

# OCEAN INITIATIVES

PRESS KIT



MOVE  
OCEAN  
JUST 🙅 SECOND  
THING  
ACTION  
FUTURE  
WORLD

This is the time needed to pick up a single piece of trash. Whereas waste thrown on the ground will end up in the ocean and stay there forever. Acting together, we can drive change. In town or along the coast, join the Ocean Initiatives.

#OceanInitiatives  
[oceaninitiatives.org](http://oceaninitiatives.org)



# EDITORIAL

Following the success of the 2019 edition of Ocean Initiatives where we experienced record-breaking participation, the 2020 edition will aim to better understand the problem of marine litter, and to take stock of this pollution in Europe and around the world thanks to the involvement of volunteers. Taking action, individually and while respecting health instructions, is key in order to be able to monitor aquatic waste and provide the necessary data to experts for the implementation of concrete actions.

For the 2020 edition of the Ocean Initiatives, four tools will bring a new dimension to waste collection: the Marine Litter Watch and Marine Debris Tracker applications will make it possible to collect data efficiently and quickly.

Organisers will also receive constant email support every step of the way as they prepare their clean-

up, assuring a better Surfrider Europe presence throughout their environmental engagement.

Other new features will be offered, such as a complete overhaul of our website, a new Simple and Intermediate Assessment Sheet and an in-depth Satisfaction Analysis to ensure that the volunteers' needs match the methods delivered.

After the ground-breaking success of last year's edition, where both the litter collected and the participants involved doubled in number, our ambition for this year is to mobilize all volunteers to collect information through participatory science, while also perfecting a programme which continues to prove its importance, year after year.

**Sofiane Hadine, Project Supervisor for Ocean Initiatives**



# SUMMARY

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06

## **I/ 30 YEARS OF ACTIVISM FOR SURFRIDER FOUNDATION EUROPE AND OVER 25 YEARS OF OCEAN INITIATIVES**

- Surfrider Europe : a history of commitment against marine litter
- Ocean Initiatives in practice

09

## **II/ PARTICIPATORY SCIENCE : A SOLUTION AGAINST WASTE**

- What is participatory science ?
- The hidden face of the Ocean Initiatives, a monitoring programme
- Key figures for 2019 and the main « Ocean Predators »

14

## **III/ JUST 1 SECOND : ENOUGH TIME TO COLLECT WAST WITH THE 2020 OCEAN INITIATIVES**

- Just One Thing : a positive and collective movement
- Participating in participatory science operations : a first step for the environment

16

## **IV/ CARRYING OUT YOUR OCEAN INITIATIVES DURING THE HEALTH CRISIS**

- The Ocean Initiatives, a general awareness
- Organise your own Ocean Initiative
- An organization respecting health instructions

18

## **V/ THEY ARE MOBILIZED THROUGH THE OCEAN INITIATIVES : CITIZENS TESTIMONIES**

- Words of the participants
- Words of the ambassadors

20

## **VI/ CONTACTS AND PARTNERS**

## I/ 30 YEARS OF ACTIVISM FOR SURFRIDER FOUNDATION EUROPE AND OVER 25 YEARS OF OCEAN

### Surfrider Foundation Europe: A history of commitment against marine litter

Founded in 1990 by a group of surfers who wanted to protect their playground, Surfrider Foundation Europe has people power and ocean preservation written into its DNA. For 30 years now, the association has prioritised projects dealing with the ocean's pollution problem. In 1995 the NGO launched the 'Ocean Initiatives' programme, whose aim was to raise awareness of the marine litter problem and motivate changes in behaviour.

**EVERY YEAR, 8 MILLION TONNES OF PLASTIC WASTE  
FINDS ITS WAY INTO THE OCEAN,  
80% OF WHICH COMES FROM INLAND SOURCES.**

### Ocean Initiatives in practice

Ocean Initiatives raise public awareness through organised waste collections along beaches, lakes, rivers, ocean floors, coastal areas and cities, all over Europe. More than simple remedial action, these clean-ups are also an opportunity to identify the waste collected, explain its origin and understand the reasons for its presence.

Specific subjects such as the pollution of plastic bags, cotton swabs, plastic bottles or even single-use masks are then studied by the experts of Surfrider Europe.

