



**Mobilize your team  
for the planet!**



APRIL 2024

# La Goutte Bleue (*The Blue Drop*), a 2-in-1 mobilization concept



La Goutte Bleue helps fund ocean research while offering a simple way to take action for the environment by collecting litter before it reaches the sea. For each La Goutte Bleue kit, 5 euros is allocated to research projects.

## A dual B2C and B2B deployment

La Goutte Bleue is available to the general public via the mass retail sector (Casino, Fnac-Darty, Decathlon,...), but above all, through committed companies. Since 2021, thousands of collaborators, from companies of all sizes, have taken part in waste collection operations with La Goutte Bleue.

## Share awareness about plastic pollution with your team

**We have all seen litter abandoned in the wild or in our cities. But did you know that this waste that escapes the organized collection system - in addition to being a visual scourge - is a real danger to wildlife?**

On land, litter can be a trap for wildlife, but with rain and wind, it gets washed into our rivers and ends up in the ocean. Marine animals become prisoners of this waste, die from absorbing it or disappear as their habitats are devastated. Plastic waste degrades slowly and becomes micro-particles which then enter the food chain.

**>> 250 KILOS OF PLASTIC ARE DUMPED EVERY SECOND INTO THE OCEAN, THE EQUIVALENT OF A GARBAGE TRUCK EVERY MINUTE**

**>> MORE THAN 136,000 CIGARETTE BUTTS THROWN AWAY EVERY SECOND WORLDWIDE**







*La Goutte Bleue is a blue bag made in France from seaweed, which invites you to collect 30 liters of waste. The bag goes beyond its primary function of containing litter to become a messenger: I'm committed to the planet, I'm picking up litter before it reaches the sea.*

## La Goutte Bleue Our “Teambuilding for the environment” offer

With La Goutte Bleue, you can easily implement a positive action for the environment and offer a breath of fresh air for your team! Engage your team in a concrete and meaningful action that reinforces your CSR commitments while creating team cohesion around positive values.

### WITH LA GOUTTE BLEUE, YOU HELP PROTECT THE OCEAN



#### BY SHARING

Share awareness about plastic pollution and environmental protection with your team



#### BY ACTING

Mobilize your team around a concrete action in favor of the environment



#### BY GIVING

Fund innovative and ambitious applied research projects that contribute to a better understanding and preservation of the ocean

# La Goutte Bleue

## Our “Ready-to-Protect” formulas

### LESS THAN 100 COLLABORATORS

#### #1 - Pack “Small is beautiful”

- 30 Gouttes Bleues with display box
- Clean-up organization guide
- 30 Pure Ocean branded baseball caps

**Contribution:** 900 € per pack of 30



#### #2 - Pack “Small is beautiful 2”

- 30 Gouttes Bleues with display box
- Clean-up organization guide
- Online conference
- 30 participant gifts (super-hero bracelets)

**Contribution:** 1 800 € per pack of 30

*Option: reusable gloves additional cost, available on quotation*



Super-hero bracelet

### MORE THAN 100 COLLABORATORS

#### #3 - Pack “Together”

**A box of 100 Gouttes Bleues containing:**

- 100 bags (in rolls)
- Clean-up organization guide
- A dedicated contact person to advise you on the organization of your event and your internal and external communications.

**Contribution:** 960 € per pack of 100

*Option: reusable gloves additional cost, available on quotation*



#### #4 - Pack “Together 2”

**A box of 100 Gouttes Bleues containing:**

- 100 bags (in rolls)
- Clean-up organization guide
- 100 participant gifts (super-hero bracelets)
- Awareness-raising conference for your staff, branded in your corporate colors, online or in person (excluding travel expenses).
- A dedicated contact person to advise you on the organization of your event and your internal and external communications.

**Contribution:** 6 000 €

*Option: reusable gloves additional cost, available on quotation*



Super-hero bracelet





## La Goutte Bleue participating companies



**CONTACT US!**  
[partner@pure-ocean.org](mailto:partner@pure-ocean.org)



[www.pure-ocean.org](http://www.pure-ocean.org)



*Pure Ocean is an international endowment fund based in Marseille and Lorient. Its main mission is to mobilize the private sector in support of ambitious and innovative scientific projects to protect biodiversity and fragile marine ecosystems.*