



Establishing a reusable cup deposit scheme for beach bars and festivals

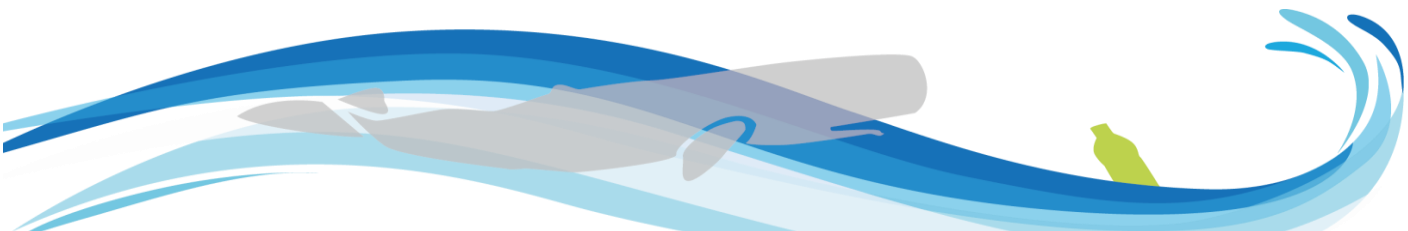
Xavier Abril i Ferrer, Ebro Delta Natural Park

Plastic Busters MPAs Capitalization Event | 12 October 2021



Project co-financed by the European
Regional Development Fund

Take a look...



Take a look...

A humanized Delta

21.000 ha rice fields

7 municipalities (+2)

