

SOS-ZEROPOL2030 Media Kit

NOTE TO PROJECT PARTNERS: This document provides you with basic background information about the SOS-ZEROPOL2030 project, links to key resources and contact information, which can be shared with media upon request. This document will be revised and re-issued at key occasions as new information becomes available and the project evolves.

Key messages: What is the SOS-ZEROPOL2030 project about?

Marine pollution is an urgent problem. The ‘Source to Seas – Zero Pollution 2030’ (SOS-ZEROPOL2030) project brings all stakeholders together to propose a framework that transforms European policies to reach the ambitious target to end pollution by 2030.

Marine pollution requires urgent attention as healthy and clean seas provide **numerous ecosystem services which are critical for our survival and wellbeing**, for example food, oxygen production and climate regulation. Given the complex and interconnected nature of marine pollution, the integration of **sustainability-focused agendas and circular economy principles and practices** is essential for the development of effective mitigation actions that can reduce pollution and its impacts.

The SOS-ZEROPOL2030 project will co-design, co-produce, and co-deliver **a holistic stakeholder-led European Seas pollution framework** that provides practical guidance ‘from source to sea’ on how to address shortcomings in existing marine pollution management and governance approaches.

Led by **University College Cork**, the SOS-ZEROPOL2030 is a four-year project which started 1 September 2022. The project brings together ten European institutions from various disciplines and is funded by the **European Union’s Horizon Europe** programme under grant agreement No. 101060213

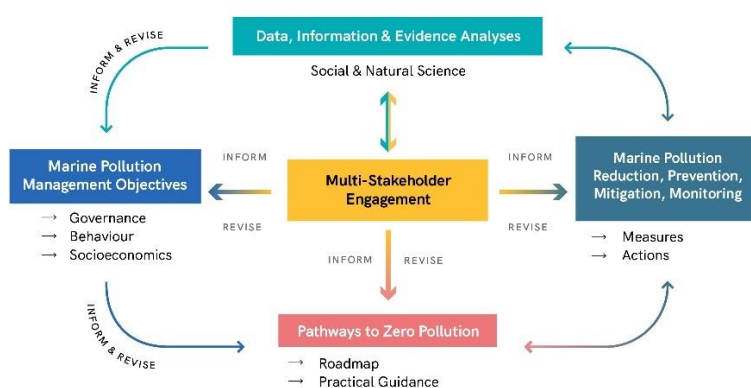


Figure 1: SOS-ZEROPOL2030 transdisciplinary and multi-stakeholder approach to inform the building blocks of the Zero Pollution Framework.

What will the SOS-ZEROPOL2030 project deliver?

Objectives

The SOS-ZEROPOL2030 project will work to fulfil the following six **specific project objectives**:

1. To better understand the barriers that compromise successful marine pollution management and stakeholder participation
2. To capitalize upon best practices concerning the implementation of sustainable and effective measures that address marine pollution
3. To engage stakeholders through a joint knowledge production
4. To provide practical guidelines
5. To co-develop a practical roadmap that will guide the blue green transition needed
6. To generate societal impact and raise widespread awareness of how marine pollution can be addressed

Work packages

The project will be delivered through 6 distinct work packages (WPs) which, collaboratively, make this project a truly interdisciplinary effort; work packages WP1 and WP6 are set aside for project management and communication, exploitation, and dissemination. The scientific content is delivered in WP2 - WP5.

