





FACTS & FIGURES



THE BIGGEST ONE DAY CLEAN UP EVENT IN EUROPE

YEARLY MASS CLEAN UP EVENT WITH ALMOST 4000 PARTICIPANTS

WE CLEAN THE BEACHES TO CREATE AWARENESS FOR OCEAN POLLUTION IN ALL ITS ASPECTS

EACH EDITION WE TRY TO FOCUS ON ONE ASPECT OF THE PROBLEM & SOLUTION

NATIONAL RADIO LIVE BROADCAST ON LOCATION (STUDIO BRUSSEL)

THE EVENT IS A PLAYFUL COMPETITION BETWEEN COASTAL TOWNS TO GENERATE THE MOST PARTICIPANTS

THE GOAL IS TO CLEAN THE WHOLE BELGIAN COASTLINE (67KM)

AN AVERAGE OF AROUND 6 TONS OF WASTE IS COLLECTED EACH YEAR

CONSTRUCTIVE COLLABORATION WITH AUTHORITIES & COMPANIES TO FIND SOLUTIONS

USE A WIDESPREAD OF CREATIVE MEDIA OUTLETS TO SPREAD THE MESSAGE

OUR GOAL IS TO CREATE A NEW MINDSET THAT OCEAN POLLUTION IS A NO GO



WHY ORGANISING A BEACH CLEAN UP?



DON'T DESTROY WHAT YOU CAME TO ENJOY

JOIN THE SURFERS TO PROTECT THEIR PLAYGROUND

HELP TO SET A GOOD EXAMPLE FOR FUTURE GENERATIONS AND THE EARTH

MORE PLASTIC THAN FISH IN OUR OCEANS BY 2050!

OVER 100.000 MARINE CREATURES DIE FROM PLASTIC ENTANGLEMENT AND THESE ARE THE ONES FOUND

FOCUS ON REACHING THE LESS OBVIOUS TARGET GROUPS TO JOIN OUR CAUSE

FINDING A NEW BALANCE BETWEEN ECONOMY & ECOLOGY

TRY TO SPREAD THE MESSAGE AS WIDE AS POSSIBLE

ENCOURAGE PEOPLE TO REDESIGN THEIR APPROACH TO PLASTIC USE

CLEANUPS ARE NOT THE SOLUTION, PREVENTION IS!

OUR GOAL IS TO CREATE A NEW MINDSET THAT OCEAN POLLUTION WILL BECOME A GLOBAL NO GO



TIPS & TRICKS

PARTNER UP WITH LESS OBVIOUS BUT LEGITIMATE COMMUNITIES

MAKE YOUR CLEAN UP ATTRACTIVE FOR THE WHOLE FAMILY

FOCUS ON ATTENDANCE

THINK OUT OF THE BOX

USE ABOVE-THE-LINE COMMUNICATION FOR A WIDER REACH

TRY TO CREATE REACTION WITH ACTION

ORGANIZE A DIALOGUE WITH ALL ACTORS IN ORDER TO SUPPLY REALISTIC SOLUTIONS

PARTNER UP AND LEARN FROM REAL EVENT ORGANIZERS

THE PROBLEM HAS A WIDESPREAD OF CAUSES & SOLUTIONS

BE CAREFULL FOR GREENWASHING & POLARISATION ON SOCIAL MEDIA



WHY PARTICIPATE?



FROM PEOPLE FOR PEOPLE

WE PRODUCE EACH DAY MORE WASTE THAN WE CAN CLEAN UP IN ONE YEAR

SET A GOOD EXAMPLE FOR YOURSELF, YOUR FAMILY AND FRIENDS

CONNECT THE USEFUL TO THE PLEASANT

ENJOY A DAY SURF-WAY-OF-LIFE

TO REPRESENT IS TO VOTE

YOU WILL BE SUPRISED BY THE AMOUNT OF DEBRIS YOU WILL FIND

EVERY ACTION COUNTS

THE POWER OF TOGETHERNESS=GOOD FEELING

LET'S PROTECT OUR HERITAGE TOGETHER FOR FUTURE GENERATIONS!

SUPPLY WILL ALWAYS FOLLOW DEMAND LET'S CREATE A NEW DEMAND



WHY BECOME A PARTNER?



