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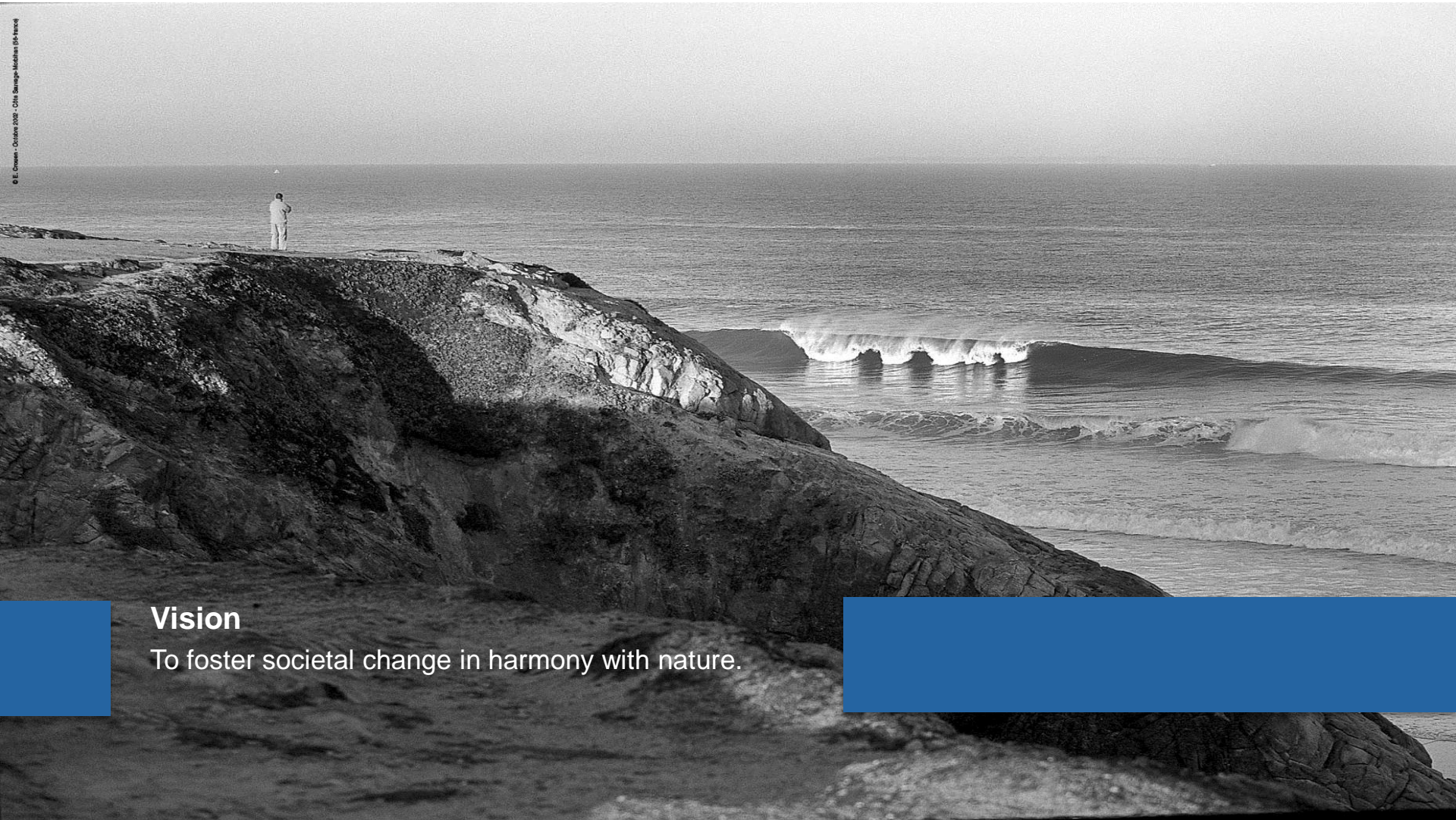


SURFRIDER
FOUNDATION EUROPE



Surfrider Foundation Europe

NGO representing a voluntary citizen network
dedicated to coastline and water protection



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Vision

To foster societal change in harmony with nature.

SURFRIDER FOUNDATION EUROPE

AN ACTIVE PRESENCE THROUGHOUT EUROPE

-  SURFRIDER OFFICES
-  CHAPTERS



SURFRIDER FOUNDATION EUROPE

SURFRIDER COMMUNITY

/ 10,500
MEMBERS

/ 120,000
SUPPORTERS

/ 32
CHAPTER
S

/ 13
EU
COUNTRIES



6 MAJOR WORK AREAS

/ Transport & Marine Infrastructures

/ Marine Litter

/ Coastal Management

/ Water Quality & Health

/ Heritage & Waves

/ Climate change



FIGHTING MARINE LITTER



SURFRIDER
FOUNDATION EUROPE

FIGHTING MARINE LITTER

THE 'MARINE LITTER' PROGRAMME

IF YOU DROP IT ON THE LAND, IT ENDS UP IN THE SEA

100% OF THE LITTER FOUND IN THE SEA IS OF HUMAN ORIGIN. IT CIRCULATES THROUGH THE WATER CYCLE AND ULTIMATELY ENDS UP INTO THE OCEAN WITH A CONSIDERABLE IMPACT ON THE ENVIRONMENT ... AND ON HUMANITY



