



MBRC Europe's Biggest Cleanup 2026

Support our mission.

©
C
B
M
N

01 OUR MOTIVATION

An aerial photograph showing a beach completely covered in a thick layer of plastic waste, including bottle caps, small pieces of plastic, and larger debris. The ocean waves are crashing onto the shore, with white foam visible where the water meets the trash-covered sand. The water is a deep blue-green color.

OUR MOTIVATION

**Over 12 million tonnes of plastic
end up in the ocean every year.**

**That corresponds to a fully loaded truck, every minute.
If we don't act now, by 2050 there will be more plastic than fish in the ocean**

©
m
Σ



02

OUR
FOCUS

6

MBRC® the ocean
Our Focus

FOCUS

MBRC focuses on three
key areas

CLEANING

RECYCLING

EDUCATION



MBRC®

SAVE THE OCEAN. BE THE CHANGE.

MBRC THE OCEAN cleans beaches and coastal areas, supports local communities, and raises awareness for sustainability, environmental, and recycling topics.

FOCUS AREAS

CLEANING

- 250+ MBRC the ocean cleaning hubs worldwide with over 10,000 collectors and volunteers
- Permanent cleaning hubs in some of the regions most heavily polluted by plastic

RECYCLING

- MBRC works with local communities and implements a sustainable waste management system
- Collected plastic is cleaned, packed, and transported to local recycling facilities.
- Recycled plastic available as a raw material (MBRC Plastic)

