

# PROSFERO CAMPAIGN

Prosero campaign is funded by Procter & Gamble and AB Vasilopoulos and implemented by iSea with the aim to achieve cleaner beaches and coasts. Since 2018, 282 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 present interim report refers to the activities conducted in the context of the 21st wave of Prosero.

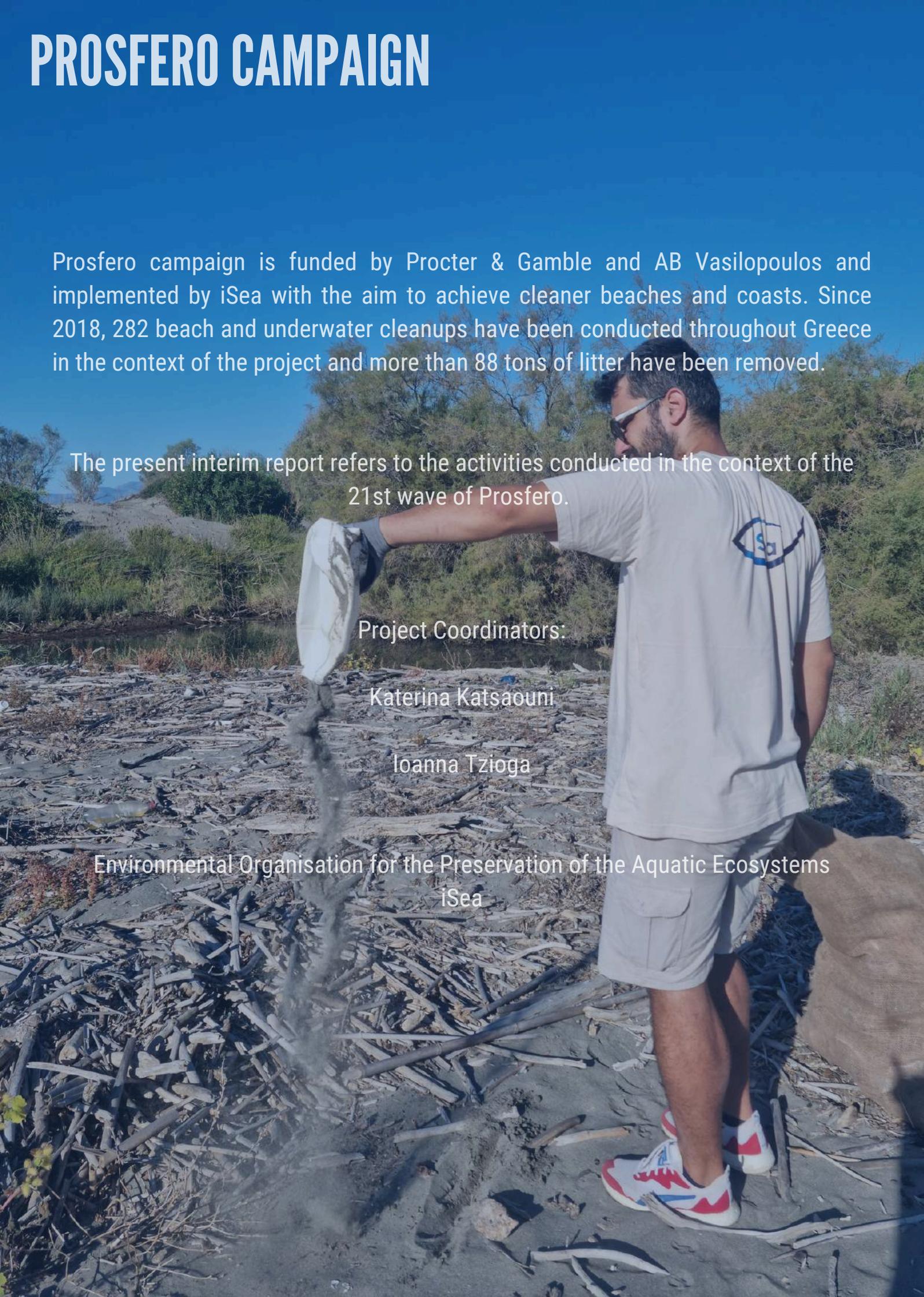
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iSea



