

Fundación Occident joins Fundación Ecoalf to fight against marine litter and protect the oceans

The collaboration, which is part of the “Clean Rivers, Save Oceans” project, will promote volunteering actions; awareness-raising among schoolchildren; research and litter collection

Fundación Occident has signed a collaboration agreement with Fundación Ecoalf with the aim of actively contributing to the protection of the environment and the preservation of aquatic ecosystems. This agreement is part of the “Clean Rivers, Save Oceans” project, an initiative created and led by Fundación Ecoalf which seeks to stop ocean pollution by acting from rivers, which is the origin of 80% of marine litter.

Fundación Occident will be supporting this initiative throughout 2025 with various awareness-raising, volunteering and waste collection activities. With this alliance, Fundación Occident reaffirms its commitment to sustainability and environmental education, and joins an initiative recognised for its real and measurable impact. “Clean Rivers, Save Oceans” has mobilised thousands of volunteers since its creation in 2020 and has received numerous awards for its contribution to the conservation of the environment and the protection of biodiversity.

Volunteering and awareness-raising activities

The series of actions planned include the organisation of 29 citizen and corporate volunteering sessions, of which 16 are to be held in the Community of Madrid and 13 in the Valencian Community. Fundación Occident will be organising several of these sessions for GCO employees, who will also have the chance to participate with their families in programmed litter collecting activities over the weekends.

In addition, 20 awareness-raising sessions will be held in education centres, with a total of 14 sessions in the Community of Madrid and six in the Valencian Community. In the latter region, training content has been adapted to the new environmental situation resulting from the recent DANA flooding. Scientific waste sampling will also be carried out in the rivers of the Community of Madrid to analyse the presence of micro and macroplastics.

Commitment to sustainability

Fundación Occident is firmly committed to sustainability and environmental protection, collaborating with organisations such as Save the Med and Fundación Ecomar in projects aimed at the conservation and regeneration of our natural environment. Through initiatives such as Save the Med Changemakers and Gamechangers, aimed at secondary and university students, it promotes education and environmental awareness, nurturing the active participation of young people in the preservation of the marine ecosystem.

Fundación Occident also organises litter picking activities for volunteers on beaches, together with Fundación Ecomar among GCO employees (Occident, Crédito y Caución, GCO Ventures and Prepersa).

About Fundación Occident

Fundación Occident, formerly Fundación Jesús Serra, is a private non-profit entity, created in memory of Jesús Serra Santamans, a renowned businessman and patron, who was the founder of GCO (Grupo Catalana Occidente). Its activity consists of developing and supporting initiatives in the fields of research, business and teaching, social action, sport, and promotion of the arts, with a common objective: responsible commitment to society.

These actions reflect the dedication of Fundación Occident to raising awareness on the importance of caring for and preserving the environment for current and future generations.

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