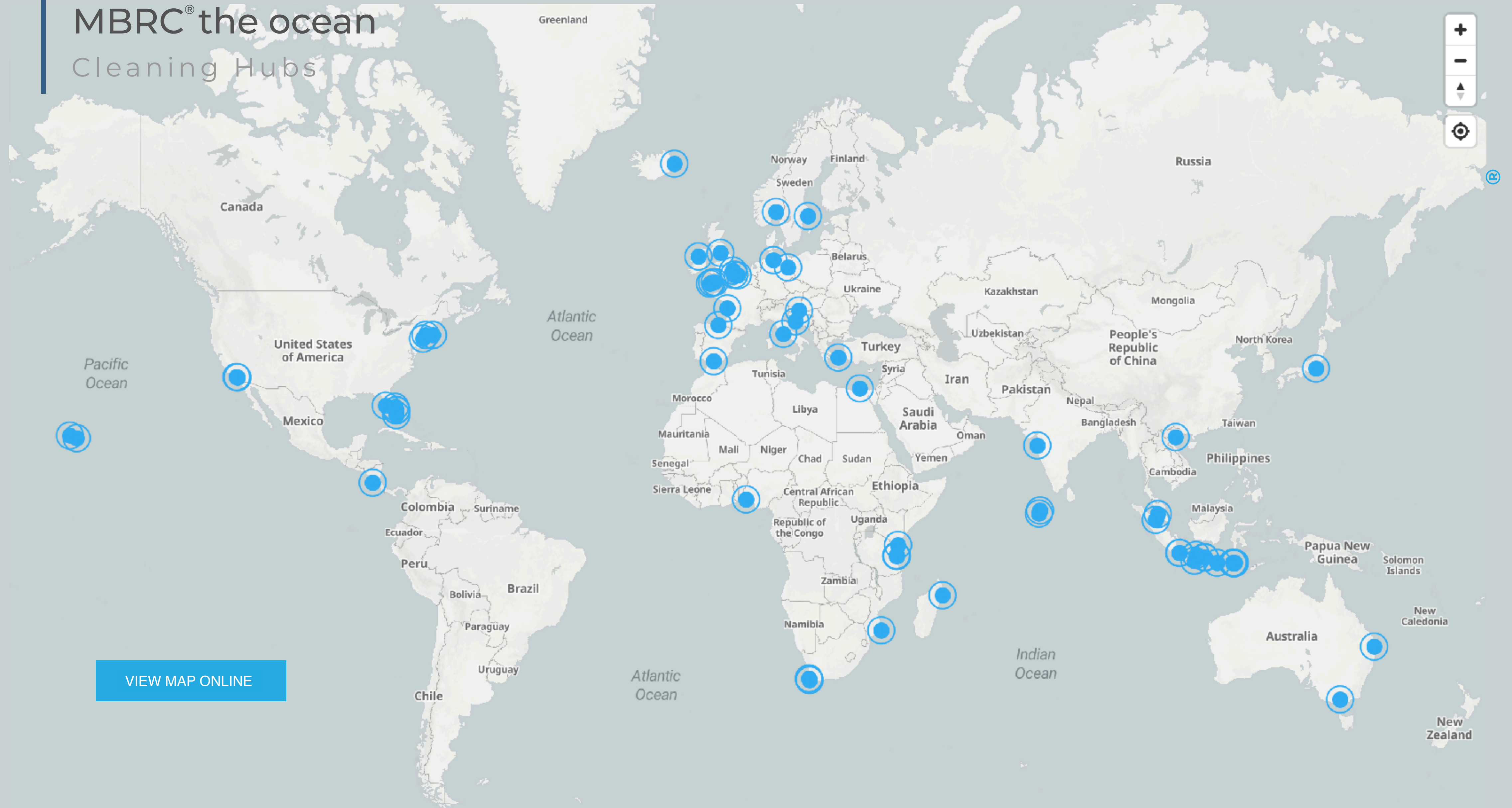
EDUCATION

- Educational Programme for local communities
- MBRC Academy



MBRC[®] the ocean

Cleaning Hubs



03

**EUROPE'S BIGGEST
CLEANUP 2026**

10

MBRC® the ocean
Europe's biggest Cleanup

Our Goal

Our mission for EBC 2026: Together with our partners, MBRC is uniting all European Cleaning Hubs in one major clean-up campaign to help free Europe from litter and send a strong message in support of protecting our oceans.



MBRC®

2 0 . 0 9 . 2 0 2 6

THE EVENT

Europe's Biggest Cleanup

Europe's Biggest Clean-Up is a joint initiative that brings together MBRC communities and supporters from across Europe to take action on Saturday, 19th September 2026, in honour of World Cleanup Day.

Together with our European Ambassadors and local communities, we will organise clean-ups in multiple locations on the same day, creating one collective movement with a shared purpose.

Across all participating hubs, we will measure our impact by tracking results such as the amount of waste collected, allowing us to present one united outcome for a cleaner Europe.



E U R O P E ' S B I G G E S T C L E A N U P

SOCIAL MEDIA & PRESS

Photos, Video's & Hashtags

We aim to turn this initiative into a **strong** and **visible** movement across Europe by sharing inspiring clean-up **moments, impact results**, and **community stories** on social media. Together with our partners, we will also actively reach out to **press and media** to amplify the message and publish our movement more widely.

Footage from across our cleaning hubs will be shared and a final hero video will be sown into piece together. These videos will include drone and ground footage.

Our campaign will run on the following hashtags:

