

TITLE	
Implementing partners	<ul style="list-style-type: none"> ▶ Public Institute Strunjan Landscape Park (Lead) ▶ Chamber of Commerce and Industry of Slovenia, Zavod TRI NITI
Plastic Busters MPAs coordinating partner	<ul style="list-style-type: none"> ▶ MIO-ECSDE
Brief description	<p>This is a measure designed to foster volunteer stewardship by encouraging volunteers to ‘adopt’ beaches, clean them up and survey them throughout the year, thus collecting valuable marine litter data essential for facilitating effective responses against marine litter. The “adopt-a-beach” is a measure that has been identified as a priority action within the Marine Litter Action Plan of the Strunjan Landscape Park. It is implemented within the framework of the Interreg Med Plastic Busters MPAs project and in synergy with the national campaign "Living with the sea".</p>
Lines of action	<ul style="list-style-type: none"> ▶ Perform clean-up operations while carrying out beach litter surveys; ▶ Organize public awareness-raising activities and develop tailored-made communication materials; ▶ Install bins for cigarette butts to “nudge” smokers.
Target groups	<ul style="list-style-type: none"> ▶ Educators and students; ▶ Citizens and beach visitors; ▶ Local authorities; ▶ NGOs and associations; ▶ Tourism and maritime businesses; ▶ Media.
Expected results	<ul style="list-style-type: none"> ▶ Enhanced awareness of local communities of the marine litter issue; ▶ Deepened knowledge on the amounts, types, composition and sources found on the Slovenian coastline; ▶ Improved environmental status of the Slovenian coastline; ▶ Strengthened collective consciousness, social action and community participation.
Performance indicators	<ul style="list-style-type: none"> ▶ Number of clean-ups performed; ▶ Number of marine litter datasets collected; ▶ Number of students and educators reached; ▶ Number of individuals reached; ▶ Number of cigarette bins installed to “nudge” smokers.