



iSea

Environmental Organisation for the preservation
of the aquatic ecosystems

Underwater & beach cleanups
Sporades, March-April 2022

Thessaloniki, 2022



www.isea.com.gr

Prosfero Campaign

“Prosfero” campaign is funded by Procter & Gamble and AB Vasilopoulos and implemented by iSea with the aim to achieve cleaner beaches and coasts. The 13th wave of “Prosfero” campaign includes 7 beach cleanup actions carried out during March 2022 in different regions of Sporades islands.

The coordination and organization of the actions began in February 2022 and the implementation of the actions took place in March 2022.

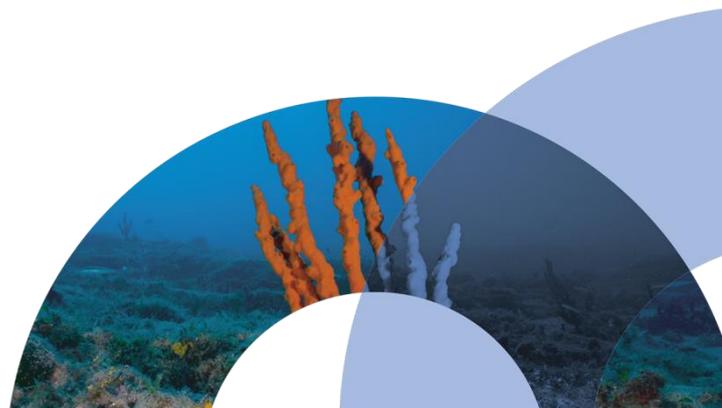
All cleanups were coordinated by representatives of iSea. The representatives were responsible for the coordination of the participant divers, the localization, and the volunteers that were helping at the retrieval of marine litter. Another iSea representative was responsible for the coordination of the volunteers, who were supporting the retrieval of the removed marine litter to the coast and their recording according to the protocol.

The present interim report refers to the activities already conducted in the context of the 13th wave of “Prosfero”.

Project Coordinator:

Nikos Doumpas

Environmental Organisation for the preservation of Aquatic Ecosystems, iSea



Cleanups:

During the same period of March-April, 7 beach cleanups took place in the context of the 13th wave of Prosero Campaign. In particular, 2 beach cleanups were implemented at Skiathos, 3 at Skopelos and 2 at Alonissos island (**Table 1**).

Beach cleanup details:

1th Activity (A1): Koukounaries, Skiathos

2th Activity (A2): Agios Georgios, Skiathos

3th Activity (A3): beach of Skopelos port, Skopelos

4th Activity (A4): Agnontas, Skopelos

5th Activity (A5): beach of Skopelos port, Skopelos

6th Activity (A6): Guala, Alonissos

7th Activity (A7): Peristera, Alonissos

Table 1: Supplementary data of "Prosero 13" beach cleanups conducted during

Activity code	Date	Volunteers	Litter collected (kg)
A1	20-03-2022	4	45
A2	20-03-2022	27	300
A3	21-03-2022	41	200
A4	21-03-2022	4	50
A5	22-03-2022	7	300
A6	23-03-2022	5	300
A7	24-03-2022	5	150
Total		93	1.345

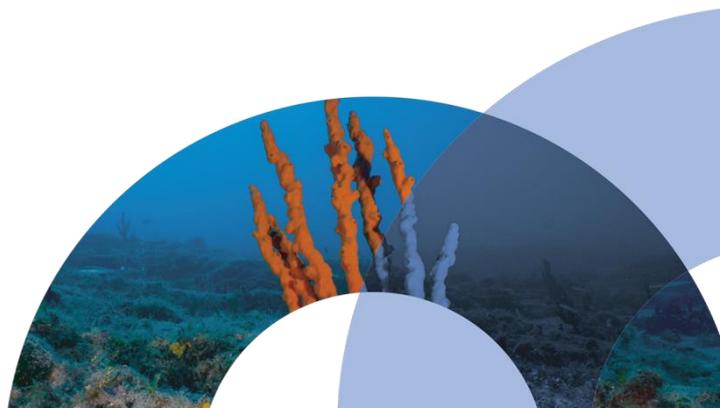




Figure 1. Some moments of the beach cleanups conducted Sporades islands.

Litter data:

The most abundant litter items in the majority of the actions were mussel farming nets, Single Used Plastic (SUP) bottles, SUP plastic caps/ lids from drinks and plastic pieces.

