



Society4Med



GOOD PRACTICES

- Awareness and communication
- Citizen science





AWARENESS AND COMMUNICATION ACTIVITIES

#ADOPTEUNPAD - THE SUPERPOWER OF COMMITMENT FOR OUR SEAS AND OCEANS (HEROCEAN)

WINNER

Country and level

France - national.

Brief description and objective of the action

Herocean supports and implements innovative technologies and solutions (anti-litter nets and baskets) to intercept waste before it reaches the seas and oceans. The anti-waste solutions can also be equipped with innovative pollution filters made from hair, which are capable of capturing and recovering hydrocarbons and synthetic oils. This unique technology enhances the effectiveness of those waste interception devices by not only preventing solid debris from reaching the oceans but also by addressing chemical pollutants, further contributing to the protection of marine ecosystems. We also run awareness and education campaigns to inform the public about the importance of preserving marine ecosystems. The specific objectives of this project are as follows:

1. Reduce pollution of marine environments by intercepting waste upstream.
2. Protect marine biodiversity by reducing the amount of plastic waste that harms natural habitats and marine species.
3. Engage citizens and promote eco-friendly behavior through awareness-raising workshops.
4. Highlight eco-heroes and heroines who take action.

Target audience

School children, students, citizens, businesses, elected representatives.



BAN SINGLE-USE PLASTICS FROM BEACH FESTIVALS IN SOUTH OF ALBANIA (ACTIVE MOBILITY)

Country and level

Albania - regional.

Brief description and objective of the action

In Albania single-use plastics are widely used, in particular during large musical events in the touristic coastline. Usually large to medium size events produce more than 340,000 single-plastics: drinking straws, cups and other service items. Due to insufficient legal regulations the waste ends up in the landfills, but usually traces are seen in sea, and rivers due to possible littering. Such, brought us to implement an online/offline awareness campaign to reduce waste, educate through a workshop with local actors, building strong partnership with local authorities, and introduce reusable cups in the largest festival in the south. We supply the organizers with 5000 reusable cups (like the one in the pictures) which will be used through a deposit system, reducing significantly the waste which was designated to end up in nearby Ionian sea. This is a first for Albania.

Target audience

We target youngsters between the age of 16-35 frequently visiting festivals, open minded aiming to drive change. Once refusing single-use cups, always refusing single-use plastics.



ESTABLISHING A NATIONAL NETWORK FOR MARINE ENVIRONMENT (AEGEAN REBREATH)

Country and level

National and European level.

Brief description and objective of the action

- 19 member municipalities: Development of internal tools and procedures, assessment of needs and best practices
- 19 Marine Litter Collection Stations: 455,000 recyclable materials & 39 tons of fishing gear have been collected
- 12 pilot programs in collaboration with international groups
- 50 extensive initiatives for the marine environment and significant depollution of marine areas
- Concluding 2 national reports
- Mapping polluted zones & classifying benthic waste in a database consisting of 217 codes
- Delivering educational programs to 80% of the Network members
- Drafting 4 funding proposals
- Showcasing 50% of the Network members in international media for their participation in marine environment protection efforts

Target audience

Elected officials, representatives from ministries, municipal employees and members of the civil society, the fishing community, academia & research centers.



B-MED (AMU - AIX-MARSEILLE UNIVERSITY, CISAM - THE CITY OF INNOVATION AND KNOWLEDGE AIX-MARSEILLE)

Country and level

France more specifically the city of Marseille and its region.

Brief description and objective of the action

B-Med is a VR application presenting the impacts of climate change on the Mediterranean. Bringing together different partners such as Aix-Marseille University, the City of Innovation and Knowledge Aix-Marseille, the Center for Virtual Reality of the Mediterranean, the Institute of Movement Sciences, the Mediterranean Institute of Oceanography, the Ocean Sciences Institute or the OSU InstitutPythéas, the Mediterranean Institute of marine and terrestrial Biodiversity and Ecology, this device is inspired by the MEDDEC and IPCC report to present in an interactive way the ecological realities facing the Mediterranean basin. B-med thus immerses the user in a marine and underwater universe while raising awareness of the consequences of climate change.

Target audience

We present this application at scientific fairs and scientific congresses and we also sell it to various private actors who are keen to get more involved in the protection of the Mediterranean basin. Thanks to its intelligent design, our app is intuitive and usable by any type of person with a virtual reality headset. The amount of written information and vocabulary used are suitable for all audiences from 10 years old. Before this age, young audiences are very curious and are still able to interact with the application even if they lose their ability to read information. Because of its playful aspect, school and student audiences are very demanding and constitute a substantial part of our audience. The environment, both sound and visual, allows to focus the user's attention on the subject and is therefore an educational issue. The vast majority of our users are residents of Marseille and its region.



COASTAL AND MARINE CLEAN-UP FOR SANT ELM (CLEANWAVE FOUNDATION)

Country and level

Spain - regional (balearic islands).

