

WFO launches new website

On November 24, WFO unveils its new website at www.wastefreeoceans.org. Under the slogan “Cleaning up our oceans”, the NGO has honed its identity and captured the essence of what it stood for since its foundation in 2011. The challenge of protecting our seas are at the core of WFO’s efforts. This is reflected in the structure of the new website, which is now more user-friendly and interactive. WFO also put a great deal of thought into the site’s visual impact: Large and modern images are intended to give it the feel of a magazine that emphasizes content, is responsive and is fun for users.

“The website is embedded in WFO’s wider strategy and represents an important component in our global communication plan,” states Alexandre Dangis, WFO Co-Founder. “It takes us away from a web presence centred on information and moves us toward a platform meant to engage citizens ready to drive real impact in cleaning up our oceans.”

A major highlight of the new website is that visitors can directly fund WFO projects they are particularly passionate about and see the total amount of funds raised by others. Social media likewise forms a central facet of the platform. Here, the various channels offer users even more opportunities for interaction. The website can be accessed from any device.

A press picture (screenshot) of the new home page is available below. Visit the new Website and give us your feedback by posting a comment on our [Facebook page](#).

WFO is also pleased to announce that Member State are making use of the European Maritime and Fisheries Fund, most recently Spain. The EMFF co-funds “fishing for litter” clean-up operations by fishermen. WFO encourages other member states to follow Spain’s lead.



About WFO

Waste Free Oceans (WFO) is a ground breaking public-private Foundation aimed at mobilizing the fisheries sector, public authorities and the international plastics industry in combating the growing issue of floating litter on coastlines, rivers and in seas. We help clean waters and partner with companies to turn ocean waste into new innovative products. For more information, contact Sarah at WFO: sarah.gorres@wastefreeoceans.eu.