



#zeroplastic 2024 Project Final Report

#zeroplastic campaign

The awareness-raising campaign against plastic debris and microplastics in the Greek seas, #zeroplastic, started on 2019 including multiple actions with the aim to inform the public about the problem of plastic pollution and its effects on marine organisms, but primarily to promote a zero-waste lifestyle through the reduce of plastic items and products containing microplastics.

Since 2020, the project continued with a special focus to raise awareness about plastic pollution to the tourism industry through diving centers. Thus, established collaboration with diving centers was developed in order to actively involve their visitors and the public community in multiple actions.

After 2021 the project expanded in Cyprus and was enriched in order to motivate the public to adopt a zero-waste lifestyle through artworks in public spaces and open public events. In addition, it achieved additional funding from Beyond Plastic Med association. As a result, more than 400 people, including school students, were informed about marine plastic pollution.

In 2023, the project focused on educational events and school visits of primary and secondary education, managing to implement **22 visits in 5 different locations** around Greece. As a result, more than **1330 school students** were involved from 3 different cities and **2 outermost islands** of the North Aegean.



Actions 2023

From March to November 2023, in the context of the project iSea organized awareness raising events in **Thessaloniki, Athens, Lemnos island, Agios Eustratios island and Leptokarya** with the aim to spread the message of marine plastic pollution among the **next generation**, in collaboration with educators (Figure 1). The **informative events** targeted pre-school and school aged students of primary and secondary education and were based on the educational materials created in the context of the project, in combination with educational activities designed for different age groups, participants' background and needs, on the principles of experiential education and problem solving.

The awareness raising events mainly included **school visits**, but also **informative events** organized within coastal cleanups, **festivals** and summer schools increasing the number of participants in #zeroplastic campaign. In particular, iSea visited **15 different schools** within **18 different school visits**, targeting different age groups. In addition, #zeroplastic constituted the informative/introductory part of **2 beach cleanups** that took place in Athens and Thessaloniki and the educational part for the kids that visited "Athens Eco Film Festival". In the context of non-formal educational activities, iSea also organized an awareness raising event within the activities of the Summer School of Lagadas, a rural area closed to the city of Thessaloniki.

The enthusiasm of educators participating in #zeroplastic campaign, gave us the chance to further enrich the activities conducted with the students.

In particular, each informative visit/event includes:

1. The **informative part**, based on the materials created in the context of the campaign and focusing on the **impact of marine litter to the marine life** and welfare, but also on promoting the **reduce of plastic waste** production in the everyday life, but also school life of the students and the school community.
2. The experiential activities that support the better understanding of the issue, including **role playing, matching games** of actual litter items found during cleanups, **separation of small pieces of plastic** from sediment collected from the beaches, but also **filtering of samples** with simplified procedures (ex. replaced micro filter with coffee filter). In addition, the activities include our newly created **floor game** during which participants are moving on boxes according to the score they are achieving after answering to questions relevant to zero waste and marine life protection actions.

Locations



Figure 1. Areas of Greece that #zeroplastic campaign took place during 2023

Participation

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Figure 2. #zeroplastic activities for kids within Athens Eco Film Festival

