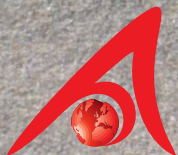


BEYOND
PLASTIC
MED

BEMED INITIATIVE

A COMMITMENT FOR A FREE FROM PLASTIC
MEDITERRANEAN SEA



PRINCE ALBERT II
OF MONACO
FOUNDATION



**2nd call for
micro-initiatives**

2018 SESSION

**SELECTED
PROJECTS**





Close to Me(d)iterranean – Practicing citizen science, increasing awareness and common strategies against plastic pollution

Legambiente onlus

Italy

“Close to Me(d)iterranean” aims at increasing the capacity of the Mediterranean local associations in fighting plastic pollution, with a longer-term goal to contribute to the reduction of plastic in the Mediterranean Sea. The initiative builds on the successful experience of the campaign *Clean Up the Med* which, for 25 years, has been involving hundreds of associations, schools, municipalities, universities, tourism operators in cleaning activities and awareness raising workshops, reducing the plastic pollution in the coastal locations of Albania, Algeria, Croatia, Cyprus, Egypt, Spain, France, Italy, Greece, Lebanon, Morocco, Montenegro, Jordan, Portugal, Palestine, Tunisia, Turkey.

In the recent years, the campaign made a step forward, including *citizen science* activities for the collection of scientific data on plastic pollution, with the aim of supporting the scientific community in the conservation of marine protected areas and increasing the active citizenship of the Mediterranean young people.

The proposed initiative follows this path, promoting the capacity building of the Mediterranean associations through specific training on campaigning, citizen science and beach litter monitoring and the organisation of the Mediterranean Summit on Citizen Science.

PlastiStop II

Association Jlij pour l'Environnement Marin (AJEM)

Tunisia

The “Plastistop II” initiative is based on 4 axes:

- ❖ The organisation of a raising awareness campaign led by the Med ambassador trained during the first phase of the Plastistop initiative (funded by the 2016 BeMed call for micro initiatives). Educational workshops will be organised in primary and secondary schools.
- ❖ The organisation of two events to raise awareness:
 - A cultural event called “the environment through art and culture” in summer 2018.
 - Mountain bike hikes to reach out villages on markets day and raise awareness about the use of plastic bags. During these days, traditional and locally produced “couffins” (traditional baskets) will be distributed.
- ❖ The organisation of a clean-up campaign on islets around Djerba. This campaign will include 6 excursions guided by the Med ambassadors, an expert on marine environment and an archaeologist to highlight the history, the heritage and the natural richness of these islets.
- ❖ The popularization of the android application “Marine LitterWatch” for the public to collect data on the field with their mobile phone and participate to the common effort to better understand the extent of the problem.





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Building CapaCity among Microplastics INDustry Stakeholders

MEDITERRANEAN SOS Network (MedSOS)

Greece

Although the adverse impacts of microplastics on the marine environment have received growing attention and recognition worldwide during the last decade, the focus of existing initiatives in Greece has been mostly on shaping public knowledge, attitudes and behaviour towards secondary microplastics and microbead usage in cosmetics and personal care products. The proposed Initiative aims at shedding light on the less known, but equally significant, sources of primary marine microplastic pollution by bringing together and building capacity among key industry stakeholders.

The project's approach is articulated around the following three interrelated axes:

- **Stakeholder mapping** for identifying the key players for each source category, their knowledge on the environmental problem targeted and their interest in the Initiative.
- **Targeted consultation and engagement activities to conduct a diagnosis of the current situation**, based on extensive dialogue with experts and stakeholders on the sources, impacts and possible solutions (direct contacts by phone, mail and face-to-face meetings).
- **Identification and discussion of future steps** (e.g. potential measures, initiatives, etc.) that can be taken to reduce the production and emission of microplastics from the aforementioned sources at the national level.

There is no clean Adriatic from the plastic waste without the Vjose River
clean from these wastes

Royal Albanian Foundation (RAF)

Albania

The initiative "There is no clean Adriatic Sea from the plastic pollution without the Vjose River clear from these wastes" is a multi-activist initiative. It aims at sensitizing communities, local government, youth, business community and environmental associations in 6 municipalities that the River Vjose permeates to protect it from plastic pollution, thus, preserving the Adriatic Sea from this pollution.