**The objective is not just to point out the problems but also to collect the data necessary in order find solutions and to stop waste production at the source.**

Ocean Initiatives are performed by people who care about preserving their environment, be it schoolchildren, office workers, sports teams, the list goes on. Ocean Initiatives are coordinated by Surfrider Foundation Europe, which provides organisers with the necessary material to take ownership of the system and raise awareness among participants.



# 4 WAYS TO PARTICIPATE IN CITIZEN SCIENCE WITH OCEAN INITIATIVES



## Simplified report form

First level of engagement, it provides information on the location of the operation and focuses on quantifying the star item of this edition - the cigarette butt.



## Marine Debris Tracker application

The mobile application allows you to collect data on 35 items anywhere you are, during a walk along the coast, the lakeside, riverside or during an official waste collection event.



## Intermediate report form

This intermediate protocol makes it possible to obtain information on the chosen site and to monitor waste pollution quantifying 35 items (in particular those covered by the European Single-Use Plastics Directive).



## Marine Litter Watch application

Designed by the European Environment Agency, this protocol is the most engaging. It allows complete feedback on the condition of marine litter thanks to the protocol used by European scientists. (quantification of more than 150 items)

## II/ PARTICIPATORY SCIENCE : A SOLUTION AGAINST WASTE

### What is participatory science?

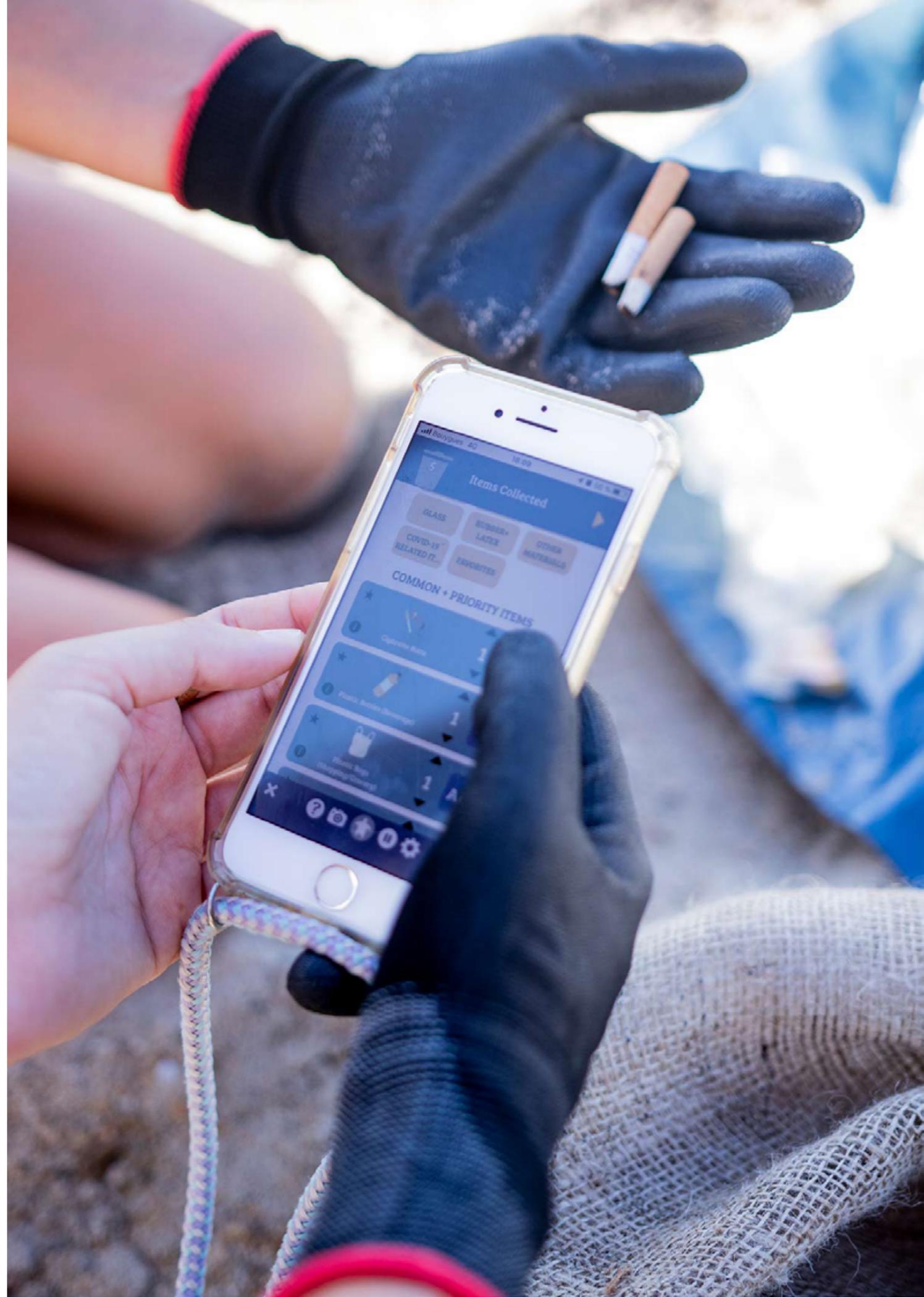
Participatory science is the study or research involving citizen participation as part of a scientific process. For 14 years, Surfrider Europe has offered participants and organizers the opportunity to contribute to participatory science through Ocean Initiatives. By going further in their commitment and carrying out participatory science actions, volunteers quantify and collect data on marine litter, an essential measure in order to contribute to the association's advocacy actions.

