



RUN FOR THE OCEANS

WELCOME TO THE
RFTO EDUCATIONAL PLAYBOOK



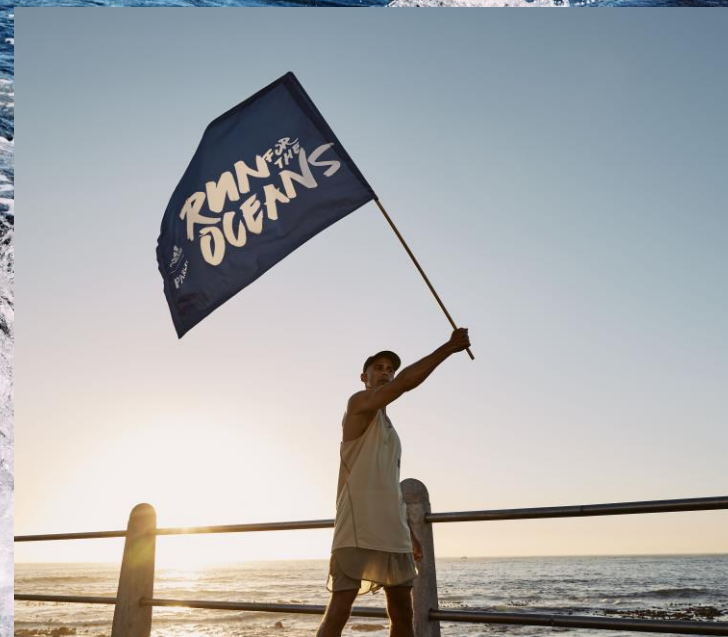
RUN FOR THE OCEANS

01 ABOUT RUN FOR THE OCEANS

02 RUN FOR THE OCEANS DIGITAL RUN

03 FACTS

04 PROMOTIONAL & EDUCATIONAL MATERIAL



WHAT IS THE PLAYBOOK?

THIS PLAYBOOK IS A TOOL FOR EDUCATIONAL INSTITUTES TO EDUCATE STUDENTS ABOUT THE RUN FOR THE OCEANS INITIATIVE.

WHO IS IT FOR?

The playbook is created to support schools, universities and other educational institutes in their daily effort to educate and inspire students.

WHAT IS INCLUDED?

- An introduction and overview of the Run For The Oceans (RFTO) initiative
- How to sign up for the RFTO digital run
- Things you should know about the oceans and marine plastic pollution and what you can do to reduce it
- Promotional material that can be used to educate students and promote RFTO in different ways

WHY IT MATTERS

RUN FOR THE OCEANS



350M TONS
OF VIRGIN PLASTIC
ARE PRODUCED
EVERY YEAR.



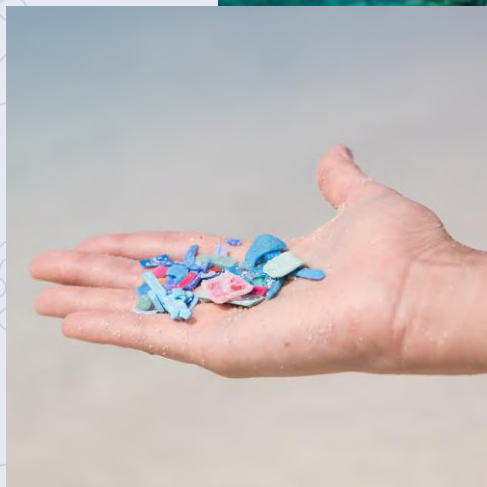
ONE PERSON.
ONE COMPANY.
ONE COUNTRY.
**NONE OF THAT IS ENOUGH
TO SAVE OUR OCEANS.
FOR TRUE CHANGE, WE
NEED ACTION FROM
EVERYONE, EVERYWHERE.**



THE OCEANS ARE THE
PLANET'S **BIGGEST**
LIFE SUPPORT SYSTEM.

RFTO STRATEGY

RUN FOR
THE
OCEANS



TO STOP PLASTIC
FROM POLLUTING
OUR OCEANS,
**ADIDAS WILL
SHIFT ENTIRELY
TO RECYCLED
POLYESTER
BY 2024.**

adidas will deliver the same style,
high-performance and durability
while significantly reducing the
impact on the environment.

[LEARN MORE](#) →



THROUGH SPORT
WE HAVE THE
POWER TO
CHANGE LIVES.

Through RFTO, we harness the power
of sport to increase awareness
of the threat of marine plastic
pollution and inspire action amongst
our consumers.

[LEARN MORE](#) →

adidas

PARLEY

RUNNING AS A CATALYST TO DRIVE CHANGE

RUN FOR
THE
OCEANS



MORE
PEOPLE
RUNNING.



MORE
KILOMETERS
FOR THE
OCEANS.



01

ABOUT RFTO



WHAT IS ADIDAS & PARLEY RUN FOR THE OCEANS?

Run For The Oceans (RFTO) is a global movement that harnesses the power of sport to raise awareness of the threat of marine plastic pollution and inspire positive action against it.

adidas and Parley have been working together since 2015. Run For The Oceans was launched by adidas in collaboration with Parley in 2017.

To date, more than 3 million runners have laced up in order to take a stand for the oceans.

WHY RUN FOR THE OCEANS?

