



GHAAMID ABDULBASAT

GREAT BLUE WALL

**Regional Ocean Communications Lead
International Union for Conservation of Nature
Eastern and Southern Africa**

GREAT BLUE WALL BRAND

**A CATALYST AND
ACCELERATOR
TO UNLOCK A
GLOBAL SOUTH-
LED MOVEMENT
TOWARDS AN
ABUNDANT BLUE
FUTURE.**

**PROSPERITY
+PROGRESS**

Great Blue Wall

A Transformative Force for Global Ocean Action / An Inspiring vision and Movement that drives change and innovation at scale and speed. Enabling local communities and entrepreneurs to be the stewards of our blue planet / A driving force towards a Regenerative Blue Future / A beacon of hope for a bountiful, regenerative, equitable, and resilient blue future for both Nature and People.

Our Brand Characteristics

People +
Nature

Together. With respect, wisdom and compassion, life is full of good and possibility.

Ecosystem
rich

The ecosystem is the source of life. When it is rich, all things can thrive.

Conservation
true

Good stewardship and a love of biodiversity, is core to who we are and what we do.

Iconically
appealing

What we do will enthrall and gather people to us to help and find out more

Our Vision
The destination
we want to get to

BRAND

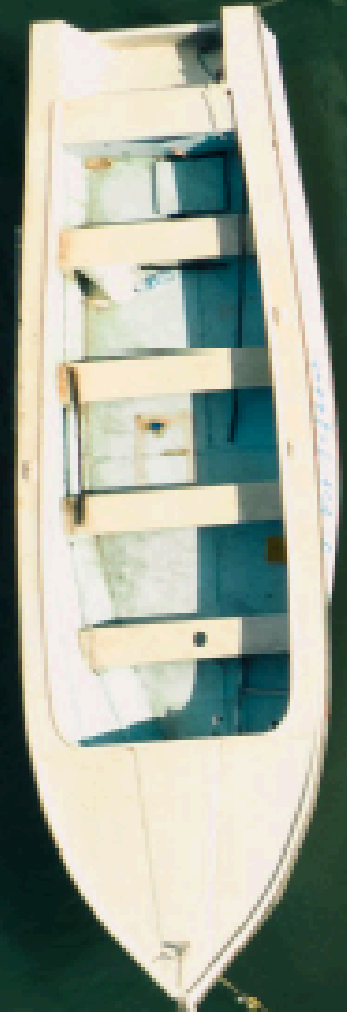
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AN ICONIC
LEADER IN
ONE OCEAN
HEALTH
AND PEOPLE
PROSPERITY.

Our Audience

People who want to create and sustain a world where oceans and people thrive in beautiful, free and abundant lives of respect, understanding and harmony.

BRAND



Our People

Great Blue Wall people are considered, ambitious, bold, driven and committed. They are practical pioneers - positive, caring, skilled and inspired to do good - they are the reason we do and will succeed.

It is because of them and their belief and passion, that we are able to do the great things we do at all levels for each other and others, from community action to the world government stage.

Great Blue Wall people are enthusiastic and empathetic - leaders and doers who share a desire to make our ocean ecosystems, of nature and people, places of lasting, thriving and inspiring beauty.


BRAND



THE GREAT BLUE WALL & CIRCULAR ECONOMY

THE GREAT BLUE WALL (GBW) IS NOT JUST ABOUT CONSERVATION, IT'S ABOUT TURNING CHALLENGES INTO OPPORTUNITIES.

ISLANDPLAS – LOCAL ACTION, REGIONAL IMPACT

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- A scenic view of a beach with dark sand, blue water, and a small boat in the foreground. The water is a vibrant blue, and the sky is a pale, hazy blue. In the distance, a pier or breakwater extends into the sea. A small boat is visible in the water, and a person is standing on the beach near the water's edge. The overall atmosphere is calm and serene.
- ISLANDPLAS IS IUCN'S INITIATIVE FOUNDED BY TCCF TACKLING MARINE PLASTICS THROUGH:
 - RECYCLING & UPCYCLING TO REDUCE OCEAN PLASTIC WASTES.
 - COMMUNITY & INFORMAL SECTOR ENGAGEMENT TO DRIVE ACTION.
 - POLICY ADVOCACY FOR LONG-TERM CHANGE.



GENOVEFA FEKSI

**National Plastics Officer, Zanzibar
International Union for Conservation of Nature
Eastern and Southern Africa**

PLASTIC WASTE FREE INTERNATIONAL MARATHON FESTIVAL

JUNE 2025, IN ZANZIBAR



5KM, 10KM, HALF MARATHON AND FULL MARATHON

A WORLD OCEAN DAY EVENT ALONG ZANAZIBAR'S COASTLINE

EAST AFRICA'S FIRST SINGLE USE PLASTIC FREE MARATHON

SHOWCASE NEW BUSINESSES AND ORGANISATIONS WORKING TO COMBAT PLASTIC POLLUTION

PURPOSE & IMPACT:

🌊 COMBAT MARINE PLASTIC POLLUTION: ENGAGE COMMUNITIES IN PLASTIC WASTE COLLECTION & RECYCLING TO PREVENT OCEAN LEAKAGE.

🌊 CATALYZE CHANGE: COLLECT 20 TONNES OF PLASTIC, RECYCLE 13 TONNES, AND IMPROVE 300+ INFORMAL WASTE WORKERS' LIVELIHOODS THROUGH CIRCULAR ECONOMY INITIATIVES.

EVENT HIGHLIGHTS:

🏆 TOKEN-BASED MARATHON: PARTICIPANTS EXCHANGE COLLECTED PLASTICS FOR REWARDS, BOOSTING ENGAGEMENT.

🏆 LIVE RECYCLING DEMOS: ON-SITE TRANSFORMATION OF PLASTIC INTO ECO-BRICKS, TILES, AND FABRICS.

🏆 INNOVATION & INCUBATION: BUSINESS PAVILION FOR ENTREPRENEURS, NETWORKING, AND FUNDING ACCESS.



BLUE INTERNATIONAL MARATHON FESTIVAL



WANT TO GET INVOLVED?

JOURNALISTS AS OCEAN CHAMPIONS

- **THE MEDIA SHAPES NARRATIVES; YOUR REPORTING INFLUENCES POLICY & ACTION.**
- **RESHAPING THE NARRATIVE, PEOPLE CENTRED STORIES, TYPES & FORMS OF STORIES, SCIENCE TELLING (JOURNALISM & COMMS)**

**YOU WANT TO CHANGE THE STORY? CHANGE THE
STORYTELLER**

