

What is your reason for taking action ? Surfrider Europe presents the 27th edition of Ocean Initiatives



A historic Surfrider Foundation Europe programme of waste collection on beaches and along rivers, Ocean Initiatives has already reached its 27th edition. On 20 March 2021, with the support of several personalities, the association will reveal **I COLLECT FOR**, its new communication campaign. After a difficult year in 2020 in terms of mobilisation in the field, the NGO is inviting European citizens to consider the reasons why we care to protect the Ocean, and then put them into action by joining an Ocean Initiative.

Each person has their own reason to act for the Ocean

Launched in 1995 by Surfrider Europe, **Ocean Initiatives** are much more than simple beach clean-up operations. Through their ease of organisation and accessibility to all types of audiences, these waste collections have become a true meeting place. They are also a means for gathering data to enable the association to influence European law.

In order to encourage mobilisation and the deployment of the programme throughout Europe, the 27th edition of Ocean

Initiatives will launch on 20 March 2021 and explore the emotions underlying individual commitment. "I COLLECT FOR" highlights the personal reasons that drive each citizen to act for the Ocean and participate in waste clean-ups.

Every action we take is motivated by a reason. These reasons can be as vast and varied as the Ocean itself. Some of us are motivated by personal experience, some consider it a civic duty, and others just want to leave the world a better place. Whatever your motivation, the result is that it drives us to play our part in the effort to protect the Ocean.

Individually, we each have a reason that drives us to act. Collectively, we fight to protect the Ocean. That is the motto for this 2021 edition to invite citizens to participate in an Ocean Initiative.

An essential mobilisation in the field

The year 2020 was marked by a global pandemic which has notably resulted in the widespread use of single-use plastics. **Despite this distressing period which has challenged our access to nature itself, a total of 45,876 people decided to commit themselves by joining an Ocean Initiative.**

The association counted 1522 waste clean-ups last year, a figure that once again demonstrates the commitment of our community in spite of the difficulties.

For its 27th edition this year, Surfrider Europe intends to remind the public of the essential role of on-the-ground action to combat aquatic pollution. Indeed, despite today's health crisis, it is still possible to organise an Ocean Initiative while respecting health safety measures, and it is more necessary than ever. By asking each citizen to recall the reason that has pushed them to take action, the association hopes to encourage the greatest number of people possible to go out and be part of the solution during the weekend of 20 March and throughout the coming year by organizing or participating in an Ocean Initiative.

All actors of the same cause

For the 2021 edition, several personalities from the Surfrider Europe family have mobilized to express their reasons for taking action for the Ocean and to encourage their community to do the same. Coming from different backgrounds, they have all come together around the same cause: the protection of the Ocean.

Thus, personalities from the surfing world like Pauline Ado and Greg Penne, others from the world of culture like Jérémy Frerot, Isabelle Carré and Frédéric Belgbeder, not to mention YouTubers Professeur Feuillage and Nicolas Meyrleux, all wished to renew their commitment to the association. The protection of a playground for some, the wish to set an example for others, in this campaign each reveals the special link they have with the Ocean and their personal reasons for preserving it.

This past year has shown us why it is more necessary than ever to act for the environment. With this colourful campaign, the NGO intends to mobilize the greatest number of people for its Ocean Initiatives programme, which is accessible to everyone at all times, to combat aquatic pollution together. From 20 March, Surfrider Europe is inviting each citizen to find their reason for action and to participate in an Ocean Initiative.

To know more on the Ocean Initiatives :

www.initiativesoceanes.org - #ICollectFor #OceanInitiatives

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