- Every second breath we take is generated by the oceans
- The oceans give us life. In return we give them plastic
- Every minute, the equivalent of a dump truck of plastic waste enters the oceans
- It's time to take ownership of the issue and responsibility for the solution
- We believe that through sport, we have the power to change lives
- Through RFTO, we harness the power of sport to raise awareness about the state of the oceans and inspire positive action

In 2021, RFTO is returning, again with the aim of addressing the devastating levels of marine plastic pollution facing our oceans. By banking kilometers in the adidas Running app RFTO challenge, runners can help to fund beach cleanups led by the Parley Global Cleanup Network that reduce the plastic pollution threat to marine life.



WHAT IS THE IMPACT OF RUN FOR THE OCEANS?

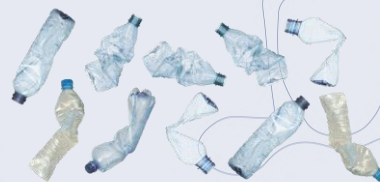


This year, we're committing to supporting Parley's Global Cleanup Network, which takes direct action against marine plastic pollution.

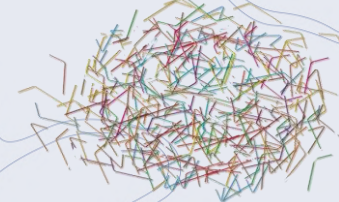
For every kilometer you run and log in the adidas Running app between May 28 and June 08, adidas and Parley will clean up the equivalent weight of 10 plastic bottles from beaches and islands, up to a total of 500,000 pounds.

1 KM RUN

10
PLASTIC BOTTLES*



250
PLASTIC STRAWS



28
PLASTIC FORKS



20
PLASTIC BAGS



20
PLASTIC CUPS



CLEANED UP

*The plastic bottle is always used as the key plastic item to explain the impact. Alternatively, the impact can also be visualized through the other plastic items shown above, which make up the same amount.



WHAT IS PARLEY FOR THE OCEANS?

Parley For The Oceans is an environmental organization and global collaboration network. Founded in 2012 by Cyrill Gutsch, Parley aims to raise awareness for the beauty and fragility of the oceans, and to inspire and empower diverse groups in the exploration of new ways of creating, thinking and living on our finite, blue planet.

The Parley Global Cleanup Network is an alliance of organizations taking direct action against marine plastic pollution.

Parley's Cleanup collaborations remove plastic waste from beaches, remote islands, rivers, mangroves and high seas, and intercept plastic waste in coastal communities.

Together with various partners, Parley responds to plastic emergencies, raises awareness and develops and implements programs that can help end the cycle of pollution long-term.

PARLEY A.I.R. STRATEGY



AVOID
PLASTIC WHEREVER
POSSIBLE



INTERCEPT
PLASTIC WASTE



REDESIGN
THE MATERIAL ITSELF



WHEN IS RUN FOR THE OCEANS?

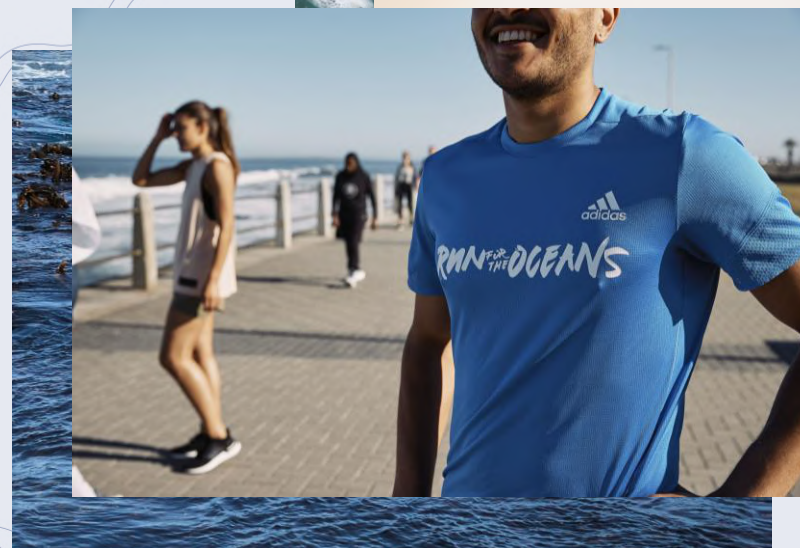
Starting on May 28-June 08, runners from around the world will come together to help improve the health of our oceans.

Registration starts May 18. We should use the time from May 18-27 to collect as many sign ups as possible – sign up is possible until June 08.

MAY 18 – JUNE 27
SIGN UP PHASE

MAY 28 – JUNE 08
TRACKING PHASE

SIGN UP



adidas

PARLEY

02

**RFTO
DIGITAL RUN**



ARE YOU READY TO BE PART OF RUN FOR THE OCEANS?

Marine plastic pollution is one of
humanity's biggest threats.
So, let's lace up and join forces.

