

CAPONLITTER PROJECT

Best practices to prevent Marine
litter accross Europe

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EU GREEN WEEK 2021 PARTNER EVENT

ZERO #EUGreenWeek
POLLUTION
for healthier people and planet



MERTERRE
OBJECTIF ZÉRO DÉCHET MARIN

ZéRO
DÉCHET SAUVAGE
ReMed
ZÉRO PLASTIQUE



MOSAÏC
Méthodes associées pour
les sciences participatives

MUSÉUM
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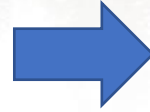
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CAPonLITTER
Interreg Europe

MAIN CHALLENGES FOR HALTING MARINE LITTER FROM COASTAL TOURISM AND RECREATION ACTIVITIES

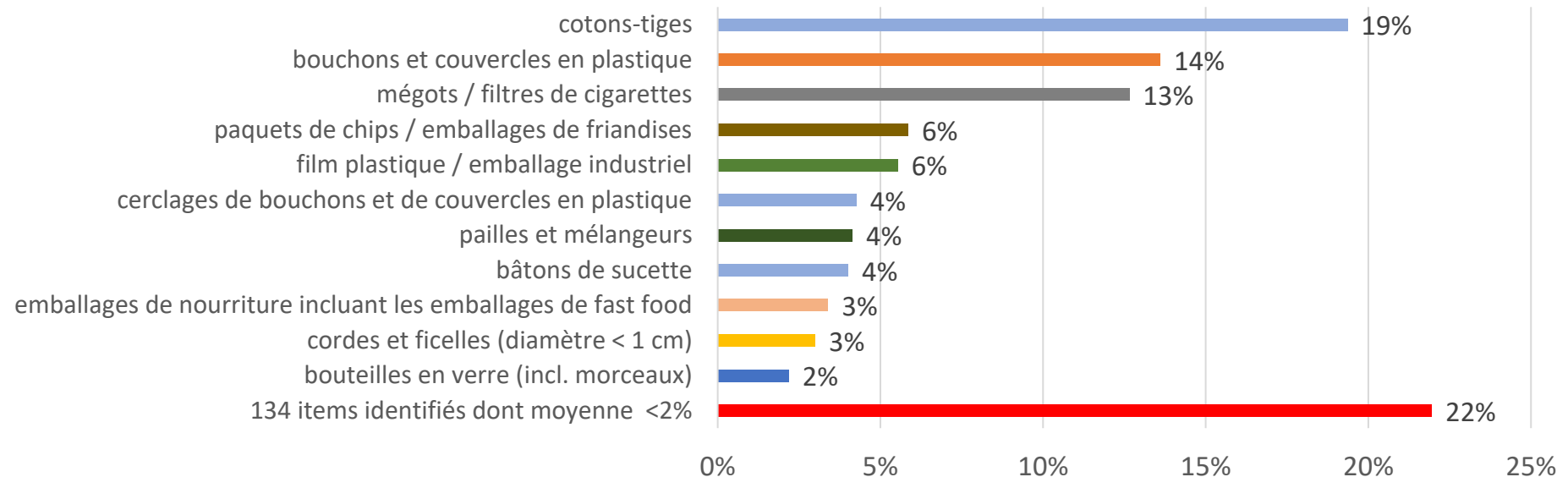
- Coastal tourism a key economic driver
- Coastal areas are the most visited by tourists, with wide seasonal variations



- **Implications** on waste production and management
- **Complexity** in the distribution of responsibilities
- **Pressure** on local infrastructures