Peristera is a very small island without residents which is accessible only by boat. Peristera was highly polluted mainly by SUPs, like plastic bags and microplastics. In addition, proving the fact that marine litter end in Peristera island through the sea currents and the abundance of marine litter in isolated coasts, during the cleanup a beverage dated prior to 1998 (written date of expire) was collected.

Underwater cleanup:

On April 2022, 1 underwater cleanup was implemented in the context of the 14th wave of Prosero Campaign, in the port of Krini, area of Kalamaria. On the 9th of April, in collaboration with the Municipality of Kalamaria and the contribution of 30 volunteers, almost 500 kilos of marine litter was removed from the seafloor of the area.

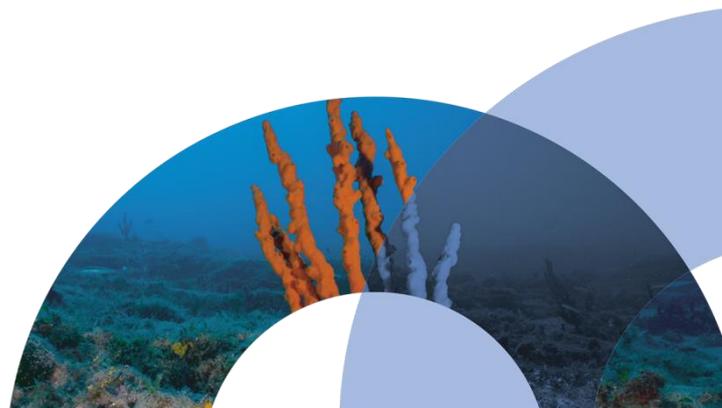




Figure 2. Some aspects of the underwater beach cleanup conducted at Kalamaria

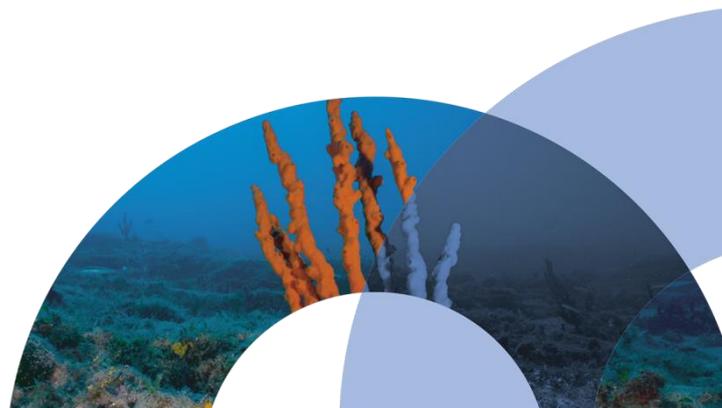
Litter data:

The vast majority of the items removed from the seafloor of Krini port belonged to plastic and metal. In particular, a high amount of SUP bottles, SUP cups, aluminum cans and fishing gear were collected. This high amount of SUPs and beverage cans are in accordance with the increased human presence, as well as the leisure and fishing activities that take place in the area.

General details:

In the context of 7 beach cleanups, a total number of 93 different volunteers contributed to the activities and the removal of litter from beaches, picking up the litter manually from the ground. The volunteers included iSea members and local diving center, schools and volunteer teams from civil protection groups and associations. A total amount of about of litter were collected 1345 kg from the beaches of 7 islands in Sporades islands.