Brief description and objective of the action

The action was led by Cleanwave Foundation with marine restoration expertise provided by MedGardens. The objective was to foster community engagement and education about reducing plastic pollution and promoting sustainable practices. MedGardens, a marine restoration program working to restore vital ecosystems such as *Posidonia oceanica* seagrass meadows and *Cystoseira macroalgae* forests, spearheaded the underwater clean-up. This aligns with the EU Mission's targets of reducing plastic, while also promoting public understanding of how marine ecosystems contribute to climate resilience and biodiversity protection.

Target audience

Local residents, tourists and visitors, civil society (families, students, volunteers, marine conservationists, local businesses involved in eco-tourism).



IF NATURE COULD SPEAK (ECOEMBES)

Country and level

Spain - national level.

Brief description and objective of the action

Digital media advertising campaign based on sarcastic videos about the abandonment of waste in nature.

Contribution of the action to the Mission Ocean's objectives, goals and enablers with a campaign that was carried out last summer to try to raise awareness among citizens visiting our natural environments, one of them the Mediterranean Sea, not to abandon waste.

Impact: 34 million impressions collected on social media, 4.2 million views, 29 media hits with an estimated audience of 7 million, 13 interviews conducted by the organisers.

The campaign has used videos and images with a ground-breaking style to try to attract the public's attention. In addition, we collaborated with influencers so that the campaign could also reach the youngest members of the public. Some of the platforms on which the campaign has been broadcast are TikTok, YouTube or Spotify.

Target audience

Civil society and tourists.

SPECIAL
MENTION



LIBERA
NIDOS CONTRA LA BASURALEZA

SEO BirdLife

ecoembes
El poder de la colaboración

INCREASING MARINE ENVIRONMENTAL AWARENESS THROUGH THE CREATIVE ARTS (ENALIS PHYSIS ENVIRONMENTAL CENTRE IN COLLABORATION WITH THE CYPRUS ENVIRONMENT FOUNDATION - CEF)

SPECIAL MENTION

Country and level

Cyprus - regional.

Brief description and objective of the action

The project is run by a team, which consists of professionals with artistic backgrounds such as music and music technology, theatre, storytelling, dance, and visual arts. The team focuses on delivering educational, creative workshops and storytelling shows to young children as well as dedicated teacher training sessions to private and public schools, environmental centers, museum and galleries. The proposed activities seek to actively engage the participants and captivate their imagination and skills through music, the visual arts, movement, dance, drama and storytelling. All creative educational tools, concepts and methodologies applied by the team, are aligned and follow the Mediterranean Sea Literacy principles.

Target audience

The aim of the project is to raise awareness to as many young children (from 3 to 12 years old) and educators as possible on crucial marine and coastal matters focusing on the Mediterranean sea.



ISLAND GUARDIANS - FOR A PLASTIC-FREE MED (ESPLORA INTERACTIVE SCIENCE CENTRE, MALTA)

SPECIAL MENTION

Country and level

Malta – national Level.

Brief description and objective of the action

The project aims to create a mentality of waste prevention and foster a plastic-conscious society in Malta. Esplora Interactive Science Centre won the first Open Call of the Remedies Consortium with this project (www.islandguardians.org) which is closing next week (10 October 2024) with a final project event. The project aims to create a go-to place for all information on beach and seabed clean-ups and other events related to marine plastic pollution in Malta. It has brought together a number of like-minded organisations working on waste prevention, reduction and removal (NGOs, researchers, marine park managers, government bodies and civil society) and produced tangible deliverables.

Mission targets: reducing plastic litter in the sea, reducing microplastics.

Target audience

General public including children and teenagers.



MARTINA STELLA DI MARE (MAREVIVO FVG)

SPECIAL
MENTION

Country and level

The Martina Stella di Mare project had been launched in the north Eastern part of Italy, precisely in FVG Region. Then it has been spread in other countries such as Slovenia, France, Austria and Tunisia with the aim to translate it in 5 other languages : german, Slovenian, english, arabic and French.

Brief description and objective of the action

From the cooperation among Marevivo FVG, Nicoletta Costa (the artist) and other partner such as the University of Trieste, two books have been developed. The main character is a starfish named Martina, which guides the kids in a path “under the sea”. Martina explains to kids the main problems that affect the sea such as plastic pollution (1st book) and acoustic pollution (2nd book). The object is to raise awareness among new generations to reduce daily use of plastic and to promote virtuous behaviors that could prevent the sea deterioration. The project has been add to the activities promoted by iNEST - Ecosystem of Innovation (PNRR Project).

Target audience

Kids (ages : 3 to 6).



