

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. Since 2018, 278 beach and underwater cleanups have been conducted throughout Greece in the context of the project and more than 88 tons of litter have been removed.

The 20th wave of Prosfero campaign was conducted in Nestos, Euboea, Attica, Kasos island, Atokos island and Chalkidiki including a total number of 4 informative events, 14 beach and 7 underwater cleanup actions. The organisation and coordination of the actions began in February and March 2024, while they were implemented in April and May, 2024.

Project Coordinators:

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Environmental Organisation for the preservation of Aquatic Ecosystems, iSea

UNTIL TODAY

278 beach & underwater cleanups

88 tons of litter have been removed



BEACH CLEANUPS



BEACH CLEANUPS

1st Activity (A1): Nestos beach, Central Macedonia

2nd Activity (A2): Lichadonisia beach, North Euboea

3rd Activity (A3): Politika beach, Central Euboea

4th Activity (A4): Aliveri beach, Central Euboea

5th Activity (A5): Eretria beach, Central Euboea

6th Activity (A6): Lefkanti beach, Central Euboea

7th Activity (A7): Kourenti beach, Central Euboea

8th Activity (A8): Limanakia Varkizas beach, Attica

9th Activity (A9): Freattida beach, Attica

10th Activity (A10): Loutra Alimou beach, Attica

11th Activity (A11): Agios Nikolaos beach, Attica

12th Activity (A12): Makronisos beach, Attica

13th Activity (A13): Atokos beach, Atokos

14th Activity (A14): Gerakini beach, Chalkidiki



Beach cleanup details

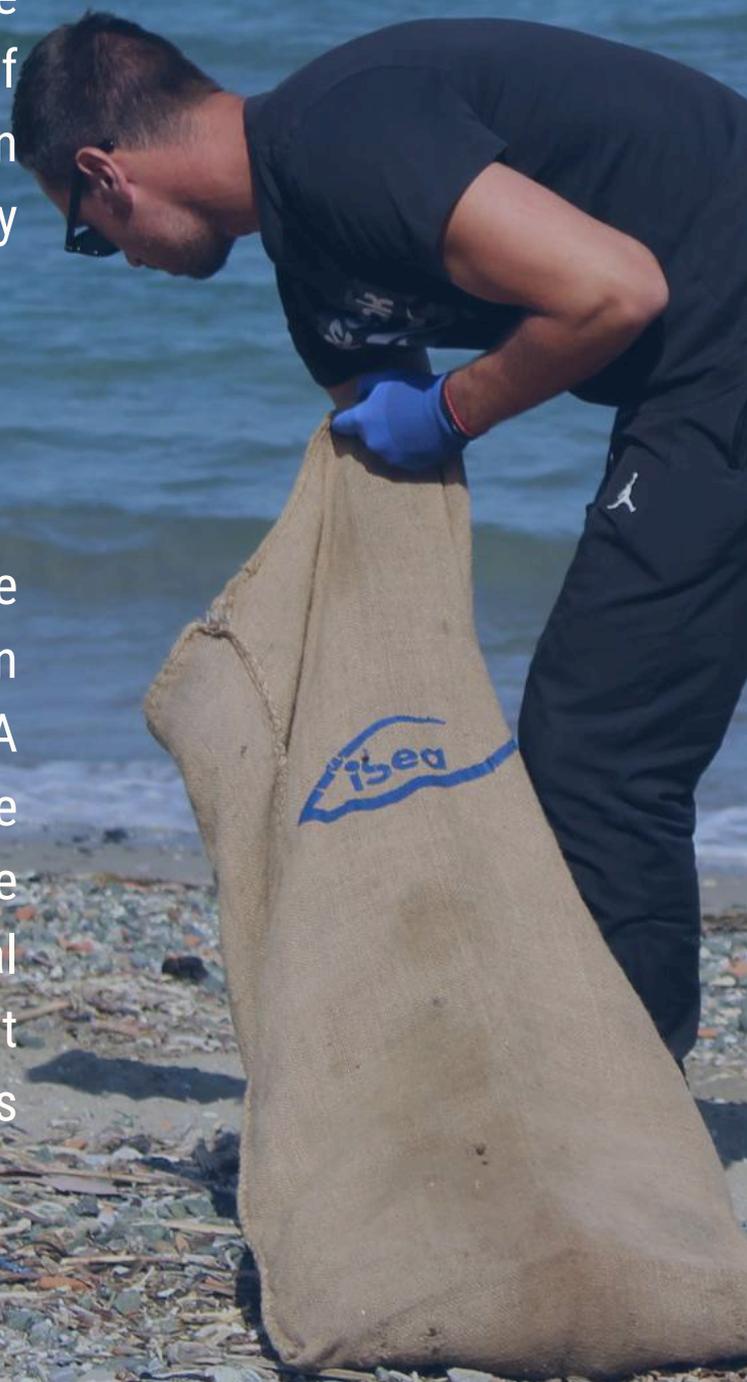
| ACTIVITY CODE | DATE | VOLUNTEERS | LITTER COLLECTED (KG) |
|---------------|------------|------------|-----------------------|
| A1 | 27-02-2024 | 52 | 44 |
| A2 | 08-04-2024 | 12 | 100 |
| A3 | 09-04-2024 | 55 | 35 |
| A4 | 10-04-2024 | 130 | 68 |
| A5 | 11-04-2024 | 140 | 65 |
| A6 | 11-4-2024 | 120 | 15 |
| A7 | 12-04-2024 | 4 | 30 |
| A8 | 13-04-2024 | 4 | 12 |
| A9 | 15-04-2024 | 12 | 14.3 |
| A10 | 15-04-2024 | 30 | 9.1 |
| A11 | 17-04-2024 | 77 | 61 |
| A12 | 20/04/2024 | 7 | 65 |
| A13 | 11-05-2024 | 11 | 55 |
| A14 | 29-05-2024 | 41 | 15 |
| Total | | 695 | 588.4 |