**By informing the NGO on the litter collected during the clean-ups, the volunteers take part in a scientific program allowing them to contribute actively to the improvement of research on pollution and to influence policies at a local, national and European level.**



### The hidden face of the Ocean Initiatives, a monitoring programme

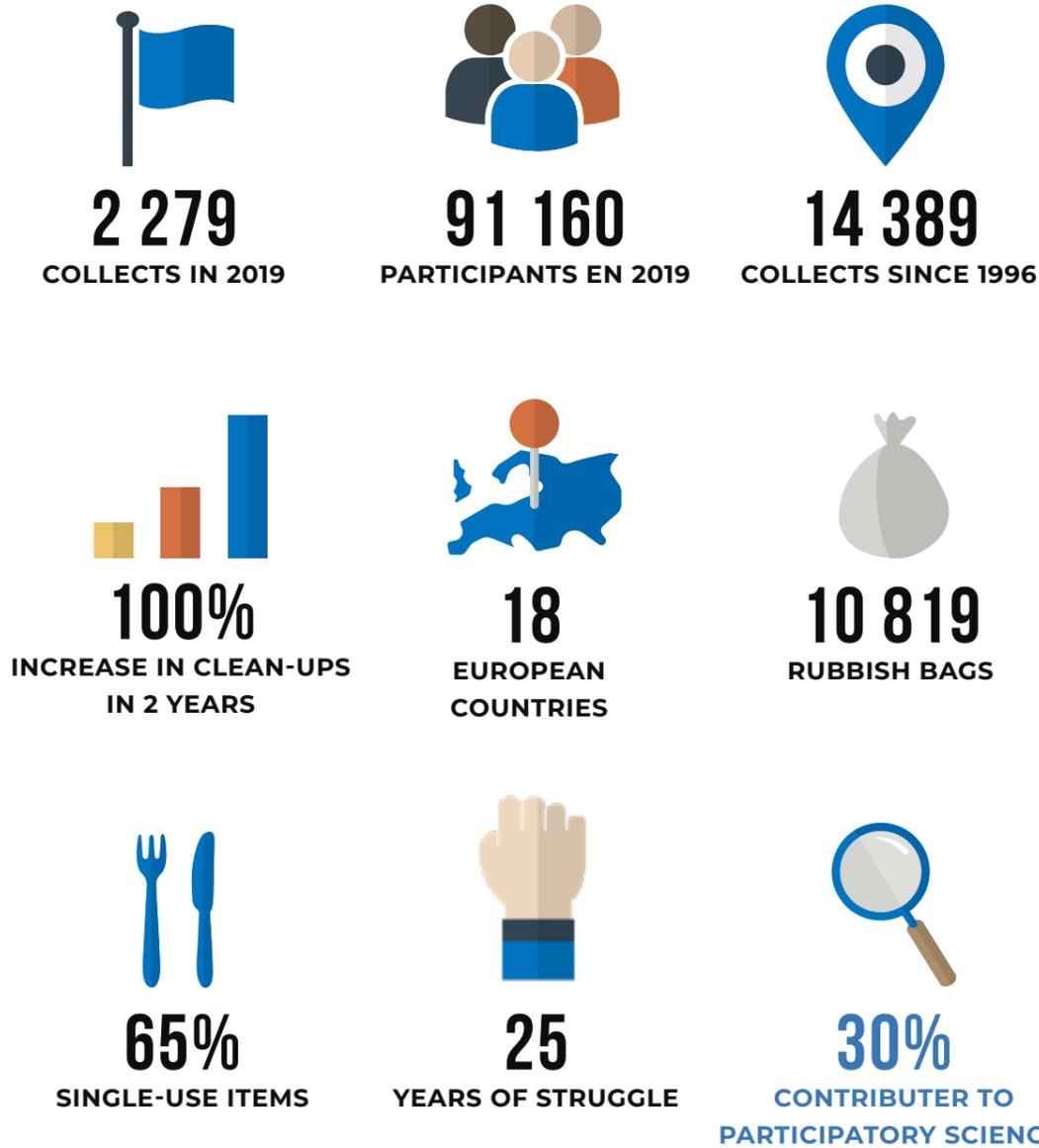
In parallel with its mobilization work, regulated in this complex period of COVID-19, Surfrider Europe encourages data collection through participatory science. Various tools are made available to organizers and participants to help them develop a quantitative and qualitative database on the litter collected.



