



**SURFRIDER FOUNDATION EUROPE
CELEBRATES 20 YEARS
OF OCEAN INITIATIVES**

PRESS RELEASE

**« WE BUY, THE SEA PAYS!
LET'S CHANGE THE WAY WE CONSUME »**

**Biarritz,
the 5th of
February 2015**

Surfrider is celebrating the 20th anniversary of its flagship programme - the Ocean Initiatives - this year. More than ever, citizens are at the centre of this campaign, which aims to trigger a genuine awareness in people of the responsibility we have as consumers for the pollution caused by marine litter.

The 20th Ocean Initiatives will be launched during the weekend of the 19th to the 22nd of March, and continue throughout the rest of the year. Thanks to these litter clean-up operations, which take place on beaches, along lakesides, river banks, and sea floors, thousands of citizens across Europe will be sensitised to the marine litter problem.

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Every second, 206 kg of plastic waste are dumped into the world's oceans. Today, we can no longer deny that the responsibility for the pollution of the marine environment lies with us. In fact, 100% of the waste found on our beaches is of human origin, and, consequently, the result of our consumption patterns.



On the verge of their 20th anniversary this year, the Ocean Initiatives have reached a turning point in their history. Citizens are more than ever involved at the heart of the campaign. As a matter of fact, ocean pollution begins with the purchase of the object which will eventually be discarded of as waste. Each and every citizen can do something against this problem by adopting a few eco-friendly behaviours: by reducing their consumption of plastic products; by reusing them; by recycling their waste; and by refusing to accept the omnipresence of plastic and participate in the Ocean Initiatives !

CITIZEN MOBILISATION AT THE HEART OF THE 20TH OCEAN INITIATIVES

Surfrider wants to take further steps and help trigger genuine awareness of the role played by consumers in the pollution of the oceans and water-courses. Through the Ocean Initiatives, Surfrider intends to generate momentum for real behavioural change.

Through the litter collections, the Ocean Initiatives give citizens the opportunity to become conscious of the pollution of the marine environment and find out about possible solutions. Everyone can get involved, either by organising a clean-up or by joining an existing one in their area. Surfrider provides a free educational kit to every organiser to help them with their initiative. Thanks to the tools provided and the knowledge gained during these operations, participants become genuine ambassadors for Surfrider's message and protectors of the environment.

This year, the Ocean Initiatives aspire to go beyond mere waste collections and diversify the auxiliary activities on offer. Thus, the 2015 campaign will be boosted throughout the year by various events.



If you would like to find out more about Surfrider and the Ocean Initiatives, go to :
initiativesoceanes.org •
surfrider.eu
• blog.surfrider.eu •

Download the Press Kit
[#OceanInitiatives](https://twitter.com/OceanInitiatives)

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Now it is your turn !
Please help us tackle marine litter !
Join us for one of the largest gatherings of
European citizens from the 19th to the 22nd of March 2015 !