For every kilometer you run and log in
the adidas Running app between

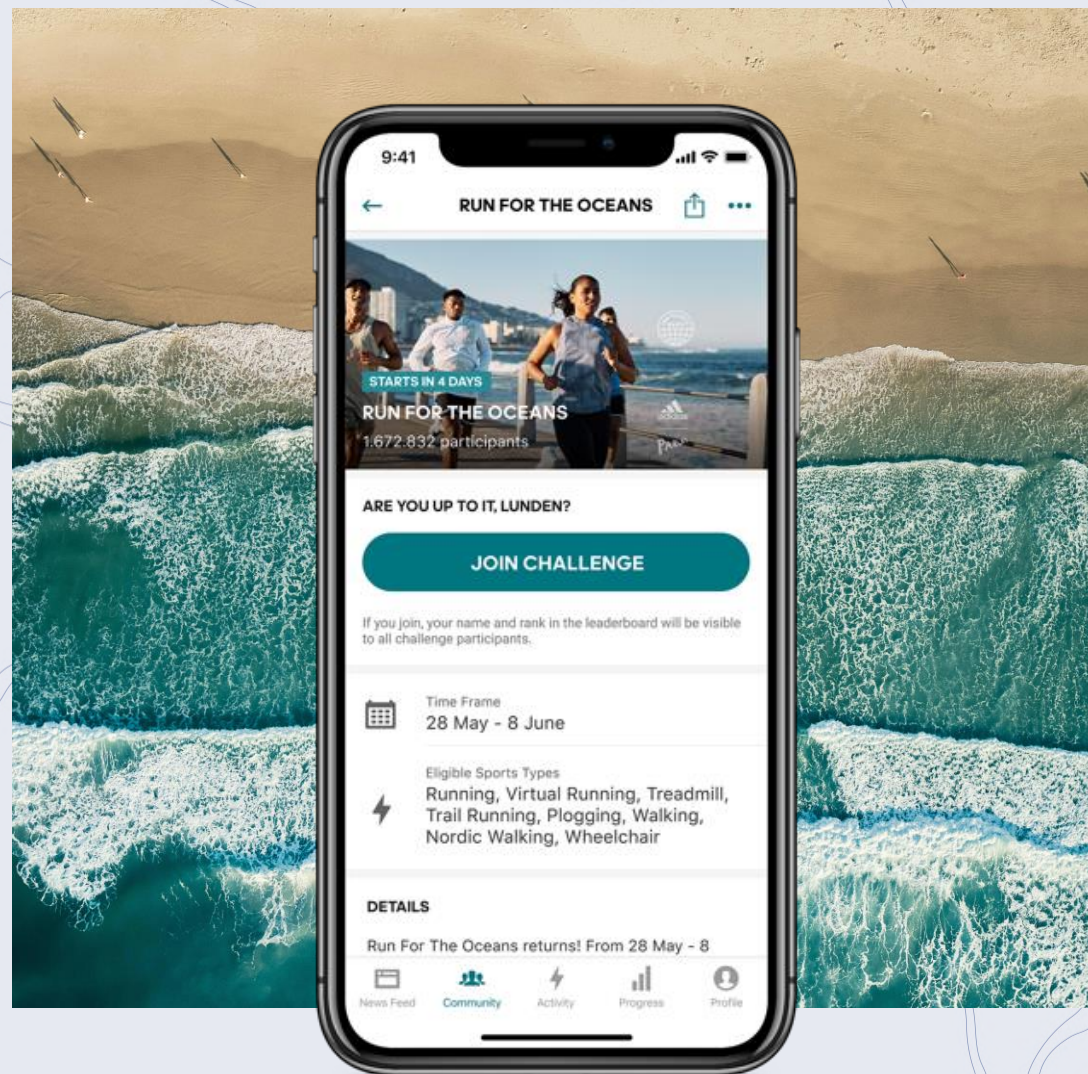
May 28 and June 08, adidas and Parley
will clean up the equivalent weight of 10
plastic bottles, up to 500,000 pounds,
from beaches and islands.

#RUNFORTHEOCEANS
#ADIDASPARLEY

DIGITAL RUN LAUNCH DATE
MAY 28 – JUNE 08

(USERS CAN SIGN UP AS EARLY AS MAY 18)

SIGN UP



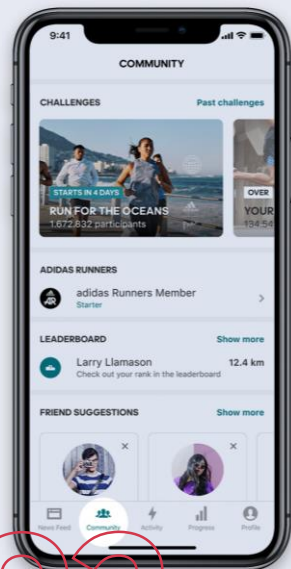
LET'S JOIN FORCES.

SIGN UP FOR RFTO IN 3 SIMPLE STEPS



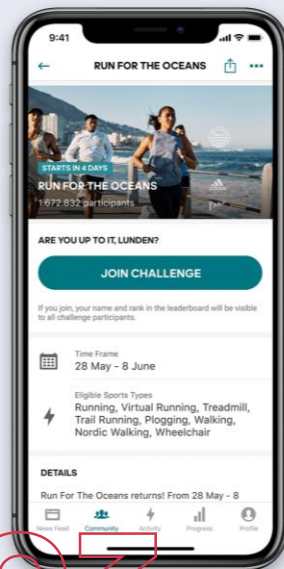
01

 Download the adidas Running app



02

Click on the community tab



03

Join the Run For The Oceans challenge. Sign up starts May 18



04

Track every km you run between May 28 and June 08

All participants must sign up on the adidas Running app to join the RFTO challenge. Again, for every kilometer you run and log on the adidas running app between May 28 and June 08, adidas and Parley will clean up the equivalent weight of 10 plastic bottles from beaches and islands (up to 500.000 pounds).