NAÏA, VOICE OF THE OCEAN (SEAWEED FIRST)

PAILHAREY

LITA

Country and level

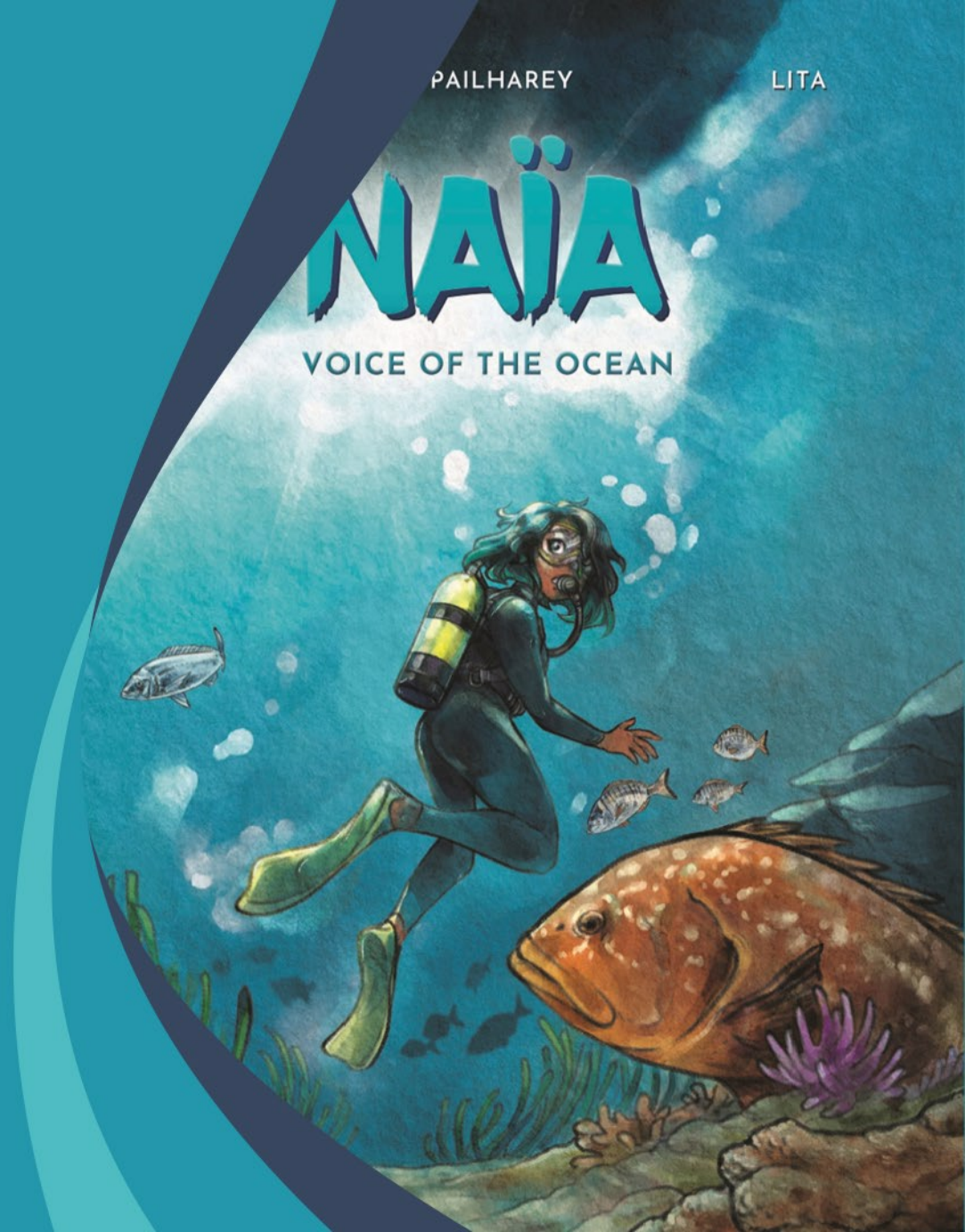
France but focus on EU and Med-basin.

Brief description and objective of the action

Naïa is committed to educating and empowering young people to take action for a healthier, plastic-free Mediterranean. Through digital storytelling, educational content, and interactive workshops, we aim to simplify complex ocean challenges and raise awareness of marine protected areas and the devastating impacts of marine pollution. Our mission is to equip the next generation with the knowledge and tools needed to promote sustainable practices, protect marine ecosystems in the Mediterranean.

Target audience

Students and young professionals between 15-30.



PERAMA BEACH CLEAN UP: COLLABORATION IN THE COMMUNITY (ERMA FIRST GROUP)

Country and level

Greece, Region (Attica) & Med Basin level.

Brief description and objective of the action

In August this year, ERMA FIRST GROUP and partner companies Environmental Protection Engineering (EPE), EPE Yachting, and Metis lead a major beach clean-up initiative, supporting both the Municipality of Perama and HELMEPA. Coordinating the efforts pre and during the clean up, employees and a team of local volunteers were mobilized to remove non-recyclable garbage from the shore and coastline. This action disposed of vast amounts of plastic litter at sea and on land, reducing microplastic release which is causing untold devastation to the environment. As the latest in a number of beach clean-up actions, the initiative demonstrates ERMA FIRST GROUP's ongoing commitment to environmental protection and CSR.

Target audience

Local community with communications aimed at educating wider civil society on the importance of shared responsibility for the future of our planet.



PLASTISTOP (ASSOCIATION JLIJ FOR THE MARINE ENVIRONMENT AJEM)

Country and level

Tunisia, Djerba Island.

