

# PLASTIC CAMPAIGN

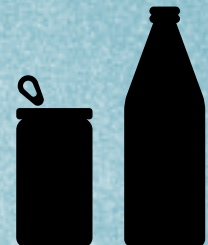
“La Bouteille”

TAF The Animal Fund

## You are invited !

1st April at Larvotto Beach

10.00-12.00



Beach games and fun for all the family  
Raising awareness of plastic in our ocean



TAF- The Animal Fund

[www.theanimalfund.net](http://www.theanimalfund.net)

CSAM/Ecole Bleue- Pierre Frolla & team

[www.csam-monaco.com](http://www.csam-monaco.com)





## OUR FIGHT AGAINST PLASTIC

### Campaign overview:

The Animal Fund's long-term mission is to end the use of plastic bottle through inspiring people in saving our planet from the deadly waste overtaking our oceans. We want to bring together children and adults to participate in our ambition towards making our planet a cleaner and healthier place to live in, through fun, instructive and educative activities. We had the honor to collaborate with Pierre Frolla; a triple World's Recordman in Free Immersion and his team to take part in our animations. To support our campaign, television *Monaco Info* reported directly from the location of the event (Larvotto beach) with the aim of aspiring others into joining our fight against the plastic bottles.



### What have we done?

The activities we have proposed had the aim of raising awareness on plastic waste and its impact on our oceans if not recycled. We want to promote a plastic free lifestyle by replacing water bottles and other plastic utensils that take part in our daily routines with more sustainable materials.

### The 10 games:

**1.) Guessing/Quiz:** This activity involves the audience to answer and guess questions on plastic pollution.



**2.) Bowling:** An entertaining activity for all to interact with plastic bottles and understanding the importance of recycling.



**3.) Bin the bottle:** A fun game to encourage throwing bottles in the yellow containers as a reminder to recycle!



**4.) Drawing Contest:** Allows kids and adults to let their imagination on paper with the theme of drawing a happy and healthy fish living in a plastic free ocean.



**5.) Treasure Hunt:** This allows kids to learn about plastic pollution via notes hidden around the beach.



**6.) Toss the bottle:** The aim is to throw bottles the fastest through the basketball loop as a reminder that recycling can be fun.



**7.) Juggle the bottle:** This activity consists of juggling plastic bottles the longest to win a prize. The aim is to see the weight and construction of a bottle.



**8.) Water tasting:** The objective of this activity is to make the audience taste water from tap vs bottled and guess what kind of water they are tasting. The aim is to make them understand that tap water is just as good as the bottled one. 65% guessed the tap water was bottled water



**9.) Flip the bottle:** Consists of flipping the bottle up right without making it fall to the side. A fun game of plastic bottle awareness.



**10.) Squeeze the bottles:** Audience have the opportunity to squeeze as many bottles as possible in the least amount of time, making them understand that this should be done before recycling the bottles.



And of course we had prizes and certificates for our contestants that took part in the activities!



## The alternative stand

This stand is providing enriching information about the substitutes and alternatives to plastic in our daily consumption cycle.

*For example buying fresh fruits instead of fruits in plastic packages, glass bottles instead of plastic bottles etc.*



## Our bottle

The bottles are specifically created for TAF The Animal Fund to help promote a plastic free lifestyle by using stainless steel bottles instead of plastic bottles. These bottles are meant to be refilled when empty and are environmentally friendly.

## Why are we doing this?

Plastic pollution is one of the most serious threats to the ocean as it does not biodegrade; instead, it breaks down into progressively smaller pieces, but never disappears. As a result of this, marine life is rapidly dying out. Therefore, our aim as a non-profitable organization is to raise awareness on the consequences of plastic pollution and promote a healthier lifestyle for our planet. This campaign was mostly aimed at children and youth as they are the future generation that will have to repair the damages generated by us. It is important that we all are aware of how our habits have an impact on the ecosystem and how we can prevent further damage and danger to the ocean. This campaign brought together people from different age groups and different backgrounds but we are all fighting for the same intention, a cleaner ocean with an abundance of marine life.



Our cake stand for TAF supporters!



### Ils veulent réduire les déchets plastiques



Les membres de l'association TAF, accompagnés par l'équipe de l'École Bleue, ont lancé, hier matin, une opération de prévention sur la plage du Larvotto. (Photo C.V.)

