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Surfrider Europe Foundation calls for a collective engagement to break the plastic wave.

Surfrider Foundation Europe releases its new environmental report for the 2019 Ocean Initiatives season. It was a record breaking year with a 60% increase in the number of waste collections. The fact is clear: 65% of the waste collected during clean-ups is plastic. Today the NGO fighting to protect the Ocean calls for a collective mobilization of all actors of society to fight against this scourge. The time is no longer for reflection but for action! By launching the "[Break the Plastic Wave](#)" campaign, Surfrider Europe calls on citizens, businesses and public institutions to assume their responsibility and take action to improve.

All actors in society must work to break the plastic wave

With **8 million tons of plastic** ending up in the ocean every year, plastic represents the scourge of the 21st century. **Citizens, businesses, public institutions, all have their share of responsibility.** It is therefore up to society as a whole to lead by example and move forward to protect the marine ecosystem. Only **reduction at the source**, brought about by a **collective change at local, regional, national, European and international levels**, will put an end to it.

Since 100% of the waste is of human origin, 100% of the solution is found within society itself.

To fight against this common enemy, **patterns of consumption, production and legislation must be rethought**. It is **urgent** that society transforms itself to adopt responsible alternatives that prioritize the health of our environment and the ocean.

Diane Beaumenay-Joannet, in charge of Advocacy and Campaign on Aquatic Waste, explains what changes are expected: *"To stop this wave of plastic it is urgent to act together! Changing behaviors is not enough; we must also change our economic and political models to improve our relationship with the environment and Ocean. Companies and public decision-makers must provide the means for this change: rethink product design and production methods, eliminate single-use plastics and adapt the legislative framework to make polluters pay, prioritize sustainable and reusable solutions."*



[Watch the video presentation of "Break the Plastic Wave"](#)

"Break the Plastic Wave": a collective engagement campaign

For 30 years, the NGO has been fighting against aquatic waste, in particular plastic waste, by relying on various levers of action aimed at stakeholders of society, namely:

- **Scientific and legal expertise;** It is through a monitoring program that the NGO is able to assess the real dangers and subsequently establish solutions to preserve the environment.
- **Education and awareness of citizens;** informing and educating the general public is a crucial step in supporting environmental, economic and societal changes.
- **Advocacy actions;** Surfrider Foundation Europe actively lobbies at the European level to adapt the legislative framework for the challenges of protecting and preserving the ocean, to strengthen environmental policy, and develop an economic model catered for an ecological transition that respects people, nature and climate.

Through the new campaign ["Break the Plastic Wave"](#), Surfrider Europe highlights the different actions that the NGO is carrying out to achieve this change in a sustainable way. The objective of this campaign is two-fold: **to drive public awareness and engage society to take action.**

On the occasion of a plastic-free July, the NGO proposes concrete solutions for everyone to act at their own level.

Plastic: a multifaceted scourge

Plastic pollution is a major scourge well known to all. However, **microplastic pollution** is a lesser known, invisible, and just as **dangerous scourge**.

It was not until 2017 that the United Nations declared that the ocean contained between 15 and 51 billion plastic particles, 500 times more than the number of stars in the galaxy. This pollution impacts **water quality, ocean users, biodiversity and, ultimately, the health of humankind**

Surfrider Europe, a fervent activist in the fight against aquatic waste, communicates on the dangers of plastic in **all its forms**.

The goal is a reduction at source. The NGO challenges society to mobilize against the threat of **single-use plastic**. According to the 2019 Environmental Report of the Ocean Initiatives program: 65% of the waste collected is single-use plastic.

Faced with the gravity of the situation, Surfrider Europe is working to expose the impact of this plastic wave and implement changes at local and European levels. It calls for an active commitment from political leaders, industries, businesses and citizens. Through the "[Break The Plastic Wave](#)" movement, the NGO highlights the urgent need for collective change. It's time to transform society to finally break the plastic wave that is devastating the marine environment and destroying the Ocean's ability to produce the oxygen we need to breathe.

Learn more about the "[Break The Plastic Wave](#)" campaign, [#breaktheplasticwave](#)

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