Brief description and objective of the action

Our mission will contribute to reduce marine plastic pollution at source on the island of Djerba through

- A better understanding of the context through a quantitative and qualitative study on marine plastic pollution.
- Cleaning campaign on the beaches and coasts of Djerba with waste monitoring.
- Implementation of selective waste sorting at source for 100 families.
- An environmental awareness and education program
- Installation of adequate equipment to minimize plastic pollution at sea.
- Media coverage and wide dissemination of the actions carried out as part of this project by involving all stakeholders and the local population

Target audience

Civil society, families and local population, fishermen, young people, students, municipality and public actors, recycling companies and the private sector.



#POTAVRISTOU (AKTI PROJECT AND RESEARCH CENTRE)

SPECIAL
MENTION

Country and level

Initially implemented in Cyprus. Over the years, support and participation in the initiative has organically grown, with the campaign being embraced by coastal communities across the Med-Basin. Currently, participation in the #potavristou campaign spans the entire globe (e.g., with submissions from Singapore, Philippines, California, Japan, etc.).

Brief description and objective of the action

“potavristou” is a word used in the Greek-Cypriot dialect that roughly translates to “reach out” or “lend a hand.” The #potavristou campaign is a social media initiative organized by AKTI Project and Research Centre that has been running throughout the month of September for the past five years. Its aim is to raise awareness about marine litter issues and foster a sense of environmental responsibility. The campaign is promoted through social and conventional media to encourage individuals and groups to pick up litter wherever they are, with a primary focus on beaches. Participants collect data on the type and amount of litter, share photos, and report their findings using the Clean Swell App or social media with the hashtags #potavristou, #akti, and #SeaTheChange. Engaging social media banners and short informative videos are developed and shared throughout September to further raise awareness about marine litter and promote environmental responsibility. The #potavristou project contributes to the EU Mission “Restore our Ocean and Waters” by focusing on preventing and eliminating pollution. By mobilizing citizens to actively engage in litter collection and data reporting, #potavristou helps address the issue of marine litter for ocean health. Additionally, the project promotes ocean literacy, which is essential for fostering a community that is informed about and engaged in marine conservation efforts.

Target audience

Citizens in coastal communities in the Mediterranean and beyond, ages: 6+



SAVE LITTLE BIG SEAHORSE (OCEÁNIDAS)

Country and level

Med-basin level.

Brief description and objective of the action

Seahorses are one of the most beautiful and magical species of the deep sea and also one of the most endangered. Throughout the Mediterranean basin there are hardly any small isolated colonies left. Their habitat, plant communities such as *Posidonia oceanica* or *Zostera marina*, has shrunk so much that they are literally being evicted and becoming a homeless species, in fact we usually find them clinging to marine litter and abandoned fishing gear. At present we have managed to locate 8 seahorse colonies that we are working on. The loss of this species is a consequence of the situation of the Mediterranean coast, its habitat has almost disappeared for different reasons such as pollution, trawling, water heating and catches. In short, due to its vulnerability, it is an important indicator of the state of the Mediterranean basin. The first objective of the project is to have this species included in the Spanish Catalogue of Threatened Species. To recover their populations and work on the restoration of their habitat, as they currently live anchored to marine litter. Raising public awareness, especially among schoolchildren, is a key part of this process.

Target audience

Scientific community, school children and general public through the media.



SAVE YOUR HOOD (THE EXTRA MILE)

SPECIAL
MENTION

Country and level

Greece - national, regional, municipal, med-basin.

Brief description and objective of the action

Save Your Hood is a volunteer-based environmental movement active in Greece and Cyprus, with a mission to intervene where necessary. Recognizing the significant environmental harm caused by waste pollution in wetlands and beaches and its impact on nearby communities, wildlife and ecosystems, SYH has organized numerous clean-up initiatives and social media campaigns. These efforts involve citizens civil society, local governments, and both public and private sectors, aiming to reduce plastic litter on coastlines, rivers, lakes, wetlands and the sea, while also raising awareness and encouraging collective action.

Target audience

Communities, citizens, municipalities, public and private entities, flora & fauna.



Harry Kalzjaeger

SAVE SEA CIRCUS (EMPORDA MAR)

Country and level

Spain - national.

Brief description and objective of the action

Salva Mars Cirkus is a performance art show on the theme of the environment. It takes place in a marine setting, with a magnificent circus tent, a lighthouse and surrounded by waves. On this stage, accompanied by an original soundtrack of classical music, a pair of clowns portray different characters and marine animals and, using gestural language, make us think with humour about renewable energy sources and the accumulation of waste that is thrown into the sea as a result of human activity.

Target audience

Large public.



SEAGRASS SUMMER CAMP 2024 (UNIVERSITY OF SFAX)

Country and level

Djerba, Tunisia and Germany.