UNTIL TODAY

282 beach & underwater cleanups

88 tons of litter have been removed



# BEACH CLEANUPS



# BEACH CLEANUP DETAILS

1st Activity (A1): Evrotas Delta beach, Peloponnese

2nd Activity (A2): Agia Pelagia beach, Kithira island

3rd Activity (A3): Nea Chora beach, Crete island

4th Activity (A4): Sitia beach, Crete island

ACTIVITY CODE	DATE	VOLUNTEERS	LITTER COLLECTED (KG)
A1	08-10-2024	2	29
A2	09-10-2024	40	5
A3	11-10-2024	2	6
A4	14-10-2024	66	10
<b>Total</b>		<b>110</b>	<b>50</b>

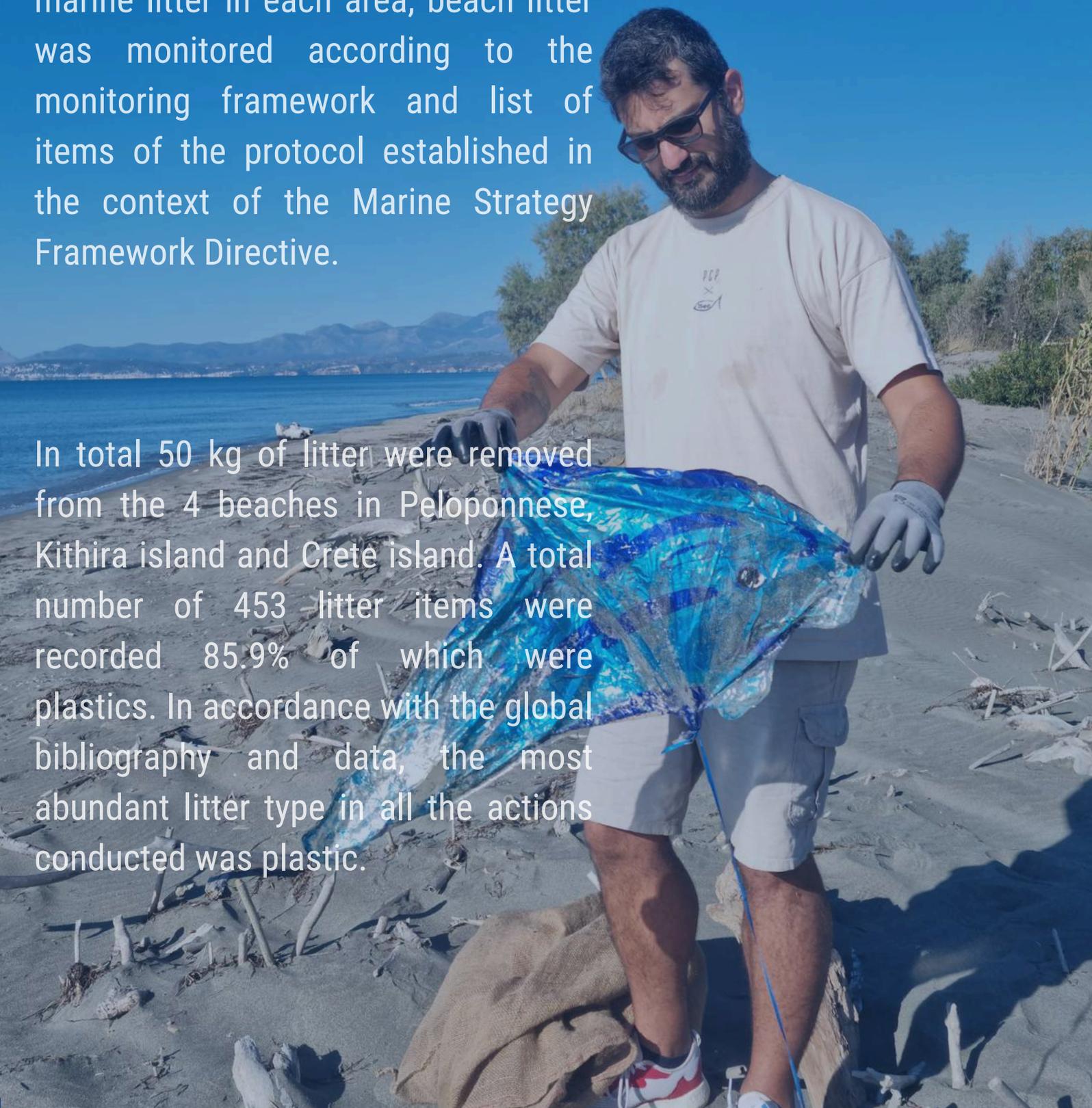
Table 1: Supplementary data of "Prosfero" beach cleanups conducted in October 2024.