On the one hand, the initiative aims at establishing a coalition between the main actors (NGOs, local power, local business, young people and local media) for the administration of plastic waste and the elimination of the pollution of Vjose River. Friendly methods will be provided for the community and businesses in terms of collection, treatment and minimization of plastic use. For example, a reduction of 2% of the local tax for administrative as an incentive for local businesses which can reach a zero-kg plastic waste into the environment will be implemented.

On the other hand, young people in precarious situation living in the targeted area will be employed in the collection of plastic waste in Vjosa and will be paid at the collection centers for every kg of plastic waste delivered.

Meetings, tv programs and workshops will be organised to ensure the fulfilment of the project and the involvement of these people in the project.





Reducing plastic waste and littering in Montenegro by making reusable shopping bags affordable and accessible to every citizen

Zero Waste Montenegro Montenegro

Single-use plastic bags are distributed all over Montenegro without any second thoughts of the direct or indirect consequences they have on the environment and our food chain. It is estimated that 200 to 400 million single-use plastic bags are being distributed every year in Montenegro. Yet, only very limited reusable bags are available, and those available are very expensive for Montenegro living standards. The project aims at making long-lasting reusable bags accessible and affordable to every citizen in Montenegro. Zero Waste Montenegro expects to create a noticeable single-use plastic waste reduction on the national scale, while raising awareness regarding single-use plastic waste creation and disposal in Montenegro.

The bags will be sown locally by groups of disadvantaged women which will contribute as well to alleviate poverty in the poorest areas of the country. The bags will be sold through a network of key retailers across the country. They will be sold at cost price (1.5 €) which will ensure self-funding for the following production batches (this initiative is therefore a recurring action). This innovative approach represents a fully sustainable solution, which will have an increased impact in the longer-term. In selling at low price rather than giving away, a value is given to the bags and encourage people to retain them and use them.

The initiative is an accompanying measure on the single-use plastic bags ban requested by ZWMNE through a petition to the Montenegrin Government.

