

## **SURFRIDER FOUNDATION EUROPE, PARTNER OF THE ROUTE DU RHUM - DESTINATION GUADELOUPE: THE PROGRAMME OF THE EVENTS**

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**Surfrider Foundation Europe is extremely proud to have been chosen as the official NGO partner of the Route du Rhum - Destination Guadeloupe 2022, which will start on November 6th in Saint-Malo. This is an opportunity for the ocean protection NGO to raise awareness among millions of people about the vulnerability of the planet's blue lung. Details of all the actions of Surfrider Foundation Europe during the event.**

### **A unique partnership for the protection of the ocean**

The Route du Rhum - Destination Guadeloupe 2022, the most famous single-handed transatlantic race, will again this year offer the general public and all those involved in the event an unforgettable experience, unique in the world. OC Sport Pen Duik, organiser of the event, is keen to make this legendary race an impact platform in order to raise awareness of ocean conservation among visitors, organisers and participants.

Surfrider Foundation Europe, the race's official NGO partner, will be present throughout the race to support this dynamic. Involved for more than 30 years in many fields, it accompanies and engages citizens, companies and actors of the maritime world so that everyone is an actor of change. It also takes concrete

action with institutions (particularly European ones) to ensure that environmental laws evolve.

For the past three years, Surfrider Foundation Europe has also been supporting European sports structures (federations, associations, clubs, sports facilities) so that they implement environmentally friendly practices.

The Route du Rhum - Destination Guadeloupe is the event that will allow the voice of the ocean to be heard by the greatest number of people through the messages of Surfrider Foundation Europe. The volunteers and the team of the NGO will be giving many appointments to the visitors.

## PROGRAM

**25th October to 6th November**

**Espace Saint-Vincent**

**A 150m<sup>2</sup> stand in the Saint-Malo entertainment village**

**[Download pictures of the animations here](#)**

In a vast 150m<sup>2</sup> space installed in the heart of the entertainment village (Espace Saint-Vincent), Surfrider Foundation Europe will raise awareness of the vulnerability of the ocean through an immersive journey. It is through the use of their own senses that the public will understand the three themes linked to the ocean: aquatic waste, water quality and climate change.

Various animations will be presented on the stand:

- **[Touch]**  
**Tidal surprises:** boxes filled with objects found in the ocean. The participant dips his or her hand into the boxes and has to guess what he or she is touching (natural elements or aquatic waste). A workshop that will allow the volunteers leading the workshop to talk about the threat posed by cigarette butts, plastic bags or Industrial Plastic Granules (IPG, also known as "Mermaid Tears").
- **[Sight]**  
**The micro-waste hunt:** with the help of a sandbox polluted by micro-waste that is hardly visible to the naked eye, participants will be able to see what microplastic is and how difficult it is to get rid of ocean pollution.
- **[Sound]**  
**The singing rocks:** fitted with speakers, the rocks broadcast

sounds from the ocean. The public is immersed in the depths of this environment to be preserved.

- **[Touch]**  
**Do it yourself workshops:** discover and make natural alternatives to industrial cosmetics: soap, solid shampoo, deodorant, etc.
- **[Sight / Touch]**  
**"L'eau dans tous ses états ":** jars filled with water and different natural and unnatural elements (waste, oil, wood, ray eggs, etc.). The participant has to guess what is in the water, find out how it gets there and why it is good or bad for the environment.
- **[Sight]**  
**Plastic fibres under the microscope:** with the help of a digital microscope camera, the public gets a closer look at their clothes. They see the plastic microfibrils of synthetic fabrics that end up directly in nature.

The Surfrider Foundation Europe stand will also feature other visual awareness raising tools:

- **The exhibition "the invisible becomes visible":**  
An exhibition that invites a change of scale. Magnifying the microscopic, immersing oneself in this infinitely small and infinitely rich universe allows one to visualise the importance of plankton in the functioning of living organisms, but also to note the excessive presence of aquatic waste. "The Invisible Becomes Visible" highlights the dangers to the food chain, dangers linked to our consumption patterns and waste management. It is through a mixture of artistic photography and education that we will be able to make links between the images and our daily consumption. Making the invisible visible is a way to raise awareness, where man reaches down to the smallest living organism.

*Produced with Dr Kirby and other photographers and researchers such as Jean Noviel, Matthew Cole, Thomais Vlachogianni and the Laboratoire Eau Environnement et Systèmes Urbains (LEESU)*

- **The 1000L of polluted water:** Thanks to this 1m<sup>3</sup> cube, the public can see the quantity of water polluted by 2 cigarette butts, 5mg of pesticides, a cap of household product and 3 batteries.
- **Fishing of the day:** a humoristic and offbeat animation leading the public to discover the "Surfrider stall" which presents an unusual fishery: instead of proposing a fish stall, the presenter proposes a stall composed entirely of aquatic waste. This animation echoes the fact that studies indicate that in 2050 there will be more plastic than fish in the ocean (study by the World Economic Forum and the Ellen McArthur Foundation).

**Practical information:**

- = Stand Surfrider Foundation Europe
- = Saint-Malo animation village on the Saint-Vincent esplanade
- = From 2pm to 10pm on Tuesday 25th October 2022 for the opening of the village
- = From 10 a.m. to 8 p.m. from Wednesday 26 October to Saturday 05 November (closes at 10 p.m. on 26, 28, 29, 31 October and 04 and 05 November)
- = From 10am to 5pm on Sunday 06 November for the closing of the village

**28th October 9.30am – 6.30pm**

**Palais du Grand Large**

## **A day of "Committed Ocean" conferences in the presence of the Secretary of State for the Sea and the Minister for Sports (tbc)**

How is the world of sailing, but also maritime transport, cities and even finance committed to preserving the Ocean? Experts, professionals and members of civil society will discuss these issues and answer the major questions that will be asked throughout a day of debate and exchange organised and led by the Surfrider Foundation Europe teams.

