

Case Study: Coastal US Market Research

Date of Services: May - November 2023



At a glance

FLUSH helped the Ocean Sewage Alliance build industry personas on key stakeholder industries in the coastal US. OSA used these personas to change how it communicated about wastewater pollution that got into oceans.

Client Testimonial

"Through FLUSH's help with our market research findings, we are equipped with a deeper understanding of the challenges we face in combating ocean sewage pollution."

*Jasmine Fournier
Executive Director
Ocean Sewage Alliance*

FLUSH'S CASE TEAM

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ABOUT THE CLIENT

Founded in 2021, the Ocean Sewage Alliance (OSA) is a collaborative cross-sectoral network that aims to eliminate sewage and wastewater pollution from the ocean and waterways, particularly in the US. By sharing knowledge, developing solutions, and raising awareness, they advance equitable and holistic actions that benefit people and nature.

CHALLENGE

As a new organization, OSA needed to first identify and understand its key stakeholders for advocacy work. Additionally, OSA wanted to understand how to communicate with those stakeholders about wastewater pollution getting into the oceans. OSA approached FLUSH to provide a market research study to answer their questions for their work in North America, focusing on coastal stakeholders in the US.

SOLUTION

FLUSH worked with OSA to assess perceptions of and concerns about ocean water quality in the ocean conservation space and industry fisheries and aquaculture across the coastal US and Great Lakes. In a multi-pronged market research project, FLUSH investigated existing stakeholder networks and media conversations, ran an anonymous survey, and talked to dozens of stakeholder representatives across the country. We then generated regionally specific "personas", or profiles, for the stakeholder groups. Among the findings, we uncovered that to relate to their wide range of industry stakeholders, OSA needed to define its terminology around ocean sewage clearly. We also discovered that the stakeholders had wildly varying opinions about and knowledge of issues related to ocean sewage. That finding can be used by OSA to engage these audiences more strategically and maximize its advocacy reach.



Clarifying and Connecting Ocean Sewage

By using key messages and frameworks for connecting with the "boots on the ground", we can foster a multi-sector ecosystem that works on decreasing sewage in our oceans.

FLUSH



Industry Personas

From our research, we set a base level of understanding of these target industries, articulating their interests, challenges, and understanding of ocean sewage.