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Participation

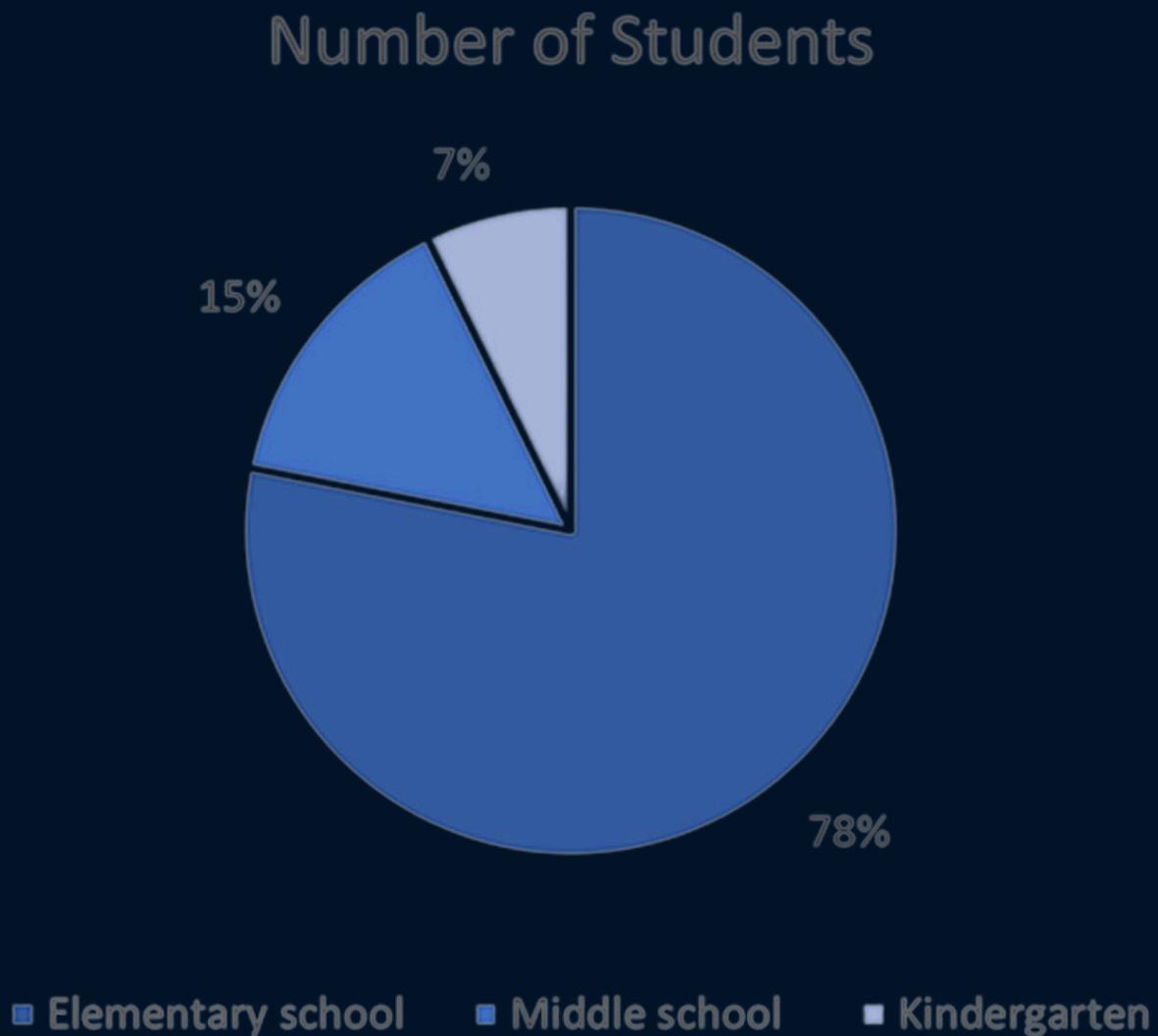


Figure 3. Participants school level/age group expressed by percentages

Participation



Figure 4. Primary school students remove small pieces of plastic from sediment collected from their area with the guidance of an iSea representative

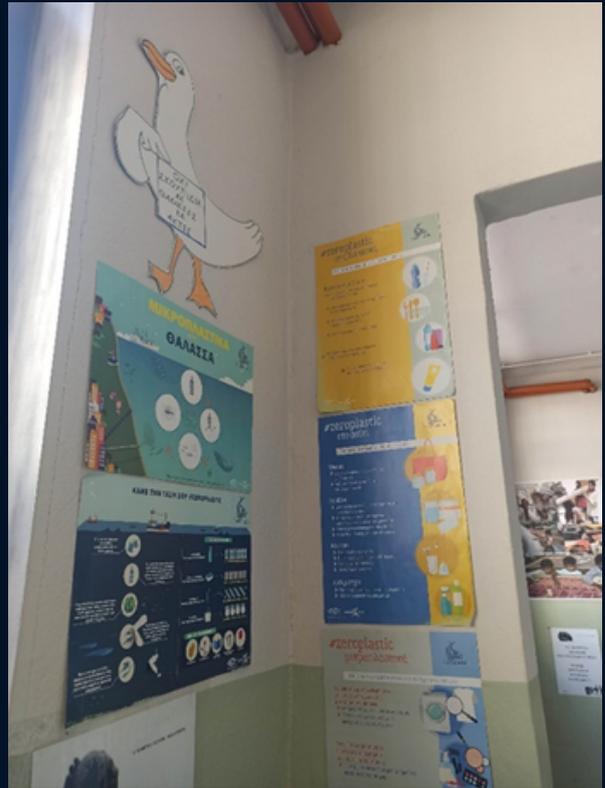


Figure 5. #zeroplastic material posted by the students participated in the campaign