[SIGN UP](#) 

SOCIAL GUIDANCE

GIPHY STICKERS

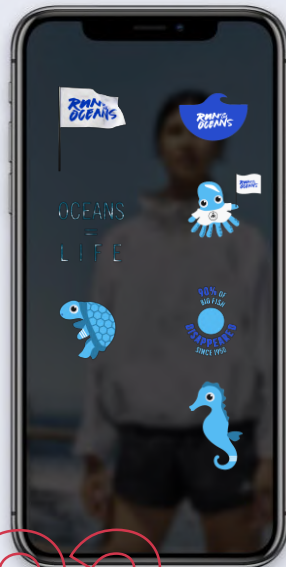
ONCE YOU HAVE COMPLETED RFTO, WHY NOT POST ABOUT IT TO RALLY MORE FRIENDS AND FAMILY MEMBERS TO THE CAUSE?



01

Upload your picture/video to your story

GET CREATIVE WITH YOUR SOCIAL POSTS BY INTEGRATING THE RUN FOR THE OCEANS GIPHY STICKER PACK, AVAILABLE FROM MAY 18, INTO YOUR CONTENT.



02

Search for "RUN FOR THE OCEANS" and select the Giphy sticker you'd like to use



03

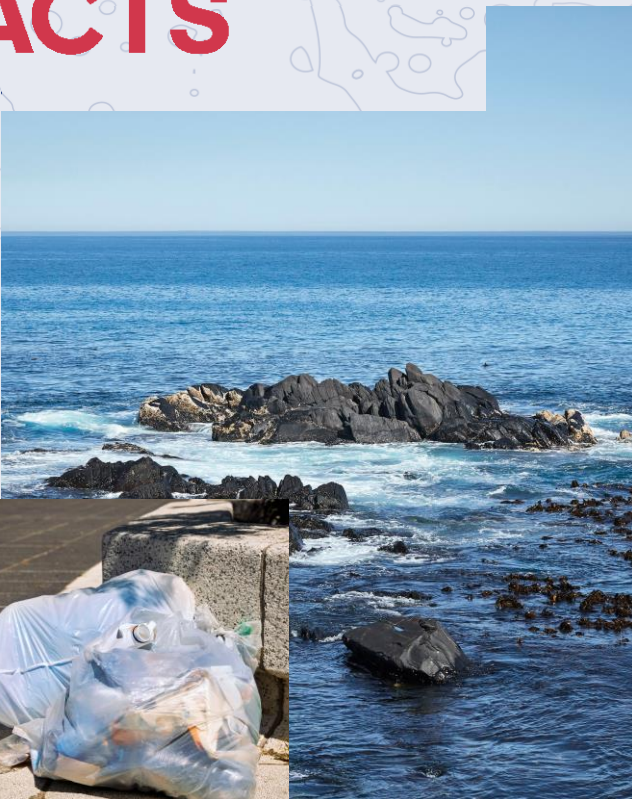
Place the sticker wherever you'd like, as long as it's in a visible location. Feel free to have fun and get creative!

03

FACTS



10 OCEANS FACTS



THE EQUIVALENT OF **1** GARBAGE TRUCK OF PLASTIC IS DUMPED INTO OUR OCEANS EVERY MINUTE.

EVERY **2nd** BREATH YOU TAKE COMES FROM THE OCEANS.

IN **3** DECADES, THE WORLD'S OCEANS WILL CONTAIN MORE DISCARDED PLASTIC THAN FISH.

THE AMOUNT OF PLASTIC THAT IS THROWN AWAY ANNUALLY CAN CIRCLE THE EARTH **4** TIMES.

WE HAVE ONLY EXPLORED ABOUT **5%** OF THE WORLD'S OCEANS.

IN MOST POLLUTED AREAS OF THE OCEAN, THERE IS **6** TIMES MORE PLASTIC THAN PLANKTON.

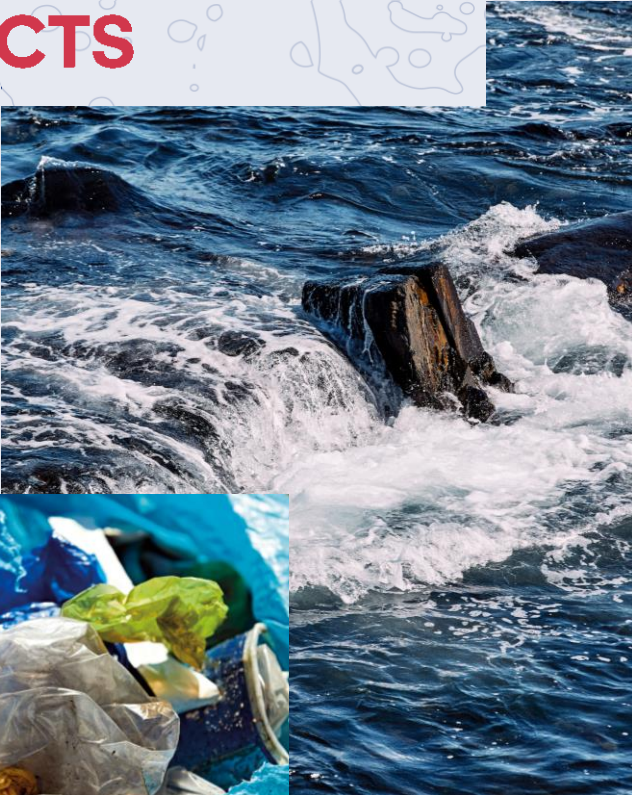
7 BILLION TONS OF PLASTIC IS CURRENTLY STUCK IN LANDFILL, CIRCULATING IN THE RECYCLING SYSTEM.

