



CONSERVATION.
COLLECTIVE.

3RD YEAR UPDATE

TACKLING PLASTIC POLLUTION

AT THE GRASSROOTS



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HUBLOT

31 MONTH UPDATE
TACKLING PLASTIC POLLUTION
 AT THE GRASSROOTS

CONSERVATION COLLECTIVE

Proud charity partner of the Depeche Mode x Hublot Memento Mori Tour

IMPACT REPORT



Together, the Depeche Mode x Hublot and Conservation Collective global partnership is empowering communities working towards a cleaner future.

Funding is channelled to member Foundations across CC's network to tackle plastic pollution through local community-led initiatives, educational activities and awareness campaigns. Since June 2023, we've supported 23 projects across 12 different countries via three categories: Plastic-Free, Waste Management and Clean Ups.

THE PLASTIC PROBLEM

Conservation Collective's network of Foundations includes some of the stunning areas of high biodiversity value. But in each of these locations, plastic pollution is a pressing local environmental issue. The statistics are stark:

- Islands in the Mediterranean, idyllic tourist destinations, are overflowing with plastic, 33,800 plastic bottles enter the sea every minute. Although tap water may not be safe to drink in certain areas, visitors can be overly cautious about water quality and too heavily on bottled water.
- Sri Lanka, an island nation with a population of 21 million, reportedly produces over 7,000 tonnes of solid waste every day. Its current waste management infrastructure faces the challenges of growing demand. As a result, many businesses and households deal with their waste independently, meaning it often ends up in landfill or inappropriate areas, impacting human health and natural ecosystems. Local waste management groups exist, but need support.

There is room for optimism: empowering communities to address the plastic crisis from the ground up is an effective solution.

MISSION

Our work supports 3 different approaches -



Benefits include:

- Raising awareness and educating to support legal compliance.
- Offering businesses help to shift from plastics to sustainable alternatives.
- Preventing plastic entanglement or ingestion by wildlife.
- Developing income-generating activities within the circular economy.
- Increasing access to nature for local communities.

OUR IMPACT

JUNE 2023 - JANUARY 2026

13/23 PROJECTS COMPLETED

WASTE REMOVED
48,681 KG

PLASTICS AVERTED
8,414 KG

PLASTIC BOTTLES AVERTED
457,300

SOLID WASTE RECYCLED
70,216 KG

PLASTIC UPCYCLED
2,666 KG

BUSINESSES ENGAGED TO REDUCE & ADDRESS PLASTIC USAGE
803





PROJECT SPOTLIGHT PLASTIC FREE BEACH CYPRUS

DURATION: 2023 - 2026 | GRANT: £33,144 | GRANTEE: CYPRUS SUSTAINABLE TOURISM INITIATIVE

PROJECT OVERVIEW

The Plastic Free Beach project addresses Cyprus' growing plastic pollution challenge, where around 80% of rubbish collected on beaches is plastic.

Contributing to Cyprus' 2030 plastic waste Action Plan this project installs refill water stations, designated smoking areas and reuse facilities, while formalising municipal maintenance agreements to ensure long-term impact.

Excitingly, Coral Bay became the ninth certified Plastic Free Beach, an area rich in biodiversity and a key ecological hotspot. Next steps include expanding the model to new coastal areas and scaling the Plastic Free movement into schools and across the Mediterranean.

PLASTIC FREE BEACHES MAP



WHAT DO PLASTIC FREE BEACHES LOOK LIKE?

-  Refillable freshwater stations offering free, filtered and cold water
-  Designated smoking areas made of 60 KGs of upcycled materials to prevent cigarette litter.
-  Shared toys stations to encourage people to reuse rather than buy new beach toys
-  Art installations made of upcycled materials recovered during beach clean-ups

WHO MAINTAINS AND USES THESE BEACHES?

- Local authorities sign Memorandi of Understanding to maintain the Plastic Free facilities.
- Local businesses commit to reduce their single-use plastic offer and cooperate with the Plastic Free Beaches regulations
- Local schools take part in awareness events and beach clean-ups.
- Residents and tourists enjoy beautiful beaches free of plastic!



This project won the 2025 SDG Award for NGOs in Cyprus.



REDUCING PLASTIC WASTE IN TURKISH COMMUNITIES | RECORDING MARINE LITTER & INFLUENCING POLICY IN SCOTLAND | DISTRIBUTING REUSABLE FISHING BOXES IN TUSCANY, ITALY | PLASTIC FREE IN MENORCA, SPAIN | COMMUNITY WASTE MANAGEMENT IN CORFU, GREECE | PLASTIC FREE BEACH IN CYPRUS



PLASTIC FREE IN IBIZA & FORMENTERA, SPAIN | MAPPING OF INFORMAL WASTE MANAGEMENT IN SRI LANKA | MARINE LITTER AND DATA COLLECTION IN KENYA | PLASTIC FREE SCHOOLS IN SICILY, ITALY | PLASTIC EDUCATION IN CYCLADES, GREECE | MONITORING & REMOVING LITTER, ANTIGUA



RECYCLING PROGRAMMES IN ST. VINCENT SCHOOLS | CLEANING UP HARD-TO-REACH COASTAL AREAS IN ENGLAND | MARINE RESERVE CLEAN-UP IN KENYA | REDUCING PLASTIC WASTE IN MALTA | GHOST NET COLLECTION IN SRI LANKA | INSTALLING PUBLIC DRINKING FOUNTAINS IN HVAR, CROATIA



REDUCING PLASTIC IN BUSINESSES IN SICILY, ITALY | PLASTIC FREE MALLORCA, SPAIN | PLASTIC FREE ISLANDS IN CROATIA | UPCYCLING PLASTICS IN THE BALEARICS *STARTING NOV 2025 | PLASTIC EDUCATION IN SCHOOLS IN CYPRUS *STARTING SEPT 2025



SICILY ENVIRONMENT FUND | MALLORCA PRESERVATION | DALMATIAN ISLANDS ENVIRONMENT FOUNDATION | MENORCA PRESERVATION | IBIZA & FORMENTERA PRESERVATION | MALLORCA PRESERVATION | CYPRUS ENVIRONMENT FOUNDATION