**VICTORIES OF  
PARTICIPATORY SCIENCE**

**Key Figures from 2019**

**The main 'Ocean Predators'**



**JUST 1 TIP**  
A cigarette butt contains **2,500** chemical pollutants and can contaminate **500 liters of water**. Plus, they're mostly plastic! Having a pocket ashtray in your possession allows you to dispose your cigarette ends respectfully.

The data collected allows Surfrider Europe to develop an annual environmental data sheet detailing the most commonly found items. This data is a fundamental resource used by Surfrider to legitimize and enforce its proposals to policymakers and companies.

In 2019, through its European monitoring, advocacy and coalition work, Surfrider participated in the recognition of plastic bottles as the main waste found on beaches and single-use plastic product requiring the adoption of measures reducing their leakage in the environment. The association will now ensure the effective and ambitious implementation of these European measures at a national level.

# JUST 🙌 SECOND

## III/ JUST 1 SECOND: THE TIME NEEDED TO COLLECT WASTE WITH THE 2020 OCEAN INITIATIVES

**On the occasion of World Ocean Day on June 8th, Surfrider Foundation Europe launched « Just 1 Thing », a digital communication campaign encouraging everyone - citizens, politicians, schools, sportspeople, businesses, etc - to implement simple actions in their daily life to limit their impact on the Ocean.**

**Conceived with the Willie Beamen agency, « Just 1 Thing » is not just a campaign but a positive universal movement, driven by many influential figures and their communities.**

### **Just One Thing: a positive and collective movement**

**Ocean pollution is everyone's responsibility. In the face of marine litter, a collective mobilization is necessary to reverse the trend.**

For the 2020 edition of Ocean Initiatives, the objective remains the same: to raise people's awareness. Contributing to a participatory science operation is the opportunity to understand and list marine litter and alert politicians and businesses about the urgency of the situation. It's also a first step towards a permanent change of habits.

**Whether they have 1 minute or 1 hour, alone or in a responsible group, wherever they are, citizens are called to participate in the Ocean Initiatives and help Surfrider Europe obtain valuable data to fight against marine litter.**

### **Conducting participatory science operations: a first step for the environment**

Due to the current health crisis, the growing use of single-use litter is impacting the health of the Ocean. Despite the current constraints, it is possible and urgent to mobilize.

Alone or in small groups, citizens are encouraged to make a difference. In town or on the coast, they can collect, sort and bring back marine litter thanks to the Ocean Initiatives program.



# SAFETY INSTRUCTIONS COVID 19

As part of a mobilization with Surfrider Foundation Europe, the association recommends adhering to the following guidelines to ensure a safe event in respect to the current health crisis :

## IV/ CARRYING OUT YOUR OCEAN INITIATIVE DURING THE HEALTH CRISIS

### The Ocean Initiatives, a general awareness

The Ocean Initiatives programme motivates people to get involved in protecting our oceans. **In 2019, 91,160 citizens participated in the Ocean Initiatives organized across Europe, a record for the association.** A general awareness and collective mobilization through participatory science is essential to face the scourge of marine litter. However, given the current health situation, the organization of the Ocean Initiatives had to be adapted.

