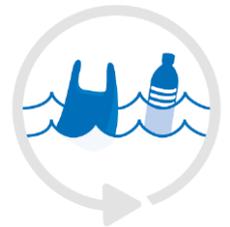




**URBAN
WASTE**
URBAN STRATEGIES FOR
WASTE MANAGEMENT
IN TOURIST CITIES



Awareness campaign on marine litter

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Awareness campaign on marine litter

What is the measure about?

Description and scope of the measure

Marine litter is a global issue that threatens the marine environment and causes environmental, economic, social and health impacts. Marine litter originates from sea-based activities and from land-based activities, which represent the main sources of marine litter production. It covers any solid material which has been deliberately discarded, or unintentionally lost on beaches and on shores or at sea, including materials transported into the marine environment from land by rivers, draining or sewage systems or winds¹. Among the sea and land-based activities are including littering actions caused by tourism (individual tourists' actions and touristic events), in particular recreational tourism in coastal areas. Different studies and surveys have shown clear evidence that plastic is the largest type of marine litter. Other abundant types include packaging material, smoking related material, and fishing material.²

Several factors can possibly explain the marine litter originating from tourism related activities. The local context has a direct influence on the production of marine litter through parameters such as the cleanliness of the area and local people's behaviour, and the availability of facilities for litter disposal and clear instructions on waste disposal. There are also social reasons like the lack of awareness about littering and its impacts. Besides, the literature also mentions a "tourist culture" that encourages alternative behaviour, associated with a relaxation of domestic social norms while on holiday. This phenomena has been highlighted through URBAN-WASTE surveys targeting tourists³.

Raising awareness of tourists on marine litter is therefore a way to prevent littering and its impacts. Informing the tourists on the damages caused by littering can influence positively their behaviour to a more eco-friendly attitude. Informing them on the waste facilities and the legal framework when relevant (e.g. fines for littering) can influence them to better manage their waste. Thus these two types of information should be provided through communication campaigns on marine litter.

¹ Definition given by the OSPAR commission

² Risk & Policy Analysts Limited, Feasibility study of introducing instruments to prevent littering, January 2013

³ URBAN-WASTE deliverable 3.2 "Situation and behavioural analysis of consume and waste behaviour and patterns", November 2016

Raising awareness communication campaign can be combined with specific actions to support the campaign and increase its effects, such as educational workshops for children and teenagers, artistic reuse initiatives, etc.

This measure could also be combined with other waste and litter management measures, such as:

- the improvement of the quality of infrastructure for waste disposal in coastal areas and beaches
- the provision of pocket ashtrays or small boxes for waste disposal
- clean-up events (including the monitoring of the collected litter to improve the knowledge of the local context)
- legal instruments to dissuade and avoid littering (implementation of fines, ban of certain products such as plastic bags, single-use cutlery, etc.)

The combination of measures focusing on behaviour through education and awareness raising with measures focusing on prevention, measures focusing on litter and waste management and measures focusing on cleaning-up may increase the impacts of these measures by informing the tourists and giving them the opportunity to act and change their behaviour at the same time.

Integration in a waste management plan

If the area of implementation of this measure is under the responsibility of the local authority in charge of waste management, this action can be integrated in wider action plans regarding litter and communication campaigns.

Such a measure should be carefully planned by taking into account the existing private or associative initiatives regarding marine litter in the concerned area, to maximize the possible synergies.

How to implement this measure?

Economic aspects to consider and potential solutions for the financing of the measure

Costs

- Depending on the type of action the costs incurred would differ. For example, if the awareness campaign consists of information stands, the costs could be related to the printing of posters, of leaflets, employees, tables, or tents, to name a few. If the posters or leaflets are distributed among touristic places like tourism offices or restaurants, the related costs would include the printing and distribution of these.

