

HÁ RIO E MAR, HÁ LIXO A TRANSFORMAR

Iceland 
Liechtenstein
Norway grants

Program Operator:



Promoter:



Partners:



Waste as a resource

Environmental Awareness

United Nations 2030

Agenda

Sustainable

Future

Change Catalysts

Sustainability

Ocean Literacy

Protecting Sea Life

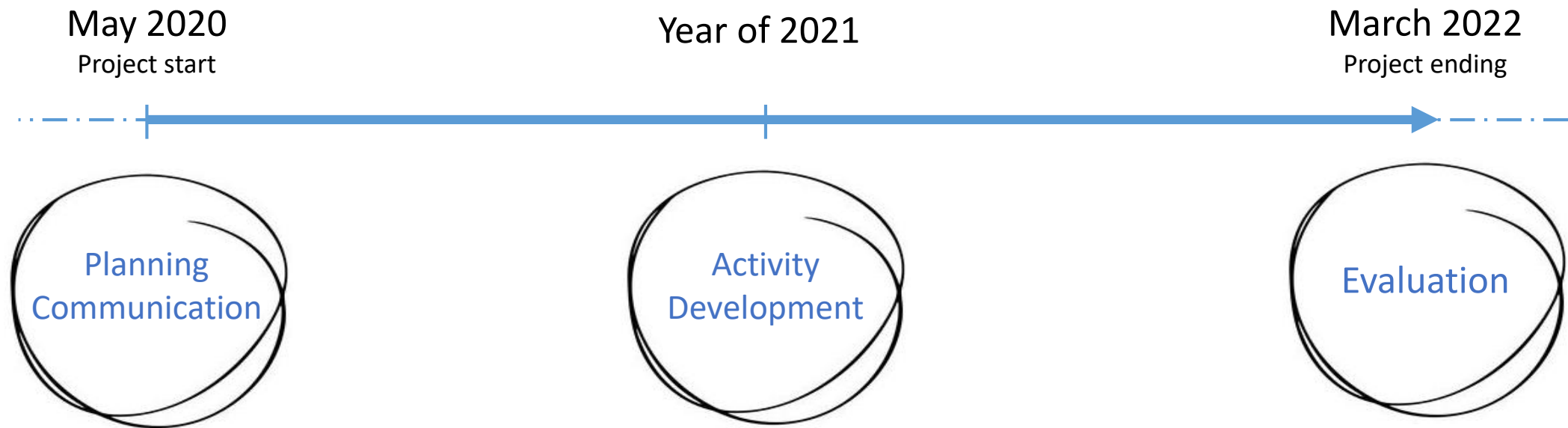
Project Description

HÁ RIO E MAR, HÁ LIXO A TRANSFORMAR

Is our intention to develop a set of initiatives and tools that intensively and continuously promote the Ocean **Literacy** and the Sea **Protection and Preservation**, integrated into education systems, information to citizens, training of technicians at administrative and business level, in view of **adopting the best environmental management practices in this matter**.

Therefore, it is assumed that the strengthening of **education** and the **awareness** of populations are the determining factors for success in pursuing a **New Course**.

Timeline



Axis 1

Awareness

Changing attitudes and behaviors, involving different actors, in raising awareness to fight against marine litter

Axis 2

Literacy

Empowering the various actors of the process to the daily adoption of best environmental management practices in this field

Axis 3

Marketing and Disclosure

Sensitize the community to protect, prevent and combat marine environment pollution

Provide tools that allow a growing intervention in the field and a constant dissemination of the seized information

Axis 4

Evaluation and Impact

Assess the impact of activities and initiatives of the strategy to combat marine litter