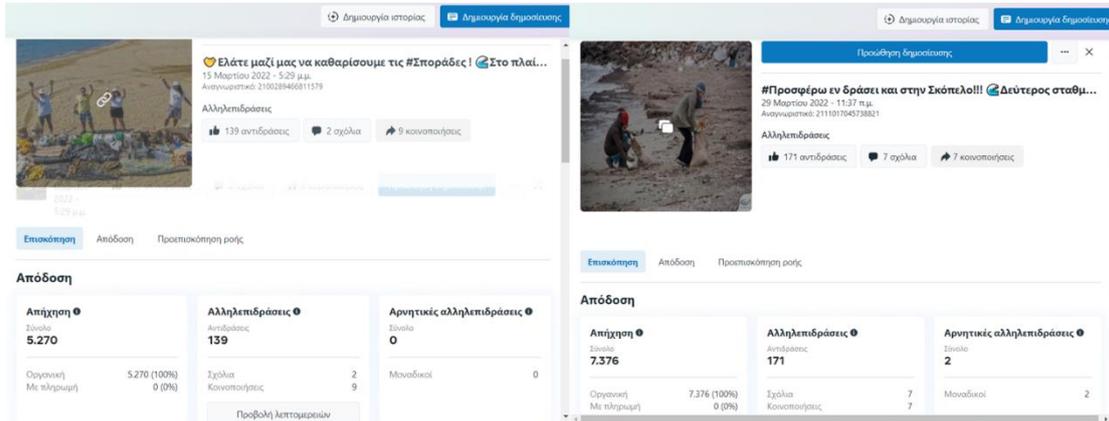
In the context of 1 underwater cleanup already implemented in the context of "Prosero" Campaign a total number of 20 different volunteers contributed to the activities and the removal of marine litter from the seafloor, mainly helping the divers to lift the litter to the port dock. The volunteers included iSea members and the Association of shell fishers and the Association of recreational fishers "Agia Paraskeui in Kalamaria. A total amount of about 500 kg of litter were collected from the seafloor of the port of Krini.



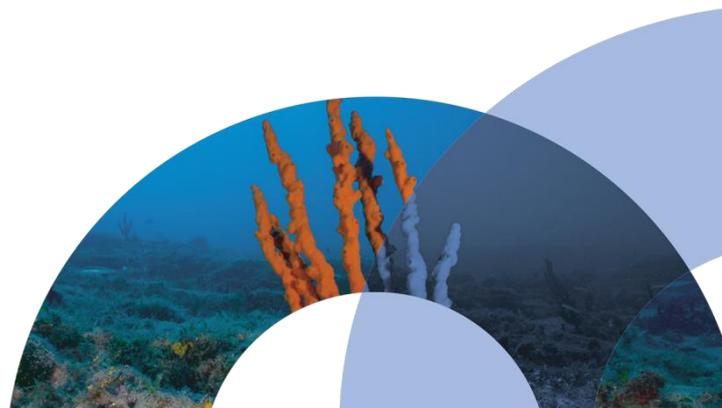
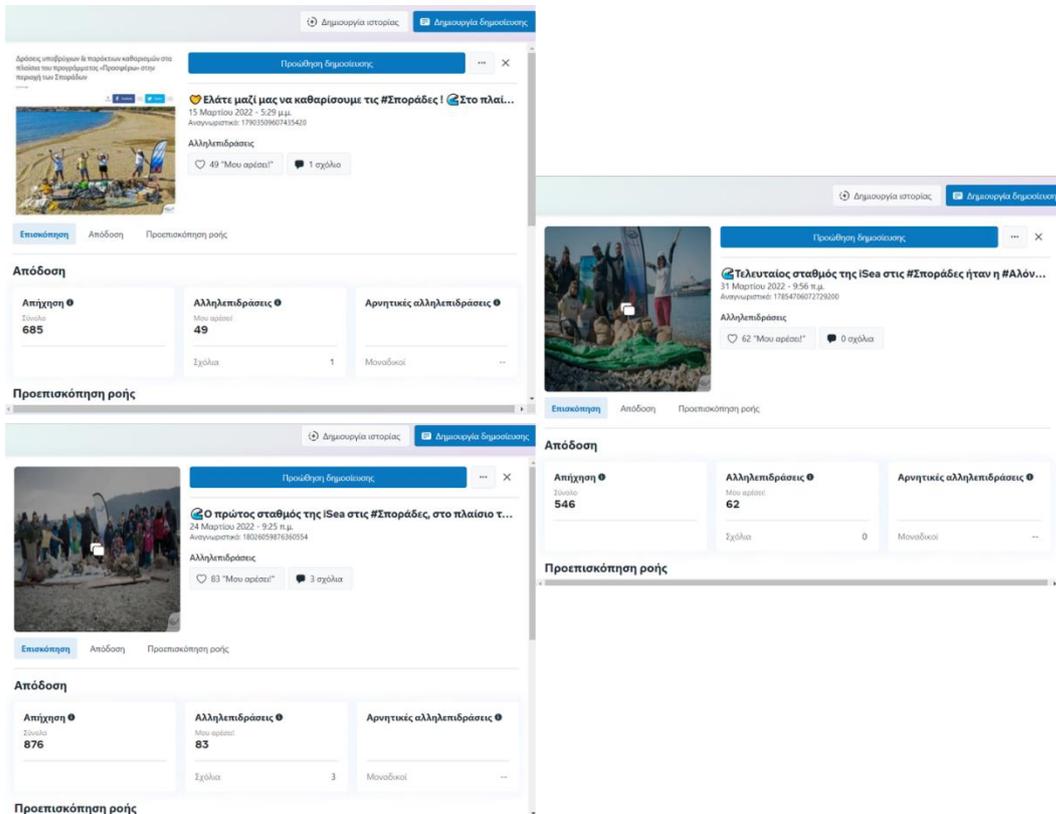
Communication plan:

