



**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 2023 #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 2022, 416 physical clean-ups took place in 41 countries in all inhabited continents: over 14,000 people participated, removing several tens of tonnes of litter. This year... let's make it even bigger!

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.



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 16 September 2023 (International Coastal Clean-up Day).
- However, events organised in the months before, 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 along rivers, at the countryside, in cities, etc...**

### Getting volunteers on board

- Spread the word: Announce your event through all available channels.
- Add your event to 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 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 clean up a beach!

### Registration

- **If you want your event to appear on the European Commission's website, please fill in the [dedicated EUSurvey](#).**
- Use the [AWorld #ActNow app](#) to register the participants to your event.
- You can find a guide on how to use the App and create your event on [Trello](#).
- Provide transparency on how data will be used (to comply with GDPR).

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

- 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. 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 Twitter (@eu\_mare, @UN, @eu\_eas), Facebook (@eumaritimefish, @unitednations, @EuropeanExternalActionService) and Instagram (@ocean\_eu, @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 will be uploaded throughout the year on [Trello](#).

### During

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

- The [AWorld #ActNow app](#) will be your point of contact with the EU and the United Nations to provide 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).
- **If you are not able to use the app, please report your results on the dedicated [EUSurvey](#).** It will ask you when, where and how many bags/kg of litter you collected.

If you want to go further, you can also take note of what type of trash (i.e. how many cigarette butts, plastic bottle, etc...) - we can then use this information for research purposes.



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