

Society4Med - 2nd Edition



GOOD PRACTICES

- Sport & Leisure
- Blue Education



SPORT & LEISURE INITIATIVES ENGAGING CIVIL SOCIETY IN OCEAN AND WATER PROTECTION



PLUMBUM PROJECT (HIPPOCAMPUS ASSOCIATION)

WINNER

Country and level

Spain - national.

Brief description and objective of the action

The PLUMBUM project aims to recover lead from fishing gears entangled on seabed to reduce its impact on marine coastal ecosystems, collecting it, and remanufacturing as circular economy example. These actions have three steps:

1. Lead recovery: carried out in two main ways:
 - Clean up activities on the beach and coastal areas, where lead is collected during diving, snorkelling or walking along the beach using metal detectors. (a citizen science action open general public, with a registration)
 - A Network of lead containers distributed throughout Spain in collaboration with diving centres, visitor centres in natural areas, environmental associations headquarters, fishing brotherhoods, among others. Any person who find a lead piece can deposit it into a container for recovery.
2. Remanufacturing: the recovered lead is delivered to an authorised waste manager, who transforms it into diving weights.
3. Awareness and dissemination campaigns.

Target audience

Coastal community and fishing associations, diving centers, schools, civil society.



VIU LA VELA BARCELONA (BARCELONA CITY COUNCIL)

SPECIAL MENTION
FOR STRONG IMPACT
AND STRATEGIC
CIVIC COMMITMENT

Country and level

Spain, Barcelona, City-Wide.

Brief description and objective of the action

Thousands of 6th-grade primary students (ages 10–11) are introduced to sailing as a way to connect with the sea, discover maritime sports, and learn how to care for the ocean.

Through this program, children are introduced to safe sailing practices, the benefits of recycling, the presence and dangers of microplastics, the importance of weather conditions, the effects of climate change, and gender equality in water sports. By combining environmental education with real-life experiences on the water, the initiative fosters a deeper understanding and respect for the marine environment.

The project foresees an investment of €2,663,110 between 2023 and 2026 reflecting a strong and strategic commitment from the city.

Target audience

Primary school students



COMMUNITY-BASED COASTAL MONITORING (CRUZ ROJA)

Country and level

Spain – Regional (Balearic Islands)

Brief description and objective of the action

The Community-based coastal monitoring project, presented by the Balearic Red Cross, is an environmental surveillance service by kayak that operates on the Sant Elm coastline to protect and raise awareness about the marine environment. Its main actions include monitoring the coastal area to detect and document harmful behaviors, as well as raising awareness among coastal users.

The project collaborates with local initiatives like "Xarxa Dragonera Blava", aligning with the European Union's mission to "Restore our ocean and waters by 2030" and combat pollution in the Mediterranean.

Target audience

Users of the coastal ecosystem, both terrestrial (people in the water, on beaches, rocks, etc.,) and aquatic (Boats that are anchored and may have dropped anchor on seabeds of *Posidonia oceanica*)



#POTAVRISTOU (AKTI PROJECT AND RESEARCH CENTRE)

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+



PLASTIC OUT (BANLASTIC EGYPT)

Country and level

Egypt, Alexandria.

Brief description and objective of the action

A vibrant summer initiative on the Mediterranean coast blending sport, fun, and environmental action. Designed to raise awareness, reduce single-use plastics, and engage youth and families, the campaign transforms cleanup activities into playful community events.

Through public games like tug of war, limbo, frisbee, and racket challenges combined with cleanups, participants experience a gamified approach to marine litter prevention. This first-of-its-kind event in Alexandria uses the energy of sports and a festival-like atmosphere to inspire team spirit, civic responsibility, and lasting environmental change.

Target audience

Youth, families, and sports clubs





BLUE EDUCATION INITIATIVES, INCLUDING FORMAL, NON-FORMAL, AND INFORMAL EDUCATION ACTIVITIES



THE VILLAGE (GENOVA BLUE DISTRICT)

WINNER

Country and level

Italy, Genoa - regional

Brief description and objective of the action

The Genoa Blue District is a space for facilitating and cross-pollinating processes, ideas, services, innovation, and occupations related to the Blue Economy. The Village is a hybrid space dedicated to researchers, businesses, citizens, students, etc.; a space for work, dissemination, networking, and cross-pollination between different users.

The aim of our workshops and events is to encourage citizens to reflect on issues related to the sea, climate change, and sustainable innovation. In this way, we want to make them more aware of these issues and encourage them to adopt more sustainable lifestyles.

