



TAKE 3 FOR THE SEA IMPACT METHODOLOGY

The Take 3 for the Sea Impact Methodology outlines how we quantify the positive influence of our programs and initiatives. By tracking the number of participants, students and followers reached since our inception in 2009, we aim to provide a detailed and transparent accounting of our environmental and social impact. In addition to our own data collections, we incorporate data provided by partners such as cool.org, Meta, LinkedIn and other social media platforms.

Tracking the impact of a global grassroots movement like Take 3 is challenging so we are always working to improve the scope and accuracy of our measurements.

Pieces of Rubbish kept out of the Ocean

This data comes from two sources:

1. We record the number of pieces of rubbish picked up at Community and Corporate Clean Ups run by Take 3^[1]. For example, in FY24, each person participating in a Take 3 clean up picked up, on average, 33 pieces of rubbish for a total of 50,000 pieces.
2. We calculate the number of pieces of rubbish picked up by our supporters around the world by estimating that each of our followers on social media picks up, on average, 36 pieces of rubbish a year^[2].

Students Educated through Take 3 Programs and Resources

This data includes the number of students who attend our school incursions and excursions, and our youth leadership events, whether in person or virtually. We know that students talk to their family and friends about what they've learned so for each student who participates in a Take 3 education program, we assume the Take 3 message reaches 3 additional people^[3].

The total also includes those students who use the resources hosted by cool.org^[4], plus an estimate of the number of students who are using our Ocean Classroom Initiative resources, based on an assumption of 30 students per class.

The total also includes those people who completed the Plastic Footprint survey which is both an educational resource and a data-gathering survey.

Participants in Take 3 Programs and Events

We record the number of people who attend Take 3 events. We know from our internal research that they are likely to tell their family and friends about what they've learned from Take 3 [3], so for every person who attends one of our events, we assume the Take 3 message reaches 3 additional people.

Social Media Reach

At the end of each year we tally the number of followers on our social media accounts, namely Instagram, Facebook, TikTok, LinkedIn, YouTube and Threads. These numbers are calculated by the social media platforms themselves and are subject to changes in their methodologies. Hence the numbers can vary from year to year, depending on what data the platforms provide.

Sources

1. *Take 3 for the Sea, Impact Report*
2. *PwC Australia, 2018, 'Connecting Benefits: How social networking supports Australian small businesses and communities*
3. *Take 3 for the Sea survey results, 2018*
4. *Cool.org, Online Learning Program Reports 2020 - 2024*