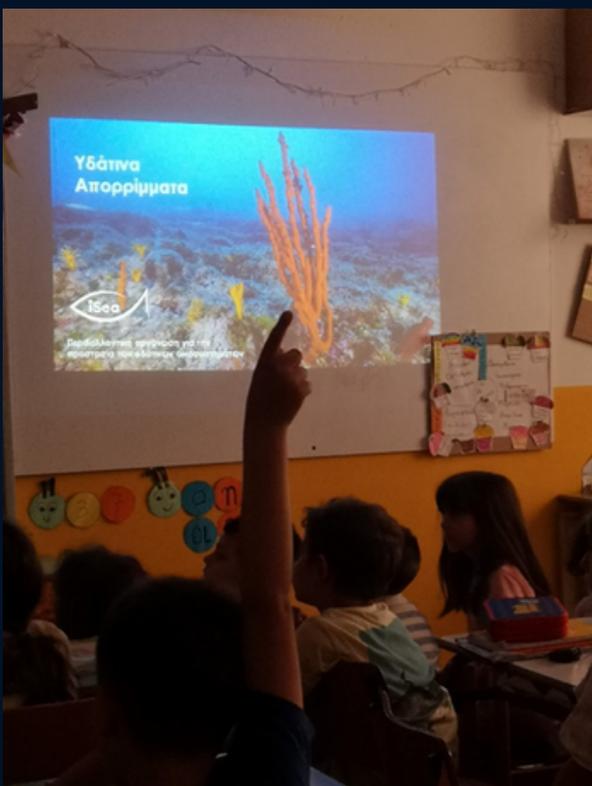


Figure 6. Students participating in the informative part of the school visit



Figure 7. Students drawing the #zeroplastic material

Communication

The the actions were distributed through iSea's social media (Facebook, Instagram, LinkedIn and Twitter) accounts in order to raise awareness among the public about the issue of marine plastic pollution and disseminate the project's results. The project was launched through social media in February after iSea's first educational visit. Further posts followed in order to present the progress of the project and the actions implemented. You can find all the Social Media activity and details below:

Table 1: Facebook posts

Date	Reach	Link
22-02-2023	1600	<u>Post 1</u>
09-05-2023	2600	<u>Post 2</u>
18-09-2023	2700	<u>Post 3</u>

Table 2: Instagram posts

Date	Reach	Link
22-02-2023	697	<u>Post 1</u>
09-05-2023	700	<u>Post 2</u>
18-09-2023	522	<u>Post 3</u>

Table 3: Twitter posts

Date	Impressions	Link
22-02-2023	1100	<u>Post 1</u>
09-05-2023	474	<u>Post 2</u>
18-09-2023	289	<u>Post 3</u>

Table 4: LinkedIn posts

Date	Impressions	Link
22-02-2023	301	<u>Post 1</u>
09-05-2023	289	<u>Post 2</u>
18-09-2023	313	<u>Post 3</u>

Communication

ΚΑΝΕ ΤΗΝ ΤΑΞΗ ΣΟΥ #ZEROPLASTIC

ΑΝΤΙΚΑΤΑΣΤΑΣΗ

- 1. Προσελκύστε τους μαθητές με ερωτήσεις:
 - Ποιό είδος πλαστικού χρησιμοποιείται για να φτιάξουν οι άνθρωποι τα μπουκάλια?
 - Ποιό είδος πλαστικού χρησιμοποιείται για να φτιάξουν οι άνθρωποι τα ποτήρια;
 - Ποιό είδος πλαστικού χρησιμοποιείται για να φτιάξουν οι άνθρωποι τα κουτιά των γάλακτων;
 - Ποιό είδος πλαστικού χρησιμοποιείται για να φτιάξουν οι άνθρωποι τα πακέτα των μπισβιτών;
- 2. Προσελκύστε τους μαθητές με ερωτήσεις:
 - Ποιό είδος πλαστικού χρησιμοποιείται για να φτιάξουν οι άνθρωποι τα μπουκάλια;
 - Ποιό είδος πλαστικού χρησιμοποιείται για να φτιάξουν οι άνθρωποι τα ποτήρια;
 - Ποιό είδος πλαστικού χρησιμοποιείται για να φτιάξουν οι άνθρωποι τα κουτιά των γάλακτων;
 - Ποιό είδος πλαστικού χρησιμοποιείται για να φτιάξουν οι άνθρωποι τα πακέτα των μπισβιτών;

ΜΗ ΧΡΗΣΙΜΟΠΟΙΕΙΣ

Απορρίψτε από 200 μικροπλαστικά που υπάρχουν στο περιβάλλον μας. Απορρίψτε από 200 μικροπλαστικά που υπάρχουν στο περιβάλλον μας. Απορρίψτε από 200 μικροπλαστικά που υπάρχουν στο περιβάλλον μας.

Students are engaged in a hands-on activity, examining sediment samples and plastic waste in a classroom setting.

A presentation is being held on a stage, with a large audience seated in front of a screen displaying the project's content.

The students learned about microplastics and ways to detect them in sediment from a beach located close to the school.
 The #zeroplastic project is supported by OceanCare.
 Find more here: <http://bit.ly/3IN7u6k>

A student is shown examining sediment in a tray, likely as part of the microplastic detection activity.

Προωθήστε αυτή τη δημοσίευση για να προσελκύσετε έως και 1370 ακόμη άτομα αν ξοδέψετε 35 €.