Target audience

Researchers, businesses, citizens, students



NAUTICINBLU (FONDAZIONE MAREVIVO ETS)

SPECIAL MENTION
FOR YOUNG
OCEAN ADVOCACY

Country and level

Italy, national and European level

Brief description and objective of the action

Nauticinblu is a training program for students at Maritime Institutes aged 15–17, designed to deepen and strengthen their understanding of the complex relationship between economic growth, the ecological transition, and the preservation of natural balance.

Now more than ever, it's essential to invest in these young people's potential as key advocates and drivers of change, because they will be the ocean professionals of tomorrow. The educational pathway promotes understanding of the ocean and its resources, advances Ocean Literacy in schools, supports teachers in environmental education, and empowers the next generation to play an informed, active role in the ecological transition.

Target audience

Students, teachers.



THE TEMPEST OF THE OCEANS (EMPORDÀ MAR)

SPECIAL MENTION
FOR SOCIAL
INCLUSION

Country and level

Spain, France and European level

Brief description and objective of the action

Inspired by Shakespeare's *The Tempest*, this theatrical journey used the universal language of gesture, rhythm, and visual poetry to reflect on humanity's broken relationship with the ocean and stood out for its artistic excellence and inclusive approach.

Combining physical theatre, clowning, live music, and sign language, the performance transformed environmental awareness into an immersive, emotional experience. Supported by environmental organisations, the project expanded beyond the stage with educational workshops and pedagogical materials, turning art into a catalyst for ecological consciousness and community participation.

Target audience

Youth, families, civil society in general.



ENALEIA FISHING SCHOOL (ENALEIA)

Country and level

Greece and regional, national, med-basin level

Brief description and objective of the action

Enaleia is a social enterprise that began as Greece's first fishing school in 2016 to address a critical challenge at the time: youth unemployment. Witnessing how much plastic fishers catch alongside fish, we decide to tackle an even bigger challenge threatening our seas, and consequently fishing communities: marine plastic pollution. Our main action is to engage and train fishers across the Mediterranean in sustainable practices that turn them into active guardians of the sea. Through initiatives such as fishing for litter, eco-conscious approaches like fishing tourism, and leaving sufficient recovery time for marine populations, we combine environmental protection with livelihood sustainability. At the same time, our educational programs create long-term prevention by raising awareness among schools and communities, ensuring that the reduction of plastic litter and the protection of marine biodiversity go hand in hand with building a new culture of respect for the sea.

Target audience

Unemployed people, low-income communities, fishermen



TUNSEA INSPIRE (ASSOCIATION TUNSEA POUR LA SCIENCE PARTICIPATIVE)

Country and level

Tunisia – national level (activities carried out with schools, INSTM, and local communities; with outreach potential at Mediterranean basin level through BeMed network)

Brief description and objective of the action

The TunSea Inspire project in Tunisia engaged students and communities through non-formal education to raise awareness on marine plastic pollution. Activities combined theory, practice, and creativity: classroom sessions on plastic and microplastics, field sampling at sea and on beaches with INSTM, laboratory demonstrations, and artistic upcycling workshops with INDINYA. By linking science with civic engagement and art, the project contributes to reducing plastic litter at sea and limiting microplastic release into the environment, while empowering youth to act as ocean ambassadors and fostering long-term behavioral change within civil society.

Target audience

Primary: Students / Secondary: Teachers, local communities, civil society members, and partner institutions



THE WAVE GENERATION (FUNDACIÓN IBEROSTAR)

Country and level

Spain, Balearic Islands, Mallorca

Brief description and objective of the action

The Wave Generation is an environmental education program created in 2024 by the Iberostar Foundation together with the Cleanwave Foundation, with the purpose of promoting environmental awareness in future generations. The program runs throughout the academic year and is structured around monthly sessions in which students work in teams to develop projects centered on environmental conservation and protection. This program weaves together environmental education, emotional well-being, and a deep connection to nature, reinforcing academic learning while fostering values such as responsibility, respect, and commitment. Beyond the classroom, its impact extends into the broader community by creating a network of sustainable action that engages youth, educators, and local organizations—empowering students to become active agents of change toward a more sustainable future.

Target audience

Students



THE
WAVE
GENERATION



IBIZA PRESERVATION PARTNERSHIP PROGRAMME FOR BLUE CRIMINOLOGY (UNIVERSITAT JAUME I)

Country and level

Regional, Balearic Islands, Pitiüses Islands (Ibiza and Formentera).

