



Coast rescuers -a manifestation against marine litter

Case Studies collected by the International Conference on Prevention and Management of Marine Litter in European Seas

North-East-Atlantic	
Geographical area targeted:	Sweden
Scale of Implementation:	National
Commencement Date:	2012-04-01
End Date	open
Objectives:	Remediation Raising Awareness Understanding the problem
Type of Initiative:	Collection Education and Outreach Litter monitoring
Type of Marine Litter targeted:	All
Location of the litter targeted:	Coastal area Seashore/Beach River banks
Land based sources targeted:	Individuals
Sea based sources targeted	
Brief Description of the Initiative:	Coast Rescuers is a public campaign - and a manifest against marine litter. The campaign organise a number of event beaches with thousands of people cleaning their local beach. The litter collected is monitored and the public helps to document the litter with pictures and social media. The aim of the campaign is to increase the knowledge of marine litter and its consequences and to present a tangible solution that everyone can be part of.
Responsible organizations:	Keep Sweden Tidy
Partner organizations:	Coastal municipalities and private business in Sweden
Financing:	Financed by the Swedish Agency for Marine and Water Management
Project URL and other sources of information:	www.hsr.se
Contributor and further contact person for request	
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Literature:	