



SAVING THE OCEAN STARTS WITH YOU

Let's do it together!

About Us



Since 1985 we organize a passion.

We are an Italian non-profit environmental association (ONLUS) that protects the sea and its resources from over 35 years.

In particular we focus on biodiversity conservation, sustainable development, enhancement and promotion of marine protected areas, pollution and illegal fishing. We promote education in schools and universities.



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We are all connected through the ocean.

**Together, we can change the value
system of our society, to really
understand and feel the bond that
connect us to the ocean.**

ROSALBA GIUGNI, MAREVIVO PRESIDENT



Why Ocean Matters

A photograph of a dolphin leaping from the water in a deep blue ocean. The dolphin is captured mid-air, with its body arched and its tail still in the water, creating a splash. The background shows a clear blue sky and distant landmasses. The text 'Why Ocean Matters' is overlaid in white on the left side of the image.

The ocean is our home, our mother, our life.

The ocean covers 70% of our planet surface, produces 50% of oxygen, absorbs one third of CO2 emissions responsible for climate change and represents 98% of inhabited territory.

It can fulfill its vital role only if in good health and in symmetry with all living creatures, animals and plants, that inhabit it. This is why we have chosen to protect it!



Threats to Marine Life



HABITAT LOSS

Human activities such as overfishing, deforestation and tourism are compromising and eliminating the conditions necessary for plants and animals to survive.

CLIMATE CHANGE

High levels of atmospheric carbon dioxide are absorbed by the oceans, where the gas dissolves into carbonic acid. This elevated acidity inhibits the ability of marine animals

POLLUTION

Each year, billions of pounds of trash and other pollutants enter the ocean.

OUR MAIN ACTIVITIES

HABITAT MANAGEMENT

We work on the territory to monitor and protect marine and coastal ecosystems.