Table 1: Supplementary data of "Prospero" beach cleanups conducted from February to May 2024.

Beach litter monitoring results

In the context of the actions and with the aim to survey the abundance of marine litter in each area, beach litter was monitored according to the monitoring framework and list of items of the protocol established in the context of the Marine Strategy Framework Directive.

In total 588.4 kg of litter were removed from the 14 beaches in Euboea, Attica and Atokos island. A total number of 1,652 litter items were recorded 82.9% of which were plastics. In accordance with the global bibliography and data, the most abundant litter type in all the actions conducted was plastic.



Litter types

The average percentage of plastic found on all ports is 82.9%. In all the cleanup actions, plastic was the most abundant litter type.

Litter typer by percentage

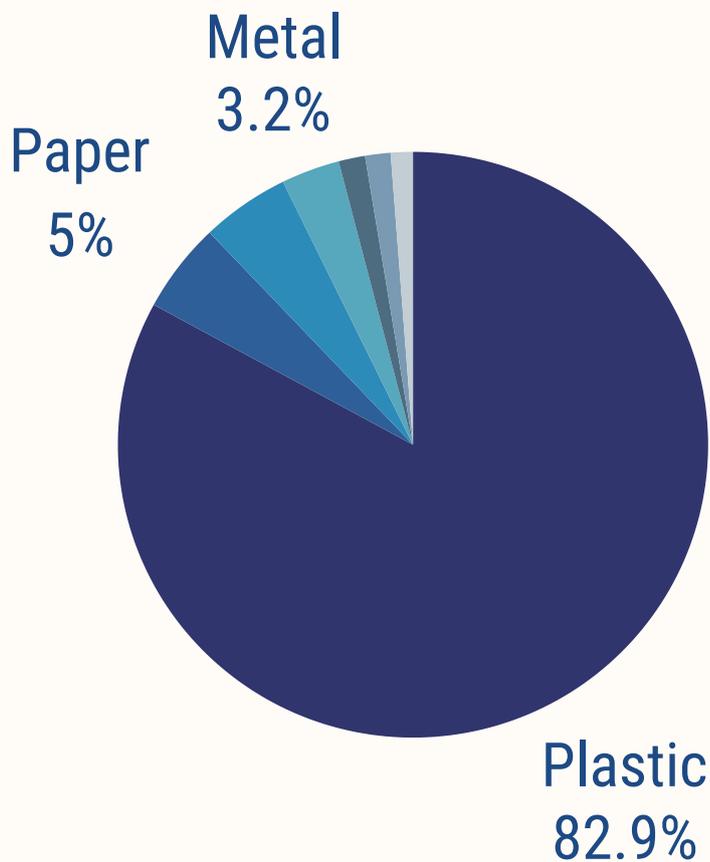


Figure 1: Litter typer, expressed as a percentage (%).

In 9 out of 14 beach cleanups plastic exceeded 80%.

