

# #zeroplastic

awareness raising campaign  
Final Report  
2025



Thessaloniki, 2025



**iSea, 2025**

### **Citation of this report:**

Koukouvetsiou, O., Tzioga, I., & Charitou, A. Final report: #zeroplastic, awareness raising campaign. iSea, Greece, 2025. 16 pp.

### **Graphic design:**

iSea

### **Images**

iSea

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### **Acknowledgements:**

We would like to warmly thank: the 53rd Primary School of Thessaloniki, the 1st High School of Kalamaria, the 1st Experimental Junior High School of Samos, the Primary School of Chrysavgi, the Junior High and High School of Koufalia, the High School of Sykies, the 2nd Junior High School of Evosmos, the Library of Kalochori, the Junior High School of Neoi Epivates, the Junior High School of Sindos, the Primary School of Nea Flogita, and the 89th Primary School of Thessaloniki for their collaboration and participation in the #zeroplastic awareness raising campaign.

The present report refers to the activities conducted in the context of the #zeroplastic awareness raising campaign 2025, funded by OceanCare.



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# #zeroplastic campaign

2019

The awareness-raising campaign against plastic debris and microplastics in the Greek seas, #zeroplastic, started in 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 reduction of plastic items and products containing microplastics.

2020

Since 2020, the project has continued with a special focus on raising awareness about plastic pollution in 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.

2021

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 the Beyond Plastic Med association. As a result, more than 400 people, including school students, were informed about marine plastic pollution.

2023

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.

2024

In 2024, the project focused on educational events and school visits of primary and secondary education, managing to implement 12 visits in 5 different locations around Greece. As a result, more than 420 school students were involved from 5 different regions.

# #zeroplastic 2025



*Figure 1. Areas of Greece that #zeroplastic campaign took place during 2025.*

From January to December 2025, in the context of the project iSea organised awareness-raising events in Thessaloniki, Chalkidiki and Samos with the aim to spread the message of marine plastic pollution among the next generation, in collaboration with educators (Figure 1).

# Actions 2025

12 schools

632 participants

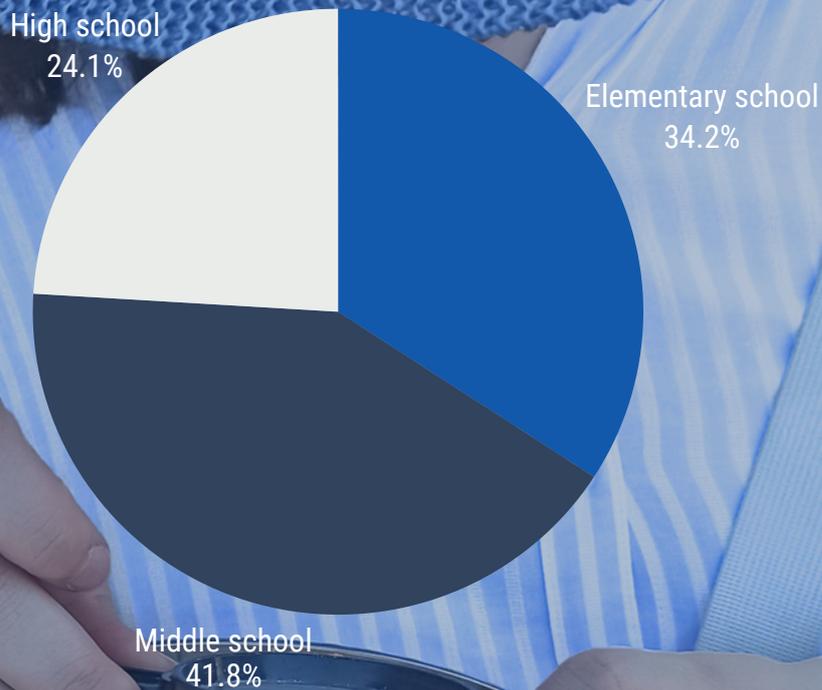


Figure 2. Participants' school level/age group expressed by percentages.

This year's informative events targeted school-aged students, who were involved in environmental education projects of primary and secondary education.

In addition, a stream cleanup took place in Neoi Epivates, Thessaloniki, in collaboration with the Municipality, to celebrate European Maritime Day.

iSea visited a total of 12 different schools targeting different age groups. Two of these actions also included secondary school students hosted in Greece within their Erasmus exchange project.