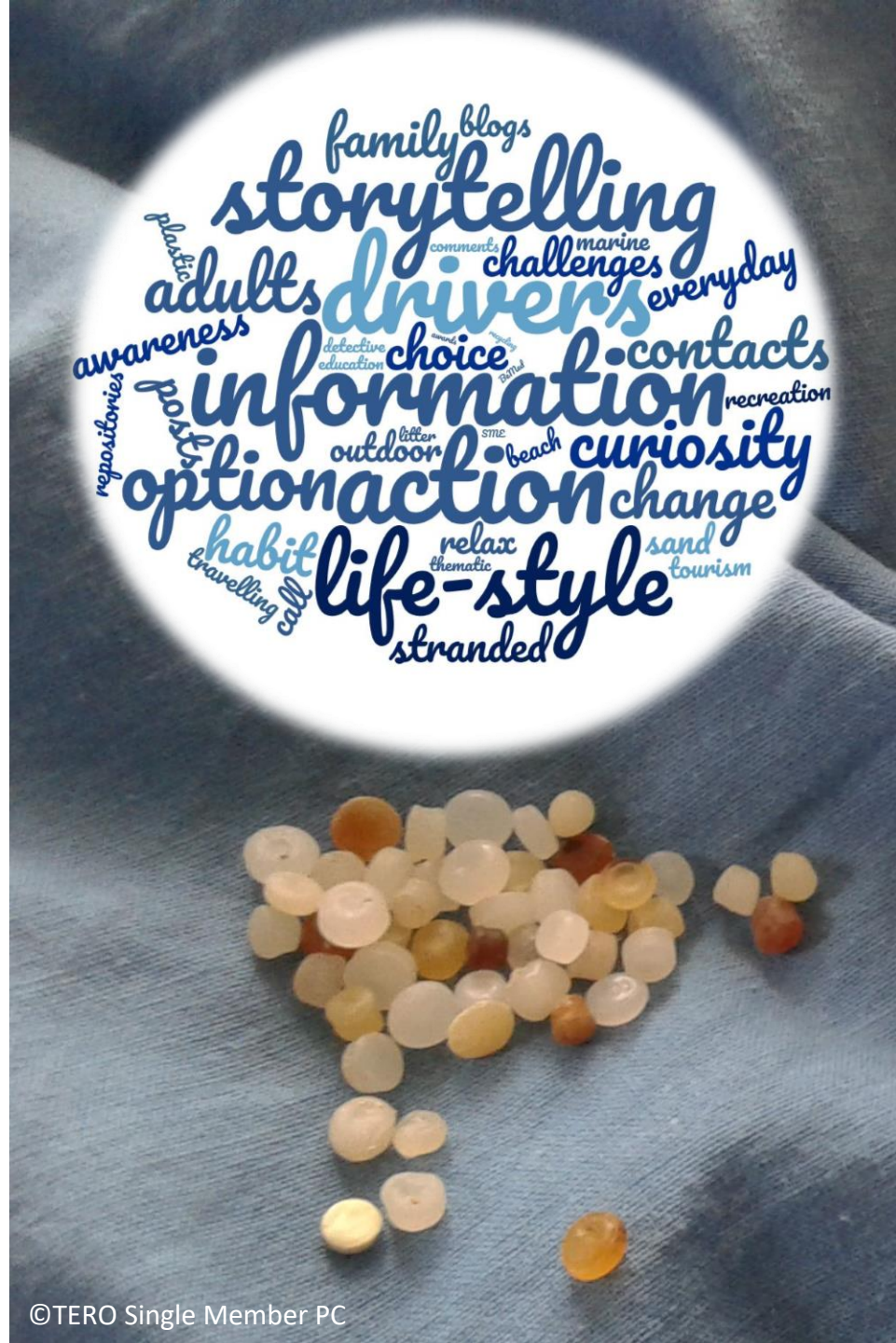
Networking against plastic pollution

TERO Single Member PC

Greece

The concept of the initiative starts from the intention to tightly integrate actions against plastic pollution into everyday life. There are many potential actors capable of making the difference, but they are not currently involved, or not fully aware, of the issue of plastic pollution. Usually NGOs and schools organize activities to engage the public but providing information and proposing actions through alternative channels may reveal a hidden potential to make a change. Through the collaboration between a marine biologist and a blogger writing about family life we want to initiate a process to inform and raise awareness about the issue of plastic pollution, and at the same time make a day on the beach an occasion for actively work for a change.

A storytelling approach will be used to vehiculate scientific information through blog posts; along with each specific topic (e.g. mermaid tears; where does litter come from; etc.) a competition with awards will be proposed. Given the pilot nature of the initiative, actions will focus on a set of case-studies, which can be directly monitored by the players of this proposal, making its implementation smoother. On the other hand, coordination with standard protocols and main data repositories related to plastic pollution will be established from the very beginning, allowing the initiative to reach an international relevance.



Stop the Plastic Flow
Friends of the Earth Cyprus
Cyprus

The objective of the initiative is to identify the main sources of the plastic littering throughout Cyprus to involve the public, raise awareness and for advocacy.

A facebook page and a group with a new hashtag (#) will be created as a mapping tool for the public to put photos, videos and reports. The plastic problem will then be visualized and mapped on open source maps. The map will help locate and monitor the problematic areas (mountains, river beds, beaches, *etc.*).

With seminars, workshops, beach clean-ups and field visits, the public will be encouraged to support these tools while learning about best practices in waste management, follow and advocate on the implementation of waste legislations (such as the plastic bag legislation and the targets of 2020 and support the transition for the new waste directives).

Using the results of the visualization, Friends of the Earth Cyprus (FoE) will take part on the advisement of local authorities on the implementation of regulations and solutions.





©ADF

Curbing single use plastic bags and promotion of reusable bags in

Morocco

Association du Docteur Fatiha (ADF)

Morocco

The goal of the initiative is to prevent single use plastic bag pollution through:

The production and commercialization of ecological reusable bags:

- ADF will first carry out a market study to better understand the using habits and needs for reusable bags. The study will define the public to target as well as the distribution and commercialization centres. Based on the results, ADF will create and test at least 3 reusable bag designs made from used materials such as recycled flour bags, advertising banners *etc.*. Collaborating with craftswoman cooperative, ADF will produce 1000 reusable bags.

