

Adam:

So today we've been practicing what we preach. We've been down on the beach here at Soar Mill Cove. We've been collecting bits of plastic, as you can see.

Gary:

Yeah, Adam and his crew at Mima were instrumental in helping us get these signs designed and into position along the South Devon coast. So by this Winter, we'll have 20 locations along the South Devon coast with the signs. And the idea is that we're using specialist kinds of communication skills to get this message across to the public that they can help with the plastic pollution cleanup efforts. And it really is working. They've been out for about three months and we're already seeing a big improvement. So fantastic news.

We've got these really eye-catching signs, simple information, lovely lovely presentation. And it's working really well.

Adam to Passerby:

What made you understand to do that?

Passerby:

Oh, well, I mean, I like seeing things. I was concerned that perhaps no one was coming to pick it up, but most of this rubbish is stuff i've been putting here for the last couple of days.

Adam:

It's brilliant. Everyone get involved and, and clear the beaches. If we work together as a community we can.

Passerby:

Indeed! That's why, I mean that took me 15 seconds.

Adam:

You made a big difference. Thank you.

Passerby:

See ya!