‘My Beach’ Initiative (Netherlands)

North Sea Foundation is an independent environmental organisation dedicated to the sustainable use of the North Sea and a healthy sea full of fish, dolphins and other life. The priorities are: clean shipping, sustainable fishing, and waste-free sea and beaches.

With other users of the North Sea they find concrete solutions to important problems. North Sea Foundation strives for waste-free beaches and seas.

An interesting initiative is “**My Beach**” (100% Waste Free Beach). A desirable and hip stretch of beach is designated as a ‘My Beach’ through signs, waste bins and flags. This means that the visitors to the beach are aware that while on that stretch of beach they are not only required to collect and dispose of their own rubbish but to do the same for any litter washed up on the beach. The goal is to have as many “MyBeaches” as possible (http://www.mybeach.info/).

The first two ‘MyBeach’ sites were launched in Noordwijk in June 2011, and now there are 4 more sites in the Netherlands.

Facts

Place / Location	National
Commencement Date	2011
Duration	Ongoing
Theme	Prevention, Mitigation
Type of Initiative	Practice/ Activity/ Action
Initiated by	Volunteers under the coordination of the North Sea Foundation
Involved Stakeholders	Industry, partners and private collaborators help through funding as sponsors, dissemination activities and attending meetings to provide industry voice and input.

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The views and opinions expressed in this publication are the sole responsibility of the authors and do not necessarily reflect the views of the European Commission.

CAPACITIES

European Commission

Funding/Financial Support	Yes. North Sea Foundation finances its work in different ways. Thus we include support from industry, partner organizations and we get donations.
Success Rate	Somewhat successful
Case Study prepared by	Padraig Nolan, EuPC Padraig.Nolan@eupc.org
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Available documentation and further information

http://www.noordzee.nl/



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