

Marseille: A city with both stunning nature and environmental concerns

Marseille, located in southern France, is a city famous among tourists for its magnificent harbour, beaches and other natural attractions, as well as plentiful sunshine. Gateway to the Mediterranean Sea, which was heavily polluted with microplastics and other forms of waste, both industrial and domestic (Gérigny et al., 2022). Many water bodies and tourist spots, such as the Calanques National Park, were also subject to plastic waste pollution (Surmont et al., 2026), which was exacerbated by littering behaviour among visitors.



Partnering organisations

- make_sense France**
The French branch of an international organisation, advocating societal inclusivity and sustainability through community mobilisation and entrepreneurship support.
- MerTerre**
A non-profit supporting marine waste reduction by documenting and analysing quantities, qualities and origins of waste.



Project goals

- Development of communication and fundraising campaigns**
 - To promote the mobile app of Zéro Déchet Sauvage
 - To raise funds for MerTerre
 - To improve the MerTerre website user interface
- Data collection on abandoned waste**
 - To help track waste data in certain areas with regular clean-ups

Deliverables

Communication kit and communication campaign for the Zéro Déchet Sauvage mobile app

- Pinpointing groups of target audience
- Newsletter drafts in both English and French
- App tutorial visuals with screenshots
- Promotional video storyboard
- Website improvement suggestions

The plan: Peer-to-peer fundraising challenge

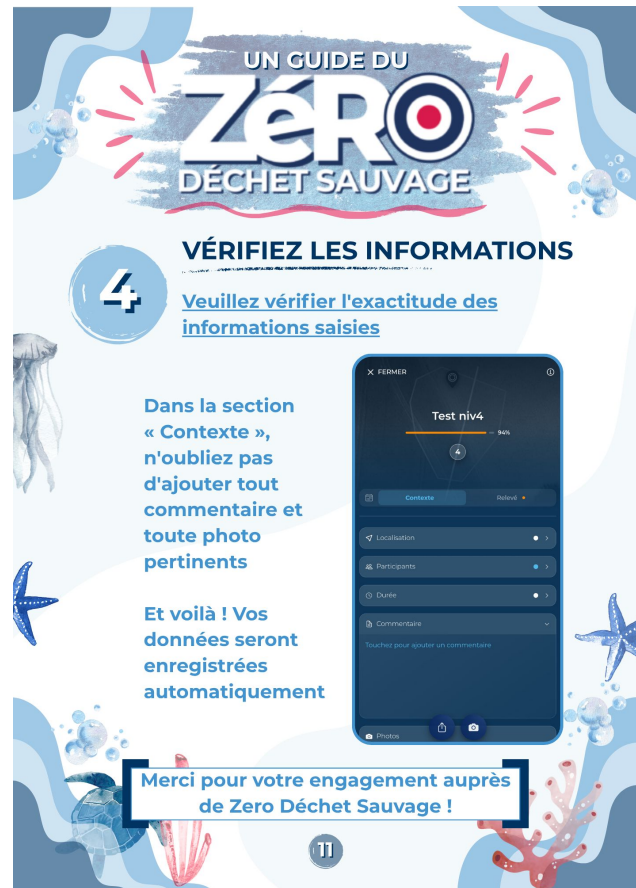
DIFT Campaign: A Gift for the Mediterranean

Fundraising campaign proposal

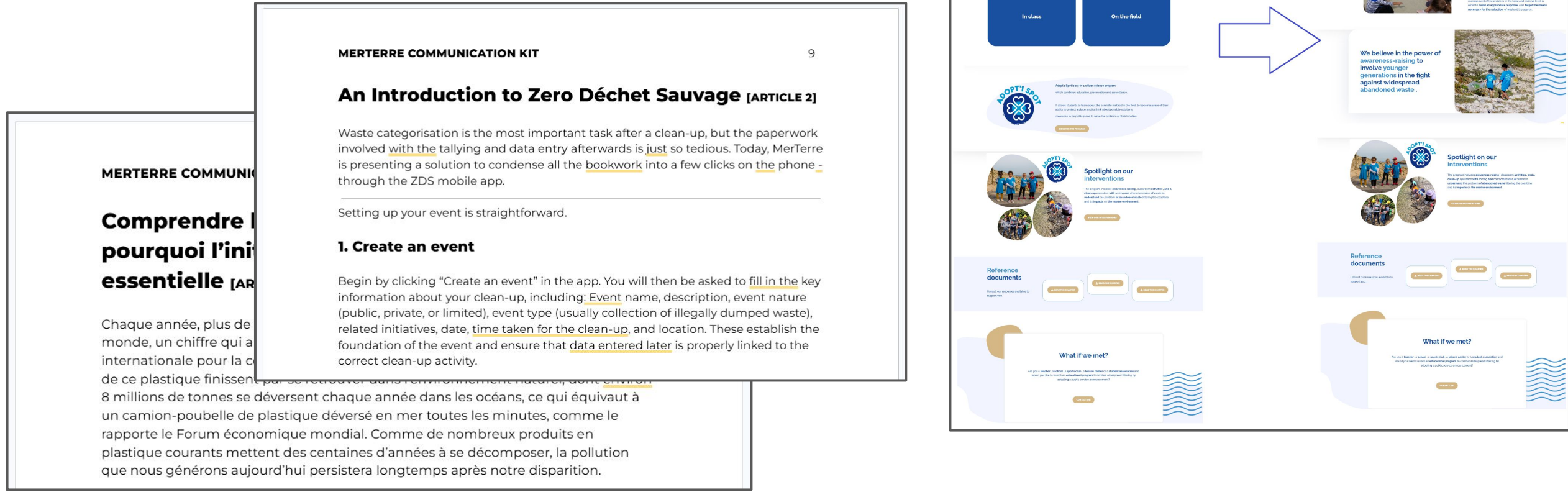
- Choosing online platform DIFT
- Brainstorming timelines, fundraising strategy types (peer-to-peer), promotional texts

On-site waste clean-ups in various locations,

- e.g. Frioul Islands, the Calanque National Park, Campus Luminy, etc.
- Collection, categorisation and measurement of waste



MERTERRE COMMUNICATION KIT



Key takeaways

- Exposure to nature
- Awareness of environmental protection
- Creative and critical thinking - no single formula of success
- Task prioritisation and project management - to adapt in the face of unexpected situations and hurdles
- Intercultural leadership and teamwork!



References

Gérigny, O., Pedrotti, M., Rakwe, M. E., Brun, M., Pavec, M., Henry, M., Mazeas, F., Maury, J., Garreau, P., & Galgani, F. (2022). Characterization of floating microplastic contamination in the bay of Marseille (French Mediterranean Sea) and its impact on zooplankton and mussels. *Marine Pollution Bulletin*, 175, 113353. <https://doi.org/10.1016/j.marpolbul.2022.113353>

Surmont, A., Vidal, L., Labille, J., Licari, L., Wong-Wah-Chung, P., and Lebarillier, S.: Distribution and Vertical Fluxes of large and small microplastics (MP) in the Calanques National Park (CNP) and Marseille Bay , EGU General Assembly 2026, Vienna, Austria, 3–8 May 2026, EGU26-6645, <https://doi.org/10.5194/egusphere-egu26-6645> , 2026.