



**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 2022 #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.

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

## | Empowering the Youth

In 2022, the fifth edition of the #EUBeachCleanup campaign will focus on youth, residing under the European Year of Youth umbrella and within an overarching theme of "united against marine litter": the future generation, international organisations, national leaders, and NGOs working hand in hand to rid our oceans of this plague.

We encourage youth and students all over the world to organize beach clean-ups at their nearby beach or river, or other inland areas.

Help us turn this campaign into a blue wave of change.



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

More information: [https://ec.europa.eu/oceans-and-fisheries/eu-beach-cleanup\\_en](https://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 Saturday 17th September 2022 (International Coastal Clean-up Day). However, events organised throughout summer and up until the end of the month of 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 in landlocked countries!***

### Getting volunteers on board

- Spread the word: Announce your event through all available channels.
- Add your event the [AWorld #ActNow app](#) so that people around you can find out about your meet up.
- 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 clientele and constituencies and advertise the event.
- Need an idea for a team building exercise or away day? Why not propose to your co-workers to team up and
- 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 clean-up a beach!

### Registration:

- Use the [AWorld #ActNow app](#) to register the participants to your event. In case participants don't register themselves through the app, please take note of the number of participants and fill in the data in the app.
- You can find a guide on how to use the App and create your event on [the Google Drive](#).
- Based on the number of registrations, estimate the amount of equipment you will need
- Provide transparency on how data will be used (in spirit of GDPR).

## 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 (eg weighted, or count bags).
- Provide a separate container for dangerous waste such as broken glass, syringes...

## Waste management

- Record the amount of litter collected. The [AWorld #ActNow app](#) will offer you several units of measure of litter to do so.
- 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

- Ensure the full respect of the national/local COVID19 prevention regulations.
- Visit the beach clean area beforehand with the specific objective to assess the safety. 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. Emphasize the importance of wearing protective gear at all times.
- Ensure possibility of cleaning / disinfecting hands after the clean-up.



## I Communication

### Before:

- Make sure to follow our social media accounts and help us multiply the messages on Twitter (@eu\_mare, @UN, @eu\_eas), Facebook (@eumaritimefish, @unitednations, @EuropeanExternalActionService) and Instagram (@ourocean\_eu, @unitednations, @eudiplomacy)
- As far as branding is concerned, please take good note of the name of the campaign, #EUBeachCleanup, and be consistent in its use.
- 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 all at your disposal on the [Google Drive](#).

### During

- Use the hashtag #EUBeachCleanup and remember to tag our social media account.
- Share “before & after” (and during) photos & videos.
- Encourage participants, staff 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

- The [AWorld #ActNow app](#) will be your point of contact with the EU and the United Nations to feedback on the success of your event.
- Therefore, ensure the filling of the data on the (insert the data manually if necessary) concerning:
  - the number of participants
  - the amount of garbage collected (in kg) and/or in bags (indicating the volume),
  - the location and area covered (e.g. kilometres of coast line)
- Use the [AWorld #ActNow app](#) functions to share your images of the clean-up events - make sure that the people photographed have signed a consent form (you can find standard ones in any languages, [here](#), under Photo-Video Neutral).



The #EUBeachCleanup Campaign is an European Union initiative in partnership with the United Nations and our blue friends the Smurfs.

This year, in celebration of the 2022 European Year of Youth, we are more than ever focusing on how to empower young people to become active in the campaign.

The younger generations can turn activism into societal and policy change, and help protect our ocean, rivers and beaches from plastic pollution.

We're therefore creating a special kit for students and young people wishing to organize their own event within their universities and communities completely autonomously.

We are also calling on everyone to join in on the campaign, may they be students, workers or retirees. Thanks to you and your community, we will get closer to our goal of ridding our oceans of plastic pollution.

Help us turn this campaign into a blue wave of change.



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