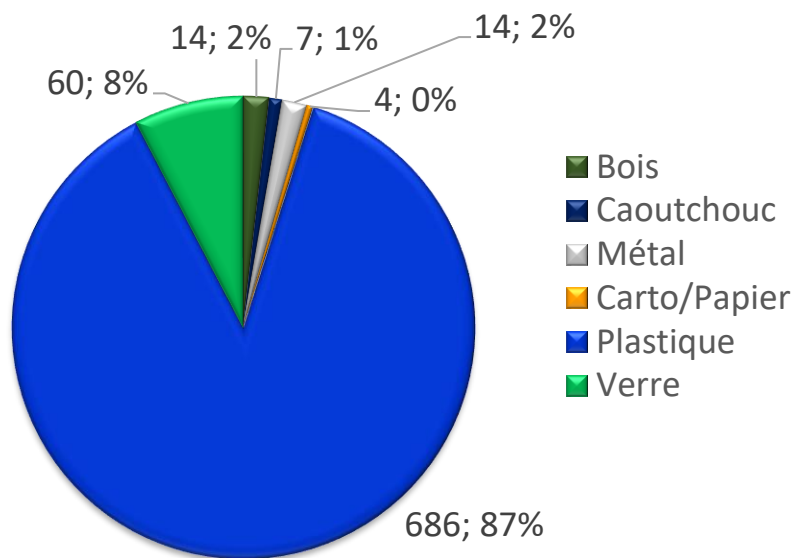
Data collected since
2011 by MerTerre in
the
South Provence Alpes
Côte d'Azur region

Top identifiable marine litter from MSFD surveys – standed waste

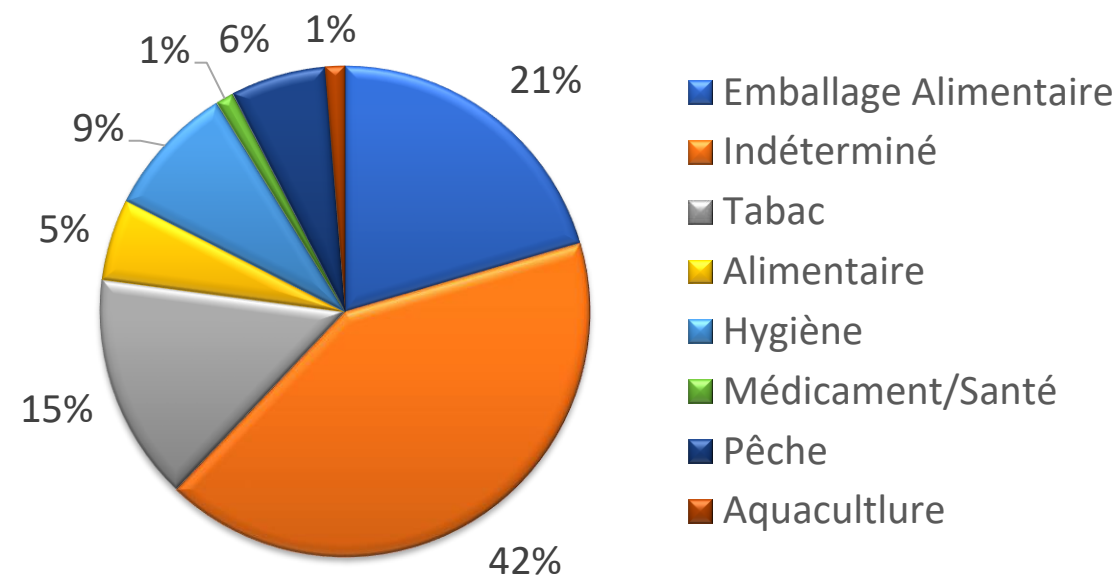


Data collected since 2011 by MerTerre in the South Provence Alpes Côte d'Azur region