Litter types

Percentage per litter type

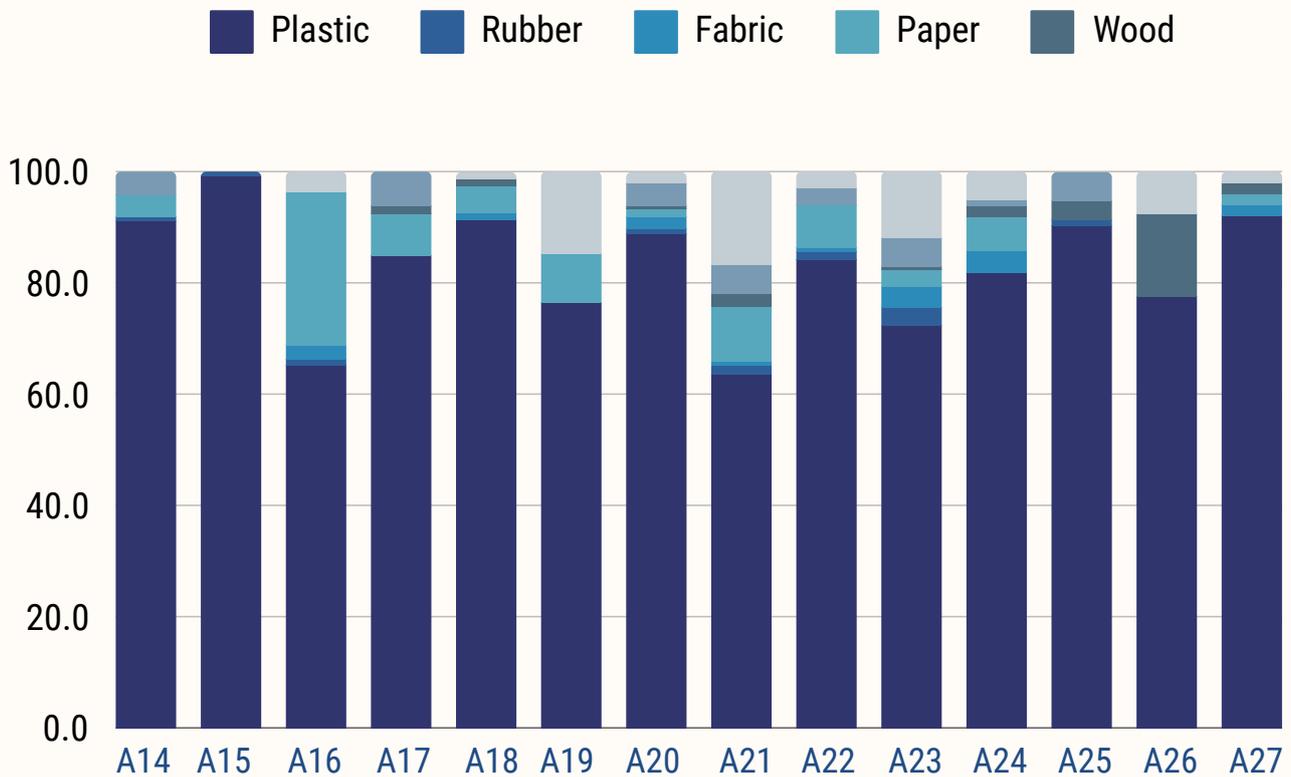
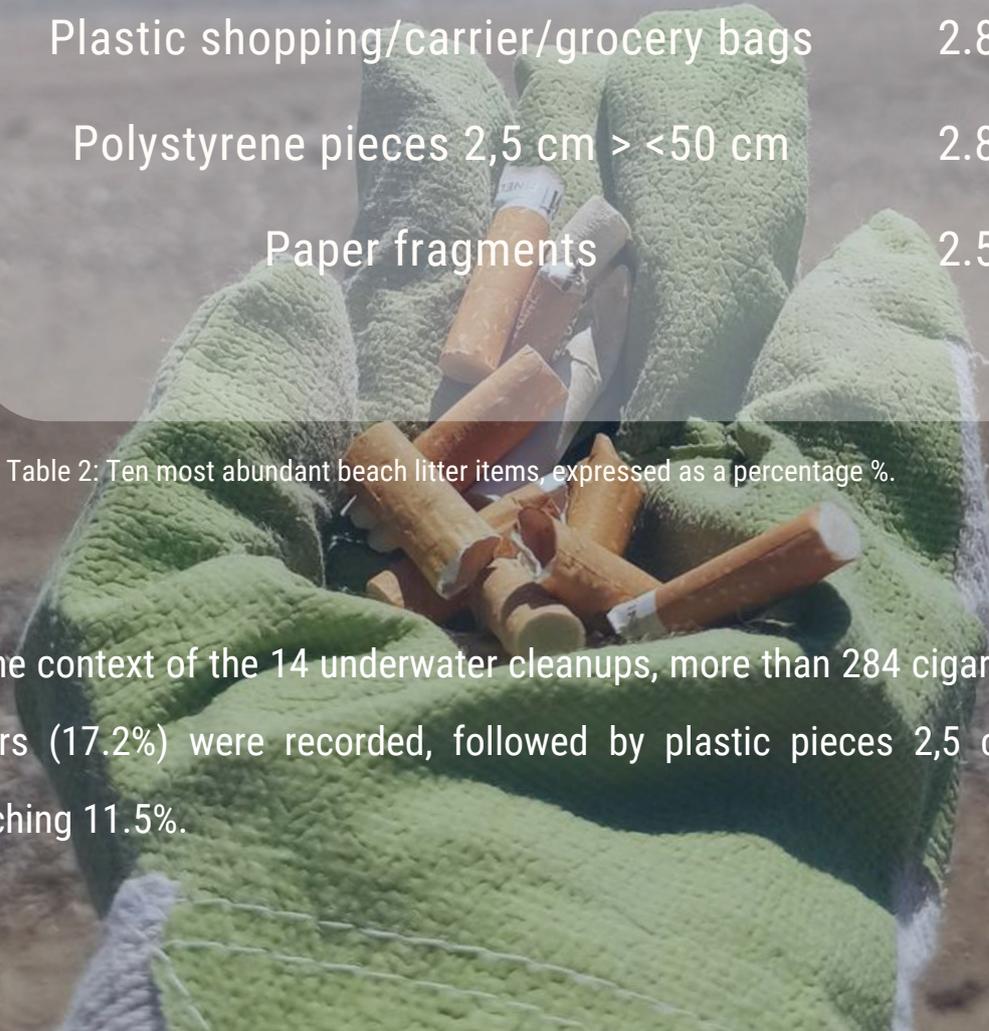


Figure 2: Collected litter types per beach cleanup, expressed as a percentage (%).