Leur appel a été entendu, hier matin sur la plage du Larvotto. Une centaine de personnes – dont beaucoup d'enfants – sont passées sur l'atelier de l'association TAF (The Animal Fund). Une nouvelle organisation établie à Monaco et au Luxembourg depuis fin 2015 qui entend protéger les mammifères marins des dangers qui les entourent : pollution, surpêche, massacres. Et dans cet élan, prendre soin des mers et des océans. « Un de nos combats est de limiter les déchets plastiques qui finissent dans les océans et que les mammifères ingèrent. Ils ont l'impression d'être repus mais ce plastique qu'ils mangent est souvent raison de leur échouement sur les côtes », détaille la présidente, Berit Nielsen Legrand. Cette Danoise est installée depuis dix-huit à Monaco et a voulu passer à l'offensive environnementale avec cette association.

**Zéro bouteille**  
« À Monaco comme en France, les sacs plastiques ont été interdits. Pourquoi ne pas faire de même avec les bouteilles plastiques. Une bouteille met 450 ans à se désintégrer. Les bouchons sont les objets plastiques les plus retrouvés dans les océans. Il est possible de s'en passer », continue la présidente.

Exemple ? Boire l'eau du robinet. « Nous sommes allés visiter les installations de la SMOA, l'eau en Provençal a un bon goût et ses qualités sont reconnues ». Avec le soutien de Pierre Frolla et de l'équipe masculine de l'École Bleue, une dizaine d'ateliers servaient à éduquer les consciences sur ces questions, hier sur la plage.

« Notre but aujourd'hui est d'étendre l'association dans le monde entier, et travailler avec les écoles, pour faire passer les messages de l'association pour défendre les océans et ses mammifères », explique Berit Nielsen Legrand.

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First edition of Monaco Ocean Week committed to improving the relationship between humanity and the ocean

### The Animal Fund – Cleaning our oceans one plastic bottle at a time

Parallel to the Ocean Week the The Animal Fund (TAF) association, in partnership with the Ecole Bleue of Pierre Frolla, organized a campaign on Saturday, April 1, on the Larvotto Beach in Monaco, to create awareness about the danger of plastic pollution in our oceans.

TAF Plastic Pollution Awareness invitation Pierre Frolla surrounded by members of Ecole Bleu and members and supporters of The Animal Fund @ TAF

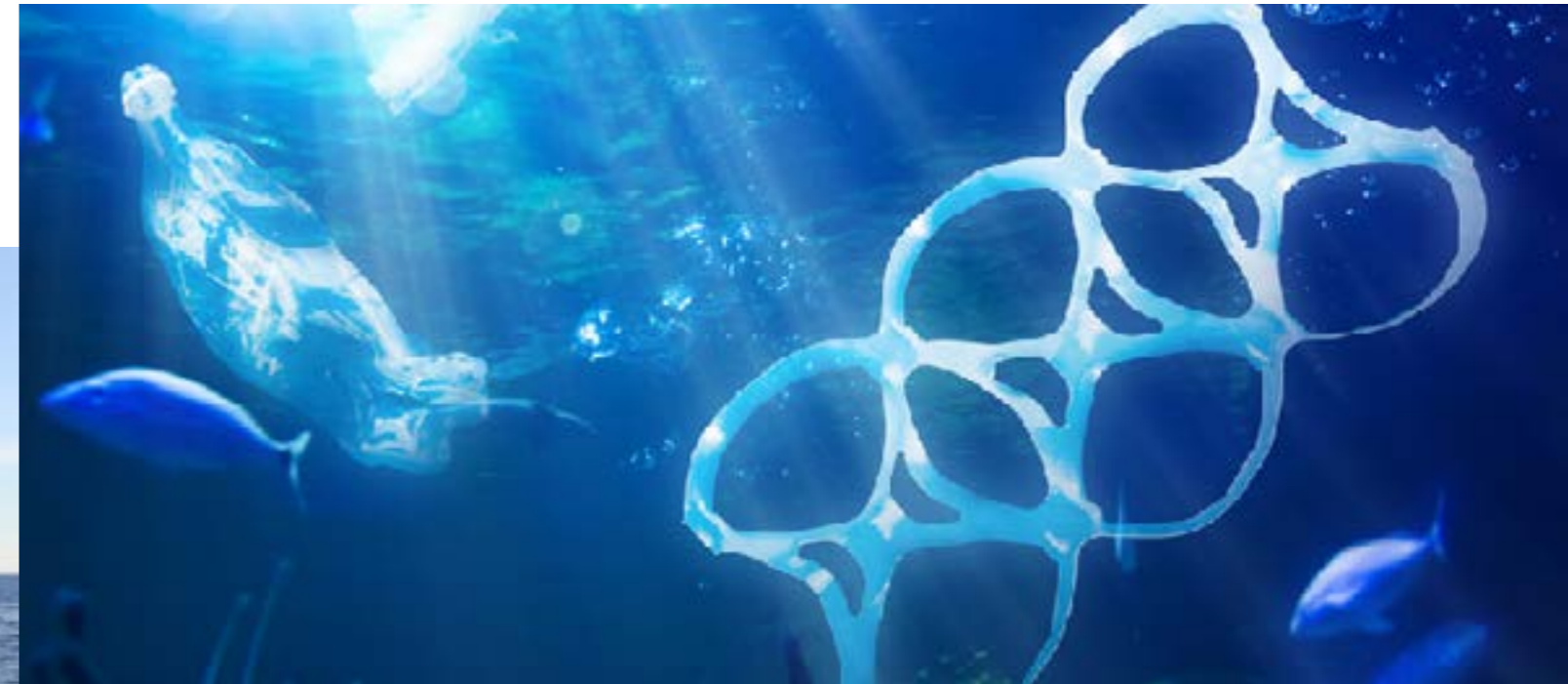
Around a hundred people including many young children participated in the workshop organized by TAF, a new Monegasque organization that battles for the protection of marine mammals against the dangers around them like pollution, overfishing and massacres. In doing that they take care of the oceans. “One of our objectives is to limit plastic garbage that end up in the oceans and that the mammals ingest, that is often the cause of them grounding on the coasts”, explained TAF President Berit Nielsen Legrand.