**#mbrctheocean #europesbiggestcleanup
#letsmakeimpact #cleanup #kickouttheplastic**



© MBRC

13

MBRC® the ocean
Europe's Biggest Cleanup

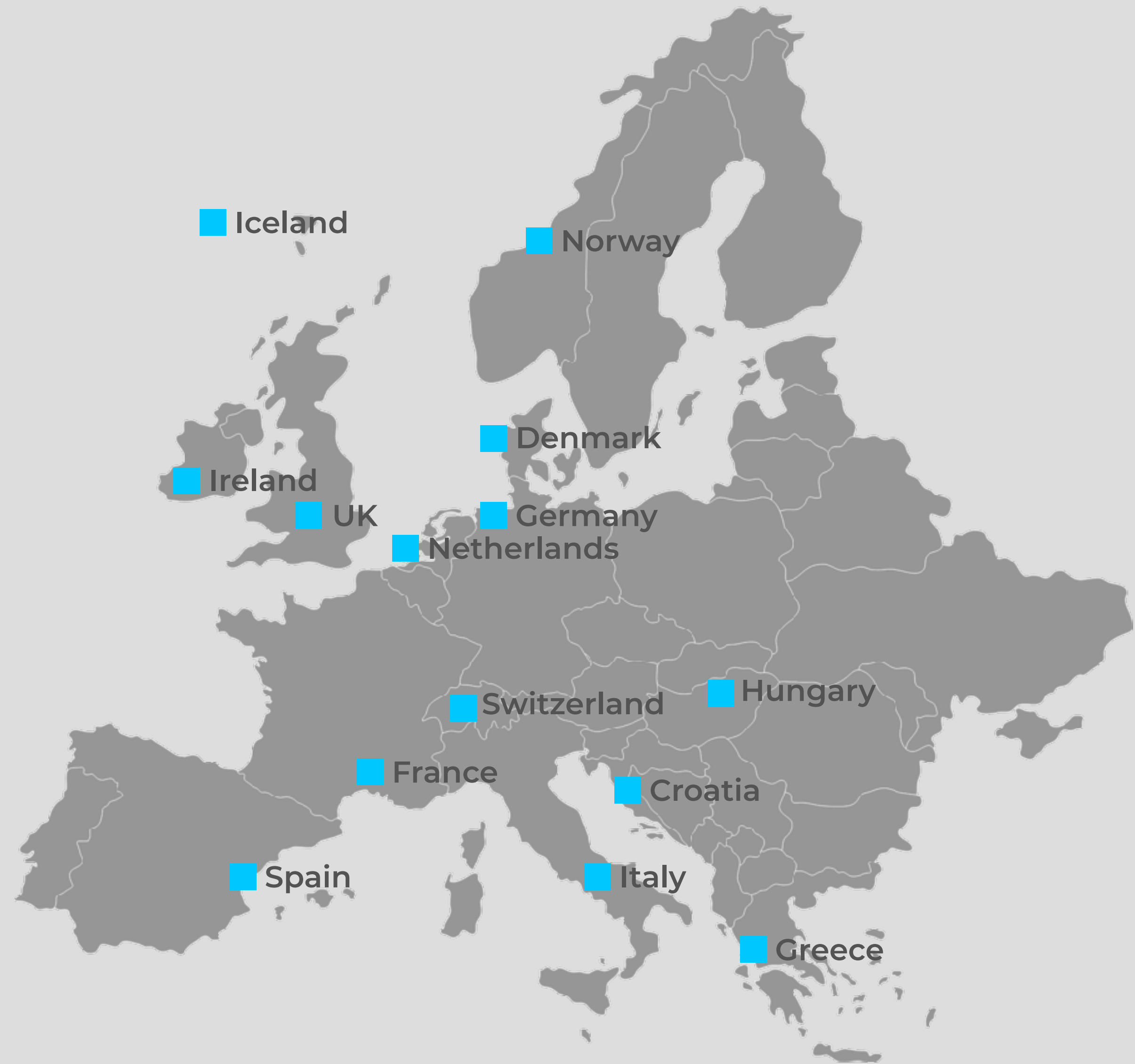
10+ Countries
1000+ Volunteers
10000+ kg Coastal Waste



European Countries

We would like to create impact in at least 7 countries:

- (1) Croatia
- (2) Spain
- (3) Italy
- (4) Greece
- (5) Germany
- (6) Norway
- (7) France
- (8) United Kingdom
- (9) Ireland
- (10) The Netherlands
- (11) Iceland
- (12) Hungary
- (13) Denmark
- (14) Switzerland
- (15) ... And counting



2 0 . 0 9 . 2 0 2 6

AFTER MOVIE

Europe's Biggest Cleanup

A high-quality **aftermovie** will be produced to capture Europe's Biggest Clean Up as one united movement across the continent.

Through **dynamic drone footage, authentic on-site moments, and highlights from participating countries**, the film will showcase the scale, energy, and collective impact of this initiative.

It will not only bring the movement to life visually, but also provide a strong platform to recognise the partners and supporters who made it possible — giving companies visible association with a meaningful, **Europe-wide** environmental action.





Sven Jacobi
Founding Partner

t: +49 (0)160 - 97 97 97 88
e: sven@mbrctheocean.com
www.mbrctheocean.com

Jasper Nikulka
CEO Germany

t: +49 (0) 151 - 58 20 91 55
e: jasper@mbrctheocean.com
www.mbrctheocean.com

MBRC the ocean | Axel-Spring-Platz 3 | 20355 Hamburg | Germany

©
MBRC
THE OCEAN