Surfrider Foundation Europe has **established a healthy and safe framework and environment for volunteers in the field.**

### Organise your own Ocean Initiative

Doing Just 1 Thing, by leading your own Ocean Initiative and acting for the Ocean is possible despite the current context.

Each person, alone or in a small and responsible group, has the means to deal with marine litter.

In 1 second and in a few clicks, registration is completed and the Ocean Initiative is organized.

On the big day, all that remains is to use a participatory science tool to collect data for Surfrider Europe and act for the Ocean in complete safety.

“ Our nuisance in terms of waste has increased tenfold during the health crisis, but we must not lose sight of our objectives.

The impact of a mask, like any plastic product, will be tripled for biodiversity.

If it is thrown on the ground, it will end up, either blown away by the wind or through the water cycle, in the gutters.

Marine species will confuse it with their prey, just as they do with plastic bags or gloves, which are also widely used during this period.

”

**Antidia Citores, spokesperson for Surfrider Foundation Europe**



**RESPECT BARRIER GESTURES**  
(wash your hands, use hydroalcoholic gel frequently, cough or sneeze into your elbow, greet without shaking hands, etc)



**RESPECT THE SOCIAL DISTANCING OF 1.5 METERS**



**WEAR GLOVES AND A MASK**



**KEEP ONE GARBAGE BAG PER PERSON**



**COVID WASTE (GLOVES, MASKS, HANDKERCHIEFS AND WIPES) MUST BE DISPOSED OF IN A DEDICATED RESISTANT GARBAGE BAG with a functional closure system.**

## V/ THEY ARE MOBILIZED THROUGH THE OCEAN INITIATIVES: CITIZEN TESTIMONIES

**The Ocean Initiatives allow people to get involved in an event close to home and protect the places where they live and play. Thanks to the support and involvement of the volunteer network, starting with a simple gesture, Surfrider Foundation Europe is strengthening its fight against marine litter.**

“I was born on the coast and raised listening to the ocean sing me to sleep every night. It felt important for me to raise awareness among the generations of tomorrow about the consequences of our consumption habits.

I got the chance while organising a surf trip for 100 engineering students. Together with the other organisers, we decided to raise awareness on the effect our negligence toward the environment is having on a global scale but more importantly, to show that we can all make a difference.”

Paul LE GALL – Bidart – FRANCE

**All over the world, people are getting involved with Ocean Initiatives. An important gesture for them and the planet:**

“In Canada, we’re very environmentally conscious. When the snow melts, we usually find a lot of rubbish along Avenue Père Nouvel (Rimouski, Quebec, Canada). Most of the time this rubbish ends up in our waterways and washes into the sea, 2km away.

My nephews, who are also environmentally conscious, give me a hand with the clean-up. This is the 4th year we’ve done this spring clean-up.

Last time around we found coffee mugs, fast food packaging, cigarette packets, cigarette butts, beer cans, bottles of plastic etc. These items can be found littered all over the coast. There’s a lot of awareness raising to be done and we need to install more bins.”

Sylvie LANDRY – Rimouski, Quebec, Canada

### WORDS OF THE AMBASSADORS

**Every year, environmental ambassadors get involved with Surfrider for Ocean Initiatives.**

**Paul Meilhat, a sailor and champion skipper, is one example.**

« Everyone lives near a body of water. Ocean Initiatives is getting together with, your family and friends to clean a lake, a river or a beach. It’s a yearly thing. We do a big spring clean at home so why not do the same thing in our waterways ? »

**Jérémy Frérot, musician and singer, is another example**

« As an avid surfer, I have a special connection to the environment, especially the ocean. I grew up around Arcachon Bay and I love going there to unwind. Sometimes alone, sometimes with family or friends. It’s a special place. I’m disgusted by all the pollution we create, in particular plastic packaging. If we do nothing, our children won’t be able to enjoy magical places like the Bay in the future.

I believe we all have a role to play. That’s the whole point of Ocean Initiatives. On top of the work itself, it allows participants to understand the origin of pollutions, to take simple steps in their own daily lives to make a difference, while contributing in the collection of data on waste, useful to the action of Surfrider. »



# VI/ CONTACTS AND PARTNERS

FOR ANY FURTHER QUESTIONS OR EXTRA  
INFORMATION, PLEASE CONTACT US

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