Ocean Initiatives in Portugal

'Ocean Initiatives in Portugal' was initiated by the Portuguese Surfrider Foundation, Viana de Castelo Chapter in 1998. Other Surfrider Foundation chapters were founded in Oporto, Peniche, Ericeira, Lisbon and Azores. All of these chapters establish partnerships with municipalities and other associations to organise beach Ocean Initiative cleanups throughout Portugal, especially during the first weekend of spring.

Surfrider Foundation Europe offers free for downloading tools (such as banners and posters) to help advertise the events. A guide for the organizers is also available online. After the event, organizers are requested to fill in an online report on the amounts and types of data collected.

Facts

Place / Location	Portugal
Commencement Date	1998
Duration	Ongoing
Theme	Mitigation, Awareness (Cross-cutting)
Type of Initiative	Campaign
Initiated by	Surfrider Foundation Europe; At national level there are local chapters: Porto, Viana do Castelo, Peniche, Ericeira, Lisboa and Azores. The Surfrider Foundation is an environmental nonprofit organization dedicated to protecting oceans, waves and beaches through conservation, activism, research and education. It was founded in 1984 by a group of surfers in Malibu, California.

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Involved Stakeholders	- Municipalities - Private sector - General Public
Funding/Financial Support	Bags and other material are provided by Surfrider Foundation Europe.
Success Rate	Very Successful.
Case Study prepared by	Isabel Palma Fundação da Faculdade de Ciências e Tecnologia da Universidade Nova de Lisboa [Partner 15] i.palma@campus.fct.unl.pt
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Available documentation and further information

http://www.surfingviana.com/

http://www.initiativesoceanes.org/

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