Particularly, in Lichadonisia islands are not inhabitable but they are really touristic during the summer. The amount of litter items accumulated in the coasts is possibly because of the streams that transfer great amounts of litter after the floods in Volos and South Pelion. Politika beach (A16) is the only beach that has a great percentage of paper litter items reaching 27,7%. This could be attributed to the fact that is a commonly used beach with taverns and restaurants and for sunbathing and swimming during summer.

Makronisos beach (A25) located in Makronisos island in Attica, used to be a place of exile. Nowadays is only used by tourists that visit the island for its historical past. Even though it is a not habitable island, Makronisos had great amount of plastic items that could have possibly ended up there due to the streams, such as flip flops, plastic bottles and cleanser bottles. Furthermore, it is a place that is not regularly cleaned up and that is the reason why old litter was mostly removed.



| ITEMS | PERCENTAGE (%) |
|---|----------------|
| Cigarette butts and filters | 17.2% |
| Plastic pieces 2,5 cm > <50 cm | 11.5% |
| Plastic straws | 6.4% |
| String and cord (diameter less than 1 cm) | 5.1% |
| Glasses/Ceramic utensils | 4.7% |
| Plastic caps/lids from drinks | 4.4% |
| Plastic construction waste | 3.1% |
| Plastic shopping/carrier/grocery bags | 2.8% |
| Polystyrene pieces 2,5 cm > <50 cm | 2.8% |
| Paper fragments | 2.5% |

Table 2: Ten most abundant beach litter items, expressed as a percentage %.

In the context of the 14 underwater cleanups, more than 284 cigarette butts and filters (17.2%) were recorded, followed by plastic pieces 2,5 cm > <50 cm reaching 11.5%.

UNDERWATER CLEANUPS



UNDERWATER CLEANUPS

15th Activity (A15) : Nea Artaki Port, Central Euboea

16th Activity (A16): Aliveri Port, Central Euboea

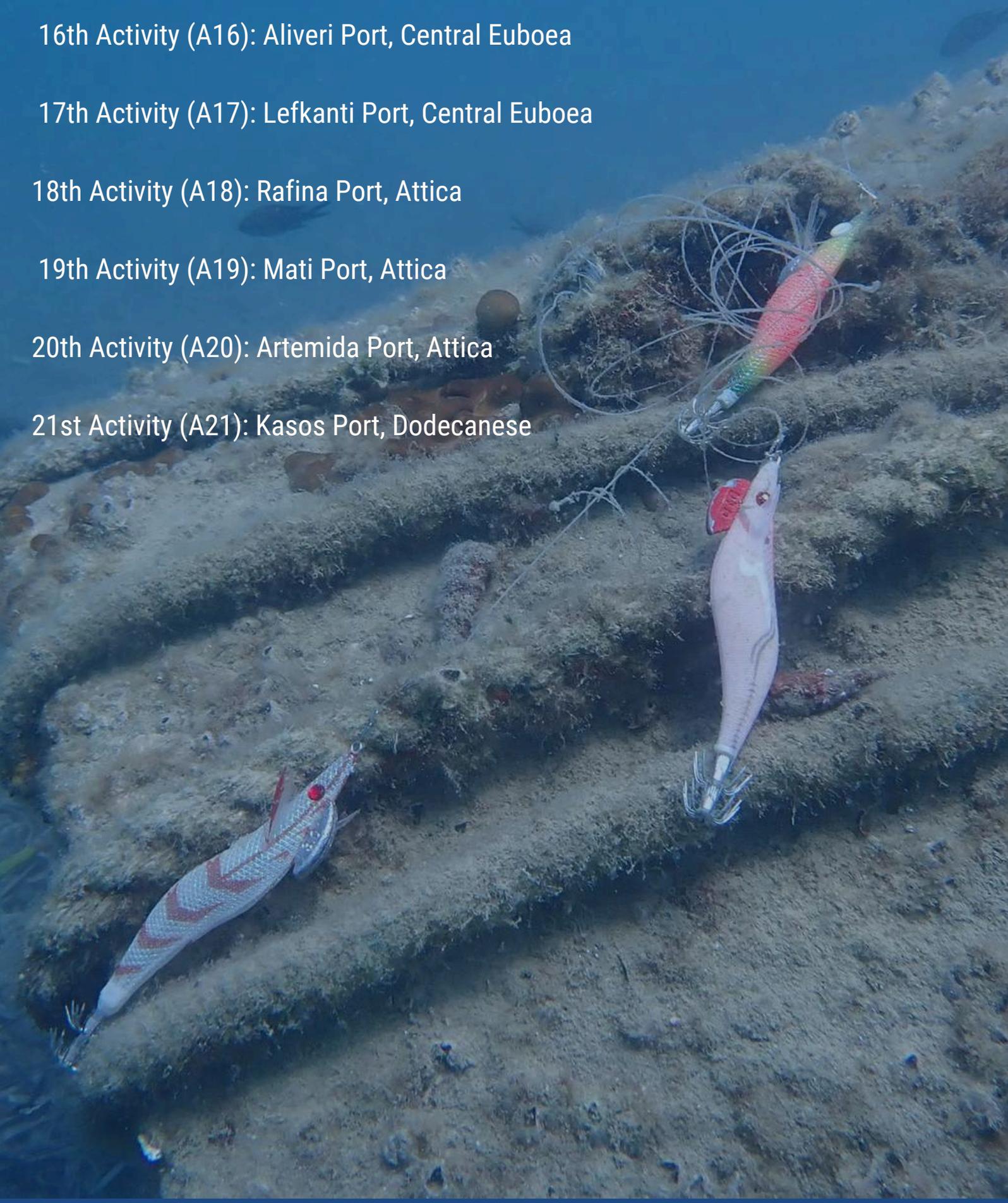
17th Activity (A17): Lefkanti Port, Central Euboea

