



ACT NOW

#EUBeachCleanup

Organising a
clean-up event
Practical guidelines





These guidelines were drawn up by the European External Action Service and the European Commission.

More information: ec.europa.eu/oceans-and-fisheries/eu-beach-cleanup_en

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Except Smurf drawings, © Peyo, 2019

I What is the #EUBeachCleanup Campaign?

You are reading this document because you are considering organising an event under the 2024 #EUBeachCleanup campaign.

Well, think no further: Start planning and join the wave!

The #EUBeachCleanup is a campaign organised by the EU, in partnership with the UN and the Smurfs.

It is key to raise awareness about plastic pollution, and how our habits impact our ocean.

It showcases the EU's engagement to preserve our blue planet.

It consists of clean-up events organised by institutions (EU Delegations and Representations, Europe Direct Centres, United Nations Regional Offices, etc.), NGOs, and citizens wanting to put up their own event.

In 2023, 45,700 participants took part in 555 events, in 44 countries across all inhabited continents.

This year... let's make it even bigger!

Contact: eu-beachcleanup@ec.europa.eu

I Preparation

Choosing a timing

- Target date for this global action is World Cleanup Day - **Friday 20 September 2024**. We strongly encourage you to organise your event on that day.
- However, events organised between 10 June and 31 October will also be considered part of the campaign.

Finding your location

- Think carefully about the location, considering proximity, accessibility, local facilities, access (preferably public transport), and so forth.

NB! A very large quantity of marine litter originates from land sources. Therefore, #EUBeachCleanup actions are not limited to the coastline, but can be organised everywhere, including along rivers, at the countryside, in cities, etc...

Getting volunteers on board

- Spread the word: Announce your event through all available channels and **use the hashtag #EUBeachCleanup**.
- We strongly encourage Delegations & Representations to reach out to the **United Nations** Regional Information Centre (in the EU) and United Nations Information Centres offices in their respective countries to jointly organise clean-up events and increase the reach of the initiatives.
- Reach out to staff of Member States' **embassies**, international organisations, third-country embassies (e.g. US), etc. National ministries also often have charters and programmes in place. This can be a good occasion to link up with them.
- The #EUBeachCleanup is an ideal opportunity to **link with national and local NGOs**.

For instance, the Portuguese representation has built a strong partnership with the NGO Oceano Azul, where they collaborate to organise their big clean-up event, and map out all the clean-ups organised around the country.

- Reach out to **local associations** including surf clubs, divers, anglers, as well as private companies like nearby hotels, resorts, harbours, marinas, ports... to reach out to their local community and constituencies and advertise the event.
- Other potential **partners and EU related networks** in your country: [EU Climate Pact Ambassadors](#), [Young Ocean Advocates](#), [EU Blue Schools](#) etc.

Registration:

- **Register your event on the dedicated EUSurvey to allow keep track of the events and add them to our website.**
- Based on the number of registrations, estimate the amount of equipment you will need.
- Provide transparency on how data will be used (to comply with GDPR).
- You can invite people to join the #EUBeachCleanup Team in the ActNow App: download the AWorld in Support of ActNow App and create your profile, look for the #EUBeachCleanup team in the Community Section.

Equipment

- Ensure basic equipment for hand-out to participants, including: gloves, litter sticks and litter bags (best if recyclable, and of uniform size).
- In the case where you might not have the funds to supply participants, don't forget to make them aware of this basic equipment list so that they come prepared.
- Provide a space where the waste can be collected, measured (e.g. weighted, or count bags).
- Provide a separate container for dangerous waste such as broken glass, syringes...

Waste management

- Select a waste management company, ideally in the neighbourhood to avoid lengthy shipping of waste and ensure low carbon footprint.
- Get the necessary guarantees and be transparent towards your volunteers about what happens with the waste.
- Follow up after the event to ensure the waste hasn't caused an environmental concern elsewhere in the country.

Safety

- Visit the clean-up area beforehand with the specific objective to assess the safety aspects. Provide additional instructions to volunteers if need be (slipperiness of area, tide...).
- Ensure a first aid kit on site to treat finger cuts, insect stings, sunstrokes, sun burns and other inconveniences. For precaution recommend use of sunscreen, sunhats, gloves, rubber shoes, insect repellent etc.
- Ensure the correct disposal of the equipment used after the activity.

I Communication & Reporting

Before:

- Social media material and visuals will be uploaded throughout the year on [Trello](#).
- Make sure to **follow and tag our social media accounts** and help us multiply the messages on Twitter (@eu_mare, @UN, @eu_eeas), Facebook (@eumaritimefish, @unitednations, @EuropeanExternalActionService) and Instagram (@ourocean_eu, @unitednations, @eudiplomacy)
- Reach out to national and local media to raise awareness and increase participation.
- Reach out to Celebs, Influencers, potential partners (as pointed above).
- Announce on Representation/Delegation website.

