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JUST 1 THING

Surfrider Europe's latest digital campaign of commitment for ocean protection

It all starts with just one thing. Even the greatest challenges of humanity, such as the protection of the planet, of the Ocean, must start somewhere. That is why Surfrider Europe launched the "Just 1 Thing" campaign. Developed in partnership with French Willie Beamen agency, this global digital campaign is launching on World Ocean Day throughout the Surfrider network and features the involvement of influential people from a wide sphere of activities. The goal of this campaign is to unify society and give it the means to fight for ONE common objective, the protection of the Ocean.



For its 30th anniversary, Surfrider Europe have developed a campaign aiming at uniting and empowering each one of us, familiar or not with the association, citizens, businesses, politics, scholars, athletes, to commit to simple, individual initiatives to preserve the Ocean.

During this complex time, it is clearer than ever, that society must be transformed, that the ways that we interact with each other and our relationship with nature must be changed.

Just 1 Thing is more than a campaign, it is a positive universal movement, supported by Surfrider's engaged network of influential personalities in the sporting world, media and culture. These people have all agreed to share their daily eco-friendly habits on social media and invite their followers to share theirs as well.

Surfrider Europe developed this campaign thanks to a partnership with French advertising agency Willie Beamen. Co-founder Sylvain Ventre explains the reasons behind their involvement: "We've been looking for ways to use our creative talents with Surfrider Europe for a while now. I'm a surfer, and despite living in Paris, was keen

to work on a campaign with a simple core message that anyone, whether they're surfers or not, who shares our concern for the global ecological crisis can understand. The 'ONE' campaign reflects this because we know we need to change our habits - but at our own pace and without feeling guilty that we aren't perfect."

Surfrider Europe is launching this campaign as it prepares to celebrate its 30th anniversary. CEO Gilles Asenjo explains how it all started: "When three-time world surfing champion Tom Curren decided to create Surfrider in Europe, he did so believing everyone had a role to play in protecting the ocean, starting with himself! Today, Surfrider Europe brings together some 200,000 supporters in 12 European countries but we haven't lost sight of this simple fact: there is strength in numbers and every individual action, no matter how small, contributes to the collective action of the greater community. This is the message behind our new campaign: it all starts with a simple idea, a decision, an action. It all starts with "JUST 1 THING".

The "Just 1 Thing campaign" will be the unifying theme for Surfrider Europe celebrations.

ONE idea, ONE action, is sometimes all it takes to ignite a positive revolution of change.

"Together we make a difference!"

JUST ONE THING - #just1thing

To find out more about Surfrider Foundation Europe, visit www.surfrider.eu

To find out more about Willie Beamen : www.willie-beamen.com

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