Προώθηση δημοσίευσης

Εσείς, Ioannis Gionos, Ιωάννα Τζιζίγα και 15 ακόμη

Μου αρέσει! Σχόλιο Κοινοποίηση

Στατιστικά δημοσίευσης

Εμφανίσεις δημοσίευσης: 3.251
 Απήχηση δημοσίευσης: 2.884
 Αλληλεπίδραση: 265

Αλληλεπιδράσεις

106 15 0 0 0 0

Αντιδράσεις: 121
 Σχόλια: 1
 Κλικ στο σύνδεσμο: 12
 Κοινοποιήσεις: 17
 Άλλα κλικ: 37

Στατιστικά δημοσίευσης

Εμφανίσεις δημοσίευσης: 2.843
 Απήχηση δημοσίευσης: 2.591
 Αλληλεπίδραση: 225

Αλληλεπιδράσεις

75 12 0 0 0 1

Αντιδράσεις: 88
 Σχόλια: 0
 Κλικ στο σύνδεσμο: 6
 Κοινοποιήσεις: 3
 Άλλα κλικ: 50

Στατιστικά δημοσίευσης

Εμφανίσεις δημοσίευσης: 1.716
 Απήχηση δημοσίευσης: 1.565
 Αλληλεπίδραση: 51

Αλληλεπιδράσεις

17 3 0 0 0 0

Αντιδράσεις: 19
 Σχόλια: 0
 Κλικ στο σύνδεσμο: 5
 Κοινοποιήσεις: 0
 Άλλα κλικ: 18

Figure 8. The posts published on Facebook along with their statistics

Communication

iSea NGO
1,927 followers
7mo • Edited •

✖ Every minute, the equivalent of one truck of **#plastic** enters the **#ocean**.

But, the next generation can make a difference!!

🌐 As part of the **#zeroplastic** project, in 2023, more than 660 **#students** of all grades were informed about the **👍** value of the **#oceans** and the **👍** ways they can **#protect** the **#sea** by going **#zerowaste!**

👏 The actions are implemented with the support of **OceanCare** International.

📖 Learn more here: <https://bit.ly/3pPNRkd>

4ο Δημοτικό Σχολείο Θεσσαλονίκης, ACSTAC-Anatolia College Science & Technology Annual Conference, Κολέγιο Δελασάλ - Collège De La Salle - Frères, 8ο Δημοτικό Σχολείο Θεσσαλονίκης, 2ο Προτυπο Πειραματικό Γυμνάσιο Θεσσαλονίκης, **Mandoulides Schools**, 1ο Δημοτικό Σχολείο Καλαμαριάς Σύλλογος Γονέων & Κηδεμόνων



Post performance 🌐
Targeted to: All followers

289 Impressions	9 Engagements	7.61% Engagement rate
13 Clicks	4.5% Click-through rate	9 Reactions
0 Comments	0 Reposts	

iSea NGO
1,927 followers
2mo •

🏠 Back to **#school** with the schoolyards full of life, but also school bins full of the remains of school life!

👏 **#Students**, **#teachers** and **#parents** can be part of the solution against **#marine** **#litter** **#pollution** through their choices.

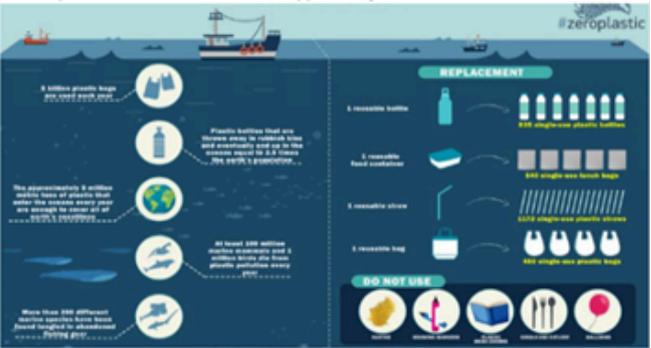
🌱 Will they choose **#glitter** for their artworks or will they come up with imaginative **#decoration** solutions, without **#microplastics**?

📖 Will they cover their **#books** with adhesive covers or will they prefer **#reusable** ones?

👉 Find tips to make your classroom **#zeroplastic** here: <https://lnkd.in/dRGV4sGK>

👉 Spread the message of reducing plastic waste at school through resources and **#activities**: <https://lnkd.in/dy5EVe6E>

🌐 **#zeroplastic** awareness raising campaign against **#plastic** debris and microplastics in the **#Greek** **#seas** is supported by **OceanCare**.




Post performance 🌐
Targeted to: All followers

314 Impressions	11 Engagements	8.92% Engagement rate
17 Clicks	5.41% Click-through rate	10 Reactions
0 Comments	1 Repost	

Figure 9. Examples of posts on different Social Media platforms along with their performance

Contact information

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