AWARENESS

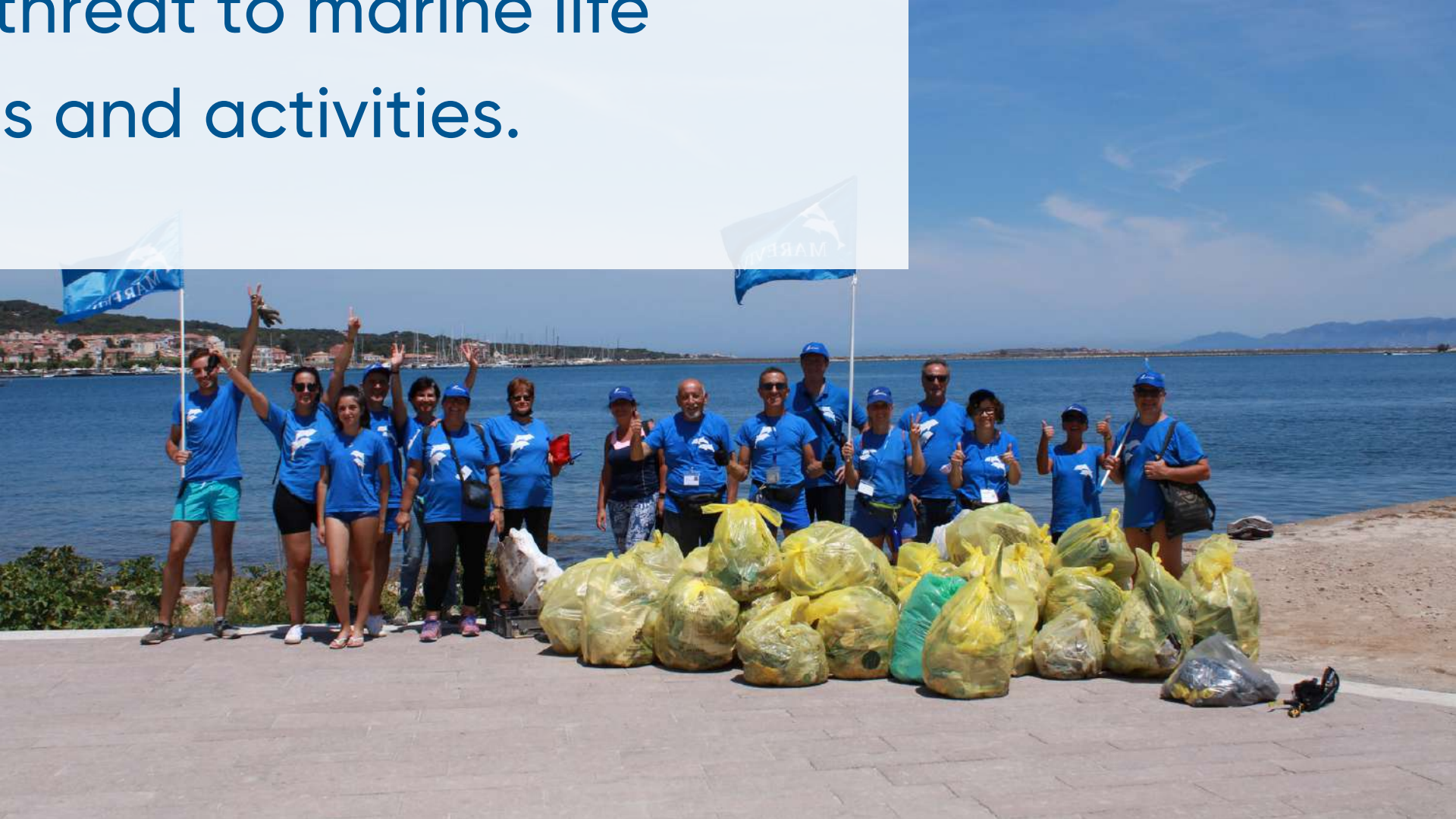
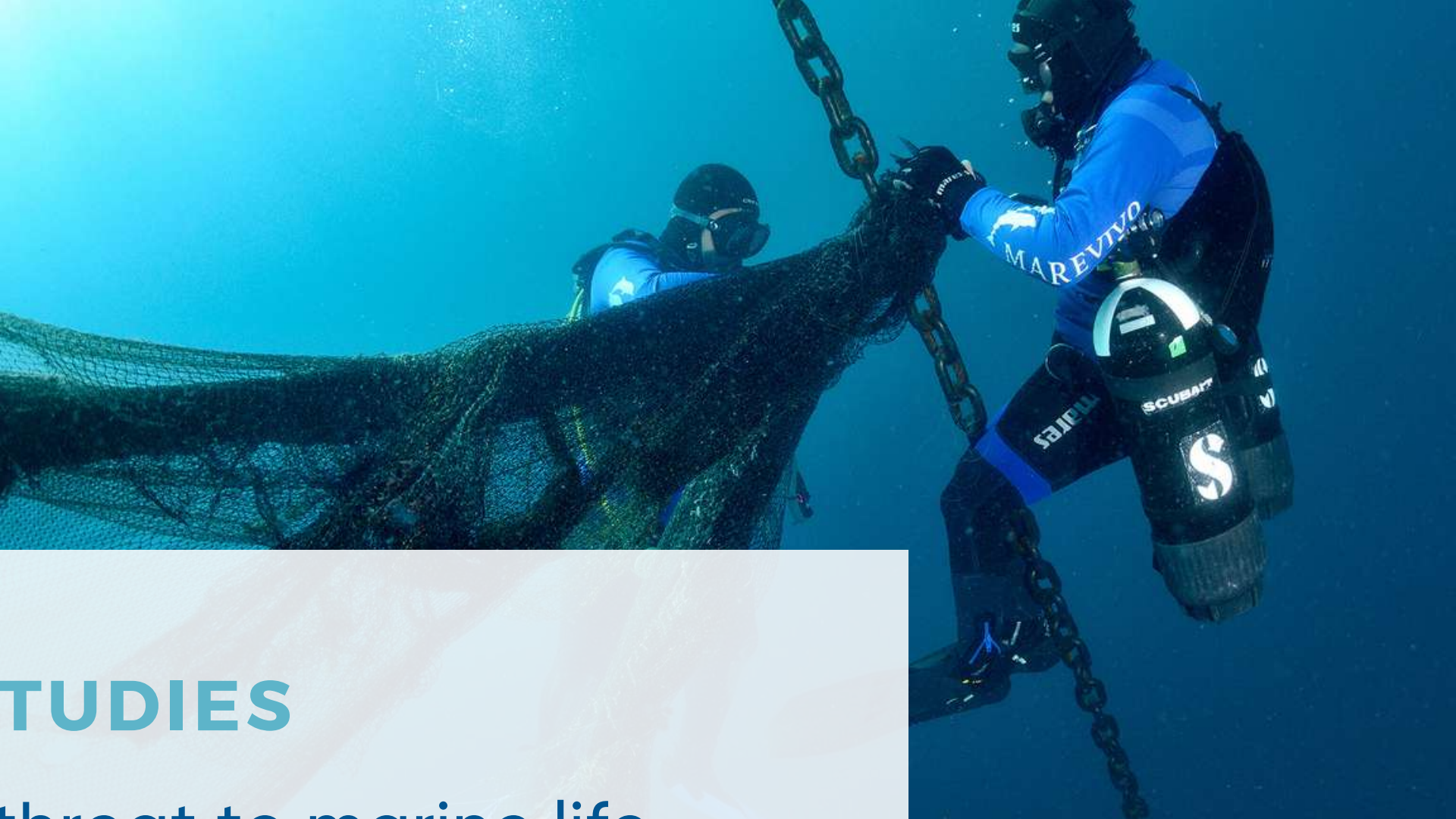
Our campaigns reach millions of people every year through all mainstream media.

