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#waste #water

Coastal Protection and Environmental Awareness

Structure : I'm doing my part

Frontignan Occitanie

Since 2020, the municipality has been taking steps to protect the coastline, and in 2023 launched an information and awareness campaign focused on environmental preservation and the ecological transition along the coastal beaches.

Already initiated in 2022 and 2023—for example, with the removal of beach showers and the discontinuation of beach cleaning operations—new measures and initiatives have been introduced and will continue through the summer of 2024, under the motto “I’m doing my part,” inspired by the legend of the hummingbird.

Within this framework, a series of measures has been implemented:

Raising Awareness and Providing Information

First, before the summer season, the city distributed educational materials to school groups and

after-school and extracurricular programs explaining the legend of the hummingbird. This story sparked discussions about cooperation, solidarity, and living together.

Children of all ages thus discovered the need to “do their part,” no matter how small, so that the community can function, innovate, and contribute to the well-being of as many people as possible. These are values they were then able to share within their own homes.

In June 2023, a major awareness campaign was launched, featuring dozens of educational signs (slogans, quotes, information, etc.) installed along and near the beaches.

Tidal bins

Since February 2023, as part of the commitments under the “Plastic-Free Beaches” charter for eco-exemplary coastal communities, ten tide bins were installed by municipal services to collect litter left behind and washed up on the beaches. Located near the beach, these bins were made available to the most environmentally conscious beachgoers throughout the winter season.

Workshops, Activities, and Initiatives

From mid-June to mid-July, beachgoers will be able to enjoy a variety of activities, including booths focused on coastal conservation, waste management workshops, cigarette butt cleanup campaigns, and more.

Conserving water resources

Since the summer of 2022, the municipality has decided to remove beach showers, which lead to water waste and pollution. Given that a shower consumes 6 to 15 liters of fresh water per minute of use, this means millions of liters of fresh water will be saved each summer—water that, once laden with soap and shampoo, previously ended up in the sand and, by extension, in the sea.

Liens

https://www.frontignan.fr/je-fais-ma-part/