A SEA FULL OF RETURNS

A UNIQUELY POSITIONED EVENT

(INTER)NATIONAL MEDIA ATTENTION

BE PART OF THE SOLUTION, NOT THE PROBLEM

NATIONAL REACH ON A SMALL SURFACE

PERFECT SEASON STARTER

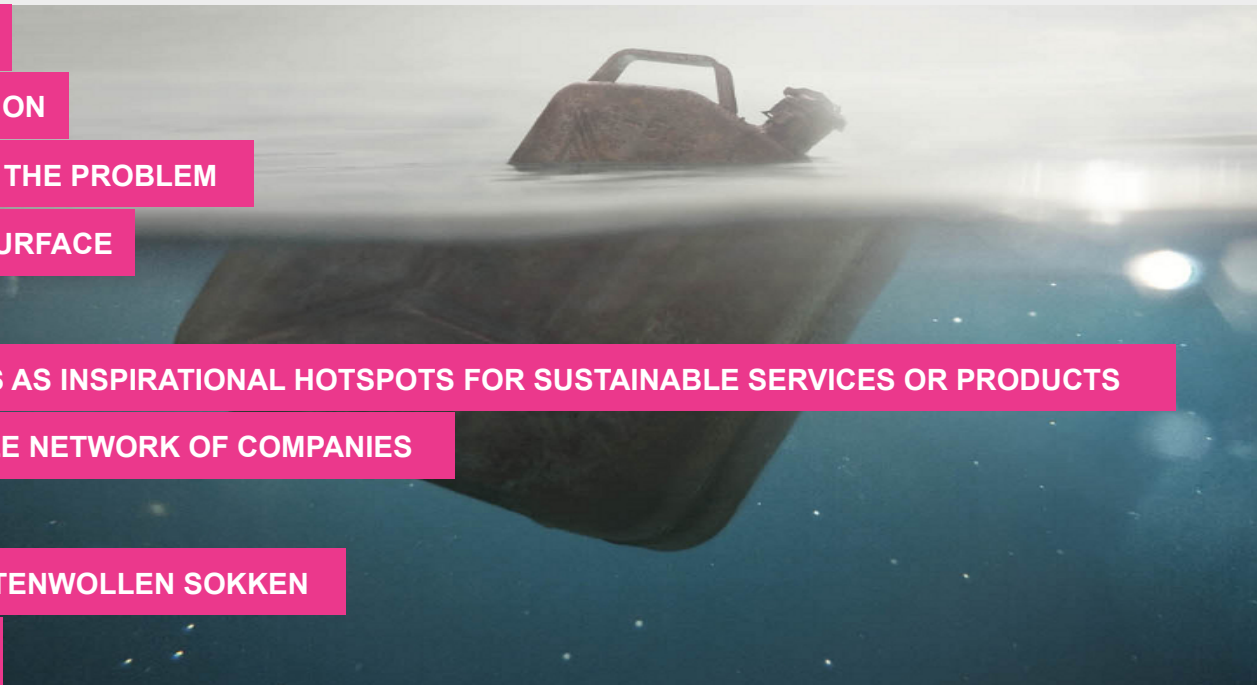
USE YOUR CLEAN UP LOCATIONS AS INSPIRATIONAL HOTSPOTS FOR SUSTAINABLE SERVICES OR PRODUCTS