ONLY **1/8** OF THE OCEANS ARE DEVOID OF INTENSE HUMAN ACTIVITY.

9 OUT OF EVERY 10 PLASTIC ITEMS AREN'T RECYCLED.

ABANDONED FISHING GEAR MAKES UP ABOUT **10%** OF ALL MARINE LITTER.

PLASTIC POLLUTION FACTS



OVER **360** MILLION TONS OF VIRGIN PLASTIC ARE PRODUCED EVERY YEAR.

EACH YEAR, **8** MILLION TONS OF PLASTIC ENTERS OUR OCEANS.

EVERY DAY, THE EQUIVALENT OF **1440** DUMP TRUCKS OF PLASTIC WASTE ENTER OUR OCEANS.

EVERY **60** SECONDS, THE EQUIVALENT OF A DUMP TRUCK OF PLASTIC WASTE ENTERS OUR OCEANS.

FOR EVERY PERSON ON THE PLANET, THERE IS OVER **500 KG** OF PLASTIC WASTE IN THE ENVIRONMENT.

99% OF PLASTICS COME FROM FOSSIL FUELS.

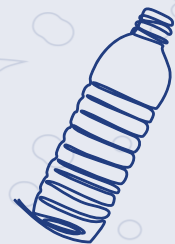
UNLESS WE CHANGE COURSE, THERE WILL BE MORE PLASTIC WASTE IN THE SEA THAN FISH BY **2020**

SINCE IT'S INVENTION, OVER **8** BILLION TONS OF PLASTIC HAVE BEEN PRODUCED GLOBALLY.

NEARLY **700** SPECIES INCLUDING WHALES, FISH AND SEABIRDS HAVE BEEN FOUND WITH PLASTIC INSIDE THEM.

PLASTIC PARTICLES HAVE BEEN FOUND IN THE DEEPEST OCEAN TRENCHES, THE HIGHEST MOUNTAIN RANGES, ARCTIC SNOW, AND EVEN BOTTLED WATER.

PLASTIC FACTS



PLASTIC BOTTLE

1 MILLION PLASTIC BOTTLES ARE BOUGHT AROUND THE WORLD EVERY MINUTE.



PLASTIC BAG

WORLDWIDE, A TRILLION SINGLE-USE PLASTIC BAGS ARE USED EVERY YEAR, WHICH WORKS OUT AT NEARLY 2 MILLION EVERY MINUTE.



PLASTIC STRAW

THE UNITED STATES USE 500 MILLION SINGLE-USE PLASTIC STRAWS A DAY.



PLASTIC CUP

THE WORLD GETS THROUGH ABOUT 16 BILLION DISPOSABLE CUPS EVERY YEAR.



PLASTIC CUTLERY

AN ESTIMATED 40 BILLION PLASTIC UTENSILS ARE USED AND THROWN AWAY EACH YEAR IN THE UNITED STATES ALONE. THEY'RE TOO CONTAMINATED, TOO SMALL, AND TOO LIGHTWEIGHT TO BE RECYCLED.

12 THINGS YOU CAN DO TO REDUCE MARINE PLASTIC POLLUTION

01

AVOID TAKE OUT AND HOME DELIVERY MEALS. IT'S TEMPTING BUT YOUR FOOD USUALLY COMES WITH A LOT OF EXCESS BAGGAGE.

02

ONLY MICROWAVE IN GLASS OR CERAMIC DISHES. PLASTICS RELEASE HORMONE-DISRUPTING CHEMICALS WHEN SCRATCHED OR HEATED.

03

DITCH THE LIQUID BODY WASH IN PLASTIC BOTTLES AND BUY BARS OF SOAP WITH MINIMAL OR NO PACKAGING. SAME GOES FOR SHAMPOO.

04

CHOOSE A NATURAL PLANT FIBER DISH BRUSH OVER A PLASTIC SPONGE SO YOU PREVENT MICROPLASTICS FROM GOING DOWN THE DRAIN.

05

INVEST IN REUSABLE PRODUCE AND SHOPPING BAGS. TAKE THEM WITH YOU WHEN YOU LEAVE THE HOUSE.

06

EAT LOCALLY SOURCED PRODUCE. FARMERS MARKETS ARE ALWAYS A GREAT WEEKEND OUTING.



12 THINGS YOU CAN DO TO REDUCE MARINE PLASTIC POLLUTION



07

LOOK FOR YOUR NEIGHBORHOOD BULK STORE. THIS ELIMINATES THE NEED FOR BUYING FOOD WRAPPED IN PLASTIC. JUST REMEMBER TO BRING THOSE REUSABLE BAGS.

