



FONDATION
DE LA MER

Un Geste
pour la
mer

Press information –September, 12th 2023

A CHALLENGE FOR THE PLANET

PARIS INTERNATIONAL DIVE SHOW IS LAUNCHING EAU'DÉFI CHALLENGE!

- In partnership with La Fondation de La Mer
- Target: 2.5 tons of waste collected by January 11, 2024!

Ecological concerns extend far beyond the world of divers. **Defending cleaner water is within everyone's reach, divers and non-divers alike.**

That's why, as part of its 25th edition, **Paris International Dive Show is mobilizing everyone for a concrete, visible and far-reaching citizen action and is launching "Eau'Défi, Protégeons ensemble notre planète bleue! (let's protect our Blue Planet together!)"**.

The concept of "Eau'Défi, Protégeons ensemble notre planète bleue" challenge...

To collect 2.5 tons of waste by January 11, 2024, the opening date of the 25th edition of Paris International Dive Show.



How to participate:

Everyone can collect waste individually, or take part in an existing collection organized by La Fondation de la Mer, which can be found by geographical area on their specific platform: "Un Geste pour la mer".
<https://www.ungestepourlamer.org/carte/>

Once the waste has been collected, **go to the following link**
<https://bit.ly/eau-défi-salon-plongée> to fill in the dedicated Google Form document, to declare the quantity of waste collected and attach a photo.

La Fondation de la Mer and Paris International Dive Show are joining forces to protect the oceans.

To support the implementation of the **Eau'Défi** project, Paris Dive Show naturally approached **La Fondation de la Mer**, which serves all those who work for the protection and sustainable management of the ocean.



Today, La Fondation de la Mer supports hundreds of local players and implements its own programs to protect marine biodiversity, fight against pollution at sea, support research, encourage innovation, and inform and raise public awareness.

As part of La Fondation de la Mer's programs, **the #ungestepourlamer platform is taking concrete action to fight against plastic pollution at sea.**

"Eau'Défi" aims to make the general public aware of the urgent need to act effectively, each at his or her own level, to protect the planet and its vital element: water. It's a challenge fully supported and shared by Nathalie Lasselin, godmother of our 2024 edition and a committed diver", declares Hélène de Tayrac, founder of Paris Dive Show.

"In all the world's waters, divers are witnesses of the growing plastic pollution of the water and the waste it feeds on. Collecting that waste is a natural and instinctive gesture for these nature lovers. With this challenge, we want to involve everyone, on land and in the water, in the accomplishment of a gesture that should become a daily reflex, like eating, drinking or sleeping", adds Hélène de Tayrac.

"La Fondation de la Mer is delighted to join forces with Paris International Dive Show to mobilize the diving community to better protect the oceans. Together, we are setting up a challenge to encourage all sea lovers to collect waste. The fight against plastic pollution is a global issue, but we can all take our part in this action. In France, over 100,000 people have taken part in waste collections with La Fondation de la Mer's Un Geste pour la Mer program, alongside 250 partner associations. Divers, are particular witnesses of the beauty and fragility of the ocean. We're giving them means to get involved," confirms Sabine Roux de Bézieux, President of La Fondation de la Mer.

www.fondationdelamer.org - www.ungestepourlamer.org

25th edition
Paris International Dive Show
11-14 January 2024 - Paris
Parc des Expositions Porte de Versailles - Hall 4
www.salon-de-la-plongee.com

Press Relations : KMG Travel 360

Karin Mallet Gautier
karin@kmgtravel360.com
+33 6 73 43 37 84

Dorothee de Kervéguen
dorothee@kmgtravel360.com
+33 6 22 27 63 88