BECOME PART OF A SUSTAINABLE NETWORK OF COMPANIES

NADRUK OP DUURZAAMHEID

EEN GROEN IMAGO ZONDER GEITENWOLLEN SOKKEN

EVERYBODY VISITS THE BEACH



LET'S CLEANUP THE ENTIRE BELGIAN COASTLINE IN JUST 3 HOURS

SIDESHORESURFERS DE PANNE

KYC – ST IDESBALD

SYCOD OOSTDUINKERKE

WINDEKIND OOSTDUINKERKE

SURFCLUB WESTENDE -NIEUWPOORT

VWV INSIDE OUTSIDE OOSTENDE

TWINS BREDENE

DE WINDHAAN DE HAAN

SURFING ELPHANT WENDUINE

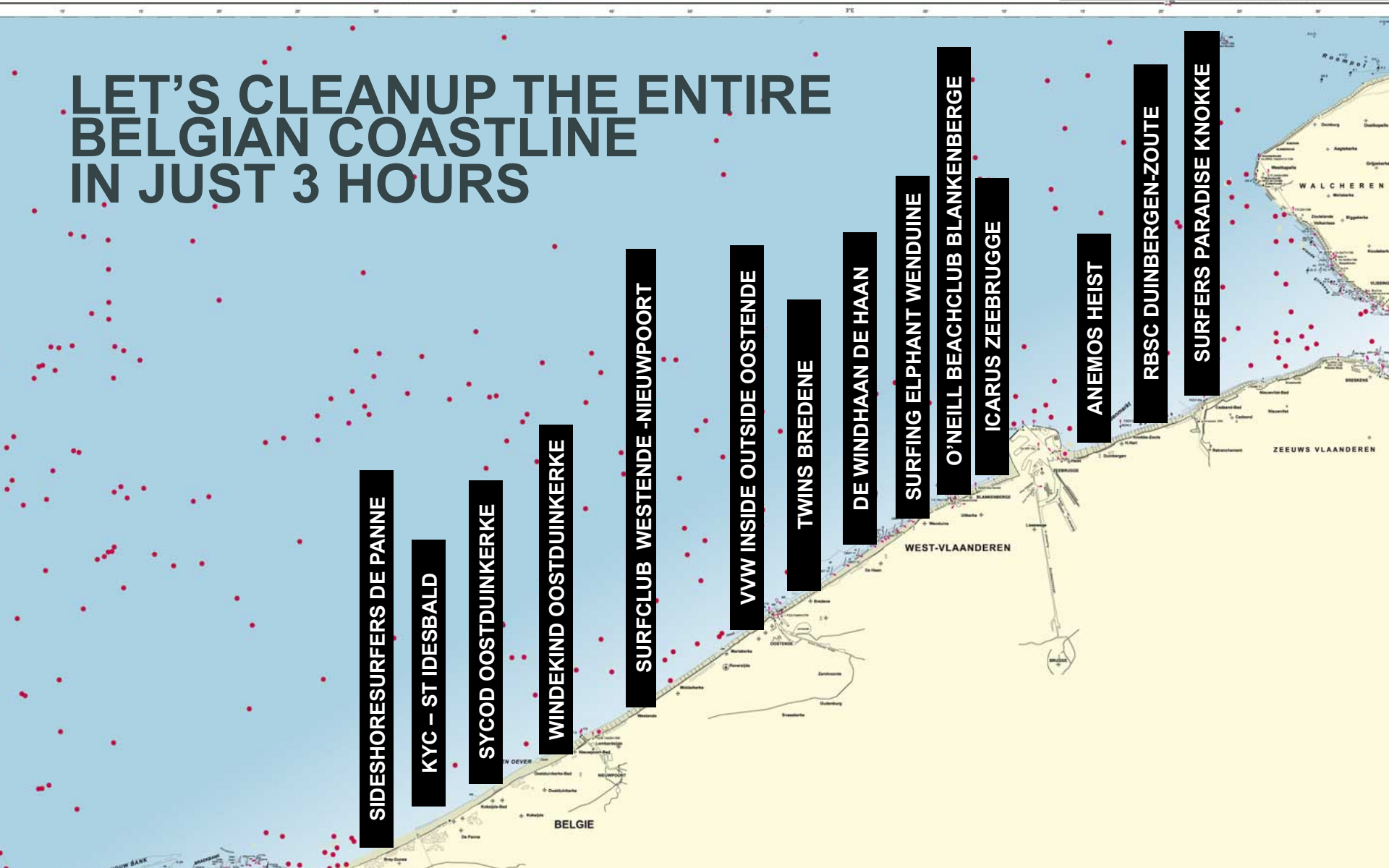
O'NEILL BEACHCLUB BLANKENBERGE

ICARUS ZEEBRUGGE

ANEMOS HEIST

RBSC DUINBERGEN-ZOUTE

SURFERS PARADISE KNOKKE



ENDLESS POSSIBILITIES

VISUALIZE THE PROBLEM TO CREATE AWARENESS

EDUCATION

WORKSHOPS ON LOCATION

DIFFERENT ACCENTS ON DIFFERENT LOCATIONS

AUDIO-VISUAL PROJECTS

PROMOTE ECOLOGICAL PRODUCTS & SERVICES

ASK HELP FROM CELEBRETIES

SPORTS/ANIMATION

(ECO)TOURISM

The perfect season starter!

The first sunday of spring is the perfect timing the spread awareness for a sustainable season at the beach.

Surfclubs: meeting points

Surfers are real & credible ambassadors for the event. Every coastal town in Belgium has it's own surfclub so it's the perfect network to set up the competition concept.

OTHER REALISATIONS!

NATIONAL NEWSPAPER INSERT

50.000 BEACH ASHTRAYS

XXL BEACH PRINT

HUMAN FORMED MESSAGES ON THE BEACH

CLEAN BEACH CLASS (EDUCATION PACK)

#CLEANBEACHCLUB: SUSTAINABILITY LABEL FOR SURFCLUBS

PHOTO ACTIVATION: CLIMB THE BIGGEST MOUNTAIN IN THE WORLD

25K FINANCIAL SUPPORT FOR SUSTAINABLE COASTAL TOWN INITIATIVES



THANK YOU



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