60.000 inhabitants

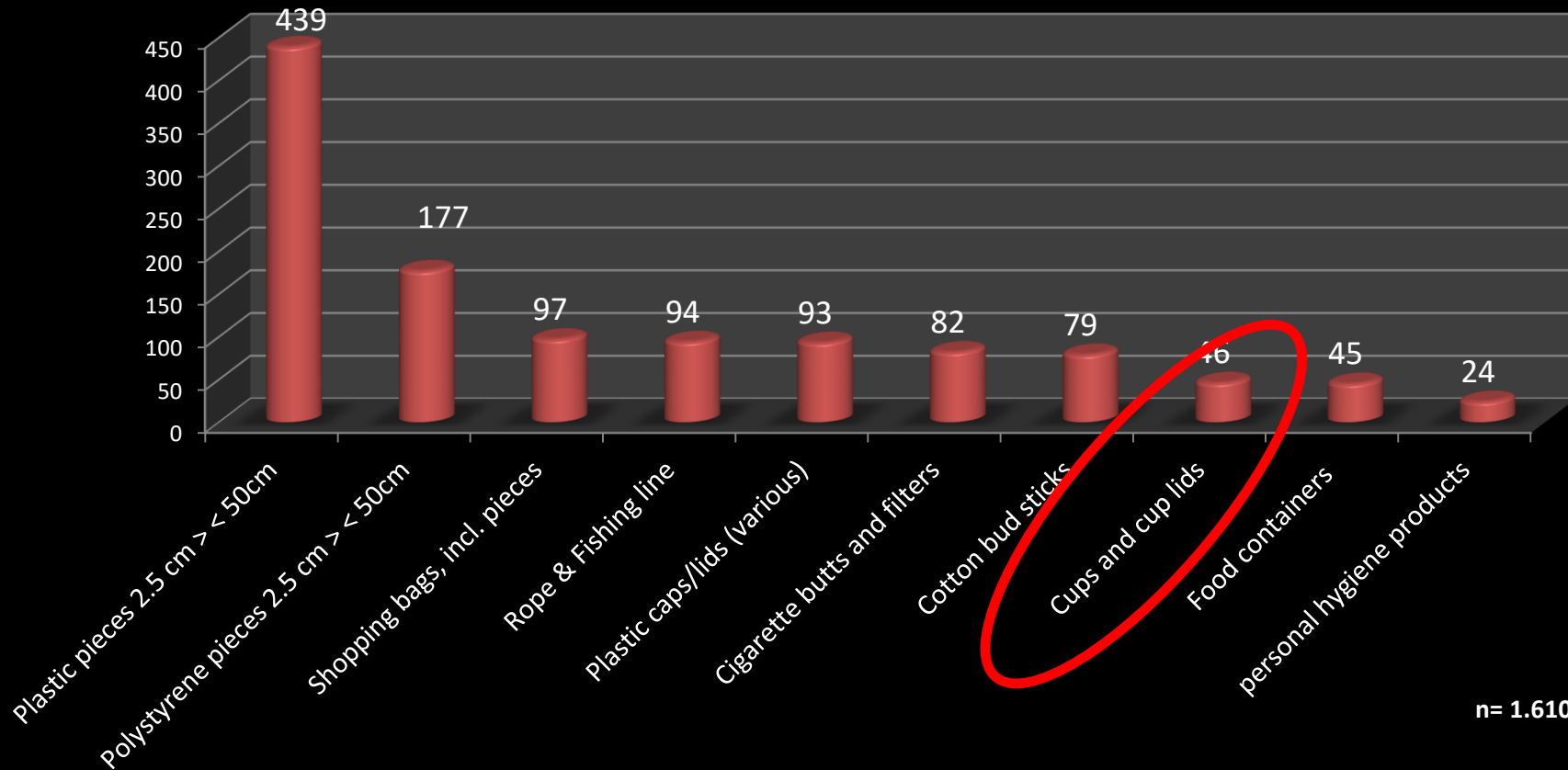
2 residential area

7.800 ha Natural Park



Take a look.....Marine litter wacht month

TOP-10 COLLECTED ITEMS BY CATEGORY
SERRALLO BEACH 2017-2020



Measure implemented

Name: Setting up a reusable cup delivery system for beach bars and festivals in the Ebro Delta Natural Park

Type of measure : promoting the replacement of single-use plastics

Date: From July 29 to Octubre 8

Aim of the measure



reduce the use of single-use cups and to avoid marine litter in the Natural Park

How?



setting up a reusable cup distribution system with the **voluntary** involvement of beach bars and municipalities

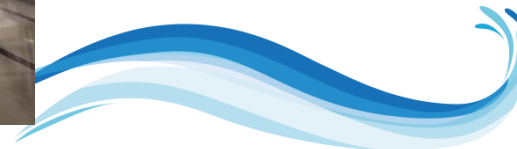


At the beach & summer festivals...How it works?

HOW

I'M REUSABLE AND ECO-FRIENDLY

- 1 WE SERVE YOUR DRINK IN A REUSABLE CUP.
- 2 YOU PAY A DEPOSIT OF €1 AND GET IT BACK AFTERWARDS.
- 3 YOU ENJOY THE SUN AND YOUR DRINK.
- 4 YOU BRING BACK YOUR CUP AND WE RETURN YOUR DIPOSIT.



Methodological approach

Logistics/Local partners

- **L'Escola del Parc:** responsible of reusable cup distribution and communication of the pilot/ I+A+C
- **Fundació 7 Astres:** responsible of cup washing and drying service. Added value=this service was performed by people at risk of social exclusion.
- **Monday – Wednesday-Friday:** clean cup distribution and used cup collection



Number of festivals where the cups were used: 10

Number of beach bars involved: 14

Number of cups reused: 31.638



Lessons learned

- Beach bar owners and costumers value the campaign satisfactorily (surveys).
- Cup collection and delivery frequency has been adequate, according beach bars owners.
- Excellent cooperation between local partners: **L'Escola del Parc and Fundació 7 Astres**
- After festival concerts, NO cups on the floor!!!

- ❖ There was only one type of cup (capacity=40 cl)
- ❖ Some beach bars needed more boxes to store the dirty cups
- ❖ We have lost about 1.000 reusable cups during the project



Concluding remarks

Beach bar owners will pay for this service in the future (sustainability of the pilot)?

Which was the carbon footprint of the pilot?

Logistics with an electric vehicle are feasible?

30cl reusable cups are needed?

More involvement of the municipalities needed = to include the reusable cup scheme in permits/concession of beach bars.





Thank you- Hvala

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