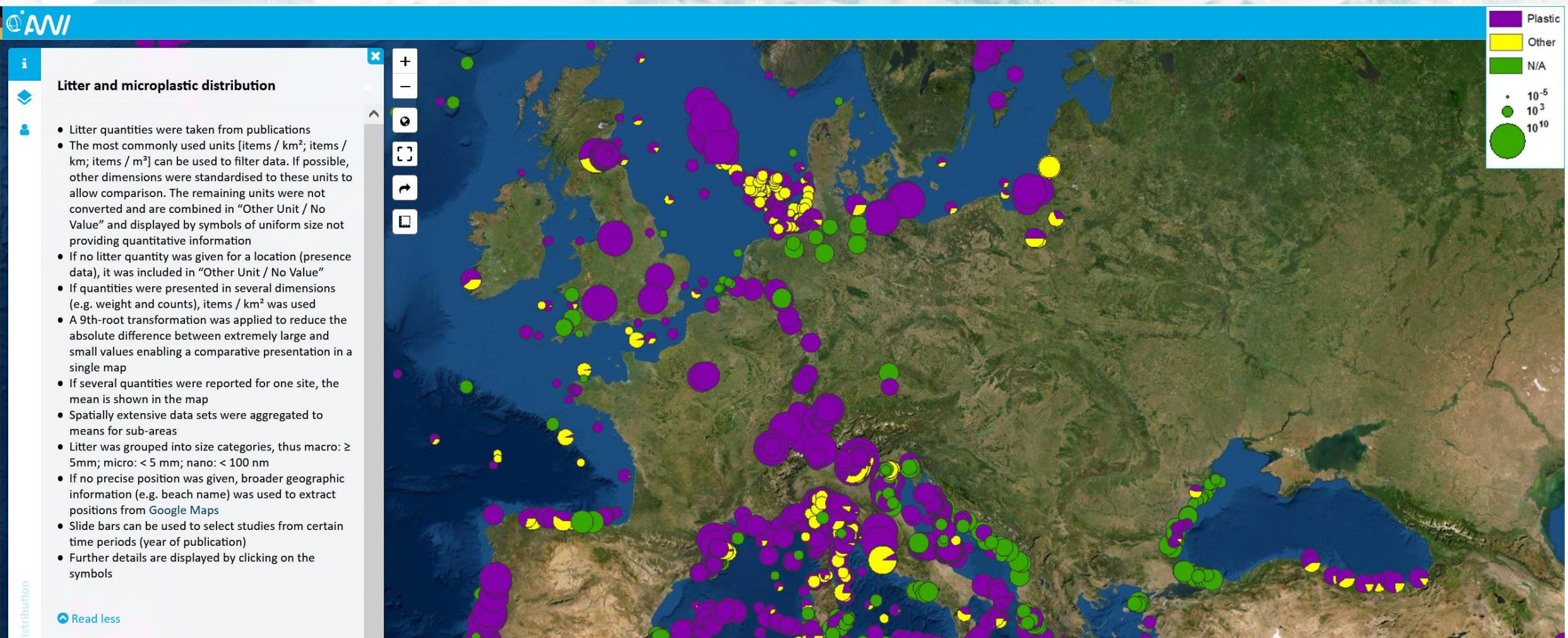
87 % of stranded litter are plastic



62 % of identifiable floating and stranded marine litter is food and tobacco-related packaging



Distribution of litter types in different realms (1,304 publications)



SO HOW DO WE DO ?

Global and trans-sectorial approach needed from producers to citizens.
The 3 levers for actions at the beginning of the CAPonLITTER project were :

- **Improving policies that can regulate and promote better waste performance** at beach facilities and services associated to recreational events taking place in coastal areas
- **Improve management of the most critical items by improving policies** on management of specific packaging items
- **Engage key stakeholders, raise awareness and promote responsible conduct** among coastal authorities, users and business

OVERVIEW OF POLICIES AND PRACTICES IDENTIFIED WITH HIGH LEVEL OF REPLICABILITY

There are MANY fantastic replicable initiatives that can be found on the [CAPonLITTER website](#), here are 4 of the most inspiring



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CROATIA AND THE BLUE BAG INITIATIVE

BlueBag initiative is an eco-tourism program designed for residents, tourists, fishermen and boat owners aiming at volunteer cleaning of the coastline.

