and **PUBLIC** knowledge Undertook early gained through Organised industry and opportunities for with leading Developed the public ministerial and MSP brand Johnson & 'GoodBuddy' list to visits to beach Johnson Itd and publicly highlight other UK high leading retailers cleans street retailers Social media Local community engagement Website was used to engagement through beach using Facebook promote science in cleans and working with and Twitter a clear and supporter organisations such structured way, as Marine Conservation including use of info-graphics