The posts with the highest reach in our social media accounts are presented below:

Facebook



Instagram



Twitter

× **Tweet Analytics**

iSea @IseaOrg · Mar 24



The first stop of iSea in #Sporades, in the context of #Profsero project, a joint effort of Procter & Gamble and AB Vassilopoulos was #Skiathos!

More than 25 #volunteers helped us to remove more than ...
[Show this thread](#)

 **14**
 **3**
 **2**

Impressions ⓘ 455	Engagements ⓘ 29	Detail expands ⓘ 3
	New followers ⓘ 0	Profile visits ⓘ 0

Promote your Tweet
 Get more impressions and grow your brand. Promote this Tweet and broaden your reach.

Promote this Tweet

LinkedIn

2w • Edited • 

#Profsero in action in Skopelos!!!

Second stop of iSea as part of #Profsero (<https://lnkd.in/e-YmpVb>) ...see more



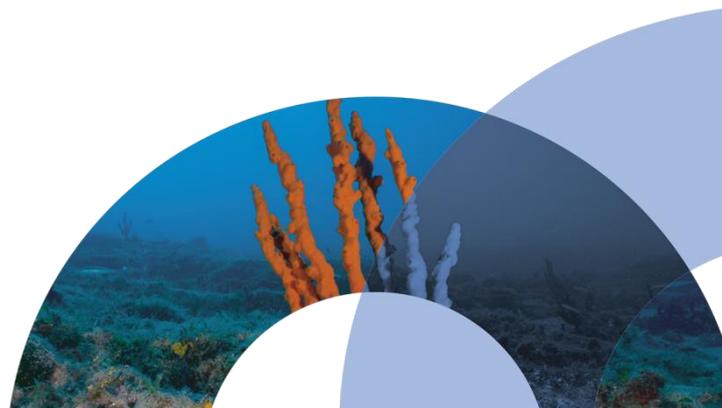
Be the first to comment on this

Organic impressions: **416** Impressions Hide stats ^

Organic stats ⓘ
 Targeted to: All followers

416 Impressions	17 Reactions	16.59% Click-through rate
0 Comments	1 Share	69 Clicks

20.91%
Engagement rate





Be the first to comment on this

Organic impressions: 575 Impressions Hide stats ^

Organic stats f

Targeted to: All followers

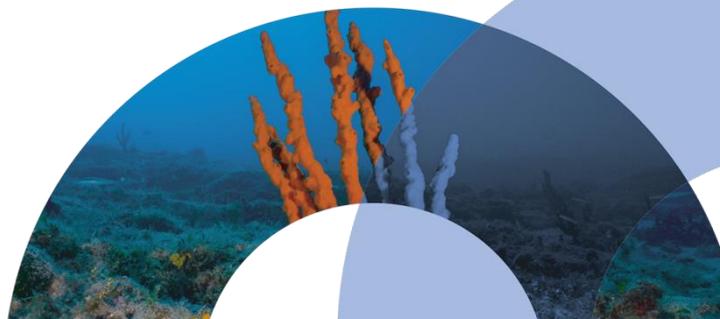
575 Impressions	22 Reactions	17.74% Click-through rate
0 Comments	1 Share	102 Clicks
21.74% Engagement rate		

A total number of 5 “stories” were published in Facebook & Instagram mainly during the underwater and beach clean-ups, in order to inform iSeafollowers about the progress of every action and attract them to look for more details about “Prosero” Campaign.

One of the most successful stories in Instagram follows. It reached 313 people.



