



Let's do it!

Mediterranean

Agni Kaldma
6th October, Zagreb





Let's Do It Mediterranean (LDIM) is an environmental campaign that brings together different organisations from all Mediterranean countries with the aim of cleaning the Mediterranean Sea with the help of at least 1 000 000 volunteers. So that in five years' time (by 2018), the Mediterranean Sea will be a clean and biologically diverse environment for which every citizen takes full responsibility.






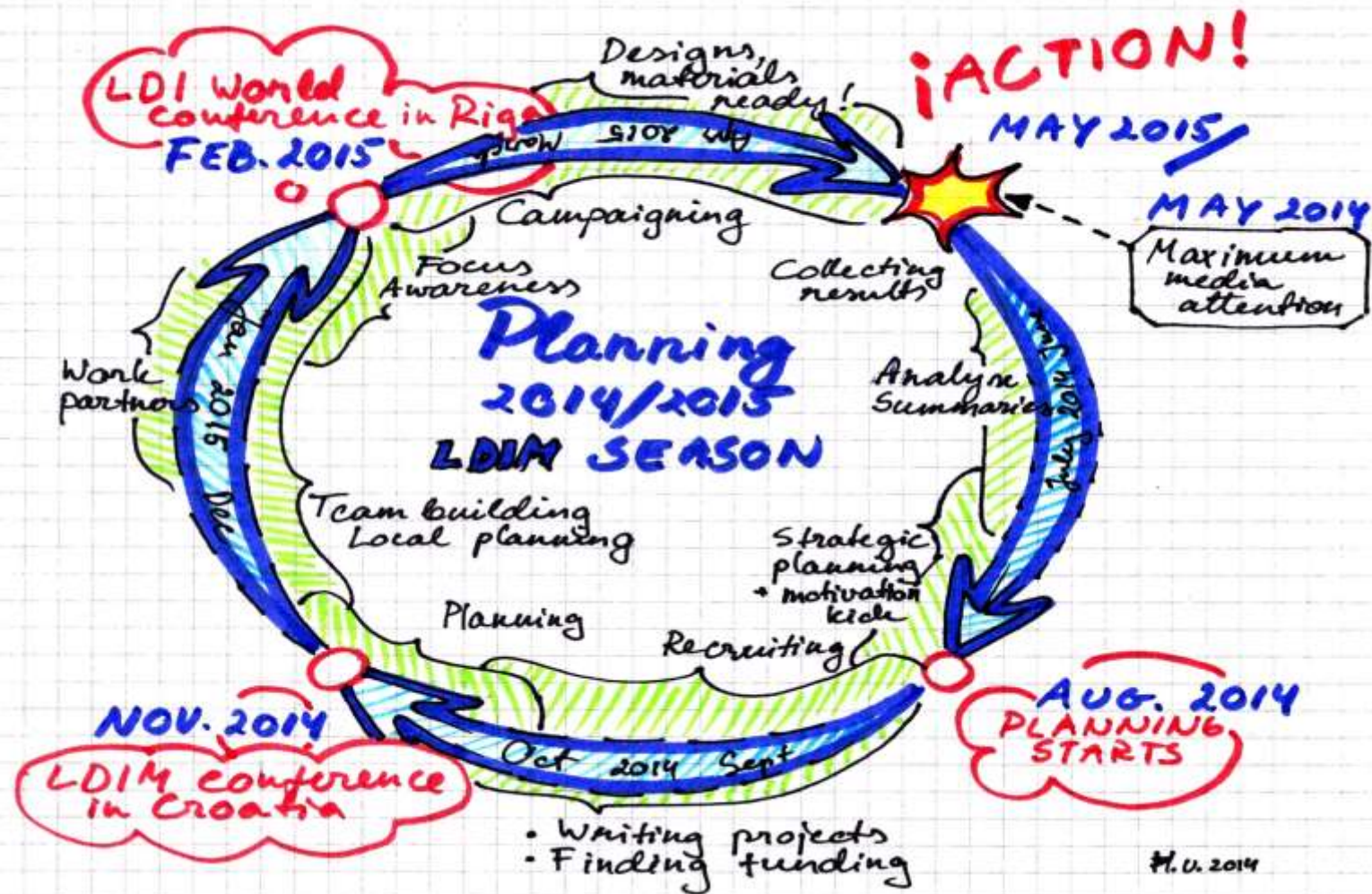
The primary goal of LDIM is to bring about a change in attitudes and in peoples minds, and to encourage public support for international cooperation. To support the development of European public to be informed about environmental and global issues, understanding of the relevance of these issues to create a change in their own lives, and able to engage critically with global developments. Project seeks to foster attitudes of solidarity, sustainable ways of living, managing the natural resources and an understanding of one's connection to a global community. The specific objective of the project is also to develop citizens' awareness and critical understanding of the interdependent world and of their role, responsibility and lifestyles in relation to a globalised society.