Brief description and objective of the action

The IbizaPreservation Partnership Programme for Blue Criminology, developed by Universitat Jaume I and Fundación IbizaPreservation, applies Blue Criminology to marine conservation by combining education, citizen science and research. The programme engages primary and secondary students, educators, municipal staff, NGOs and nautical sector stakeholders in practical activities such as plastic and microplastic awareness campaigns, invasive species monitoring, and the study of *Posidonia oceanica*, a key habitat for Mediterranean biodiversity.

Its main objectives are to:

- Reduce plastic litter through awareness and behavioural change.
- Increase understanding of microplastic release via sampling + microscopy.
- Protect biodiversity through the study and legal support of *Posidonia oceanica* and the control of invasive species.
- Empower citizens and students with tools and knowledge to prevent environmental harm.
- Offer a replicable Mediterranean model that connects criminology, science and society for the protection of the sea.

Target audience

students, educators and teachers, municipal environmental staff, civil society organisations and NGOs, nautical sector stakeholders,



PLASTIC WASTE TRANSFORMATION AND REVALUATION (ESCOLA EUROPEA - INTERMODAL TRANSPORT)

Country and level

Spain. Local community of the Port of Barcelona.

Brief description and objective of the action

The training programme was developed by Escola Europea and BCN Port Innovation, in collaboration with MB92, a company operating in the yachting sector. The course focuses on the collection and transformation of plastic waste from the Port of Barcelona to promote the circular economy. Participants will learn how waste is collected, cleaned, and pelletized to create by-products that can be reintroduced, primarily, into the consumption cycle of the Port of Barcelona.

The main objectives are:

- Reduction of plastic waste
- Valorisation of recycled plastics
- Improved energy efficiency (use of photovoltaic panels)
- Replicability of the model
- Provide technical training on the correct identification, classification, and management of plastics (PP, PE, PET) generated within the port.

Target audience

Private and public stakeholders of the Port of Barcelona.



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

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.



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 address the problem of marine pollution by plastic pellets —small plastic spheres used as raw material in industry— which often end up in the environment due to poor management in their handling and transport. Since 2019, the project has combined citizen science, awareness-raising and political advocacy to make visible a little-known but widespread problem. The project stands out for its ability to articulate community action with real impact, its innovative and participatory approach, and its commitment to a Mediterranean free of microplastics and a more responsible industry.

Target audience

Schools, civil society volunteers, and governmental authorities



BLUE - BUOY FOR LONG-TERM UNDERWATER EXPLORATION (OCEANOGRAPHY MALTA RESEARCH GROUP, DEPARTMENT OF GEOSCIENCES, UNIVERSITY OF MALTA)

Country and level

Malta – National Level

Brief description and objective of the action

BLUE is Malta's first fixed ocean sensing platform. It provides real-time, long-term data on marine conditions to support ocean literacy, environmental awareness, and pollution prevention. It contributes to the Mission by enabling data collection that helps:

- Reduce nutrient losses
- Monitor plastic litter and microplastic presence
- Inform better practices to reduce chemical runoffs

Target audience

Students, educators, civil society, environment authority, government agencies, stakeholders, and marine researchers.



POSIDONIA BATHING (ARRELS MARINES AND TRAZOS DE BOSQUE)

Country and level

Spain – Regional (Balearic Islands)

Brief description and objective of the action

The "Posidonia Bathing" A pioneering nature-based solution project created jointly by the Mallorcan based Art-and-Nature Project "Trazos de Bosque" and the marine conservation NGO "Arrels Marines", has engaged citizens in the protection of the Mediterranean Sea in the Mallorca coasts. By immersing participants in a series of collaborative and sensory activities on the seashore, the initiative fosters a deep, personal connection to the Posidonia oceanica seagrass meadows and its ecosystem. This direct, emotional link serves as a powerful enabler, translating passive awareness into tangible, collective action against marine pollution. The project's unique approach harnesses this bond with nature to drive societal engagement, empowering communities to become active stewards of their coastal environment and directly contribute to the Award's objectives of eliminating pollution of seas and waters.

Target audience

people and communities with little connection to the marine environment, even with fear, or with a strictly utilitarian link to the environment



LA MAR D'ACTIVITATS (DORTOKA DISSENY)

Country and level

Spain – Regional (Barcelona, Port Vell)

Brief description and objective of the action

La Mar d'Activitats is a unique space located in the Port Vell of Barcelona that reconnects citizens with the sea through education, leisure, and culture. It promotes maritime heritage, awareness of marine biodiversity, and sustainability.

The initiative offers family-oriented workshops, games, immersive experiences, and exhibitions that:

- Raise awareness of ocean protection
- Address challenges such as plastic and microplastic pollution
- Highlight the importance of preserving beaches and marine ecosystems

Target audience

Families, students, schools, civil society, NGOs