- The recycling/reusing of used plastic bags:

ADF will design and produce objects made from used plastic bags such as decorative banner for the raising awareness campaign.

- Raising awareness actions regarding the danger of plastic bags:

ADF will lead a large campaign in the major cities and seaside resort of the Moroccan Mediterranean coast and will distribute free reusable bags.

Zero plastic tourist

Méditerranée 2000

France

The association “Méditerranée 2000” aims at supporting camping and holiday resorts in the improvement of their practices and at raising awareness of the public on its holiday destination.

The action will be led in two steps:

- Establishing contact and diagnosis to determined best practises and challenges of the plastic using habits of the touristic establishments.
- Raising awareness actions with the tourists: educational workshops, quiz, information campaigns, workshops and experimentations. Some of these tools aims at raising awareness while giving advises and tips to reduce our plastic use in our everyday life. Zero plastic picnic kits will be given to the participants to provide alternatives to plastic.





SOS Mediterranean Sea: for a plastic-free Sea

Grup Balear d'Ornitologia i Defensa de la Naturalesa (GOB)

Spain

The project aims at enhancing GOB's work on political and technical incidence before the approval of the new regulation regarding wastes in the Balearic Islands. GOB works in collaboration with the authorities and other associations to promote a new and more sustainable waste management model and spread the good practices on the plastic waste issue.

On the other hand, videos, press kits and photos of the problem of residues and contamination by plastics will be produced and massively disseminated to raise public awareness. Clean up days and plastic waste collects will be organised. Ultimately, GOB will implement a rental system for reusable tableware for the organisation of big events. Specific equipment will also be made for the prevention of plastic waste in the nautical and recreational fishing industry, which will be distributed in marinas and fishing equipment stores.

Exit Plastic
Participe Futur
France

The initiative led by Participe Futur is based on three axes:

- Environmental awareness raising of the youth in Palermo. In this context, secondary school pupils will be alerted on the problem of plastic pollution. Waste collects and ultimately a land art project will be organized to educate all citizens of Palermo.
- Raising awareness of boaters and sea users who are directly affected by the marine litter problem. Throughout the 2018 summer campaign in the Mediterranean region, activities will be organized directly on-board ships at anchor or port. Awareness of eco-gesture on board (waste management, limitation of non-reusable objects...) and conferences on ports will be part of the actions undertaken.
- Finally, starting in the autumn 2018, awareness raising actions will target schoolchildren and the public in French Mediterranean coast.





How we can use Water Sports to transmit knowledge and help us to create “agents of change” about the problem that our waste is causing to the oceans

*Surf and Clean
Spain*

The initiative is mainly addressed to water sports trainers with a double goal:

- Teach them the main threats for the ocean, namely plastic pollution, and inspire them to be active in the defence of the Ocean.
- Give them tools to use in their classroom, so they will be able to transmit knowledge about this problem and how to prevent it to their pupils.

The main goals for 2018 are:

1. Incorporate “Defending the Oceans” as a necessary subject included in the official curriculum to become a surfing instructor in Spain.
2. Create a manual specially addressed to surfing instructors with pieces of advice, activities and actions that they could use in their classes to transmit environmental values to their pupils. It will be created in collaboration with more than 30 experienced surfing instructors and delivered to more than a hundred surfing schools in Spain. It can also be translated into English or many other languages and shared worldwide.
3. Adapt “Defending the Oceans” to other water sports.

Zero Beach – Plastic Prevention Scheme for Beaches

Eco-union

Spain

This initiative aims to define a prevention waste/marine litter protocol as a waste management framework for beaches, that could be implemented without necessity of a proper “waste legislation” (zero waste, single use plastics, etc.).

The Zero Beach protocol can be framed as a quality scheme or Label, to distinguish environmental performance of beaches (as blue flag initiative does), following a double approach:

- A waste management system to prevent beach and marine litter in beaches.
- An educational scheme for beach users.

The project is planned in three stages, just the first is funded by this call:

1. Define the Zero Beach Scheme (2018-2019).
2. Implement a test in one municipality (2019), using Marine Litter Watch Protocol.
3. Define the Scheme and the implementation system, introducing the scheme in different municipalities and marine protected areas (2019).





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