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Protecting underwater coastlines: a world first in capturing plastic pollution underwater

Structure : Blue Odyssey

Marseille

Provence-Alpes-Côte d'Azur

Our approach is based on three pillars:
• **Explore**: survey and document underwater coastlines.
• **Understand**: analyze biodiversity and pollution.
• **Act**: raise awareness, propose solutions, and engage all audiences.

The **BAROMED** scientific report published in 2023 highlighted the pollution observed across the three dimensions of the coastline: surface, underwater, and terrestrial.

In 2024, we fully dedicated our efforts to the phase of dissemination, understanding, and action, focusing on three key areas:
• Participating in numerous **conferences**•

Developing the Pollusub project, a system for collecting underwater waste **A WORLD FIRST IN CAPTURING PLASTIC POLLUTION… UNDERWATER**
PolluSub is based on an innovative idea: installing a passive, non-intrusive net on the seabed capable of capturing waste carried by river and coastal currents

Scientific research and mapping

First, we must identify the transit zones for macro-waste in ports, rivers, and bays. To this end, a partnership with the Echos d'Océans association will allow us to leverage existing, proven tools—such as drones, dives, and cameras—to establish France's first reference database on underwater pollution.

Design and prototyping of the PolluSub net

To capture waste, it is important to develop robust nets, study their impact, and, above all, design them in 3D to refine them. This expertise will be provided by Pollustock, a company specializing in the design of waste collection nets.

Installation of pilot sites

Gradual deployment of one to three devices in representative coastal areas. Efficiency measurements, characterization of collected waste, and an open, shared assessment**.**

• **Development of the Blue AI project**, a comprehensive and innovative digital program that uses citizens as true environmental investigators to build an exceptionally rich database powered by AI

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https://blue-odyssey.org/

https://media.landrover.com/fr-fr/news/2026/01/le-grand-gagnant-francais-des-defender-awards-revele-linitiative-pollusub-une-premiere