# Actions 2025

*12 school visits*

*1 stream cleanup*

In particular, this year's actions included:

12 school visits during which 632 school students of different ages were informed about marine plastic pollution, its impact on the environment and wildlife, and zero waste practices.

A stream cleanup took place with the participation of 70 primary school students, as a complementary experiential activity to the informative visit to their school.

# Participation



Figure 3. Informative school visits.



Figure 4. Students collecting and analysing sediment samples to separate microplastics.



Figure 5. Cleanup event.

# Communication

Posts regarding #zeroplastic, during the reporting period 2025.

## Facebook

DATE	REACH	REACTIONS	SHARES	LINK
02-09-2025	2,132	51	11	<a href="#">Link</a>

## Instagram

DATE	REACH	REACTIONS	SHARES	LINK
02-09-2025	1,345	87	5	<a href="#">Link</a>

## Linkedin

DATE	REACH	REACTIONS	SHARES	LINK
02-09-2025	490	12	1	<a href="#">Link</a>

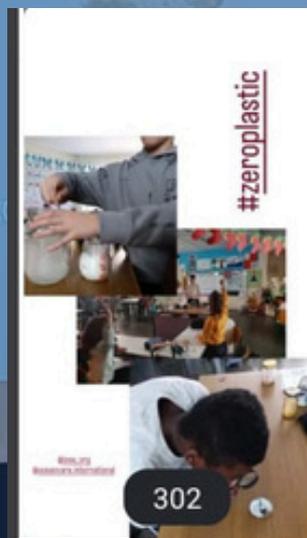
# Communication

In addition, stories were published on Social Media during the actions to inform the public about the project.

**8** stories were posted on iSea's accounts, with a total of more than **4,300** views



**31<sup>st</sup> of January 2025**  
**179 views**



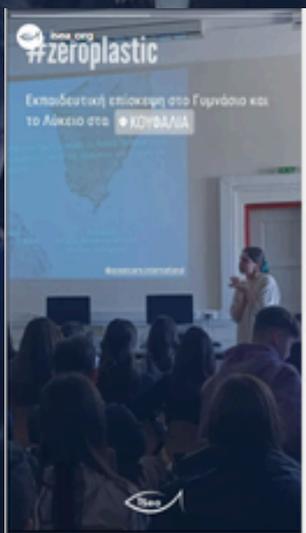
**31<sup>st</sup> of January 2025**  
**302 views**



**25<sup>th</sup> of February 2025**  
**646 views**



**5<sup>th</sup> of March 2025**  
**537 views**



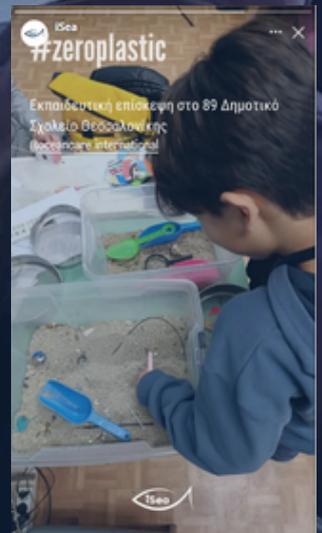
**21<sup>st</sup> of March 2025**  
**518 views**



**9<sup>th</sup> of May 2025**  
**210 views**



**26<sup>th</sup> of November 2025**  
**1,593 views**



**4<sup>th</sup> of December 2025**  
**502 views**

# Articles

After the educational visits, schools themselves published announcements about the action and the activities organised. Also, one article in the Press about the visit and stream cleanup in Neoi Epivates was published. You can find the links below:

TITLE	LINK
Primary School of Chrysavgi	<a href="#">Link 1</a>
Junior High School of Sindos	<a href="#">Link 2</a>
High School of Koufalia	<a href="#">Link 3</a>
2 <sup>nd</sup> Junior High School of Evosmos	<a href="#">Link 4</a>
Library of Kalochori	<a href="#">Link 5</a>
European Maritime Day	<a href="#">Link 6</a>
Primary School of Nea Flogita	<a href="#">Link 7</a>

Photos concerning the project's actions can be found

[HERE](#)

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