

## **Saving the Oceans with Yellow Ducks**

How to bring home the sheer volume of plastic waste in the oceans? Fill the Mediterranean with yellow, plastic ducks.

Data visualisation company Real World Visuals' new film uses the innocuous image of a yellow plastic duck to depict the marine impact of our daily deposit of plastic. The project, commissioned for Project Everyone, premiered at the Cannes Lions Festival 2018 in a panel discussion on how creativity can save our oceans.

The film begins in the bay of Cannes with a small child in a boat releasing a single yellow duck into the water. In a second 170 ducks enter the Mediterranean, which is the average rate at which all our plastic waste reaches the sea. Second after second 170 continues to accumulate and in a single day, the entire bay is floating with yellow ducks.

Real World Visuals uses familiar scales and units to engage audiences with large quantities. This animation brings home the rate we are adding plastic to the sea in real-time. The best numbers we have translate into 170 ducks a second - all day, every day.

'We could have shown the quantity of plastic waste by modelling the waste itself, but there's too much variety to get a feel for it. More importantly, there is something disgusting about litter, which creates a barrier to relating to it on a physical level. The 'duck' gives the audience several physical insights and is a friendly unit of plastic, and one just about everyone has experience of handling,' explains Creative Director, Adam Nieman.

[Project Everyone](#) is a not-for-profit agency that seeks to put the power of great communications behind the United Nations Sustainable Development Goals (also known as the Global Goals). They aim to accelerate the creation of a fairer world by 2030, where extreme poverty is eradicated, climate change is addressed and injustice and inequality are unacceptable.

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[Real World Visuals](#) specialise in communicating today's environmental and humanitarian challenges through data visualisation. Their unique approach to scientific research and data transforms invisible quantities into arresting, accurate imagery.

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