Main objectives of the 5 year campaign

- 1) Involve at least 1 million people to participate in clean ups
 - 2) To diminish the inflow of marine debris into the Mediterranean Sea by 10 % by the year 2018.
 - 3) To carry out large scale technical competition to find novel technologies to clean marine environment from debris (incl. micro plastic)
 - 4) Create legislative changes in waste management on EU level.
 - 5) Collect scientific data and based on that, determine and remove 10 biggest polluters around the Mediterranean Sea by year 2018.
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First clean up event on 10th and 11th of May 2014

67,309 volunteers across **16**
Mediterranean countries.

Albania, Algeria, Bosnia and Herzegovina, Croatia, Cyprus, Egypt, Greece, Israel, Italy, Lebanon, Malta, Montenegro, Morocco, Slovenia, Tunisia and Turkey.



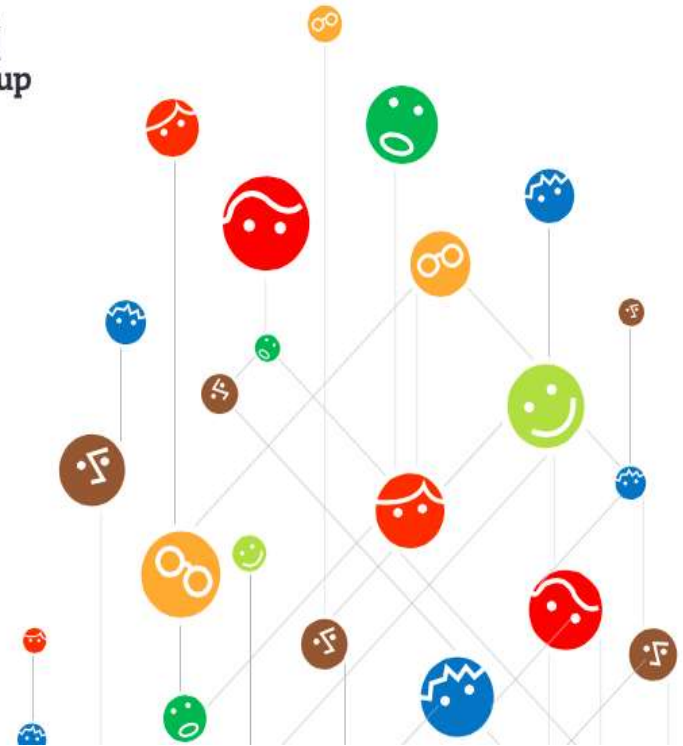


Today:



Internal Communication TEAM <ul style="list-style-type: none">▶ Internal★ Newsletter★ FB & Google Group★ Team Integration & Basic LDI Training★ Personal Assistance★ Statistics★ Misc. Volunteers▶ Networking★ Science★ Divers★ Shipping and Ports	External Communication TEAM <ul style="list-style-type: none">▶ Communication★ Social Media★ Press★ Training★ Web★ Mapping▶ Marketing★ Design★ Video★ Ad Spaces★ Marketing Planner★ Web Content★ Web Design	Partners and Finances TEAM <ul style="list-style-type: none">▶ Head of Team★ Application Writer EU, UfM, International Organisations★ Corporations	Regional Coordinators TEAM <ul style="list-style-type: none">▶ Mediterranean Coordinator★ Support for Mediterranean Coordinator
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The logo for 'Let's do it! Mediterranean' features a cluster of colorful icons (globe, smiley, sad face, etc.) above the text 'Let's do it!' in a large, bold font, with 'Mediterranean' below it in a slightly smaller font.



Still a bunch of people who want to change the world



What are we doing?