ADVOCACY

We fight for more sustainable laws to protect the oceans and the environment.

EDUCATION

We are present in schools and universities with our environmental education projects, to create the ocean generation.



CASE STUDIES

How we face major threat to marine life
with our projects and activities.



Plastic Pollution



- We produce 300 million tons of plastic every year.
- 13 million tons of plastic end up in the oceans every year.
- 700 marine species are threatened by plastic at the global level.

Insieme per il Mar Mediterraneo



Two objectives: collecting 12000 kg of plastic waste from the ocean with the support of the Pelikan boats and, through an experimental activity, converting part of it into clean electricity with the use of the pyrolyzer Greenplasma by Iris.

With our study with Università Politecnica delle Marche we discover that with just 1 kg of marine plastic it is possible to light an apartment for one day.

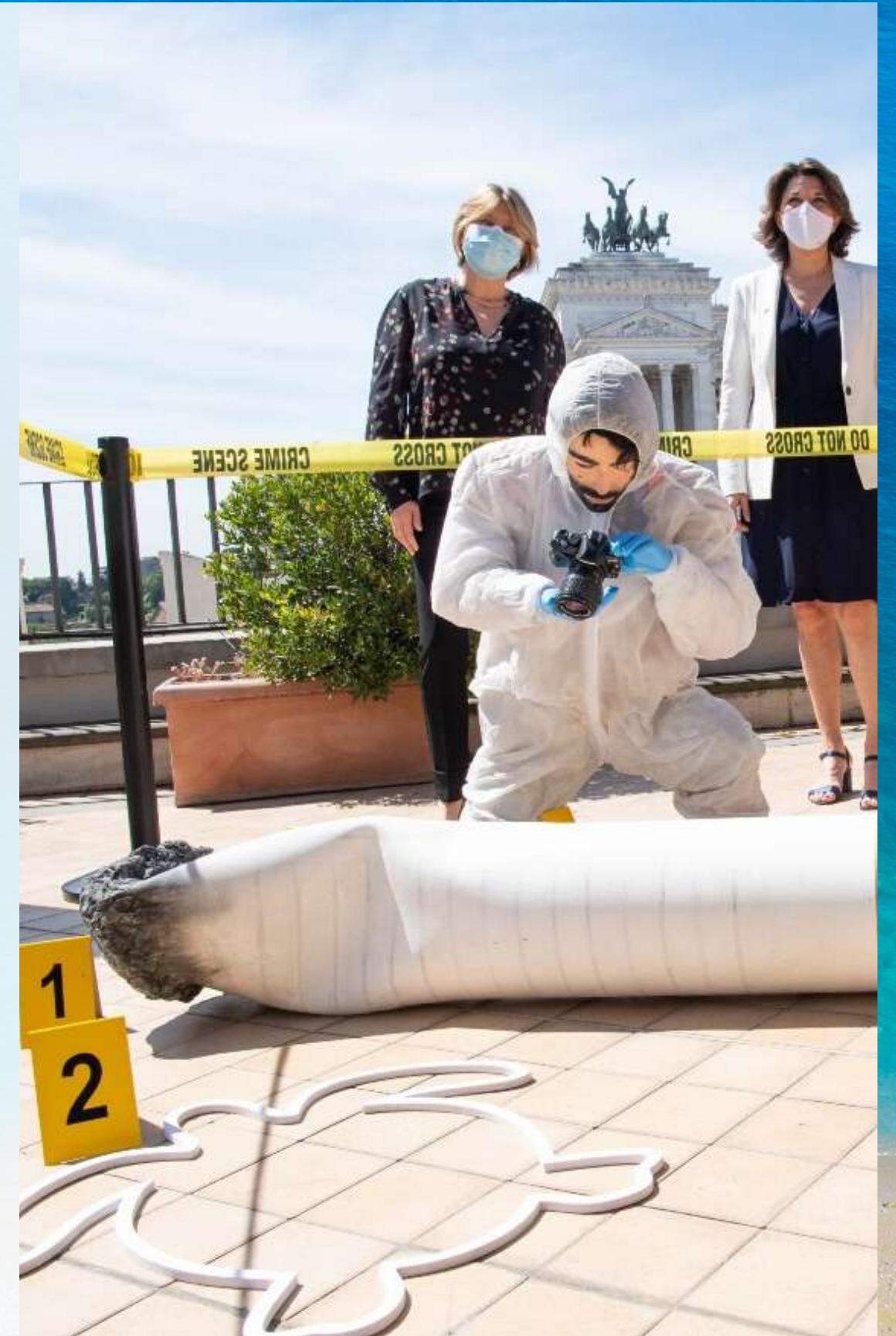


Piccoli Gesti, Grandi Crimini



The national awareness campaign against cigarette butts pollution.

With our project pilot in the city of Sorrento, Italy, we could reduce by 69% the presence of cigarette butts in the streets and in the environment.



EU Single-Use Plastic Directive



We obtained the introduction of plastic cups among the objects included in the SUP Directive, which bans single-use plastic products in EU.

We are working for the effective transposition and implementation of the Directive in Italy, in partnership with a great network of NGOs among all Europe.