Brief description and objective of the action

The Seagrass Summer Camp brought together 20 participants, all of whom demonstrated a strong commitment to environmental conservation, particularly in the protection and restoration of seagrass ecosystems. This event offered a dynamic mix of lectures, outdoor activities, cultural exchanges, and a dedicated communication day, significantly enhancing awareness of the vital role that seagrass ecosystems play. The primary objective was to educate and engage young individuals from diverse backgrounds in the conservation efforts of seagrass habitats, fostering a sense of responsibility towards marine ecosystems and promoting sustainable practices. This action has been produced within the framework of ORIENTATE-TN project co-design phase. It is generated within the framework of MeerWissen, an initiative by the German Federal Ministry for Economic Cooperation and Development (BMZ). Its implementation is facilitated by GIZ's Marine Conservation Support Project.

Target audience

The camp united 20 participants, including 15 Tunisians from different cities and 5 Germans, all aged between 18 and 25. Beyond the core group, more than 100 tourists from around the globe took part in an awareness-raising event held alongside the camp.



TEXTILE-REUSE FOR SUSTAINABLE TOMORROW (ASSOCIATION POUR LA CONSERVATION DE LA BIODIVERSITÉ DANS LE GOLFE DE GABÈS - ASCOB SYRTIS)

Country and level

Tunisia - Sfax

Brief description and objective of the action

The action highlights the critical importance of textile recycling by encouraging the creative reuse of old clothing, providing a sustainable alternative to discarding them. By raising awareness among young people about transforming used garments, the initiative empowers them to rethink the circular economy and adopt more eco-friendly lifestyles. Key activities include an educational visit to a textile sorting center and a recycling plant, a clothing transformation workshop led by a professional stylist, and a fashion show where participants showcase their creations. The show celebrates innovation and creativity, with an award given for the best transformation idea, emphasizing the role of these initiatives in promoting sustainable fashion awareness.

Target audience

The action specifically targeted 15 students from a professional training center for clothing, offering them a unique opportunity to participate in a creative workshop focused on transforming recycled garments. This target group, being future professionals in the fashion industry, plays a crucial role in driving the adoption of sustainable practices. Additionally, the broader local community was engaged, with 50 attendees at the fashion show, where the students' innovative creations were showcased. This not only highlighted the participants' talent but also served as an important platform for raising awareness about sustainable fashion within the community.



THE BATTLE FOR THE ADRIATIC MARINE LIFE (KOMUNALNO BASILIJA D.O.O.)

Country and level

Adriatic sea, Croatia, Island of Šolta - regional.

Brief description and objective of the action

ECO ACTIONS are organized in cooperation with local diving clubs. Our team consists of different diver clubs. Some of them are civil divers, but most of them are professional navy divers and war veterans who are now waging the war for the environment.

For more than 10 years, our company has been organizing, coordinating and participating in ecological underwater cleaning actions. These actions include cleaning the sea bottom from any kind of waste (plastic, glass, heavy metals, industrial waste etc.). Although almost all waste is produced and disposed by humans, we still refer to it as SEA WASTE.

Target audience

We are connected with all diving clubs in Croatia and we cooperate with all of them on the way that we together participate in sea-cleaning actions all over the Adriatic Sea.



WHAT A WONDERFUL WASTE! (UNIVERSITY OF PALERMO, DEPARTMENT OF EARTH AND MARINE SCIENCES, LABORATORY OF MARINE BIOCHEMISTRY AND ECOTOXICOLOGY, TRAPANI)

Country and level

Italy - Sicily, province of Trapani and Palermo.

Brief description and objective of the action

“What a wonderful waste!” is an awareness raising campaign that promotes how to reduce nutrient losses through the utilisation of marine resources contributing to the regional sustainable development co-creating and co-developing activities with local stakeholders in the blue-bioeconomy sector, students, researchers and civil society. The campaign, released by infographics and videos, events and workshops, is focused on how to avoid economic losses, reduce environmental impact and provide consumers with high nutritional low-value fish species by using innovative technologies in the processing sector to extend products shelf-life.

Target audience

Students, civil society, local and regional government, regional and European networks working on the blue bioeconomy sector and SMEs represented by the Productive District.



YOUTH EMPOWERMENT THROUGH AWARENESS SESSIONS IN THE MED BASIN AREA (CHILDREN FOR THE OCEANS)

Country and level

France and Spain.

Brief description and objective of the action

The project aims to organize interactive awareness sessions in schools across Spain and France to educate children about the Mediterranean Sea ecosystem, species, and the threats it faces. Using scientific data, the sessions also combine games and quizzes to engage students and highlight the ocean's role.

The primary objective is to educate and engage schoolchildren on the importance of ocean conservation, particularly focusing on the Mediterranean Sea. By fostering a sense of responsibility and connection to the marine environment, the project aims to inspire future generations to take active roles in ocean preservation. The initiative seeks to:

1. Increase understanding of the Mediterranean ecosystem and raise awareness of the specific threats facing the Mediterranean and broader oceans.
2. Promote scientific literacy by using real-time data from credible sources, linking students to the scientific community.

Target audience

Students.





