



2018.08.31

#ONECOAST: A WAVE OF SOLIDARITY TO REBUILD AND RESTORE COASTAL COMMUNITIES

One year on from a series of unprecedented hurricanes, storms and floods, notably in the US and Caribbean islands, we revisit one of the initiatives launched by Costa mobilising Essilor Group staff, customers and community partners to help those impacted.

Hurricane Irma, one of the strongest storms in the Atlantic, devastated coastal areas from the Caribbean to south west Florida. In mid September 2017 Costa, an Essilor Group company, sent a crew down to the Florida keys with food, water and clean-up equipment to help first-responders and local people in reconstructing lives and livelihoods. The experience inspired Costa to create a hurricane relief campaign called [#OneCoast](#) to raise funds for rebuilding, restoring and repairing affected coastal regions.



Thanks to the generosity of customers, partners and employees for the #OneCoast campaign, Costa raised over \$70,000 in donations to the American Red Cross and the World Angling Relief Fund (WARF) which has already begun to distribute financial aid to angling communities who make their living on the water.

Coastal cleanup efforts have focused on getting people back on their feet and helping to return the environment to its pristine state. One of the biggest challenges has been removing debris and trash from coasts and waterways. A Costa team went back to Sugarloaf Key in Florida earlier this year, inspiring 150 people from the local community to join in clean-up efforts. Together they succeeded in removing over 7 tons of debris from the local environment.

Costa is grateful for the many people who continue to support the #OneCoast campaign - through donations, buying special #OneCoast merchandise and sharing their stories on social media.

SEE ALSO

2015.08.27

SUSTAINABILITY

COSTA INITIATIVE AIMS TO HELP KEEP PLASTIC OUT OF THE OCEANS

Costa, a specialist in high-performance sunglasses for fishing and watersports, has been leading an initiative to educate its customers about the growing problem of ocean trash and encourage them to kick the plastic habit.



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PRODUCTS

SUSTAINABILITY

COSTA LAUNCHES NEW COLLECTION OF SUNGLASSES USING RECYCLED FISHING NETS

The theme of 2018 World Oceans Day is preventing plastic pollution. Costa Sunglasses has joined forces with Bureo, a company working to prevent discarded fishing nets from polluting oceans and harming marine life. The partnership recycles these discarded nets into sunglass frames.

