



February 26th, 2019
PRESS RELEASE

[#OceanInitiatives](#)



We could have spent more time designing this ad, but instead we're out protecting the ocean !

Surfrider Foundation Europe launches 25th Edition of Ocean Initiatives, March 21st to 24th

This March 21st through 24th Surfrider Foundation Europe will launch the 25th edition of Ocean Initiatives, a program tackling marine litter along beaches, lakes, and rivers through collections, education, and citizen science.

Lucile ARBEILLE

Communication & Relations Presse

larbeille@surfrider.eu

+33 5 24 67 12 42

+33 6 08 10 58 02

[Download the 2019 press kit](#)



IT IS URGENT TO ACT: SURFRIDER CALLS FOR A MASSIVE CITIZEN MOBILIZATION!

Every year, 8 million tonnes of plastic waste ends up in the ocean. 100% of this waste is of human origin. [Ocean Initiatives](#) exists because we are equally responsible for creating the problem as we are for finding the solution.

"Ocean Initiatives is a true citizen initiative: we want the people who join us to actively participate in the collection but also have the means to understand the reasons why so much waste is found on beaches or riverbanks. The pedagogical aspect is therefore fundamental because what we are ultimately aiming for is a conscious shift in individual behaviors" explains Project Manager, Sofiane Hadine.

In the fight to protect the ocean, every minute counts. The issue of marine litter is urgent, and Surfrider Foundation Europe is calling for a mass mobilization of all EU citizens to do their part by signing up to participate in Ocean Initiatives 2019, one of the largest eco-gathering in Europe!

Two ways to get involved:

- [Organize an Ocean Initiative](#): Surfrider provides a complete Organizer's Kit available free of charge to all those wishing to organize a collection at their local site: bags, gloves, teaching aids, and communication materials.
- [Participate in an Ocean Initiative](#): Find a registered collection near you! All official collections are listed on the website initiativesoceanes.org. Enter your location, find all the collections happening in your area, click and join!

2018 broke the record for the number of participants and collections organized, with nearly 1,500 collections throughout Europe, bringing together more than 56,000 people. Together, let's do even better in 2019!



IN THE FIGHT AGAINST MARINE LITTER, EVERY MINUTE COUNTS!

Maintaining ocean health is essential for a balanced ecosystem yet, at every moment, the ocean suffers the direct and indirect consequences of human activity. Faced with a massive invasion of waste in the ocean environment, it is urgent that we reset our habits and change our behaviors to stop plastic pollution at the source. Ocean Initiatives serves to demonstrate the connection between what we do in our daily lives and how this impacts ocean health.

To reinforce awareness around this pollution emergency, Surfrider is happy to continue its collaboration with the VMLY & R agency. Together they have developed a campaign that get straight to the point of action.



In city or on a coastline, let's meet from the 21st to the 24th of March for one of the biggest citizens meeting in Europe !

**Learn more about Surfrider and Ocean Initiatives:
Download the 2019 press kit**

www.surfrider.eu - www.initiativesoceanes.org - [#OceanInitiatives](https://twitter.com/OceanInitiatives)



Surfrider Foundation Europe is a non-profit environmental organization (under the French law of 1901), which was created in 1990 in France (Biarritz). During its existence, it has acquired real expertise in the areas of research and local action, as well as in the creation and distribution of educational tools. It now consists of a network of 700 volunteers, 10,500 members and 120,000 supporters in approximately forty local chapters, which are active in twelve European countries. Find out more: www.surfrider.eu