Costs savings

- If the awareness campaign undertaken has a strong impact, the costs related to the cleaning of the beaches, and coastal areas in general, incurred by the municipal waste management authority of company would be reduced. As an example, in Belgium and the Netherlands the cost of cleaning up the beaches from all municipalities involve a total of €10.4 million every year⁴.

Financing options

- Implementing a penalty fine system to finance part of littering related initiatives. Some EU countries are enacting laws against littering, where most of them include penalty fines for the person responsible. For instance, since 2007 on-the-spot fines of €150 are charged to responsible persons of littering in Ireland⁵.

Type of stakeholders to involve

- Municipal government
- Waste management department of local authorities
- Waste management company/local authority in charge of cleaning and waste collection at the beach/coastal area
- Beach and coastal area manager

Besides, several types of stakeholders can be involved in the implementation of the action, based on the perimeter of the campaign:

- NGOs, associations and artists involved in marine environment protection and acting against marine litter

⁴ Source : Mouat, J., Lozano, R. L. & Bateson, H. (2010). Economic Impacts of marine litter. KIMO International, pp. 43. From http://www.kimointernational.org/wp/wp-content/uploads/2017/09/KIMO_Economic-Impacts-of-Marine-Litter.pdf

⁵ Source : <https://www.dcaae.gov.ie/en-ie/environment/topics/waste/litter/Pages/Local-Authority-Litter-Fines-and-Expenditure-Statistics.aspx>

- Tourism and recreation sector (they can participate by informing tourists about the impacts of litter on the marine environment, giving funding to support local actions, providing pocket ashtrays, participating to clean-up activities, etc.)
- Retailers and local businesses (they can participate by providing information, but they can also implement complementary measures such as banning plastic bags, providing facilities for waste disposal to their customers, replacing disposable products by reusable products in particular for businesses serving food and beverages)
- Schools
- Local entrepreneurs with marine litter reuse and recovery projects

Description of the operational steps to follow

This measure should be managed jointly by the concerned municipality, the entity in charge of waste management in the concerned area, and the entity in charge of managing the concerned beaches or coastal areas (including cleaning of the areas).

Before defining the communication campaign, the preliminary steps detailed below consist in identifying more precisely the marine litter issue in the local context in order to adapt the campaign:

- analysis of the composition of marine litter in the concerned area through surveys and monitoring activities (which can be part of clean-up events) in order to identify:
 - the factors leading to litter production
 - the drivers for managing litter (legal, environmental, economic, social, other)
 - the main types of waste included in litter
 - the main target groups of litterers
- identification of the existing measures regarding marine litter (originating from the local authorities, voluntary groups and NGOs, private companies, and informal actions) and possible gaps

Afterwards, the following steps should be implemented to define the targets and the organisation of the campaign:

- creating partnerships with stakeholders from the local community
- defining the precise scope of the communication campaign
- associating possible actions to support the communication campaign
- defining the budget and the possible sources of funding

Gender aspects to consider

Ensure communication material is gender sensitive and avoid favouring one sex or another in the wording, pictures disseminated, etc. to maximise amongst men and women.

Examples of good practices

- The association Promemar (Proyectos Medioambientales Marinos), based in Tenerife, organizes sea and beach cleaning activities, awareness campaigns and educative program on marine litter and marine pollution. The waste collected during the cleaning activities are sorted, categorized, weighed and registered in the MARNOBA platform, in order to improve the knowledge about marine litter and to make evaluations.⁶
- In Copenhagen, a company renting out kayaks set up the initiative of the “environmental kayak”. The company proposes people to use their “environmental kayak” for free, if they clean the harbor while kayaking. To do so, the kayak is equipped with a bucket and equipment for collecting waste. The collected waste is then weighted at the end. This initiative has been funded via a project for cultural activities around the harbor of Copenhagen.⁷
- Eunomia, a consultancy member of the “Marine litter action network” has developed a “café accreditation scheme” project, in order to offer an environmental accreditation to beachside and waterfront cafés or restaurants who would implement some actions to minimize their impact on environment. The actions include for instance charging for single use items, offering money off to customers bringing their own mugs, using reusable cutlery instead of plastic, having recycling bins on their premises and providing bins in every toilet to prevent flushing of items causing marine pollution. Businesses willing to take part of this project would pay an annual fee covering the administration costs to get a dated certificate and a flag to be displayed in front of their establishment.⁸