100 000

SEA MAMMALS AND 1 MILLION SEABIRDS
DIE EVERY YEAR BECAUSE OF MARINE LITTER



DECOMPOSING PLASTIC RELEASES TOXIC
SUBSTANCES WITH A PERTURBING EFFECT
(ENDOCRINAL AND ENVIRONMENTAL ...)

89 BILLION

PLASTIC WATER BOTTLES ARE SOLD
EVERY YEAR IN THE WORLD, AND FAR
TOO MANY END UP IN THE OCEANS



EVERY SECOND
206 kg
OF WASTE
END UP IN
THE OCEAN

FIGHTING MARINE LITTER

THE 'MARINE LITTER' PROGRAMME



Preventing marine litter pollution by promoting CHANGE

'AN ACTIVE STRATEGY BASED ON DIFFERENT LEVERS'

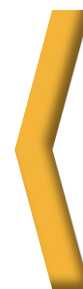
/ RESEARCH & EXPERTISE

/ CONSERVATION

/ LOCAL ACTION



**MARINE LITTER
PROGRAMME**



/ EDUCATION

/ MOBILISATION

/ INFLUENCE

EDUCATION

SURFRIDER CAMPUS : DISCOVER, UNDERSTAND, ACT

/ AWARENESS-RAISING

/ TRAINING

Developing educational tools.

/ EDUCATION



Ocean Report



The Smurf Rider Booklet

© Peyo

Educational exhibitions



EDUCATION

CAMPUS... IN, OUT AND E!

IN /

OUT /



E ↗

/'E': Accessible online

<http://en.opencampus.surfrider.eu/>



LEARNING



CONTRIBUTE



EXCHANGE

EDUCATION

ART CAMPUS: A COMPLEMENTARY AWARENESS-RAISING TOOL



MOBILISATION

FOCUS ON THE OCEAN INITIATIVES

ORGANIZE YOUR COLLECTION:

ENTER A COUNTRY, A TOWN...

Specify a city, an address, a place...

The map displays collection points across Europe, with the highest number of points (39) in France. Other countries with points include Spain (12), Italy (5), Germany (2), and several others with 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 23, and 25 points. The search bar is currently empty.



MOBILISATION

FOCUS ON THE OCEAN INITIATIVES

2015

OCEAN INITIATIVES 2015 INCLUDED:



48 886
PARTICIPANTS



2034
M³ OF LITTER



10 185
BATHTUBS OF LITTER



1328,17
KM COVERED



31,5
MARATHONS



3
TIMES THE LONDON'S
UNDERGROUND
402 km of track



IN 2015:
20TH ANNIVERSARY
> 50,000
PARTICIPANTS
> 1,400
CLEAN-UP
OPERATIONS
> 34
COUNTRIES

RESEARCH & EXPERTISE

MONITORING MARINE LITTER THANKS TO CITIZEN SCIENCE

LITTER COLLECTED: QUANTIFICATION

COUNT/QUANTIFY THE FOLLOWING TYPES OF LITTER

(LITTER MOST COMMONLY FOUND DURING OCEAN INITIATIVES). FOR EXAMPLE: CIGARETTE BUTTS = 100

PLASTIC MATERIAL

- | | |
|---|--|
| <input type="text" value="0"/> Cigarette butts and filters | <input type="text" value="0"/> Cups and cup lids |
| <input type="text" value="0"/> Plastic caps/lids drinks | <input type="text" value="0"/> Cutlery and trays |
| <input type="text" value="0"/> Food containers incl. fast food containers (tubs, sandwich wrappers, yoghurt containers, fast food wrappers) | <input type="text" value="0"/> Straws and stirrers |
| <input type="text" value="0"/> Plastic bags and pieces of plastic bags | <input type="text" value="0"/> Fishing related waste: String and cord (diameter less than 1cm) |
| <input type="text" value="0"/> Crisps packets/sweets wrappers | <input type="text" value="0"/> Fishing related waste: Fishing line/monofilament (angling) |
| <input type="text" value="0"/> Lolly sticks | <input type="text" value="0"/> Fishing related waste: Tangled nets/cord |
| <input type="text" value="0"/> Medical waste: Medical/Pharmaceuticals containers/tubes | <input type="text" value="0"/> Shotgun cartridges |
| <input type="text" value="0"/> Sanitary higienic waste: Cotton bud sticks | <input type="text" value="0"/> Wheels |
| <input type="text" value="0"/> Sanitary higienic waste: Tampons and tampon applicators | <input type="text" value="0"/> Toys and party poppers |
| <input type="text" value="0"/> Plastic/polystyrene pieces 2.5 cm > < 50cm | <input type="text" value="0"/> Cigarette lighters |
| <input type="text" value="0"/> Plastic pieces 2.5 cm > < 50cm | <input type="text" value="0"/> Balloons and balloon sticks |
| | <input type="text" value="0"/> Shoes/sandals |