CITIZEN SCIENCE



ADOPT A BEACH: A UNIFIED CITIZEN ENGAGEMENT & MOBILIZATION PLATFORM FOR THE REDUCTION OF MARINE LITTER IN THE MEDITERRANEAN (WWF)

Country and level

Greece- Italy- Tunisia- Türkiye / Med-basin level.

Brief description and objective of the action

Building on the rich learnings gained through the successful implementation of “Adopt a beach” in Greece (2020-2021), the expansion of “Adopt a Beach Mediterranean marine litter monitoring programme”, implemented by WWF Greece, WWF North Africa, WWF Türkiye and WWF Italy, utilizes citizen science to address the problem of plastic pollution in the Mediterranean. Youth-driven volunteer groups, trained by WWF staff, monitor and collect marine litter at adopted beaches of their selection. The data recorded create useful time-series available on the program's website.

Target audience

School communities, youth, volunteer groups, small business, other organizations, policy makers and general public.



ANDROMEDA (UNIVERSITY OF MALTA)

Country and level

Implemented in Malta and the Black Sea.

Brief description and objective of the action

As part of the Andromeda project (funded by JPI Oceans), a citizen science app was developed to help monitor microplastics in marine environments. Using AI-based image analysis, the app automatically identifies and characterizes photographed microplastic particles. The goal is to engage the public in creating a large-scale, georeferenced database on the colour, size, and roughness of microplastics, supporting research and policy development to address pollution on sandy beaches.

Target audience

General public.



ANÈL·LIDES' CLEAN UPS

Country and level

Spain - regional level.

Brief description and objective of the action

Anèl·lides' clean ups is a citizen science project where we collect marine litter, we characterize and quantify it in order to have a record of the most predominant types of waste on the beaches of Barcelona. We have several objectives: first, reduce plastic and microplastic litter at sea by picking up all the litter found in the sand of the beaches of Barcelona and in the water through snorkeling and scuba diving activities. Second, raise awareness about the amount of litter found in the ocean, the effects that have to the marine organisms and the importance of reducing the plastics we consume to be able to decrease this problem. Finally, this litter also becomes data by classifying and counting all the different types of waste and registering it to a citizen science database called Marnoba. We do these activities with volunteers that want to make a difference but also with schools and high schools so the students learn the importance of solving this issue.

Target audience

Students and civil society.



BEACH, RIVER AND PARK LITTER: EXPERIENCES OF CITIZEN SCIENCE (LEGAMBIENTE APS)

Country and level

Italy - national level.

Brief description and objective of the action

Beach, park and river litter monitoring in the Italian coasts, urban parks and rivers. Collection and categorization of litter dispersed to reduce plastic litter at sea and microplastic released into the environment, removing them from the environment but mainly collecting data and raising awareness on origin and impact of this waste. Legambiente involves its volunteers of all ages and school students in participatory science activities related to the monitoring of beached litter on both marine shores and riverbanks and on urban park, paired with clean up initiatives, that contribute at raising awareness and reducing the dispersion of waste in the environment. Data are transmitted to the Marine LitterWatch and EMODnet initiatives databases.

Target audience

Civil society.



CITIZEN SCIENCE TO STUDY PLASTIC POLLUTION IN MEDITERRANEAN FRESHWATERS (BETA TECHNOLOGICAL CENTER - UVIC-UCC)

Country and level

Spain, and med-basin level (Spain, Egypt).

Brief description and objective of the action

Since 2019, the BETA Technological Center (UVIC-UCC) has been assessing the presence of plastic pollution in our rivers through citizen science, specifically involving young citizens. Through this approach, we aim to expand our knowledge of plastic pollution in freshwater environments to inform scientifically based management actions for preventing and eliminating plastic and microplastic release into the environment. Additionally, we seek to promote scientific culture among young citizens, foster greater citizen engagement in scientific monitoring, and raise public awareness about the impact of plastic pollution in aquatic ecosystems and the role of rivers in its spread.

Target audience

Youth citizens (students and youth associations).



ECHOSEA©: THE PARTICIPATORY SCIENCE APP TO BETTER PROTECT SENSITIVE SPECIES (SATHOAN)

Country and level

France-Mediterranean.

Brief description and objective of the action

ECHOSEA© is a smartphone application that allows professional fishermen, recreational fisherlen and nature enthusiasts to record their observations (marine mammals, birds and sea turtles, etc.) and their catches of non-target species (rays and sharks...). ECHOSEA© makes it possible to collect data on sensitive species (species, average size, number, gps location, release into the water after capture) and to characterize their interactions with sea users. By participating in data collection, it allow us to raise awareness for the protection of sensitive Mediterranean species, but also to know them better in order to better protect them. In partnership with scientists, the data collected by ECHOSEA© can be used to test new mitigation or protection measures for sensitive species.

Target audience

Professional fishermen, naturalists (recreational fishermen, nature enthusiasts) and civil society.



LOCAL MISSION ETANG DE BERRE (ASSOCIATION WINGS OF THE OCEAN)

SPECIAL
MENTION

Country and level

France - Région PACA Med-basin level .