18th Activity (A18): Rafina Port, Attica

19th Activity (A19): Mati Port, Attica

20th Activity (A20): Artemida Port, Attica

21st Activity (A21): Kasos Port, Dodecanese

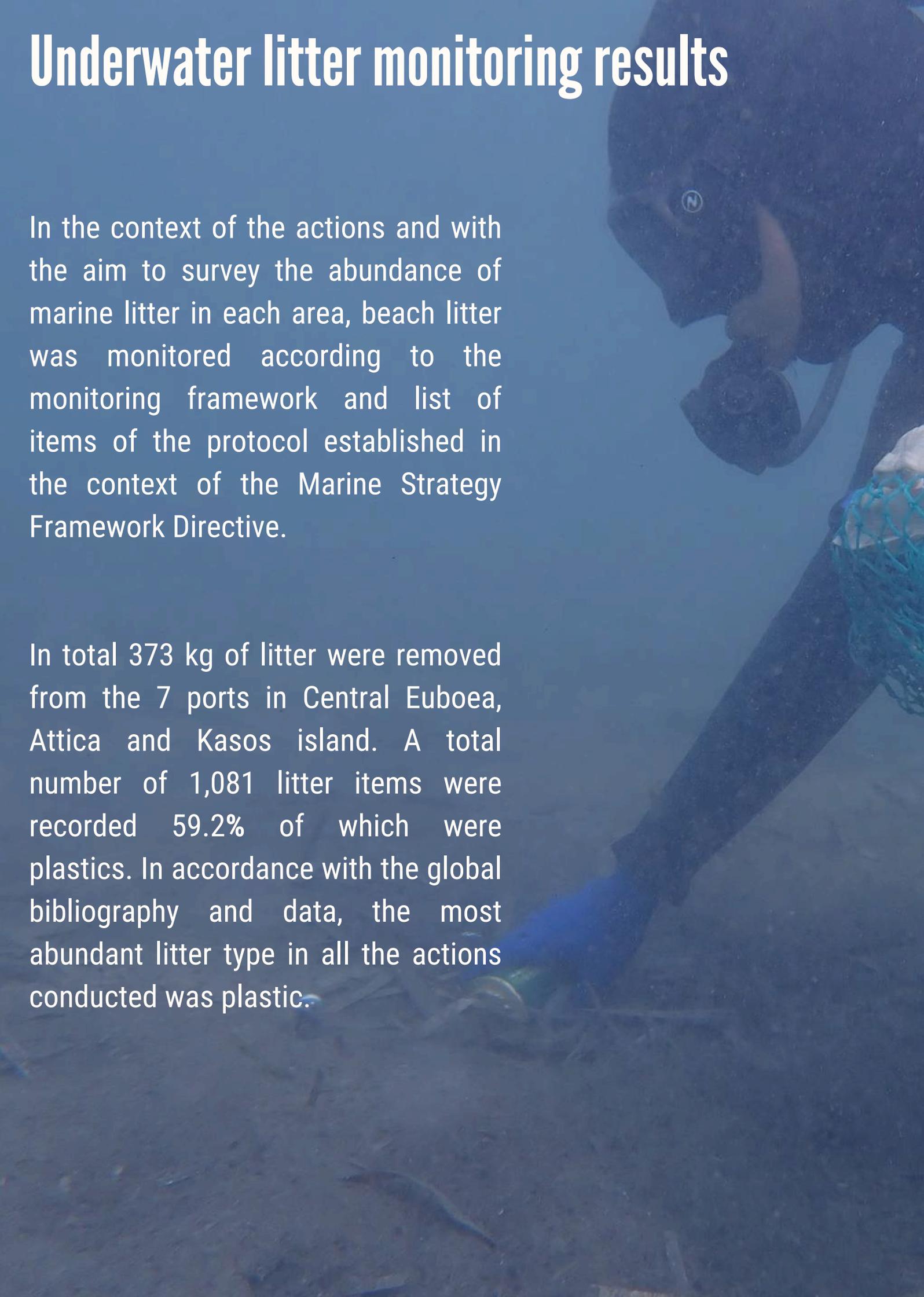


Underwater cleanup details

| ACTIVITY CODE | DATE | VOLUNTEERS | LITTER COLLECTED (KG) |
|---------------|------------|------------|-----------------------|
| A15 | 08-04-2024 | 9 | 65 |
| A16 | 10-04-2024 | 25 | 78 |
| A17 | 11-04-2024 | 2 | 30 |
| A18 | 14-04-2024 | 4 | 80 |
| A19 | 16-14-2024 | 28 | 30 |
| A20 | 18-04-2024 | 12 | 50 |
| A21 | 28-04-2024 | 8 | 40 |
| Total | | 88 | 373 |

Table 3: Supplementary data of "Prospero" underwater cleanups conducted during April 2024.