It is with great honor that Monaco Matin, our local newspaper were present at the event and wrote about TAF The Animal Fund, CSAM/ Ecole Bleue. The article promotes our “Zero plastic bottle” campaign on April 1st 2017 on the Larvotto beach. We would like to thank again CSAM/ Ecole Bleue - Pierre Frolla and team and all the many volunteers of TAF for your fantastic help, your great enthusiasm and aid in transmitting the message of the danger of plastic !

In Monaco as in France, plastic bags are forbidden, and hopefully in the near future the same will happen to plastic bottles. Berit added: “A bottle takes around 450 years to disintegrate, and the caps are the plastic objects that infest the ocean, so we could do without them.” She is right when she recommends drinking tap water that in Monaco is of high quality. Berit wants to extend her association around the world and work with schools to pass the message of the association to defend the oceans and its marine mammals.

# The impact of plastic on our environment!

## TAF plastic campaign at Larvotto Beach



The Monaco charitable association The Animal Fund (TAF) is holding a Plastic Pollution Campaign in collaboration with Centre de Sauvetage Aquatique de Monaco (CSAM) and the École Bleue on April 1, from 10 am to noon.

The event at Larvotto Beach will be fun for young and old, the organisers say, with games and puzzles to raise awareness about plastic pollution and how to help save our oceans.

Monaco resident Berit Legrande founded the non-profit The Animal Fund in 2015 with a mission to protect, save and actively assist dolphins and whales that are victims of maltreatment, slaughter, pollution and overfishing.

With her team of individuals from different cultures, backgrounds and work experiences, TAF is united in educating others of the danger and consequences of cruelty and extinction but to also report on progress made.

“It’s not just the whaling or dolphin industry that those beautiful mammals have to protect themselves against,” Berit, a Dane who competes for the Monaco water ski team (and has her blackbelt in jiu-jitsu) told Monaco Life: “It’s indeed also pollution, climate change, loss of food sources, toxic substances and digesting of tons of plastic. What is there to be seen in nature if we ruin it all? And what will be left in a few years for our children?”



# HOW CAN WE HELP THE ENVIRONMENT?

- REDUCE, RECYCLE, REUSE
- PICK UP OUR TRASH- SO THE OCEAN STAYS FREE OF IT
- SEPARATE TRASH AND PLASTIC
- CONSUME LESS IN PLASTIC
- USE A CANVAS BAG INSTEAD OF A PLASTIC BAG
- CARRY A MUG/CUP with you instead of plastic bottles
- CONSUME JUST WHAT YOU NEED
- DON'T LET THE WATER RUNNING WHILE YOU BRUSH YOUR TEETH, WASHING DISHES ETC..
- BEFORE THROWING ANYTHING AWAY, MAKE SURE IT CAN'T BE USED AGAIN SUCH AS;
  - Using both sides of a piece of paper before recycling it.
  - Donate clothing, furniture and appliances to charity.
  - Almost all glass, plastic and metal containers can be reused for storage in the kitchen
- AVOID BUYING THROWAWAYS THAT CAN'T BE RECYCLED
- CONSIDER THE ENVIRONMENTAL IMPACT OF EACH PRODUCT BEFORE BUYING IT
- BUY IN BULK- IT IS CHEAPER AND ELIMINATES SMALL CONTAINERS AND EXCESS PACKAGING  
*(IT ACCOUNTS 50% OF OUR DOMESTIC TRASH!)*
- BE AN ACTIVE SUPPORTER OF ANIMAL WELFARE
- FOLLOW OUR NEWS VIA WEBSITE AND FACEBOOK