Axis 1 Awareness

60

Awareness Sessions

30

Environmental Film
Sessions

4

'Plogging' Actions

250 kg

Collected Materials

100%

Proper Waste
Recovery

Hosting

12.000

people in the Adventure
Park

2.250

Participants in
Information Sessions for
Specific Audiences

8

Beach Activation
Campaigns

Axis 2 Literacy

12

Training Actions

250

Participants

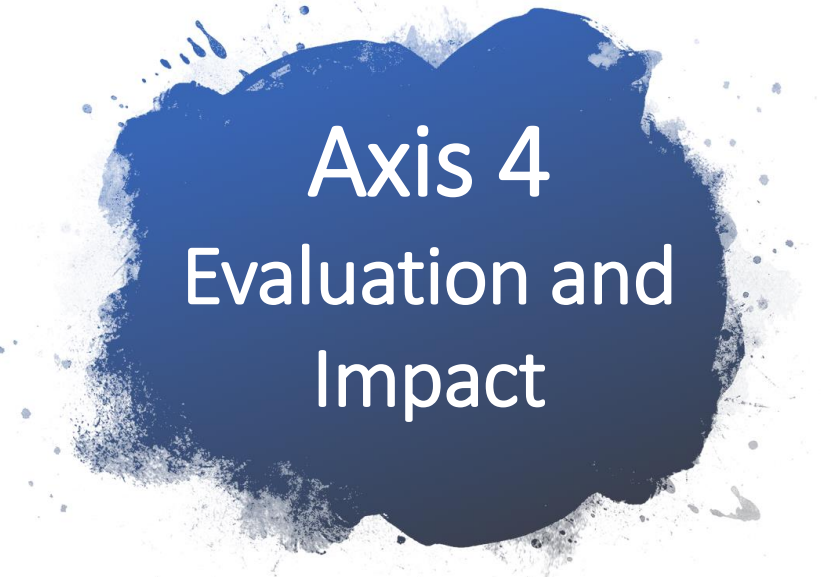


Plasticologia

Fighting Marine Litter

SOS Oceanos

Waste Management and the Ocean



Axis 4
Evaluation and
Impact

1

Good Practices Guide

2

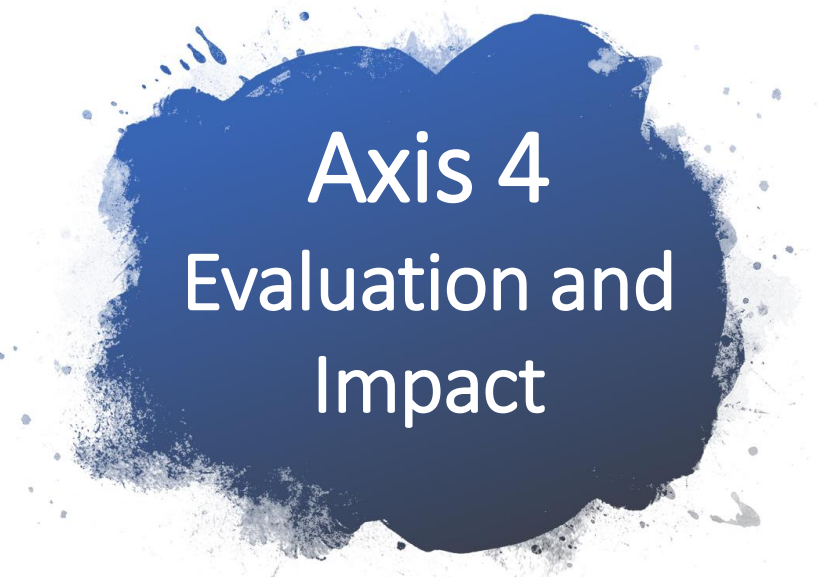
Interactive and Itinerant
Structures

6

Outdoor Exhibition
Structures

1

Digital Communication
Campaign



Axis 4
Evaluation and
Impact

1

Final Evaluation
Report

4

Training Evaluations
(scale of 0 to 5)

Communication Plan

Activity Description	2020												2021												2022		
	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3				
Social Media Digital Campaign																											
Disclosure in the Internal Bulletin and on Corporate TV																											
E-News Publishing																											
Public presentation of the project																											
Traveling exhibition																											
Good Practices Guide																											
'Plogging' Actions																											
Beach Activation/Awareness Campaigns																											
Exhibition to raise awareness for the theme																											



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1

Border Game

1

Nationwide Competition

1

Youth Volunteer Project for
Nature and Forests

1.000

Participants

2

Volunteer Actions

80

Number of Volunteers



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But good projects always have partners of excellence!

This is the reason why we bring to this project a partner that adds the **dynamics, youth** and **irreverence** necessary to ensure the mobilization of the youth and young adult public across the national context.

Budget

Total project value: **226.227,63€**

Financing amount: **159.755,36€** | Financing rate: **70,6%**

Co-financing amount: **66.472,27€** | Co-financing rate (promoter and partner): **29,4%**



Thank You