Brief description and objective of the action

Wings of the Ocean is an association that aims to clean up coastlines and raise public awareness of ecological and environmental causes. The mission aims to promote the Etang de Berre and promote its long-term rehabilitation, taking into consideration the problem of litter which affects, among others, this area of the French coast. The Mission will contribute to reduce plastic litter at sea and sensibilized large public about this topic.

Target audience

Large Public (children, adults, students etc.).



MAPPING OF MACRO WASTE WASHED UP ON THE SHKUMBIN RIVER, ALBANIA (SURFRIDER FOUNDATION EUROPE)

Country and level

Albania - regional level, watershed of the Skumbin river (between Librazdh and Elbasan).

Brief description and objective of the action

The BeMed+ project aims to support and accompany the implementation of actions on the ground to reduce plastic pollution in the Mediterranean, particularly in the southern and eastern Mediterranean countries. The BeMed+ project focuses on two pilot regions: Albania and Tunisia. In order to better understand the regional context, a state of the art of existing studies, scientific projects and other initiatives on the sources and flows of macro and microplastic pollution in the pilot regions is being carried out. Among these studies, and to supplement the data and initiatives that do not exist, the protocol for mapping plastic pollution in rivers developed by Surfrider Foundation Europe, [Plastic Origins](#), has been implemented on the river Shkumbin.

Target audience

Civil society, local NGOs and volunteers.



MARNOBA: 10 YEARS OF CITIZEN SCIENCE (ASOCIACIÓN VERTIDOS CERO)

SPECIAL
MENTION

Country and level

Med Basin Level.

Brief description and objective of the action

MARNOBA is aAPP tool created to collect, monitor, and analyze data on marine litter along coastal environments in 4 different scenarios depending on the type of survey (beaches, shallow coastal zone, floating litter and seafloor). This platform was developed in alignment with European standards from official programs, such as the Joint List of Marine Litter Categories and the MSFD Master List. This fact allows both, professionals and volunteers, to participate in gathering information about marine litter found in coastal and marine environments. It is translated to 6 languages: Spanish, Italian, English, Portuguese, Galego and Catalan. Data collected with MARNOBA APP is storage in an open-access online plataform (<https://marnoba.vertidoscero.com/collections>) where it remains public to anyone interested. Furthermore, we yearly submit data gathered to official programs such as the Spanish Marine Litter Monitoring Program (framed within the Marine Strategy Directive) or the European Environment Agency initiative: Marine Litter Watch. Our objective with our Open-Science project has always been to support decision-making and the implementation of measures to combat marine litter based in scientific knowledge.

Target audience

From science professionals and technicians to citizens, schools and voluntary.



MEDITERRANEAN CLEANUP (ENALEIA AMKE)

Country and level

Greece - med-basin level.

Brief description and objective of the action

The Mediterranean CleanUp project is an impactful initiative addressing the urgent issue of marine plastic pollution in the Mediterranean region through a large-scale cleanup effort in collaboration with professional fishers. Our project is designed not only to remove marine waste but also to ensure its responsible reintegration into the circular economy, turning it into sustainable products with the support of certified recycling and upcycling companies. Since 2018, we have partnered with over 3,000 fishers across Greece, Spain, Egypt, and Italy to collect more than 1,200,000 kg of marine plastic and used fishing gear. Through collaborations with international recycling and upcycling partners, such as Gravity Wave in Spain, we have achieved an impressive 58% circularity rate, significantly higher than other ocean cleanup efforts.

Target audience

Civil society.



MEDPELLETS - TACKLING PLASTIC PELLET POLLUTION WITH CITIZEN SCIENCE (GOOD KARMA PROJECTS)

Country and level

Spain - regional level, Catalonia.

Brief description and objective of the action

The aim of this action is to raise awareness about plastic pellet pollution by inspiring young and adults to take action. This measure would incentivise individuals to gather data regarding the dynamics of this pollution in order to support the development of more effective defenses against the main source of microplastics entering the ocean.

Target audience

Civil society.



ORTIMAR: STRATEGIES FOR THE REPRODUCTION IN CAPTIVITY OF THE SEA NETTLE (ANEMONIA SULCATA) TO OPTIMIZE ITS REINTRODUCTION INTO THE NATURAL ENVIRONMENT (UNIVERSITY OF GRANADA - SPAIN)

Country and level

Spain - regional level (south of Spain, Andalucía).

Brief description and objective of the action

The main target of this actions is preserve marine biodiversity and ocean floors. Anemonia sp. a species that is currently in danger of extinction in the Mediterranean seabed of southern Spain. The objective of this project is to find a strategy for the cultivation of this species, under an integrated multi-trophic aquaculture system, in order to avoid fishing of ocean floors, currently prohibited by legal regulations, and obtain a stock of specimens for the repopulation of threatened areas.. In summary, to extend the project to consolidate optimal culture conditions and sexual reproduction techniques directed to restocking new specimens that provide genetic variability to ensure the conservation of this overexploited species.

Target audience

Civil society, Researchers, Student, Authorities.