Underwater litter monitoring results



In the context of the actions and with the aim to survey the abundance of marine litter in each area, beach litter was monitored according to the monitoring framework and list of items of the protocol established in the context of the Marine Strategy Framework Directive.

In total 373 kg of litter were removed from the 7 ports in Central Euboea, Attica and Kasos island. A total number of 1,081 litter items were recorded 59.2% of which were plastics. In accordance with the global bibliography and data, the most abundant litter type in all the actions conducted was plastic.

Litter types

The average percentage of plastic found on all ports is 59.2%. In all the cleanup actions, plastic was the most abundant litter type.

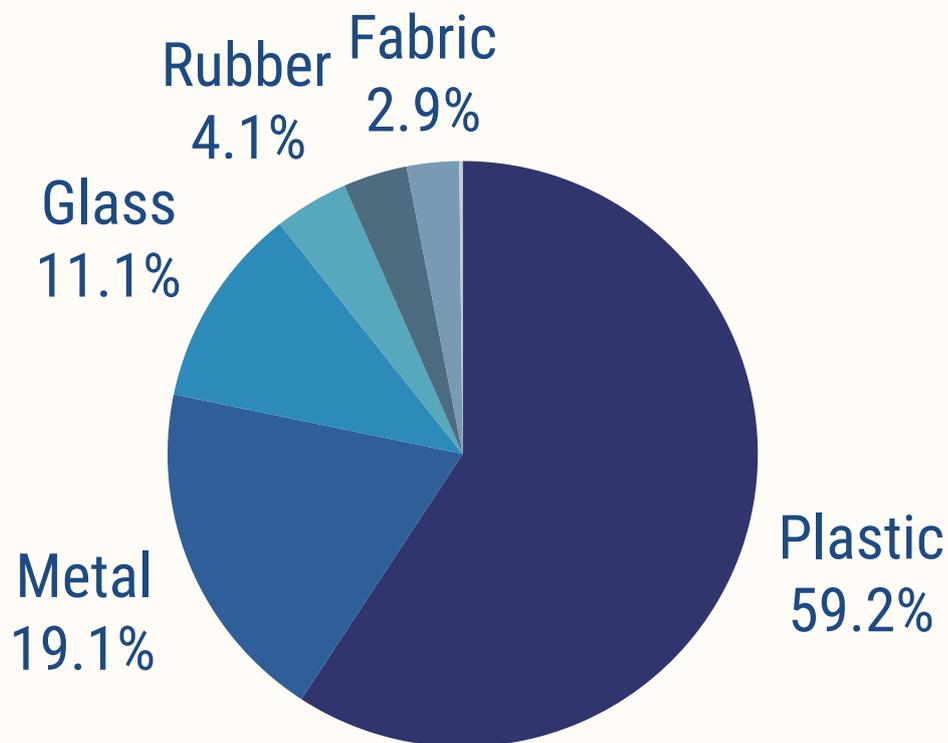


Figure 3: Litter typer, expressed as a percentage (%).

The average percentage of plastic found in the seafloor 6 of 7 ports exceeded 50% of the total litter recorded, followed by metal, in accordance with the findings of underwater cleanups taking place throughout Greece.

