

# **Turisme de Barcelona joins the marine waste collection project ‘Marviva’**

- **Barcelona’s tourism consortium is supporting the city’s Fishermen’s Guild in its efforts to clean up, collect and manage debris found in the sea**



José Manuel Juárez, President of the Fishermen’s Guild, and Jordi William Carnes, director general of Turisme de Barcelona, on signature of the agreement.

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**Barcelona, 14 September 2016. Turisme de Barcelona** has got on board the *Marviva* (Living Sea) project to clean up, collect and sort waste found in the sea along the city's coastline. The project is currently being run as a pilot at the Port of Barcelona, with the Fishermen's Guild of Barcelona as the organisation responsible for collecting the debris from the seabed and transporting it to the port. Once on dry land, the waste is weighed, assessed, photographed and classified before being managed as waste.

Within the scope of corporate social responsibility, Turisme de Barcelona is implementing a series of measures to fulfil its commitments to sustainability based on a global vision. In this sense, the city's tourism consortium is supporting the Fishermen's Guild of Barcelona, the Port of Barcelona and the Catalan Waste Agency in this task of raising awareness in order to protect Barcelona's coastline and reap the benefits for the marine ecosystem and commercial fishing, as well as for tourism and the health and safety of bathers. The plan is that the *Marviva* scheme will be recreated in Catalonia's other fishing ports.

The Fishermen's Guild is a member of **Turisme de Barcelona's Barcelona Mar** programme, created in collaboration with Barcelona Provincial Council and currently numbering around twenty members. Another joint initiative is one of the leisure activities offered through the online information platform Barcelona Tickets: *The Fishermen of the Barceloneta*, a guided visit of the Fishermen's Quay, a visit to the fish market and a meal involving special seafood tasting menu.

For further information:

**Montse Planas**

[mplanas@barcelonaturisme.com](mailto:mplanas@barcelonaturisme.com)

Tel. +34 933 689 700