08

GROW YOUR OWN HERBS AND VEGETABLES IN A GARDEN OR WITH HANGING POTS TO CUT DOWN ON PACKAGING AND ENJOY THE IMMENSELY GRATIFYING AND GROUNDING FEELING OF SELF-SUFFICIENCY.

09

DITCH THE PLASTIC TEA BAG AND OPT FOR LOOSE LEAF. IT TASTES BETTER, TOO.

10

MAKE SURE YOU ARE EDUCATED ON HOW TO CORRECTLY RECYCLE THE PLASTIC THAT YOU DO HAVE TO USE.

11

WRAP AND SHIP GIFTS IN CLOTH OR RECYCLED PAPER AND TWINE. AVOID SUPERFLUOUS PLASTIC BUBBLE WRAP AND BOWS.

12

EXPLAIN YOUR CHOICES TO PEOPLE WHO ASK. AND TO THOSE WHO DON'T - THEY PROBABLY NEED TO HEAR IT MOST.

04

PROMOTIONAL &
EDUCATIONAL
MATERIAL

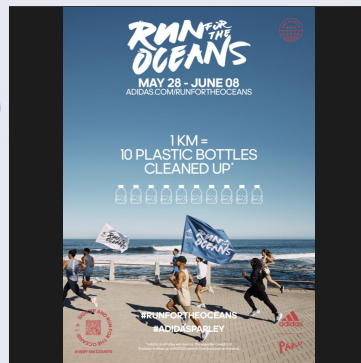


OVERVIEW

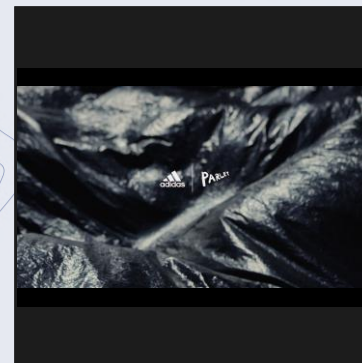
THE KEY OBJECTIVE FOR RUN FOR THE OCEANS 2021 IS TO MOTIVATE MORE PEOPLE TO RUN MORE KILOMETERS THAN EVER BEFORE IN THE SERVICE OF BRINGING AN END TO PLASTIC WASTE.

This year, we are aiming for a whopping 5 million participants running 20 million kilometers. In order to reach our target, we rely on the activation of partners who support RFTO and the cause behind it.

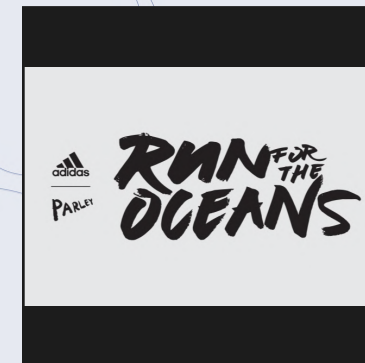
On the following pages, you will find materials to support you with the activation. All materials are only to be used for promotional/educational purposes of RFTO in the RFTO activation timeframe (May 18 – June 08, 2021). Do not publish content outside of this timeframe!



