



THE 26^{ÈME} PARIS INTERNATIONAL DIVE SHOW RELAUNCHES EAU'DEFI CIVIC CHALLENGE!

Press release - July 4, 2024 - **Hélène de Tayrac-Senik**, founder of Paris International Dive Show, relaunched the Eau'défi challenge on June 27, with a waste collection event organized with Fondation de la Mer organization in Paris on the Valmy quays.

Eau'Défi: a gesture that concerns everyone

Launched in 2023 by Paris International Dive Show, in partnership with Fondation de la Mer organization, **"Eau'défi, Let's protect together our blue planet!" challenge** has already collected 28 tons of waste. An initiative that firmly anchors the Show in an ecological and responsible approach throughout the year.

The idea is simple: collect as much garbage as possible in the water or on land, either individually or via an association listed on the **"Un geste pour la mer" (A gesture for the sea)** participative platform set up by Fondation de la mer: <https://www.fondationdelamer.org/nos-programmes/un-geste-pour-la-mer/>

Then take a photo and record the amount of waste collected on the Eau'défi page: <https://bit.ly/eau-défi-salon-plongée>

The total tonnage will be announced at the next Paris International Dive Show which will take place 9-12 January 2025.



Hélène de Tayrac-Senik
and the June 27
collection

Divers, the first ambassadors for environmental protection

On a global scale, plastic discharges into the environment are expected to double to 44 Mt (metric tons) per year, while the amount accumulated in lakes, rivers and oceans will more than triple, with plastic waste rising from 353 Mt in 2019 to 1,014 Mt in 2060, according to the OECD website.

As part of the **"2025, Year of the Oceans"** theme decreed by the French government a year ago, and ahead of the United Nations Conference on the Oceans to be held in Nice in June 2025, **Paris International Dive Show aims to highlight the extraordinary richness of the aquatic world, in both fresh and salt water, as well as the fundamental role played by divers in preserving biodiversity.**



