

Maré Viva Programme (Portugal)

The Maré Viva Programme is a programme for young people to occupy free time during the summer vacations. This programme aims to promote a healthy occupation of free time of youth, give support to beach users and provide useful information about tourism, environment and public health.

The participants perform different activities such as the maintaining of safety conditions, beach cleanups and distribution of beach ashtrays. They also provide environmental information and raise awareness about environmental issues such as marine litter.

This programme is open to young residents or students from Cascais aged between 15 and 21 (the participants receive a daily subsidy of 10 Euros and personal accident insurance). All participants have a previous Informal Course of Beach Protection where they are taught communication techniques, legislation, health promotion, environment and tourism.

This year, a special group of Maré Viva Programme had the task of cleaning the waste at the cliff between the Santa Marta Lighthouse and Boca do inferno, every week.

Facts

Place / Location	Portugal Cascais
Commencement Date	1999
Duration	Ongoing. Every summer.
Theme	Prevention, Mitigation, Awareness

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	(Cross-cutting)
Type of Initiative	Practice/ Activity/ Action
Initiated by	Cascais Municipality - Division of Youth and Knowledge
Involved Stakeholders	<ul style="list-style-type: none"> - Cascais Ambiente - Youth of Cascais - Tourists - General public
Funding/Financial Support	Cascais Municipality - Division of Youth and Knowledge Vodafone Foundation also sponsored Maré Viva Program during four years.
Success Rate	Very Successful.
Case Study prepared by	Isabel Palma Fundação da Faculdade de Ciências e Tecnologia da Universidade Nova de Lisboa [Partner 15] i.palma@campus.fct.unl.pt
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Available documentation and further information

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http://www.geracao-c.com/conteudo.aspx?lang=pt&id_class=245&name=Mare-Viva



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