# 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 50 kg of litter were removed from the 4 beaches in Peloponnese, Kithira island and Crete island. A total number of 453 litter items were recorded 85.9% 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 beaches is 85.9%. In all the cleanup actions, plastic was the most abundant litter type.

Litter typer by percentage

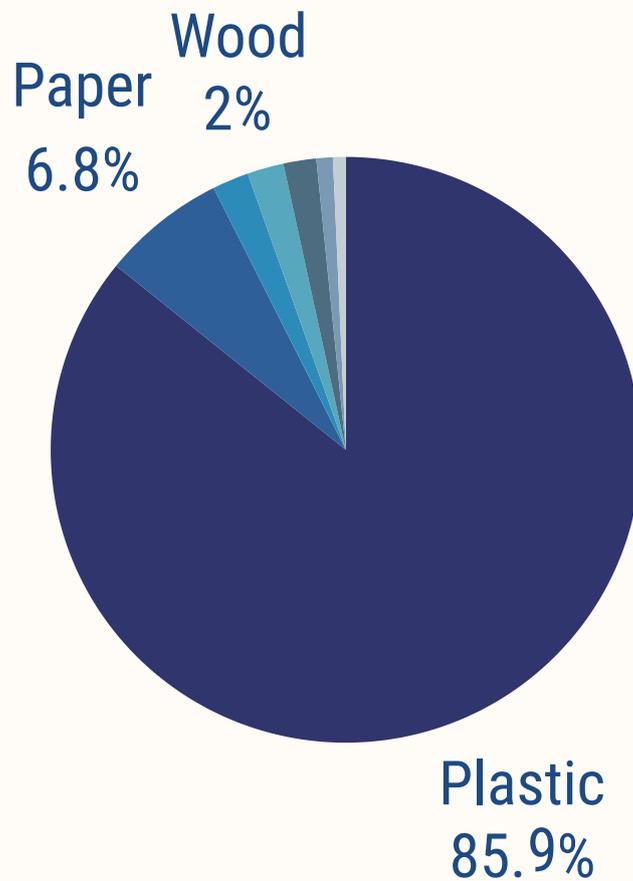


Figure 1: Litter typer, expressed as a percentage (%).

In 3 out of 4 beach cleanups plastic exceeded 80%.