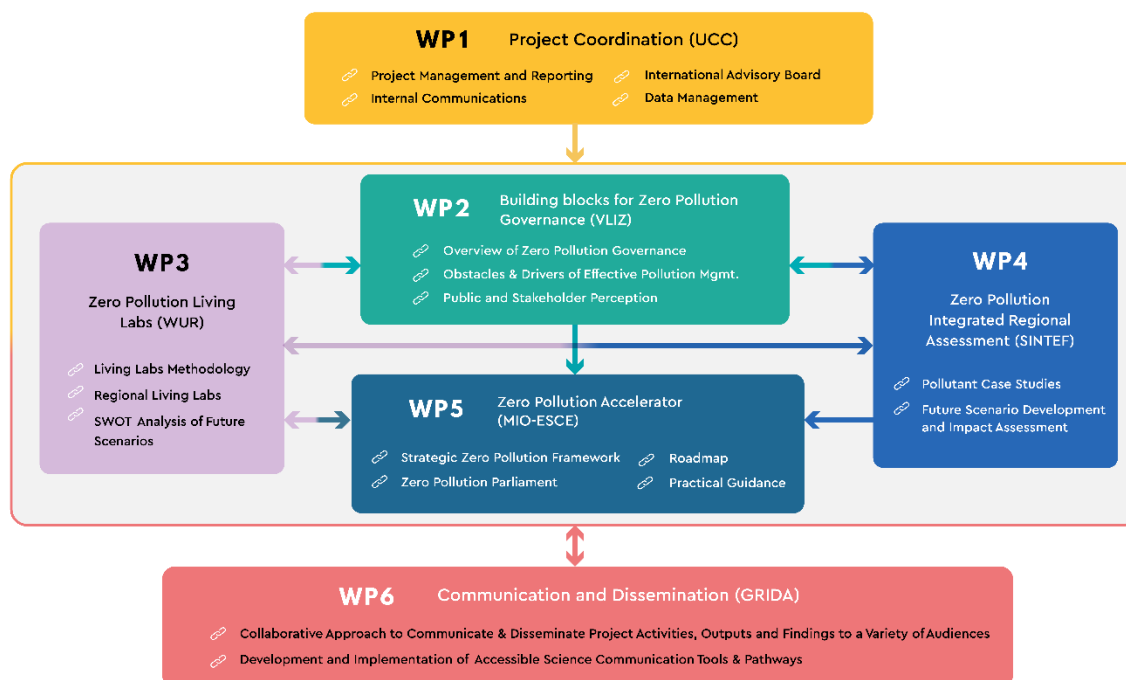


Figure 2: SOS-ZEROPOL2030 project components (Work Packages) and how they inter-relate

Consortium partners

University College Cork



Black Sea NGO Network



SINTEF Ocean



The Research Institute for Sustainability



Mediterranean Information Office for Environment, Culture and Sustainable Development



University of Vienna



Flanders Marine Institute



Wageningen University



GRID-Arendal





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Publications and Results

All publications and results of the SOS-ZEROPOL2030 project will become available on the project website section [Resources](#).

[SOS-ZEROPOL2030 Logo vertical](#)

[SOS-ZEROPOL2030 Logo horizontal](#)

Press Releases

News articles are available on the project website section [News](#).

A press release template is provided in annex to this document.

The SOS-ZEROPOL2030 Coordination Team

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ANNEX: PRESS RELEASE TEMPLATE

Zero pollution by 2030!

Key messages

- *Marine pollution is an urgent problem, so SOS-ZEROPOL2030 brings all stakeholders together to make a framework that transforms European policies to reaches the ambitious zero pollution by 2030.*
- *Bullet point 2*
- *Bullet point 3 (no more than three)*

Location and date stamp – Short, snappy lead. No more than three lines, following the who, what, where, when, why journalistic format.

So-what paragraph, which explains why it matters. If you have not caught the journalist's attention by this point, the rest of the release is irrelevant.

"This is a quote that reinforces the so-what paragraph and that you can easily imagine in high-profile media," xx said. "Get name of speaker in before second sentence. Do not use any word other than 'said' to attribute dialogue."

"If you must go on more than three lines, break quote in this way (no closing quote at end of first paragraph, opening quote in second). No jargon. Strong messages. Call to action. Short and simple."

Expand on the story, bringing in key elements (further defining the problem, solutions offered, etc), possible other angles (including regional elements) and further quotes. No more than 500 words in this section.

Overall, the release should not exceed two pages. If it does, pull out the additional elements into an add-on fact sheet.

NOTES TO EDITORS

Download a copy of the report

Download additional fact sheet/photos/videos/infographics or whatever else you have available

[INFO ABOUT YOUR ORGANIZATION] GRID-Arendal - Our mission is to create environmental knowledge that encourages positive change.

GRID-Arendal is a non-profit environmental communications centre based in Norway. We transform environmental data into innovative, science-based information products and provide capacity-building services that enable better environmental governance. We aim to inform and activate a global audience and motivate decision-makers to effect positive change.

About other partners



For more information, please contact:

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