Litter types

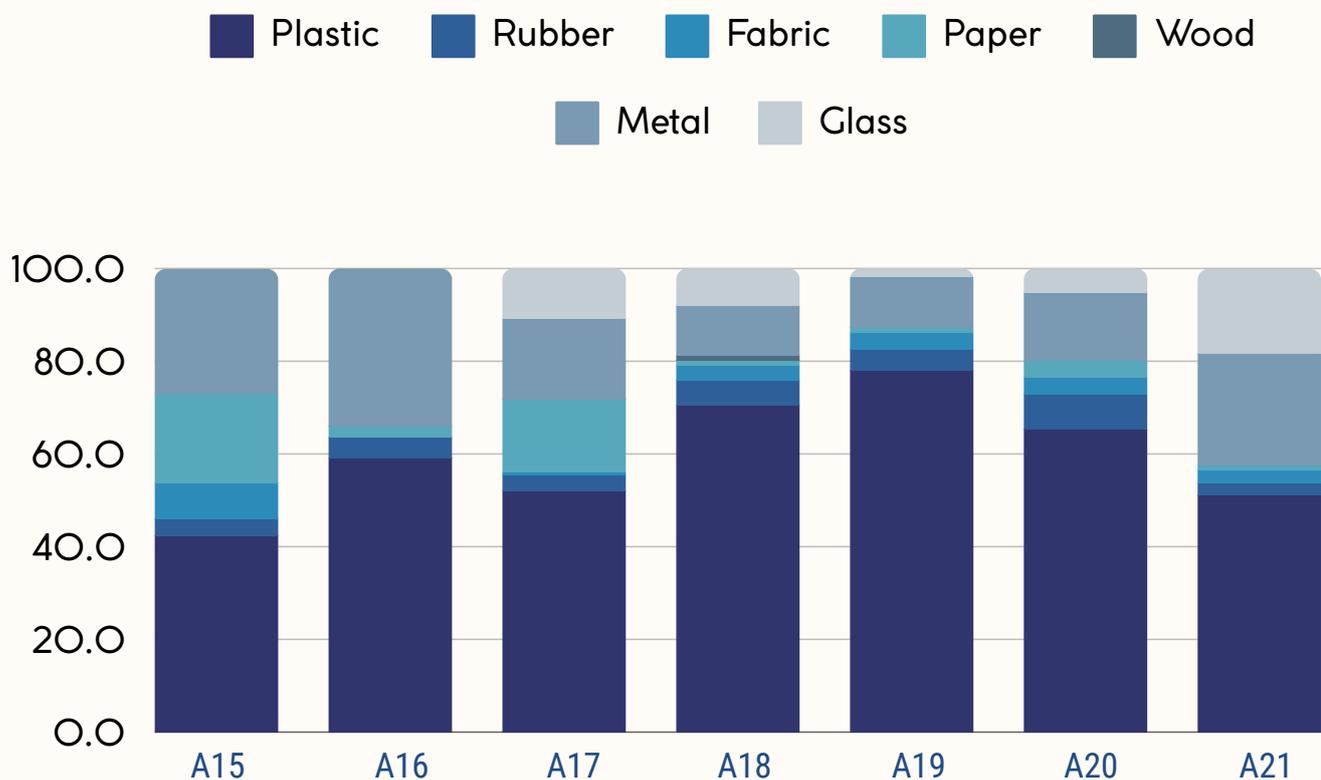


Figure 4: Collected litter types per underwater cleanup, expressed as a percentage (%).

Particularly, in Rafina Port (A18) and Mati Port (A19) the percentage of plastic exceeded 70%. In Rafina port it should be mentioned that there was a great amount of floating litter especially microplastics. Mati port was in a good condition compared to the other ports. It should be highlighted the fact that local community has been more sensitized regarding to the environment after the wildfire in Mati, 2019. Kasos island is located in Dodecanese and Kasos Port (A21) has some restaurants and coffee bars which are located in the port. This could explain the fact that a great number of glass bottles and plastic bottles were mostly removed. Also, Kasos port is a fishing port and a plethora of old litter such as plastic bottles and beverages and beer cans were accumulated.

Litter types

| ITEMS | PERCENTAGE (%) |
|--|----------------|
| Plastic bottles | 40.1% |
| Beverages and beer cans | 25.2% |
| Synthetic rope | 8.6% |
| Glass bottles and pieces | 7.7% |
| Single Use Plastic cups and lids | 7.2% |
| Plastic bags | 6.0% |
| Cans | 3.0% |
| Food packaging | 2.5% |
| Paper food trays, food wrappers, drink containers | 1.9% |
| Vehicle tires | 1.9% |

Table 4: Ten most abundant underwater litter items, expressed as a percentage %.

In the context of the 11 underwater cleanups, more than 434 plastic bottles (40.1%) were recorded, followed by beverage and beer cans reaching 25.2%.

ECOLOGY IMPORTANT AREAS



Lichadonisia
North Euboea

100 kg of litter
removed

Atokos
Ionian Sea

55 kg of litter
removed



Nestos Delta
Central Macedonia

44 kg of litter
removed



LANDMARK AREAS



Makronisos
Attica

65 kg of litter
removed

Kasos island
Dodecanese

40 kg of litter
removed



Participation details

A total number of more than 783 people participated in Prosero 20th wave.

In particular, 695 volunteers contributed to the activities and the removal of litter from beaches and 88 volunteers contributed to the activities and the removal of marine litter from the ports. Also, 5 divers participated in the underwater cleanups. Volunteers included iSea members, as well as representatives of associations and entities actively working in each area.



| AREA | ENTITY |
|-------------------|--|
| Eastern Macedonia | 1st Primary School of Keramoti, Nestos |
| Eastern Macedonia | M.U. of Nestos -Vistonida & Rhodope National Parks |
| North Euboea | M.U of Parnassos and Oiti National Parks.. |
| North Aegean | Lichadonisia.gr |
| Central Euboea | Primary School of Politika |
| Central Euboea | 3rd Primary School of Aliveri |
| Central Euboea | 2nd Primary School of Aliveri |
| Central Euboea | Middle School of Aliveri, Euboea |
| Central Euboea | Rescue Team 312 |
| Central Euboea | 1st Primary school of Eretria |
| Central Euboea | 3rd Primary School of Vasiliko |
| Central Euboea | Aegean Seals Diving Center |

Table 5: Entities participated in the actions



| AREA | ENTITY |
|------------|---------------------------------------|
| Attica | Posidonia Festival |
| Attica | Hellenic Red Cross |
| Attica | 3rd Primary School of Artemida |
| Attica | Aegean College |
| Attica | 1st Middle School of Nea Makri |
| Attica | Middle School of Artemida |
| Attica | Nautical Athletic Club of Mati NAOMA |
| Attica | East Coast Volunteers |
| Attica | Volunteers of Municipality of Piraeus |
| Lefkada | Pura Vida Sailing |
| Chalkidiki | Primary School of Kalyves Gerakini |

Table 6: Entities participated in the actions

Participation details

Apart from the volunteers, representatives from the local authorities took part in the actions (i.e. municipal authorities, coast guard) mainly as ambassadors of their affiliated entities.