SURFING FOR SCIENCE (UNIVERSITAT DE BARCELONA & SURFRIDER FOUNDATION EUROPE)

WINNER

Country and level

Spain - national level but expected to expand to France.

Brief description and objective of the action

Vast amounts of microplastics have been found floating on the surface of subtropical oceanic gyres. However, the distribution of floating plastic in the ocean is still poorly constrained, and there is a lack of information from coastlines, crucial to understand plastic sources and effectively reduce plastic release into the environment. The reason behind is the general use of trawls towed by research vessels to collect scientific samples. We have designed a net trawl to collect samples in the nearshore from SUPs, kayaks, and rowing boats. Coordinated by Surfrider Europe and the University of Barcelona, several associations have been acquiring scientific samples since 2019. Our results reveal that pollution by microplastics in the nearshore is even higher than that found in the subtropical gyres, and that breakdown of plastics occur in the nearshore. The project has represented a paradigm shift in microplastic research, and we have proven that citizen science is a powerful tool in plastic research as it provides scientifically meaningful results while stimulating citizen engagement.

Target audience

All citizens.



THE CUSTODIANS PLASTIC RACE (BIODESIGN FOUNDATION)

SPECIAL
MENTION

Country and level

Italy - national level, other countries at a regional level; med-basin level; further countries will be targeted at a national level in 2025.

Brief description and objective of the action

The Custodians Plastic Race is a coordinated global initiative focused on land and water clean-ups to reduce microplastic pollution and protect biodiversity. Since June 2023 the inclusive TPR format has brought together governmental and civil society actors, each involved in accordance to their capacities, for coordinated, simultaneous and capillary clean-up actions covering vast territories and entire cities. Launched alongside The Ocean Race 2023, the format has been successfully implemented at key sport events, such as European Athletic Championships Roma 2024, to clean the entire city hosting the event. The central tool for all clean-ups is the citizen science software CESP. Designed to involve everyday citizens, the app then provides data to the civil protection and navy, who coordinate clean-ups respectively on land and sea. CESP reports are geolocalised pins indicating a polluted site with photos and a detailed description. CESP enables the coordinators to organise the interventions. The app permits closing reports with a blue pin, while the local rubbish agency that orderly disposes the waste confirms the collection via a green pin.

Target audience

Everyone.



THE MARINE WATCHERS NETWORK (OCEÁNIDAS)

SPECIAL
MENTION

Country and level

Spain - national level.

Brief description and objective of the action

The Marine Watchers Network is a project that the association Oceánidas launched in 2013. Since then, this network has been fighting against the serious environmental problem posed by marine debris on the Spanish coast and especially in the Mediterranean where more interventions have been carried out. This project has been growing year after year until it has crossed our borders. In the last four years we have established delegations in Colombia, Brazil, Mexico, Peru, Morocco and Cape Verde. We are undoubtedly the largest network of divers in solidarity with the marine environment that exists in Europe and possibly worldwide. In addition to a multitude of specific actions and other projects developed within this Network of Watchers, every year we organize massive initiatives in which we carry out cleanups of seabeds and beaches in different enclaves of our national geography. Thousands of volunteers participate in these initiatives.

Target audience

Our cleanups involve divers who collect waste in shallow bottoms, while other volunteers perform simultaneous cleaning along the beach line. Environmental associations, educational centers, people with disabilities, the Army, the Civil Guard, etc. join our cleanups. City councils and other public administrations also collaborate.



YOUTH EVENT DJERBA EMPOWERING YOUTH FOR SUSTAINABLE FUTURE (UNIVERSITY OF SFAX)

Country and level

Tunisia - Djerba.

Brief description and objective of the action

Our goal is to educate young people on the importance of preserving marine biodiversity and protecting coastal ecosystems, with a particular focus on *Posidonia Oceanica*, a vital Mediterranean species. We aim to protect *Posidonia* because the Djerba coast is suffering from erosion, and this species is vital for maintaining the health of the ecosystem.

This action has been produced within the framework of ORIENTATE-TN project co-design phase. It is generated within the framework of MeerWissen, an initiative by the German Federal Ministry for Economic Cooperation and Development (BMZ). Its implementation is facilitated by GIZ's Marine Conservation Support Project.

Target audience

30 young people.



WHERE'S ALCA TORDA? A PARTICIPATORY SCIENCE INITIATIVE IN TUNISIA (ASSOCIATION TUNSEA POUR LA SCIENCE PARTICIPATIVE "TUNSEA")

Country and level

Spain - national level. Tunisia (National level, with data collection extending to some areas of Algeria and Morocco).

Brief description and objective of the action

The "Where's Alca Torda" campaign launched in 2022 and aims to document the accidental presence of the Razorbill penguin in Tunisia through a citizen science approach via Tunisia's first marine citizen science platform "TunSea" Facebook group, engaging local communities to collect data on its distribution and potential risks, thereby contributing to the conservation of marine biodiversity, particularly local bird species, in the Mediterranean.

Target audience

Local coastal communities (fishermen, residents, and marine enthusiasts), environmental organizations and NGOs and general public.