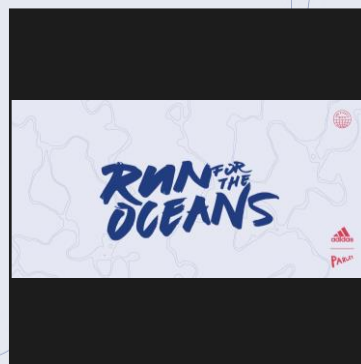
PROMOTIONAL POSTER



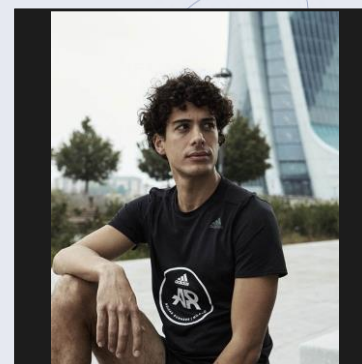
HERO VIDEOS



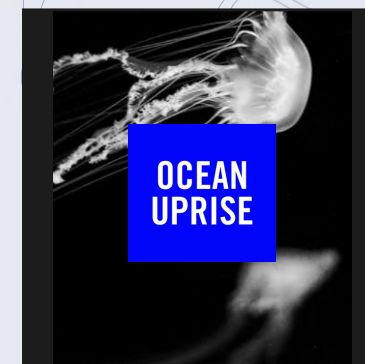
FLAG



NEWSLETTER

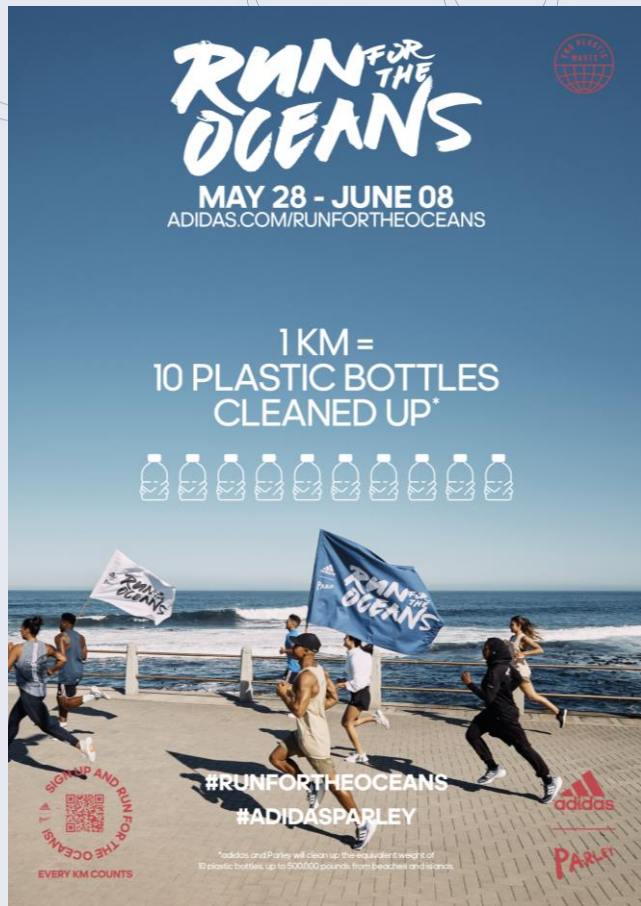


AR SEMINAR EXPERIENCE



PARLEY OCEAN UPRISE PLATFORM

RFTO POSTER



PROMOTIONAL POSTER (594 x 841 mm)

CUSTOMIZE

The PDF includes a line for customization. Please insert the name of the educational institute here. Do not add any logos or images to the poster.

LAUNCH DATE

MAY 18
(WITH RFTO SIGN UP PHASE)

DOWNLOAD →

RFTO HERO VIDEOS



HERO FILM (60s)

LAUNCH DATE

MAY 18

(RFTO SIGN UP PHASE)

DOWNLOAD →



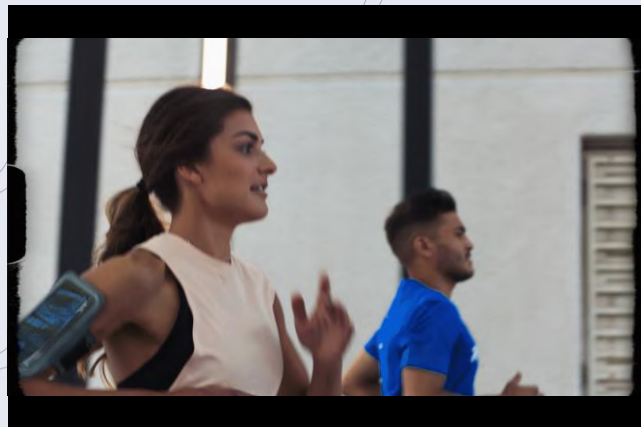
CAUSE & EFFECT FILM (45s)

LAUNCH DATE

MAY 28

(RFTO TRACKING PHASE)

DOWNLOAD →



CAUSE & EFFECT GIF (11s)

LAUNCH DATE

MAY 28

(RFTO TRACKING PHASE)

DOWNLOAD →

IMPORTANT NOTE!

Please do not show the videos before the launch dates. The videos can only be used for the purpose of promoting RUN FOR THE OCEANS 2021 and should only be shown in the RFTO activation period.

RFTO FLAG



SINGLE-LOGO (120 x 80 cm)

DARK BLUE

HEX: #213D80
RGB: 33 61 128
CMYK: 100 88 20 6

DARK GREY

HEX: #1C1C1C
RGB: 28 28 28
CMYK: 72 66 65 77

DOWNLOAD



IMPORTANT NOTE!

As long as the pandemic continues, we suggest institutes refrain from running mass-participation events and activations and instead run digitally-driven activations.

MATERIALS

Can differ depending on location and supplier but should always be sustainable. Use only materials such as organic cotton.

COLOR

Refer to the guided color codes. Dark blue background with white logo or white background with dark blue/dark grey logo.

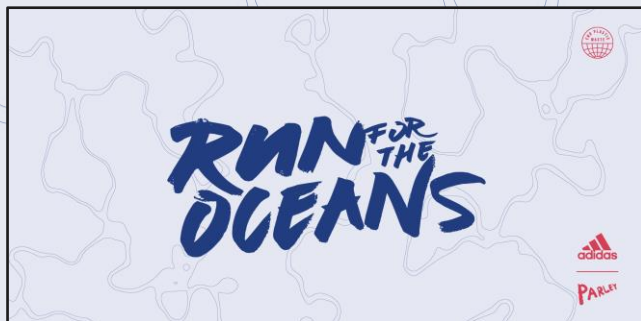
It is important to provide consistent artwork and have the printing done to a high standard.

HOW TO USE

Never use any plastics or byproduct of plastic when producing the flag! Please check your supplier for sustainable print processes/practices and materials.