| AREA | MUNICIPALITY |
|-------------------|--|
| Eastern Macedonia | Municipality of Nestos |
| North Euboea | Municipality of Istiaia Edipsos |
| Central Euboea | Municipality of Chalkida |
| Central Euboea | Municipality of Dirphies Messapies |
| Central Euboea | Municipality of Kimi-Aliveri |
| Central Euboea | Municipality of Eretria |
| Attica | Municipality of Vari-Voula-Vouliagmeni |
| Attica | Municipality of Rafina-Pikermi |
| Attica | Municipality of Piraeus |
| Attica | Municipality of Alimos |
| Attica | Municipality of Spata Artemida |
| Attica | Municipality of Kea |
| Attica | Municipality of Lavrio |
| Lefkada | Municipality of Lefkada |
| Chalkidiki | Municipality of Polygyros |

Table 7: Municipalities participated in the actions



| AREA | PORT AUTHORITIES |
|----------------|---|
| Central Euboea | Port Authority of Chalkida |
| Central Euboea | Port Authority Department of Aliveri D' |
| Central Euboea | Port Authority Department of Eretria B' |
| Attica | Port Authority of Rafina |
| Attica | Port Authority of Lavrio |
| Attica | Port Fund of Rafina |

Table 8 : Port Authorities participated in the actions



Informative Events

In the context of “Prosfero” project 4 informative events took place in Chalkida, Attica, Kasos island and Lefkada island. More than 420 people attended to the events. The iSea representatives informed all the attendees about the aim and the actions of Prosfero project and distributed informative material on marine pollution and measures for its prevention and mitigation.



Adults and children who attended these events had the opportunity to learn about the 10 most common beach litter and to see items removed from the seabed during underwater cleanups as well. Children played with the floor game and answered questions about how they can change their everyday habits into zerowaste and zeroplastic. These two events were implemented with the collaboration of the Municipalities of Chalkida, Vari Voula Vouliagmeni, Kasos and Lefkada with the participation of iSea’s volunteers and local population of the islands.



Communication plan

iSea based on the findings of Prosero Campaign shared all the results via its social media and websites aiming not only to distribute the significant impact of the actions, but also to raise awareness about the issue of marine litter and its impact on marine ecosystems. To achieve this goal, a total number of 4 posts were published in Facebook, Instagram, Twitter and LinkedIn presenting the results of the actions in each area and reaching up to people.

| DATE | IMPRESSIONS | REACTIONS | SHARES | LINK |
|------------|-------------|-----------|--------|------------------------|
| 19-02-2024 | 2,396 | 73 | 4 | Link 1 |
| 05-03-2024 | 1,129 | 50 | 2 | Link 2 |
| 08-04-2024 | 3,860 | 63 | 10 | Link 3 |
| 09-05-2024 | 2,942 | 52 | 7 | Link 4 |

Table 9: Facebook posts presenting the results of the actions

| DATE | IMPRESSIONS | REACTIONS | SHARES | LINK |
|------------|-------------|-----------|--------|------------------------|
| 19-02-2024 | 876 | 103 | - | Link 1 |
| 05-03-2024 | 665 | 63 | - | Link 2 |
| 08-04-2024 | 675 | 43 | - | Link 3 |
| 09-05-2024 | 704 | 101 | - | Link 4 |

Table 10: Instagram posts presenting the results of the actions

Communication plan

| DATE | IMPRESSIONS | REACTIONS | SHARES | LINK |
|------------|-------------|-----------|--------|------------------------|
| 19-02-2024 | 522 | 18 | 5 | Link 1 |
| 05-03-2024 | 626 | 11 | 3 | Link 2 |
| 08-04-2024 | 246 | 8 | 1 | Link 3 |
| 09-05-2024 | 324 | 20 | 3 | Link 4 |

Table 11: Twitter posts presenting the results of the actions

| DATE | IMPRESSIONS | REACTIONS | SHARES | CLICKS | LINK |
|------------|-------------|-----------|--------|--------|------------------------|
| 19-02-2024 | 642 | 32 | 1 | 31 | Link 1 |
| 05-03-2024 | 1,290 | 41 | 1 | 37 | Link 2 |
| 08-04-2024 | 559 | 19 | 1 | 13 | Link 3 |
| 09-05-2024 | 2,131 | 39 | 1 | 105 | Link 4 |

Table 12: LinkedIn posts presenting the results of the actions

Communication plan

In addition, a total number of 15 “stories” were published via Social Media during the actions, to inform the public about the progress of each action and keep their interest in the project alive.



Communication plan

Press releases were created and shared with the press, local and national inviting the local communities to participate in the campaign. Furthermore, a press release was created with the aim to inform the communities about the results of the campaign.

| MEDIA | LINK |
|----------------|-------------------------|
| greenagenda.gr | Link 1 |
| vorias.gr | Link 2 |
| inewsgr.com | Link 3 |
| fonografos.net | Link 4 |
| iselida.gr | Link 5 |
| irafina.gr | Link 6 |
| taxidromos.gr | Link 7 |
| rpn.gr | Link 8 |
| evima.gr | Link 9 |
| vorias.gr | Link 10 |
| irafina.gr | Link 11 |
| stereanews.gr | Link 12 |

Table 13: Press releases about the Prosero project published regarding actions throughout Greece