A new website
www.ldim.net to be
launched in October

New contacts, team
leaders and
partners are
actively searched

LIFE+ application for
NGO operational
grant to be applied

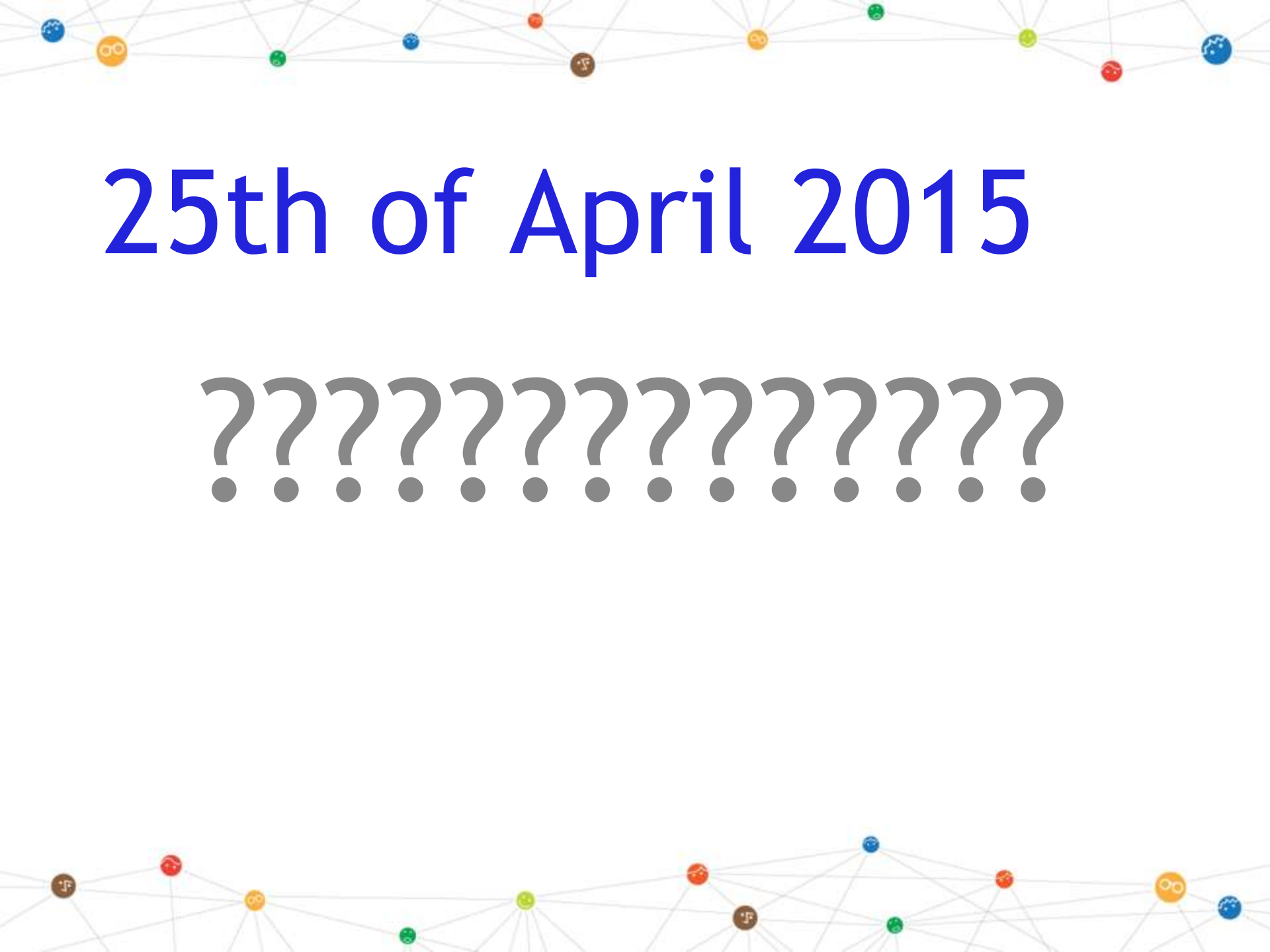
Possibilities to have a
team meeting and
LDIM seminar in
November 2014 are
searched





How do we achieve the objectives set to year 2015?

- 1) There is a working network of countries around the Mediterranean Sea
 - 2) At least 300 000 people have participated in the clean up events
 - 3) At least 50 000 tonnes of waste is cleaned from the Mediterranean.
 - 4) 10 biggest polluters around the Mediterranean are determined.
 - 5) Legislative changes on waste management on EU level are initiated.
 - 6) New technologies of removing marine debris are collected.
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25th of April 2015

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Thank you!

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Let's Do It! Mediterranean

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