Habitat Loss



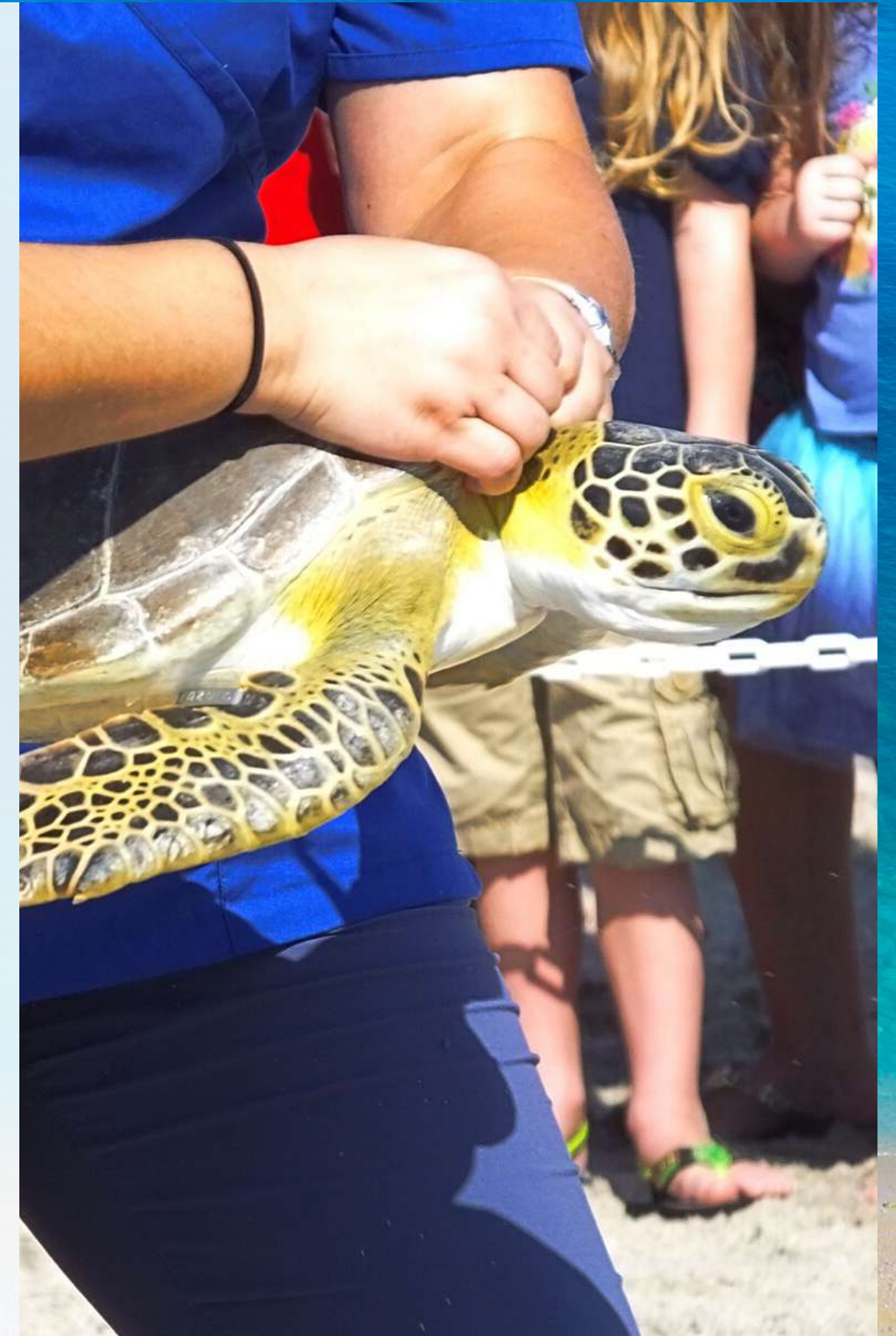
- Between 1970 and 2021 marine life populations have declined by 50%.
- Oceans' reefs have decreased by half and could all be lost by the year 2050.
- Extreme weather events are leading to severe coastal habitat loss.

Adotta Una Spiaggia



We clean, monitor and carry on awareness activities all over Italian coasts and beaches thanks to the adoption of our donors.

In few months, we have collected more than 7 tons of waste, involved more than 1000 volunteers, rescued and released 20 sea turtles with the collaboration of Sea Turtles Centers and installed 100 posters to raise awareness about coastal ecosystems.





Overfishing



- Approximately 300,000 dolphins, whales, and porpoises are killed by fishing operations every year.
- Fishing has wiped out 90% of the world's large fish.
- In European seas, 64% of fish populations are exploited.