- the goal is to invite to contribute to an ecological venture through the collect of at least one bag of debris that the sea has thrown ashore during the season
- Blue bags are distributed by local tourist boards and businesses to residents, tourists, fishermen and boat owners



The BlueBag initiative is interesting as it is designed as a motivational promotional material that encourages to behave responsibly and to do something environmentally friendly that takes only 5 mn and that can have a real positive and measurable impact.

THE UK MARINE CONSERVATION SOCIETY GREAT BRITISH CLEANUP : ECONOMIC INCENTIVES TO PREVENT PLASTIC LITTER

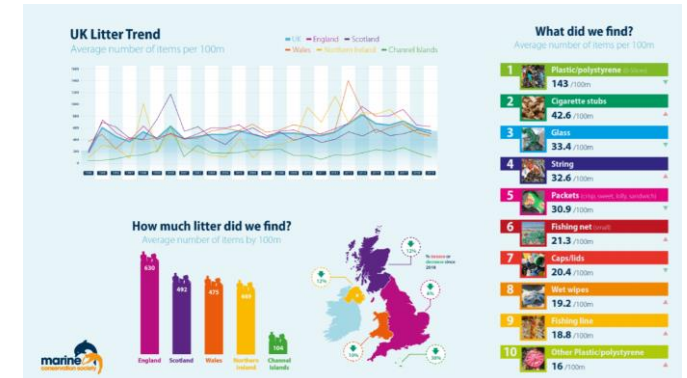
[UK Marine conservation society](#) : Each year, thousands of volunteers for MCS take part in the Great British Beach Clean, picking up litter from UK beaches and recording data on each item which is then used to shape MCS' campaigning.

Two successful policies / economic instruments that have been put in place thanks to MCS' data :

1. In 2015 all large shops in the UK were required to charge customers an extra 5p for any single-use plastic carrier bag. **In just one year after being introduced, the number of plastic bags given by the UK's 7 largest supermarkets dropped by 83%.**

2. Thanks to the recording data on beverage containers (+32% increase across the UK since 1994), the Scottish Government committed to an all-inclusive Deposit Return Scheme, with a start date of July 2022.

[The UK Marine conservation society campaign is a great example as it proves data can be used as levers to change things for good.](#)



FRENCH CITIZEN SCIENCE TO REDUCE MARINE LITTER : THE ZERO DECHET SAUVAGE COLLABORATIVE WEB PLATFORM



MerTerre has created a national collaborative Web platform (www.zero-dechet-sauvage.org) in partnership with the French Ministry of The Ecological Transition and the National Natural History Museum, which aim is to :

1. **Federate, coordonate and reinforce all the actors involved** in the decrease of litter, share good practices, methodological and pedagogical tools, scientific reports
2. **Promote a citizen science plateform to collect and centralize the largest amount of datas** coming from the characterization of the litter picked-up by volunteers during clean-up events (mountains, rivers, cities, countryside, seaside, etc)



Zero Dechet Sauvage is a great tool that allows MerTerre and its partners to influence the actions that need to be taken to prevent littering. Which geographical zones those litter are coming from ? Which economical sectors are involved and responsible ? The more datas are collected the more powerful those subsequent actions plans will become.



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HIGHLIGHT OF A POLICY CHANGE THAT STANDS OUT: THE PACKAGING TAX IN TÜBINGEN, GERMANY

As a response to increasing amounts of disposable packagings from food and drink vendors in public spaces, [the city of Tübingen introduced a local tax on single-use packages](#) in January 2020, as the first municipality within Germany.

- From January 2022, every single-use food and drink package will be charged 0.50 Euros and cutlery will be taxed with 0.20 Euros per meal.
- To support the transition towards reusable packages, the city wants to encourage consumers to bring their own boxes and make use of deposit systems, then the tax does not apply if the package is part of a national deposit system.

« The example of Tübingen is exemplary as it focusses on prevention of litter rather than dealing with waste or constrain to consumer responsibility », says Catharina Rubel (Umweltbundesamt) as the German CAPonLITTER partner