⁶ Collaboration between Ecoembes and Promemar to make the ocean more sustainable (<https://www.ecoembes.com/es/ciudadanos/sala-de-prensa/ecoembes-y-promemar-colaboran-para-lograr-un-oceano-mas-sostenible>)

⁷ Environmental kayak (<https://kayakrepublic.dk/diverse/miljoekajakken/>)

⁸ Marine litter action network ([http://www.mcsuk.org/what we do/clean+seas+and+beaches/pollution+and+litter+problems/marine+litter+action+network](http://www.mcsuk.org/what_we_do/clean+seas+and+beaches/pollution+and+litter+problems/marine+litter+action+network))

- In Quiberon Bay (Brittany, France), one artist launched a project to raise awareness on marine litter by creating temporary “marine monsters” made of plastic litter found on the beaches of the area. As most of the big cleaning actions and collection campaign on the beaches take place in the spring, before the tourist seasons, she thought so few people were able to realize the real quantity of plastic litter produced by the tourists. Thus, creating these plastic monsters during the touristic season is a way to raise awareness of tourists on marine litter. The artist uses the social media to also disseminate her action all around the world, in particular through the Instagram account “Plastic monster”, and to raise similar initiatives in other places.⁹

⁹ Plastic monster - Huffington Post (http://www.huffingtonpost.fr/2016/04/21/dechets-plage-bretagne-initiative-ecologique_n_9748220.html)

Guidance for setting up monitoring indicators

Simple indicators can be used to evaluate the impact of the communication campaign on marine litter:

- Number of distributed leaflets [Number]
- Number of places where posters of the awareness campaign have been posted [Number]
- Number (estimated) of tourists present in the concerned area during the campaign [Number]

Surveys could give more detailed vision of the actual impact of the communication campaign on the tourists by asking information on their behaviour and their perception on marine litter BEFORE/AFTER the implementation of the measure.

- Organisation of surveys at the end of the implementation [Qualitative results on behaviour and perception level] and [Number of surveys]

The quantification of the impacts of the measure on marine litter could also be measured by collecting data on litter, for instance during beach clean-up events. This should be realized before and after the campaign, in the same area, in order to assess differences in the quantity and type of sources and levels of beach litter.

- Quantity of waste collected during beach clean-up event per type of waste fraction [Kg]