Stop Finning

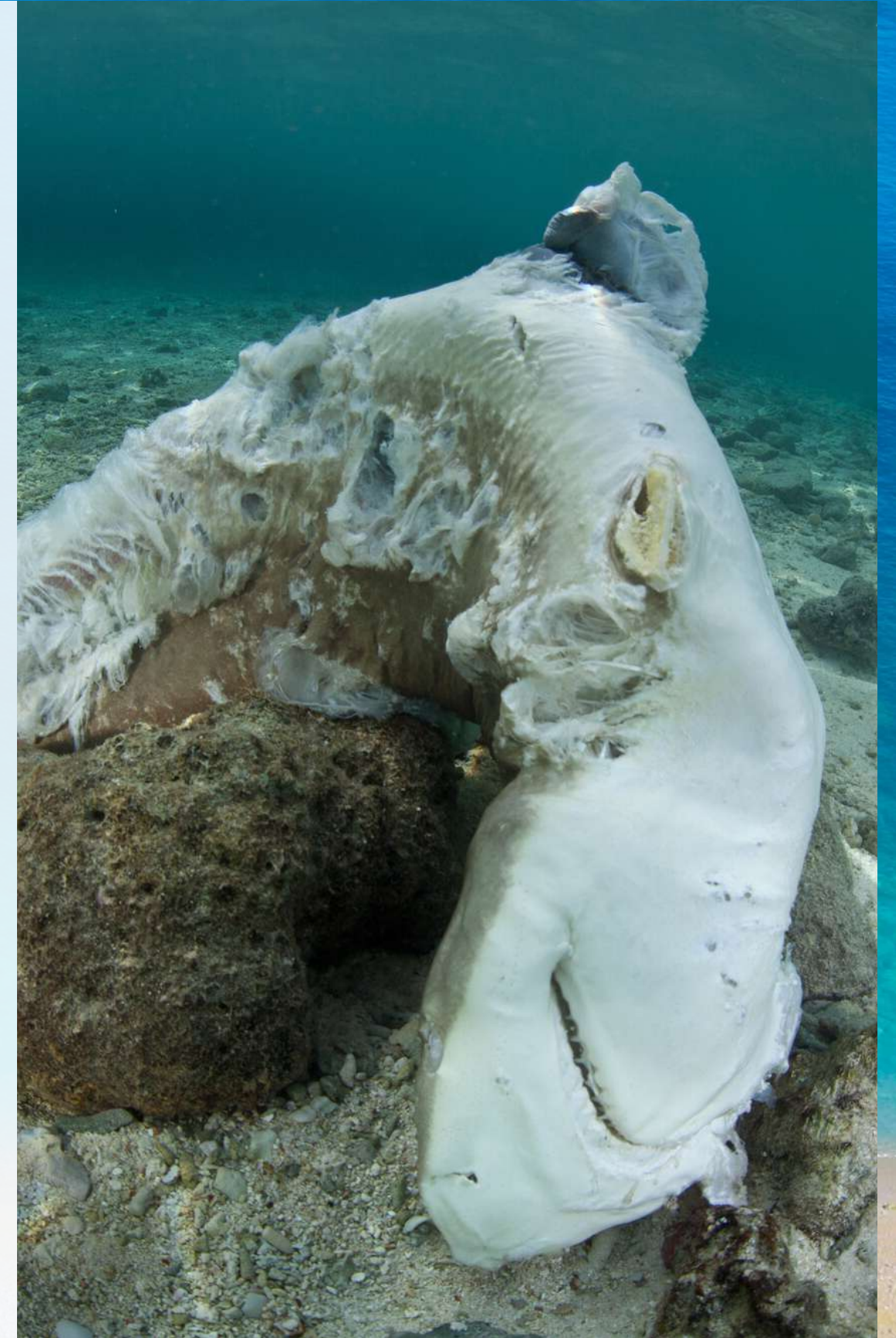


INTERNATIONAL COMMITTMENT

We are partner of the initiative StopFinningEU to end trade of shark fins.

OUR VICTORY

We have already obtained a law that prohibits the cutting of the fins on board of the EU vessels.



Ghost Nets Operation



Every year about 640,000 tonnes of ghost nets are abandoned or lost in the oceans.

Our Diving Division collects from the seabeds tons of abandoned ghost nets, preserving the ecosystem from damages.





