

YPA9 Action Plan
Madeleine Kraatz

STOP SHARK FINNING

About Shark Finning



Shark Finning is the act of cutting off a shark's fin, which are primarily used in shark fin soup. Shark fins can sell in the Asian market for up to \$700 per kg.

100 million sharks are killed each year and 73 million of those are killed for shark fin soup.

Shark finning is a cruel practice and because of it, up to 98% of the shark's population have declined in the last 15 years.

Shark Fin Soup



Shark fin soup is a dish primarily served in China. It is often served at formal events like weddings and banquets. Being able to eat it is seen as a status symbol, so with China's growing economy the demand is high.

Shark fin is tasteless and has no nutritional value, so it is there just to provide structure to the broth.

The Ecosystem



Sharks play a very important role in the ecosystem.

- They act as scavengers and help control population sizes by preying on sick or dead animals.
- With a decrease in the shark population, the population of the phytoplankton will also decrease. Phytoplankton is responsible for half of the oxygen that we need to survive.

Objectives



To spread awareness to as many people as possible about shark finning through online video (Project For Awesome), and to decrease the amount of sharks killed each year.

“When the buying stops, the killing can too.”

WILDAID

Challenges



- Cultural issues:
 - Shark fin is an important dish in Asian cultures.
 - Shark fin soup has a very long history.
- Traditional fishing industries who make their money from shark finning.

Budget



Almost no budget because I volunteer my spare time to:

- ☐ Research
- ☐ Film footage
- ☐ Edit video
- ☐ Upload video on the specific day

Method and Strategy



- ☐ Make video informative
- ☐ Make video entertaining
- ☐ Make sure that the video isn't too long
- ☐ Promote video on other social media (Twitter, Tumblr etc.)

The Project For Awesome

The Project For Awesome is a YouTube community event where anyone can upload a video about a charity that they want to promote. The event lasts 48 hours on Dec. 17-18. Each year people upload videos and advocate the charities that they are passionate about.

In 2013, \$869,171 was raised for the top ten charities.



Outputs



- ❑ People will know about the problems of shark finning and will stop buying and eating it.
- ❑ Less sharks will die for their fins.
- ❑ The ecosystem will stay preserved.

Networking



I will send my video to these organizations against shark finning, so that they can advertise to their followers.

- WildAid
- Stop Shark Finning
- SharkWater
- Sea Shepherd
- Shark Savers

Timeline



Until December: Shoot Footage
 Edit Video

December 17: Upload video

December 18: Collect feedback

Evaluation



- ❑ Number of views on the video
- ❑ Number of comments on the video
- ❑ Feedback from comments
- ❑ Feedback from other social media

References



- <http://www.wildaid.org/>
- <http://www.stopsharkfinning.net/>
- <http://withoutmethereisnou.wordpress.com/2010/12/28/why-sharks-are-so-important-to-our-ecosystem/>
- <http://www.projectforawesome.com/>

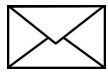
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Thank you!



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