

**“It is so encouraging to see businesses like Why Media, Resolute Asset Management and La Marina working together to do their bit for the beaches seas and ultimately wildlife, Conciencia Clean Waters is a fantastic organisation and we must protect what we have!”**



**MR GARY STOKES from ocean conservationist /founder of Oceansasia who recently appeared in Netflix film seaspiracy**



**Resolute  
Asset  
Management**

# CLEAN BEACHES AND LOCAL ENGAGEMENT CASE STUDY ENVIRONMENTAL

ACTIVITY: Why Media, La Marina, Resolute Asset Management & Conciencia Clean Waters Work Together For A Better Environment.

DATE: Spring 2021

BUDGET: N/A

NUMBER OF PARTICIPANTS: 500 People

Why Media are passionate about our seas and the environment and were pleased to negotiate sponsorship and support for local group Conciencia Clean Waters.



Group of volunteers 27th March. Photo: Jairo Ortega @jaishoots



From Spring 2021 La Marina Centro Commercial, Why Media and Resolute Asset Management will collaboratively show weekly and continuous support for the local volunteer group Conciencia Clean Waters.

La Marina Shopping Centre has provided equipment and uniforms, Resolute Asset Management has provided volunteers and Why Media has donated a website and volunteer services - this allows the project to gain further transaction and longevity.

These types of collaborations not only help with tools and volunteers but are also fundamental to help Conciencia Clean Waters continue to grow and achieve maximum diffusion not only in Spain but also worldwide.



463,27kg of rubbish was collected from the last meeting. Photo: Jairo Ortega @jaishoots

## ABOUT CONCIENCIA CLEAN WATERS:

CCW was founded from a group of young friends from Benidorm and surroundings. The movement is 100% voluntary and non-profit and has one clear goal: protect the environment and natural surroundings.

All members have their work and activities on the side and dedicate a large part of their free time to this great project, giving their strength and hearts to it.

Their main objective at first was to clean the beaches of the Valencian Community removing at least 15 tons of rubbish this year but after seeing the great impact of the first meetings they have decided to cover more territory and expand to parks and other natural areas and increased the number to 30 tons.



In just two months they have collected a total of 6 tons of rubbish, increasing the number of collaborators and volunteers, reaching last Saturday 27th March 45 volunteers, which is the record so far.

People of all ages and nationalities come together to form this big family which is growing week by week and is beginning to attract attention in all areas of the Marina Baixa. The ambition of this group goes much further and dreams of giving talks in schools, and doing workshops so that the change will be from education and generate an impact on society in the long term.

From April onwards, Conciencia Clean Waters will start collecting waste from the seabed of the Costa Blanca through collaborations with certified divers, company or private boats and local diving centres.

On the other hand, it will begin to carry out biological studies to determine the impact of pollution on our things and natural environments.



Photo: Jairo Ortega @jaishoots



Manuel Gonzalez, founder of CCW comments “Our beaches and natural areas are the oxygen of our cities and this is an inescapable responsibility. The public authorities do not take the necessary measures to protect and care for them, so it is up to the citizens to take charge of the future of our environment.

Our partnership with La Marina Shopping Centre and Why Media has been one of the most important news since we started our activity, as it confirms that this initiative is something necessary for our society and also opens many doors for our development, we can not be more grateful for their help”.

PLEASE VISIT THE CONCIENCIA CLEAN WATER WEBSITE

EXPOSURE: 350,000 People



The image shows a screenshot of the 'CONCIENCIA CLEAN WATERS' website. At the top left is the organization's logo. A teal navigation bar contains the following menu items: NOTICIAS, SOBRE NOSOTROS, SOCIOS, QUEDADAS, and CONTACTO. Below the navigation bar is a large group photograph of approximately 50 volunteers, many wearing white t-shirts and face masks, posing in front of a concrete bridge structure. The bottom section of the screenshot features three circular icons on a teal background, each with a corresponding text label below it:

-  Movimiento 100% voluntario
-  Objetivo 2021:  
30 toneladas de basura recogida
-  Ubicación:  
Marina Baixa, España

\*Estimated at time of writing this case study.

Produced by Why Media in  
Collaboration with Resolute  
Asset Management



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