During

- **Use the hashtag #EUBeachCleanup** and remember to tag our social media accounts.
- Ensure EU visibility on location: wear EU caps, produce t-shirts, take the EU flag with you, etc.
- In case you want to use the Smurfs brand, see below, "Partnership with the Smurfs", and the dedicated annex.
- Attract local/national media to cover the event, and livestream the event on social media.
- Share your "before & after" **photos & videos**, as well as shots from the day or what marked the clean-up (ex: an incredible amount of cigarette butts, or out of the box objects retrieved in the process) - and send them to the accounts mentioned above, or to eu-beachcleanup@ec.europa.eu
- Encourage participants, staff & partners to announce their participation on their own social media accounts and invite them to take their own photos and/or use the visuals provided in the [social media kit](#).

After

- **Please report your results on the dedicated EUSurvey**. You should indicate the number of participants and volume of litter collected.
- **Share your material such as videos and photos on the dedicated Google Drive** for us to share on our channels and to support the global outreach.
- Have your **press material** ready so you can immediately send it out, as soon as you have the exact figures (amount of waste collected, number of participants...).
- Delegations, please use the editorial tag #EUBeachCleanup2024 when publishing web content, to ensure that they appear on the dedicated EEAS page.

I Partnerships: UN and the Smurfs

United Nations & AWorld in support of ActNow App

The United Nations [ActNow](#) campaign mobilises global citizens to take individual actions towards sustainable living, directly contributing to the [Sustainable Development Goals \(SDGs\)](#).

ActNow is the United Nations campaign to inspire people to act for the Sustainable Development Goals. The partnership with United Nations has two principal dimensions:

(1) on the ground cooperation with Delegations/Representatives, where possible co-organising #EUBeachCleanup actions jointly with **local United Nations offices** (United Nations Regional Information Centre/United Nations Information Centres) and

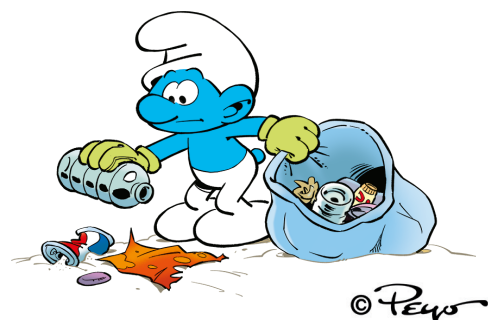
(2) #EUBeachCleanup integrated into the [AWorld in Support of ActNow app](#) facilitating announcement of actions, registration etc.

The app, AWorld In Support of ActNow, stimulates people to take sustainable action through everyday habits that users can log and track. It also provides: impact metrics, educational journeys, sustainability hacks and quizzes.

The app is provided with a user manual and tutorials, all of which are available on the [Trello](#).

The app gives Delegations and Representations the possibility to create country "umbrella" teams that can organise specific cleanup events. It also gives individuals the possibility to spontaneously organise teams and participate to larger cleanups organised by the country team, or to organize smaller-scale cleanups autonomously.

The app will keep all the data logged in, either automatically or manually, regarding the location, the participation and the amounts of litter collected in the cleanup events. All data logged in will be available and harvested for statistics.



Using the Smurfs © Branding

For 2024, we are also renewing our partnership with IMPS, the global holder of the rights of the Smurfs. This is a great opportunity to draw more attention to the EU's ocean activism, not least among families and younger generations.

The Smurfs visuals are generously made available to the campaign free of charge (under a licensing agreement signed between IMPS and the European Commission). This is done under the condition of full compliance with the IMPS Code of Conduct to avoid any unintended damage to the brand. Therefore, we kindly ask you to observe these requirements:

Use only the designs available on [Trello](#). No modifications are possible. However, make sure to print text in local language (based on translation from English), thus enhancing communication to your audiences.

Avoid printing the Smurfs on non-approved items/designs. On the other hand, you are not obliged to produce all the proposed designs: choose those that fit your needs and local event.