The day will be introduced by **Mr Hervé Berville, Secretary of State to the Prime Minister in charge of the Sea**. This will be an opportunity for him to give his vision of the impact of the shipping world on the ocean.

The day will be concluded **by Mrs Amélie Oudéa-Castera, Minister for Sport and the Olympic and Paralympic Games**.



The general public, entrepreneurs and decision-makers are invited to take part in these fascinating discussions which will show how much each of us has a role to play, at every level, to preserve our common good.

Program and speakers:

**9.30am welcome in the hall**

**10am**

**Introduction of the day** by:

- Hervé BERVILLE – Secretary of State to the Prime Minister in charge of the Sea
- Gilles LURTON – Mayor of Saint-Malo
- Florent MARCOUX - CEO of Surfrider Foundation Europe
- Joseph BIZARD – CEO of OC Sport Pen Duick

**10.30am**

**Sailing engaged in plastic research:**

- Mercedes MUÑOS CAÑAS – Mediterranean Cooperation Center
- Bruno NICOLAS – Founder of the 7th continent expedition
- Romain TROUBLE – Executive director of Tara Expéditions
- Géraldine LEROUX – Member of eXXpedition

**11.30am**

**Maritime transport of merchandises committed to the ecological transition**

- Manon DURBEC – Labeyrie Fines Food
- « Entrepreneur pour la planète »
- Nelly GRASSIN - Armateurs de France
- Victorien ERUSSARD - Energy Observer
- Jimmy PAHUN – MP for Morbihan

**2pm**

**Financing a healthy Ocean**

- Julie PEYRACHE - SWEN
- David SUSSMANN - Pure Ocean
- Antoine MARTEL - Good Only Ventures
- Marie Aude SEVIN - BlueSeeds

**3pm**

**Sailing, a committed sport**

- Paul MEILHAT- Winner de la Route du Rhum - Destination Guadeloupe in 2018 (IMOCA)
- Fabrice PAYEN - skipper with a disability
- Catherine CHABAUD - MEP and sailor, at the departure of the Route du Rhum - Destination Guadeloupe 2022

**4pm**

**Cities committed to sustainable sport and healthy users**

- Yann LEYMARIE - Green Sport Hub Europe
- Stéphane BOURRUT LACOUTURE - OC Sport Pen Duick
- Amélie OUDÉA-CASTERA (tbc) - Minister for Sport and the Olympic and Paralympic Games (tbc).

With statements from municipalities engaged in these practices.

**5.30pm**

**Conclusion of the day** by

- Amélie OUDÉA-CASTERA - Minister for Sport and the Olympic and Paralympic Games (tbc).
- Olivier POIVRE D'ARVOR – French ambassador for the poles

**The conferences are free of charge but booking is mandatory via the online ticketing system:**

<https://my.weezevent.com/rdr-conferences-ocean-engage>

**28th October – schedule to precise**

## **Surfrider Foundation Europe makes children discover the sea with Paul Meilhat**

As part of its educational project, [L'échappée Bleue](#), On 28 October, Surfrider Foundation Europe is organising a day of immersion for young children who are far from the ocean, with the complicity of the sailor Paul Meilhat, ambassador of the organisation and winner of the last Route du Rhum - Destination Guadeloupe on an IMOCA.

The sailor will introduce some sixty children from different French towns to sailing, while at the same time making them aware of the need to protect the aquatic environment. Beyond a sporting and environmental project, l'échappée bleue has a social ambition: to democratise the practice of sailing, to encourage encounters and integration. L'échappée bleue is aimed at children who do not have the chance to go on holiday or who have never been to the sea. The aim? To make these children responsible and ecologically aware citizens.

**1st November from 3pm to 6pm**

**Plage de l'Éventail (tbc)**

## **Giant waste collection to help advance science and legislation**

Surfrider Foundation Europe is organizing on November 1st an [ocean initiative](#), a waste collection operation on the beach, led by the staff and volunteers of Surfrider Foundation Europe. The general public is thus widely invited to contribute. Taking part in such an event allows people to become aware of the extent of the problem of aquatic waste and to raise their awareness, particularly with the help of educational tools provided by Surfrider Foundation Europe.

Ocean initiatives play a real role in our work to influence political decision-makers: the data from the waste collections organised by Surfrider Foundation Europe help to feed our work to influence European and national authorities.

Other ocean initiatives will be organised throughout the Route du Rhum until November 6th. Information will be available on the [ocean initiatives website](#) and communicated on the [social networks of Surfrider Foundation Europe and our volunteer branch in Côtes-d'Armor](#).

## [Download pictures of the animations here](#)

We remain at the disposal of journalists for any information or interview requests.

### **About Surfrider Foundation Europe**

*Surfrider Foundation Europe, an NGO created in 1990, works to protect the oceans, the coastline, the waves and their users. For 30 years, with a team of experts and 50 volunteer branches in 12 European countries, the association has been working with stakeholders (citizens, private and public sectors) on several major issues: aquatic waste, coastal development, climate change, water quality and user health. Find out more about the association at <https://surfrider.eu/> or via this [video](#).*

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