TOP 10 DES DÉCHETS LES PLUS PRÉSENTS



RESEARCH & EXPERTISE

FOCUS ON THE 'RIVERINE INPUT' PILOT PROJECT



Year 1:

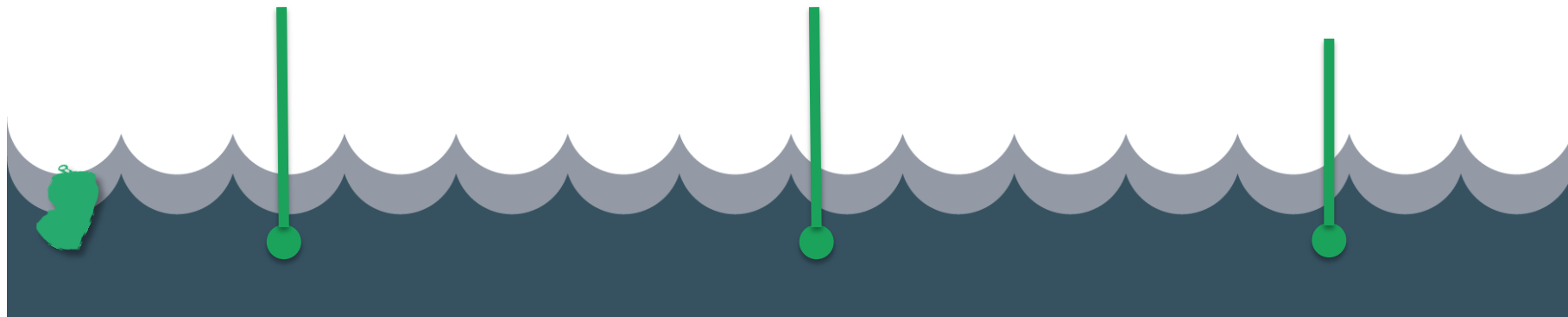
- Development of the protocol
- Involvement of citizens in a participatory science project

Year 2:

- Involvement of stakeholders
- Identification of the main sources of the pollution

Year 3:

- Release mid 2016 of a report
- Transposition of the protocol on a European scale



COMMUNICATION

Y&R PARTNERSHIP



« 10 YEARS OF
ADVERTISING TO
SAVE THE OCEANS »

COMMUNICATION

2016 CAMPAIGN: NO BREAK FOR TRASH



The Holidays - Ocean Initiatives 2016 - Young & Rubicam



Surfrider Foundation Europe

S'abonner 1 290

717 vues

Ajouter à Partager Plus

12 0



[Link to the video](#)

NETWORKS, KEY SPONSORS & AMBASSADORS

**/ 120,000
SUPPORTERS
THROUGHOUT
EUROPE**



**'ENHANCING SURFRIDER'S
REPUTATION AND
SUPPORTING ITS ACTIONS'**



Lobbying

Advocacy work at local, national and European institutions

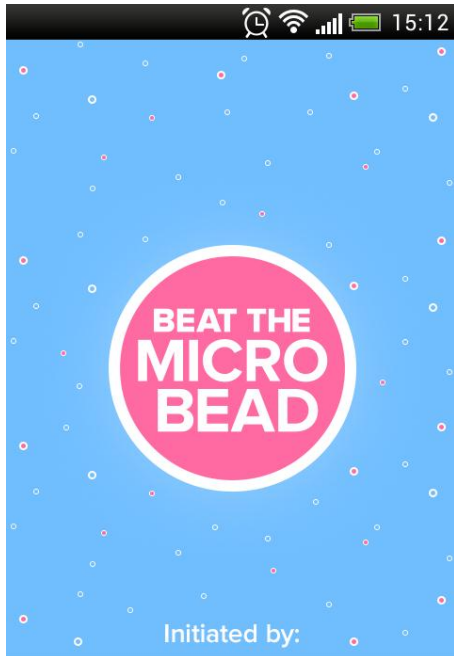


Lobbying

Advocacy work at local, national and European institutions







PLASTIC SOUP & Stichting De Noordzee



WITHOUT PACKAGING,
WATER TASTES EVEN BETTER



I NEVER GO
ANYWHERE WITHOUT
MY REUSABLE BOTTLE



A BIGGER BOTTLE
EQUALS LESS PACKAGING



RECYCLE CORRECTLY
TO GIVE IT A SECOND LIFE



RETURNABLE BOTTLES,
A WAY OF REDUCING WASTE



A LITTLE CREATIVITY,
MANY POSSIBILITIES



THANK YOU!



SURFRIDER
FOUNDATION EUROPE

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