

Uniting for Cleaner Coasts: Impact Hub Athens and WWF Greece Launch Anti-litter Campaign

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We are thrilled to announce an exciting new **collaboration between Impact Hub Athens and WWF Greece** in support of the Anti-litter Campaign of **#20TonnesChallenge**, part of the **REMEDIES program**, and the “**Adopt a Beach**” initiative. This partnership marks a significant step in our shared commitment to preserving Greece’s stunning coastline and raising environmental awareness within our communities. The Anti-litter Campaign will run from May through September 2024, focusing on reducing litter and promoting sustainable practices to protect our beaches and oceans. The action is part of the large mission of REMEDIES to implement 120 cleanups by 2026 connecting more than 20 tonnes of plastic waste from beaches and riverlines.

The primary goals of this campaign are to raise environmental awareness and inform the public about the “Adopt a Beach” initiative by WWF Greece. We aim to reach a large audience, targeting more than 1,000 individuals who are already contributing to healthier oceans. Education is also a key focus, and we aim to engage volunteers and active citizens of the “Adopt a Beach” initiative in learning about sustainable practices and beach preservation through the **PLASTIC FANTASTIC webinar on types of plastic**, that will be organized on **June 26, 17.00 – 18.00 CET** for the program’s participants along with the University of Maribor, the Venice Lagoon Plastic Free, National Technical University of Athens, the MCGreece, and All for Blue. The webinar is open and accessible for anyone interested to join. **Discover more and register [here](#)** to reserve your spot!

The campaign will unfold through several key pillars. WWF Greece will issue an open call to the “Adopt a Beach” teams, assigning clean-ups for the #20TonnesChallenge. This initiative will present a list of clean-up activities, encouraging more participants to join. We also invite community leaders and organizations to co-organize future beach cleanups with REMEDIES. Throughout the campaign, we will maintain awareness and follow-up through social media posts, blog entries, photos and videos showcasing before and after cleanup scenes, and detailed reporting on the collected litter.

This collaboration represents a powerful synergy between Impact Hub Athens and WWF Greece, united in a common goal to protect and preserve our beautiful beaches. We invite everyone to join us in this meaningful endeavor, making a lasting impact on our environment for generations to come.

About REMEDIES:

REMEDIES is an Horizon Europe innovation Program creating innovative solutions and technologies to monitor, collect, prevent and valorise (micro)plastic from our oceans. Our approach is rooted in science, circularity, and community engagement aiming to protect water ecosystems, reduce pollution and develop a climate-neutral blue economy. In the next 4 years,



23 Partners from 12 countries will showcase 12 breakthrough innovations from validation and demonstration, to system prototyping in operational environments. The innovative solutions will be tested in 9 demonstration sites in 8 Mediterranean countries. 33 new sites will follow in order to scale them across the whole Mediterranean.

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