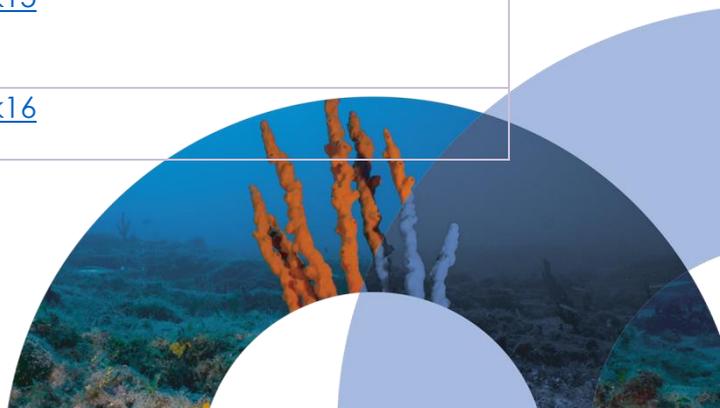
In addition, a press release was created and shared to local and national new out containing the total results of the Prosero project and more specifically, the results came out from the 13th wave of the Prosero Campaign took place in Sporades. The impact of the press release is shown below:



Μέσο	Σύνδεσμος
Thessalikipress.gr	Link1
Skiathoslife	Link2
Skopelos TV	Link3
Astra TV	Link4

Furthermore, the following articles were published before and during the Prosero campaign in Sporades:

Μέσο	Σύνδεσμος
Parallaxi	Link1
iefimerida	Link2
Μακεδονία	Link3
newsbase	Link4
terraneews	Link5
Skiathoslife	Link6
Skiathoslife	Link7
Skiathoslife	Link8
Εδώ ζεις	Link9
City now	Link10
Αθηναϊκό Μακεδονικό Πρακτορείο Ειδήσεων	Link11
Today Press	Link12
Thessaliki press	Link13
Greenagenda	Link14
Facebook post Σώμα Ελληνικού Οδηγισμού Τ.Τ. Σκιάθου	Link15
analitis	Link16



Thess press	Link17
politicgr	Link18
Myportal.gr	Link 19
Μακεδονία	Link20
Aftodioikisi_online	Link 21
Δήμος Καλαμαριάς	Link 22

Next steps

In the context of the 14th wave of "Prosfero" campaign 12 underwater and 8 beach clean up actions will be completed by July 2022 in different regions of Peloponnese and Katerini.

Underwater clean-up details:

1th Activity (A1): Kyllini Port, Andravida - Kyllini

2th Activity (A2): Katakolo Port, Pyrgos

3th Activity (A3): Porto Xeli, Ermionida

4th Activity (A4): Costa Navarino, Trifilias

5th Activity (A5): Pilos Port, Pilos

6th Activity (A6): Methoni, Pilos

7th Activity (A7): Gythio, Mani

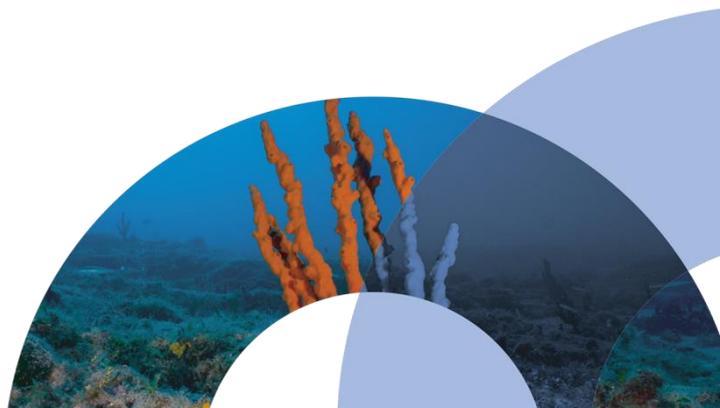
8th Activity (A8): Elafonisos, Elafonisos

9th Activity (A9): Monemvasia, Monemvasia

10th Activity (A10): Nafplio Port, Nafplio

11th Activity (A11): Pidna, Pieria

12th Activity (A12): Katerini Port, Pieria





Beach clean-up details:

1th Activity (A1): Lexaina, Andravida - Kyllini

2th Activity (A2): Katakolo, Pyrgos

3th Activity (A3): Kyparissia, Trifillia

4th Activity (A4): Methoni, Pilos

5th Activity (A5): Krokees, Mani

6th Activity (A6): Voia, Monemvasia

7th Activity (A7): Aglyftis, Elafonisos

8th Activity (A8): Ververoda, Ermionida

