



ACT NOW

#EUBeachCleanup

Organising Your Own Event

Guidelines for

the General Public





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!

Every year in September, the European Union, in partnership with the United Nations and the Smurfs, organises an ocean-activism and awareness-raising campaign - #EUBeachCleanup - featuring beach, river banks and various clean-up events across the world.

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!

Clean-ups play a crucial role in advancing multiple [United Nations Sustainable Development Goals \(SDGs\)](#) by addressing environmental degradation, promoting sustainable consumption and production, protecting biodiversity, improving public health, and fostering community engagement and collaboration.

These guidelines provide the basics of organising a clean-up event. Use them as inspiration, not as a fixed template or straightjacket. This is a bottom-up exercise, driven by your local engagement and enthusiasm.



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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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.
- Contact local authorities to ensure that you have the necessary permits, and agree on the modalities and possible cooperation.

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**.
- 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 audience and constituencies and advertise the event.
- Need an idea for a team building exercise? Why not offer to your co-workers to team up!
- The more the merrier of course, but do not get discouraged if you can't build a big team: even a team of just five volunteers can do wonders to do a clean-up!

Registration

- **Register your event using the dedicated EUSurvey.**
- Provide transparency on how data will be used (to comply with GDPR).
- Join the #EUBeachCleanup Team in the AWorld in Support of ActNow App: download the AWorld in Support of ActNow App and create your profile, look for the #EUBeachCleanup team in the Community Section, and be ready to take action!

Equipment

- Based on the number of registrations, estimate the amount of equipment you will need.
- Ensure basic equipment for hand-out to participants, including: gloves, litter sticks and litter bags (best if recyclable, and of uniform size) - or inform them that they have to bring their own so that they come prepared.
- Provide a space where the waste can be collected and weighed.
- Provide a separate container for dangerous waste such as broken glass, syringes...
- If needed, in the EU, Surfrider's [Ocean Initiative](#) also has ready-made kits to organise clean-ups.

Waste management

- Make sure that you will have the space to dispose of the trash bags afterwards.
- If you expect that you will be collecting much more than local trashcans or nearby trash containers can take, turn to your local authorities to find out about waste disposal options and facilities.

Safety

- Visit the area beforehand with to assess the safety aspects. Provide additional instructions to volunteers if need be (slipperiness of area, tide, accessibility...).
- 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 repellents...
- For big public events, consider cooperating with the local Red Cross chapter or similar.
- Instruct volunteers to avoid direct contact with sharp objects and provide a separate disposal box for such objects. Emphasise the importance of wearing protective gear at all times.
- Ensure possibility of cleaning / disinfecting hands after the clean-up.



I Communication & Reporting

Before

- Make sure to **follow and tag our social media accounts** and help us multiply the messages on X (@eu_mare), Facebook (@eumaritimefish) and Instagram (@ouropean_eu) - you can send videos and photos to these accounts.
- Also make sure to **follow and tag our partners' social media accounts** on X (@UN, @eu_eas), Facebook (@unitednations, @EuropeanExternalActionService) and Instagram (@unitednations, @eudiplomacy)
- Reach out to national and local media to raise awareness and increase participation.
- Promote the event on social media.
- A campaign narrative, social media lines and visuals are available on [Trello](#).

During

- **Use the hashtag #EUBeachCleanup** and remember to tag our social media account.
- 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). Please also share them with us on the accounts mentioned above.
- Encourage participants and 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.
- Check in the #EUBeachCleanup Team in the [AWorld #ActNow app](#) to see the team's impact in term of CO2, water and energy saving

Thank you for your involvement!



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