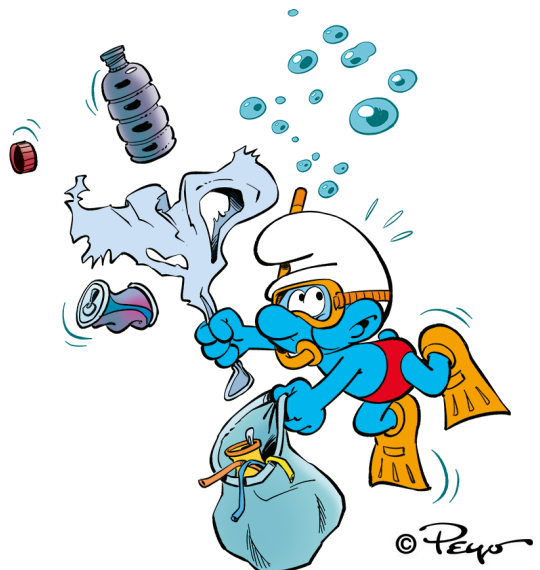
Avoid "co-branding" of the material (with other logos than EU and ActNow and #EUBeachCleanup), except with prior authorisation from DG MARE / IMPS. The right to use the Smurfs can under no circumstances be transferred to any third party.

Check carefully your local manufacturer of visibility material, before contracting. All production of visibility material must strictly observe the IMPS "**Code of Conduct**":

- **Ethical Standard:** Our partner companies must conduct their business in a manner consistent with the highest ethical standards and know that this contributes directly to our corporate reputation and the collective success of LICENSOR (the 'Company').
- **Child Labor:** Our partner companies may not use child labor which is defined as anyone under the age of 14, or under the age interfering with compulsory schooling, or under the minimum age established by applicable law, whichever is greater.
- **Involuntary Labor:** Our partner companies shall not use any forced or involuntary labor including persons in prison, bonded, indentured or otherwise.
- **Coercion and Harassment:** Our partner companies will show respect to all employees. Lack of respect would include threats of violence, and other forms of physical, psychological, verbal and sexual harassment or abuse.
- **Non-discrimination:** Our partner companies shall maintain current policies regarding discrimination based on race, religion, age, sex, nationality, social or ethnic origin, sexual orientation, political opinion or disability. These policies are to include nondiscriminatory employment practices concerning salary, benefits, advancement, discipline, termination, or retirement based on the above mentioned personal attributes of an employee.
- **Citizenship:** Our partner companies shall require proof of citizenship or immigration status upon employment and will employ only those legally eligible for work.

- **Association:** Our partner companies will allow the employees to associate, organise and bargain collectively in a lawful and peaceful manner, without penalty or interference.
- **Employee Health and Safety:** Our partner companies will provide a safe and healthy environment for all employees. This environment must comply with all state, federal, or country safety regulations and codes, including fire and health codes.
- **Product Safety:** Our partner companies will manufacture all licensed merchandise in compliance with all applicable health, safety and labeling laws, regulations and standards, and shall voluntarily recall and be solely responsible for any and all licensed merchandise that is not in compliance with any such applicable laws, regulations and standards.
- **Compensation:** Our partner companies will comply with all wage and hour laws and regulations, including minimum wage, overtime, maximum hours, piece rates and other issues involved with compensation, including providing legally mandated benefits. Overtime pay will be regulated by allowances given by local law. If local law doesn't regulate the number of hours an employee can work in a week including pay for overtime hours, the employee will not be paid less than their minimum wage and will not work more than 60 hours per week. All employees will be entitled to at least one day off per seven-day period.
- **Local Standards:** Where local industry standards are higher than legally required, we expect our partner companies to meet the higher standards.

As for all the visibility material, reproduction should be organised locally.



FAQ

Are additional financial sources provided to carry out the #EUBeachCleanup campaign?

No additional funds will be provided for this campaign.

For Delegations:

- The Press and Information (P&I) budget line can finance any EU public outreach activities and related costs.
- If the beach cleaning initiatives are used as a hook to set up a solid public outreach campaign (e.g. production and distribution of branded t-shirts, intense communication engagement with target audiences through the EU Delegation's social media handles, using video footage filmed during the beach clean-up etc.), the beach clean-ups can indeed be seen as a communication initiative. Concerning the purchase of small accessories, for example gloves and bags, in view of a structured and solid communication engagement, this cost should represent a minor share of the overall costs and therefore would qualify as eligible and essential for the implementation of this communication activity.
- Please note that these activities must be financed by the annual P&I budget allocated to your EUD. No additional funds will be mobilised other than the yearly P&I budget, and therefore these activities must be included in your 2024 forward planning. Alternatively, extraordinary budgetary reinforcements (top-ups to be requested before 1st September and available as from 1st October) can also cover these activities following the established procedures.

Is it possible to produce any promotional material different from what is described in the guidelines?

No, only the materials described in the guidelines are suitable to use Smurf designs and logos. Otherwise, it would constitute a breach of the Authorization Agreement.

Further questions, do not hesitate to contact us: eu-beachcleanup@ec.europa.eu

Thank you for your involvement!



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