# LITTER TYPES

## Percentage per litter type

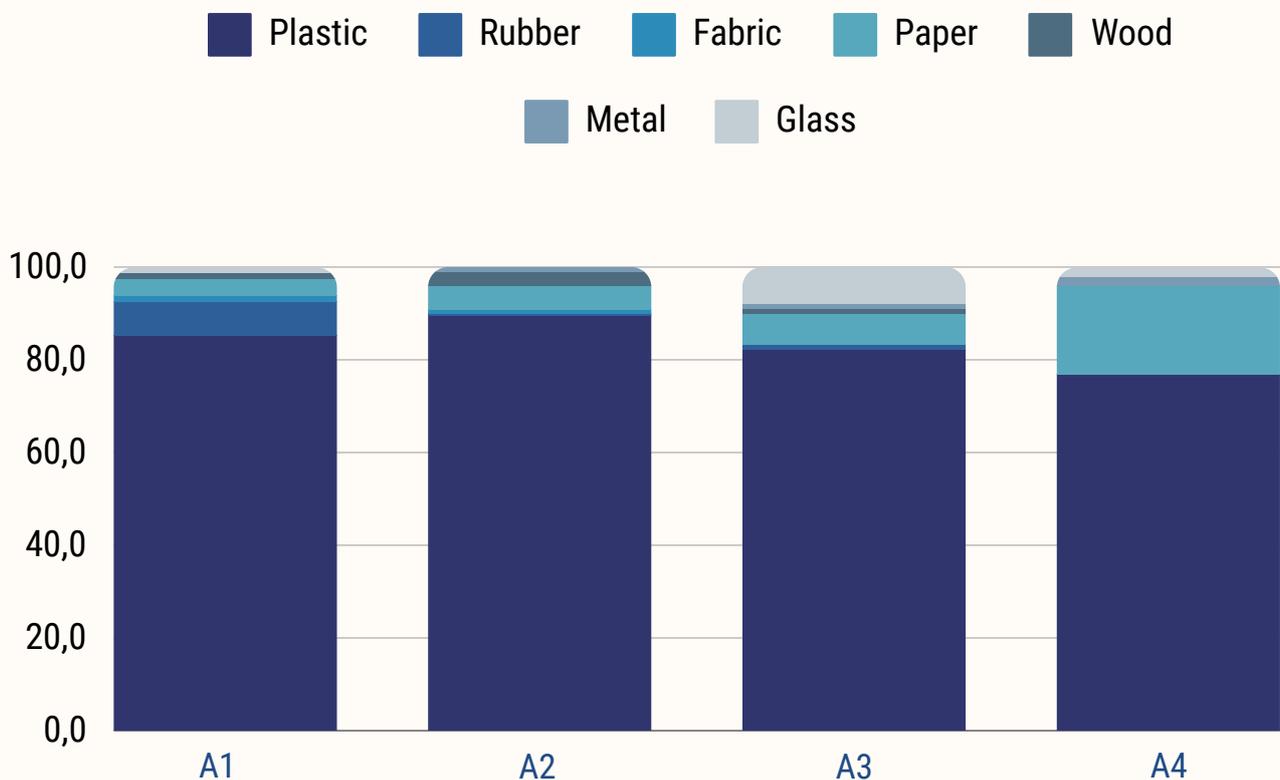


Figure 2: Collected litter types per beach cleanup, expressed as a percentage (%).

Particularly, in Evrotas Delta beach (A1), the amount of plastic exceeded 85% with a great amount of tie wraps. This could be attributed to the fact that there were a lot temporary self-made shading structures on the beach probably used by locals visiting the beach during the summer. In Agia Pelagia beach (A2), the amount of plastic exceeded the amount of plastic in all the other beaches and reached 89.6%. The most abundant litter items recorded were plastic pieces 2.5 cm > <50 cm and plastic cotton bud sticks. Moreover, Agia Pelagia beach is visited by tourists during the summer as it has beach bars and many restaurants. Nea Chora beach (A3) is a very touristic beach that is cleaned on a regular basis by the local beach bars and hotels, although the amount of cigarette butts exceeded by far the amount of cigarette butts of the other cleanup action. Sitia beach (A4) had also a great amount of paper items recorded reaching 19.2 %, mainly paper fragments and tissues, possibly some of them come from the receipts from the beach bars located in the area.

# Litter types

ITEMS	PERCENTAGE (%)
Plastic pieces 2.5 cm > <50 cm	28.5%
Cigarette butts	16.6%
Plastic straws	8.4%
Tie wraps	8.2%
Plastic cotton bud sticks	4.4%
String and cord (diameter less than 1 cm)	2.6%
Paper fragments	2.4%
Plastic shopping/carrier/grocery bags	2.2%
Plastic caps/lids drinks	1.8%
Plastic crisps packets/sweets wrappers	1.8%

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

In the context of the 4 beach cleanups, more than 120 plastic pieces 2.5 cm > <50 (28.5%) were recorded, followed by cigarette butts reaching 16.6%.

# PARTICIPATION DETAILS

A total number of more than 100 people participated in the actions implemented in Peloponnese, Kithira island and Crete island.

In particular, 110 volunteers contributed to the activities and the removal of litter from beaches. Volunteers included iSea members, as well as children and their parents from local schools.

## 40 participants

Nursery School of Agia  
Pelagia Potamos, Kithira  
island



## 66 participants

1st Elementary School of  
Sitia, 2nd Elementary School  
of Sitia and 4o Elementary  
School of Sitia,  
Crete island



# Informative Events

In the context of “Prosfero” project 1 informative event took place in Chania, Crete island.

More than 50 people attended to the event. 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 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 zero plastic. The event was implemented with the collaboration of the Municipality of Chania and with the participation of iSea’s volunteers and local population of the islands.

# Communication plan

A total number of 3 “stories” were published via Social Media during the actions, to inform the public about the progress of each action, keep their interest in the project alive and raise awareness about the issue of marine litter and its impact on marine ecosystems.



# Communication plan

A press release was created and shared with the local press and uploaded on iSea's website, inviting the local communities to participate in the campaign and informing them about the schedule of the actions that were about to be implemented.

MEDIA	LINK
Hania news	<a href="#">Link 1</a>
Kythera news	<a href="#">Link 2</a>
Notos press	<a href="#">Link 3</a>
Naniotika nea	<a href="#">Link 4</a>
Creta one	<a href="#">Link 5</a>
Creta times	<a href="#">Link 6</a>
Efimerida Sitiaka	<a href="#">Link 7</a>
Efimerida Sitiaka	<a href="#">Link 8</a>
Municipality of Sitia	<a href="#">Link 9</a>
Anatolh online	<a href="#">Link 10</a>

Table 3: Press releases about the Prosfero project published regarding actions in Peloponnese, Kithira island and Crete island