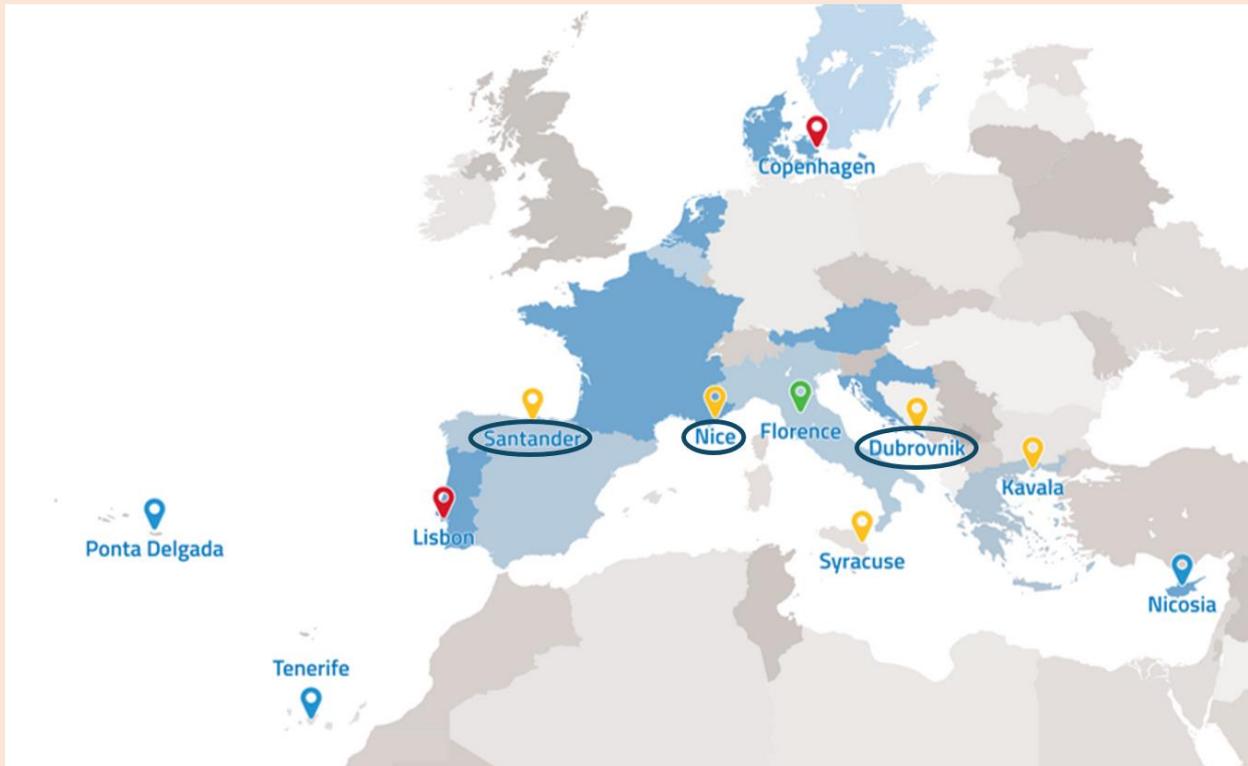
Besides, these results could be disseminated to the public. The European methodologies should be followed when monitoring marine litter, such as the guidelines provided by the Marine Strategy Framework Directive. The monitoring can be done through the use of app such as the “Marine LitterWatch” developed by the European Environment Agency.

Monitoring of actions, items, stakeholders and people involved		total
Communication events organised	[number]	
Beach clean up events organised	[number]	
Number of people attending beach clean up events	[number]	
Other kind of clean up/sorting waste events organised: please specify.....	[number]	
Number of people attending other kind of clean up/sorting waste events	[number]	
Brochure and leaflets distributed	[number]	
Number of people attending communication events	[number]	
Number of competent authorities (e.g. port authority) involved	[number]	
Evaluation of people potentially reached by the campaign	[number]	
other: please, specify.....		

Gender considerations:

- Is publicity written in a gender sensitive way? **[yes-no]**
- Who is involved in clean up events? **[%female]**
- Is there a balance of men and women interviewed in the **[yes-no]**
- How many women and men participate in communication **[%female]**

Lessons learnt from the implementation phase and fine tuning



Pilots implementing awareness campaigns on marine litter within URBAN-WASTE

In **Dubrovnik**, 3 educational workshops were organized, attended by 160 people. 2,000 flyers were distributed during these events and other open events in summer.

In **Nice**, 16 communication events were organized. The number of people attending these events was 1,287. One clean-up day during the World Clean-up Day on 15th of September.

In **Santander**, 30 recycling workshops were organised in the 3 different beaches between in summer, with a participation of 304 people altogether. A beach clean-up day was organised in May with the participation of 210 people enabling the collection of 385 kg of waste.

In addition, all the three cities organized massive communication campaigns that reached several hundred thousand people: dissemination through very popular TV show, regional newspapers, radio stations and social media.

Keypoints

- **Massive communication campaigns on marine litter have important impact on people**
- **Workshops and beach clean-up days are more efficient when organized on a not too busy period to ensure a good participation of people.**
- **Strong partnership with associations to mobilize enough volunteers during the events is crucial.**