RFTO NEWSLETTER



USE PROVIDED IMAGE IN AVAILABLE FORMATS: 2:1 / 1:1 / 1:2

NEWSLETTER

LAUNCH DATE

MAY 18

(WITH RFTO SIGN UP PHASE)

VERY LAST DATE

JUN 08

DOWNLOAD



SUBJECT LINE	RUN FOR THE OCEANS IS BACK
SNIPPET	Sign up today!
MAIN STORY HEADLINE	BE PART OF THE CHANGE
COPY	<p>We believe that, through sport, we have the power to change lives. Since 2017, over 3 million people have laced up and taken a stand for the oceans. You too can become part of this global movement.</p> <p>From May 28 - June 08, for every km you run, jog, walk or wheelchair, adidas and Parley will remove the equivalent weight of 10 plastic bottles (up to 500,000 pounds) from beaches, islands and coastal communities. Sign up for Run For The Oceans today.</p>
CTA 1	JOIN THE CHALLENGE
CTA 1 - URL	https://www.runtastic.com/challenges/runtastic/rfto21?utm_source=adidas&utm_medium=various&utm_campaign=rfto21&utm_content=educational_institutes
CTA 2	LEARN MORE
CTA 2 - URL	www.adidas.com/runfortheoceans

**PLEASE USE THE EXACT COPY AND LINKS PROVIDED.
DO NOT SEND OUT THE NEWSLETTER BEFORE MAY 18!**

ADIDAS RUNNERS LIVE EXPERIENCE

DURING THE TIME OF RFTO 2021, OUR INTERNATIONAL RUNNING COMMUNITY ADIDAS RUNNERS (AR) WILL HOST SEVERAL LIVE SESSIONS ON THEIR INSTAGRAM CHANNEL @ADIDASRUNNERS ABOUT RFTO RELATED TOPICS. TO LEARN MORE ABOUT THE AR COMMUNITY PLEASE CLICK HERE:

LEARN MORE →

To take part in these sessions, please join the AR global community in the adidas Running app, where you will be able to view all upcoming events.

JOIN →



01

May 20 LIVE TALK

Discuss marine plastic pollution with Parley ambassador [Sam Benchehib](#), who ran Ocean to Ocean in 2020, and [Paolo Belomo](#), who went to the Maldives to visit the [Parley Ocean School](#).



02

May 25 LIVE TALK

During our "Where Are They Now" live talk, AR Mumbai community members, Tamillarasan, Abhimanyu, Ajit, will go into more detail about the beach clean-up initiative that was set up by their community a few years ago (which we featured during our [2019 global campaign](#)). The session will be an opportunity to shine a light on their inspiring accomplishments, while allowing our community to learn more about each individual and their personal mission to End Plastic Waste.



03

May 27 LIVE TALK

Between an adidas designer and AR Copenhagen captain [Mathilde](#) about how adidas is becoming more sustainable through design innovation and materials.



ADIDAS RUNNERS LIVE EXPERIENCE



Jun 02 LIVE TALK

With three AR captains ([Paulo Bellomo](#), [Jessie Zapu](#), and [Ankita Gaur](#)) who visited the Parley Ocean School in the Maldives in 2019, and are keen to talk about their experiences.



Jun 03 LIVE TALK

A talk on upcycling clothing with a co-host from @adidaswomen and [Magdalena](#) (Warsaw Captain), who studied sustainable design at Parsons School of Design in NYC.



Jun 08 ASK ME ANYTHING

With a marine Scientist/Educator from [The Parley Ocean School](#) in which our audience can ask him/her about marine plastic pollution and have their questions answered with authority.



Jun 09 LIVE TALK

AR community members [Pangal](#) (Santiago) and [Rashmee](#) (Bengaluru) will virtually discuss how their respective cities have celebrated the RFTO movement this year, and over the past few years, exploring what has inspired them to live more sustainably in their home cities.



Jun 10 LIVE TALK

AR LA Mindset Coach, Christian and LA Crew Runner, Garret will re-introduce Christian's [#nosingleuseplastic challenge](#), during which he lived a week without purchasing and/or consuming single-use plastic. The pair will also share tips on how to live more sustainably.

PARLEY OCEAN UPRISE PLATFORM



OCEAN UPRISE

OCEAN UPRISE (OU) is Parley's Youth Network. A creative activist community — created by youth, for youth — where passionate young leaders from around the world come together to learn, connect and collaborate on innovative solutions to protect our oceans. Youth under 30 are invited to join the movement.

Take Action with Ocean Uprise by clicking on the link on each title below:

[REQUEST A PARLEY AIR TALK](#) →

Book a virtual educational talk for your school, organization or community group (English & Spanish).

[RSVP FOR THE NEXT VIRTUAL TALK](#) →

Every month OU hosts an inspirational discussion, featuring ocean ambassadors from around the globe. Punch your ticket to an incredible youth-led event.

[JOIN OUR WHATSAPP GROUP](#) →

Get up-to-the-minute Ocean Uprise invitations and stay connected.

[BECOME PART OF THE OCEAN UPRISE TEAM](#) →

Apply to join the Ocean Uprise Youth Network! Core, Collaborating and Internship opportunities are available (Youth ages 16-30).

[JOIN THE OCEAN UPRISE MOVEMENT](#) →

Sign up to receive our monthly program invitations and access to exclusive opportunities.

[TAKE THE PARLEY A.I.R PLEDGE](#) →

Make a commitment to better yourself and the planet.

JOIN THE MOVEMENT

oceanuprise.com

youth@parley.tv

[@oceanuprise](https://www.instagram.com/oceanuprise)



RUN ^{FOR} THE OCEANS

CONTACTS GLOBAL RUNNING ACTIVATIONS

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→ **Corinna Pitsch**

corinna.pitsch@adidas.com





RUN FOR THE OCEANS

THANK YOU