Climate Change



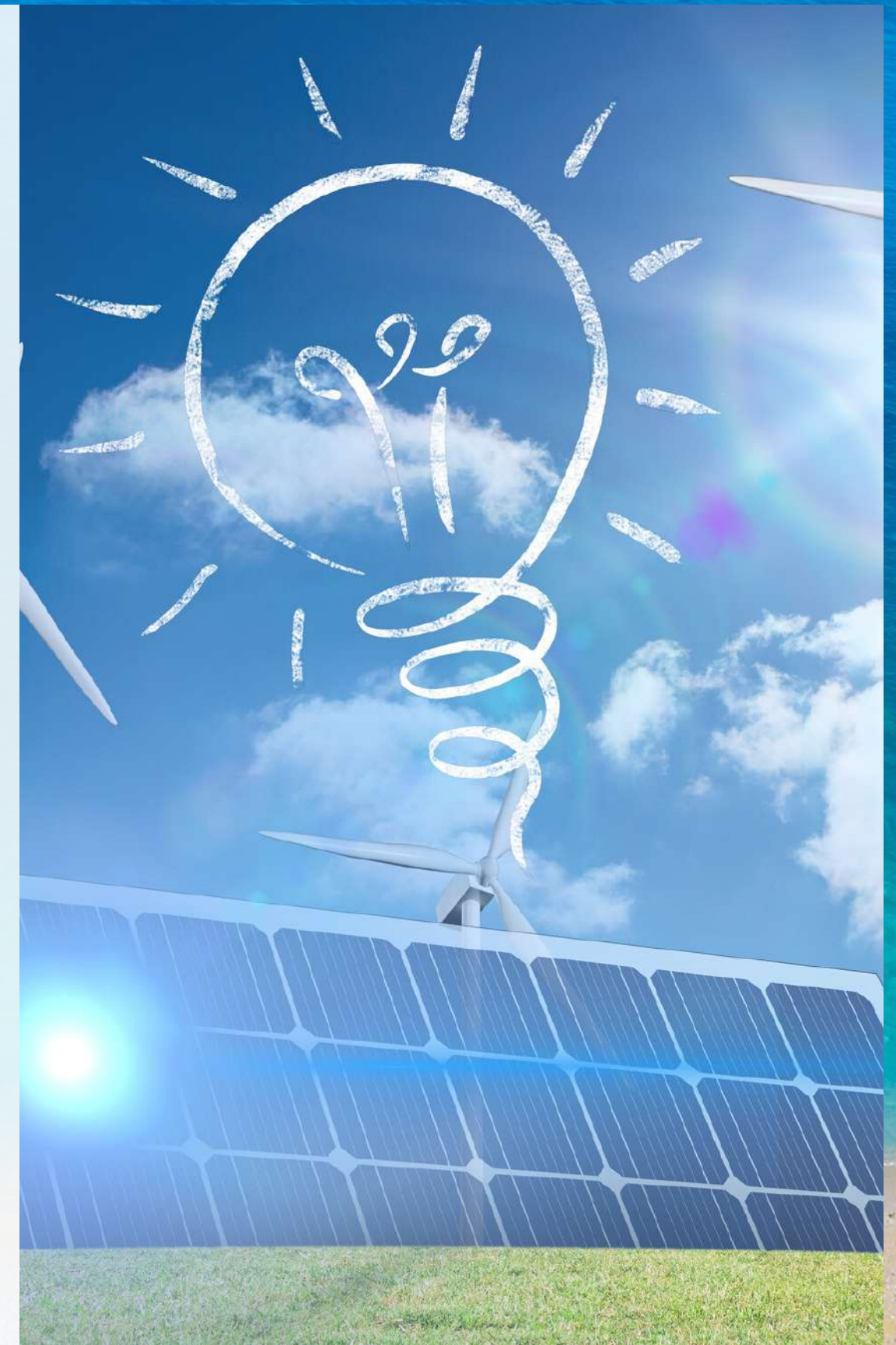
We have less than 7 years to achieve the goal of reducing greenhouse gas emissions by 50% by 2030 and saving the Planet with renewable energy projects. The danger posed by climate change can be mitigated by limiting global warming to no more than 1,5 °C.

Sole, Vento e Mare



We promote innovative projects for energy production from renewable sources and other sustainable technologies for smaller islands and protected marine areas.

Main objects are to involve local communities and to raise awareness about renewable energies.



Environmental Education



- More than 10000 students all over Italy involved in our activities every year.
- 60 schools part of our Plastic Free Schools network.
- 6,000,000 single-use plastic bottles saved in the schools.



Awareness Campaigns

- 10 million people reached through TV and newspaper.
- 5 million people reached through social media.
- Workshops, banners and posters in schools, municipalities, cities and public events.





Your Challenge

WHAT CAN YOU DO TO BE MORE ECO-CONSCIOUS?

Reduce the waste, eliminate single-use plastic, recycle, vote green!

HOW CAN YOU INFLUENCE OTHERS TO DO THE SAME?

Share the work of environmentalists, involve your family and friends in your choices and explain why.

WHAT CAN BE DONE TO SOLVE A COMMON PROBLEM?

Think global, act local.



www.marevivo.it

