



Plastic Busters CAP

SHOWCASES ON HOW TO MINIMIZE SUPS IN COASTAL FOOD & BEVERAGE OUTLETS

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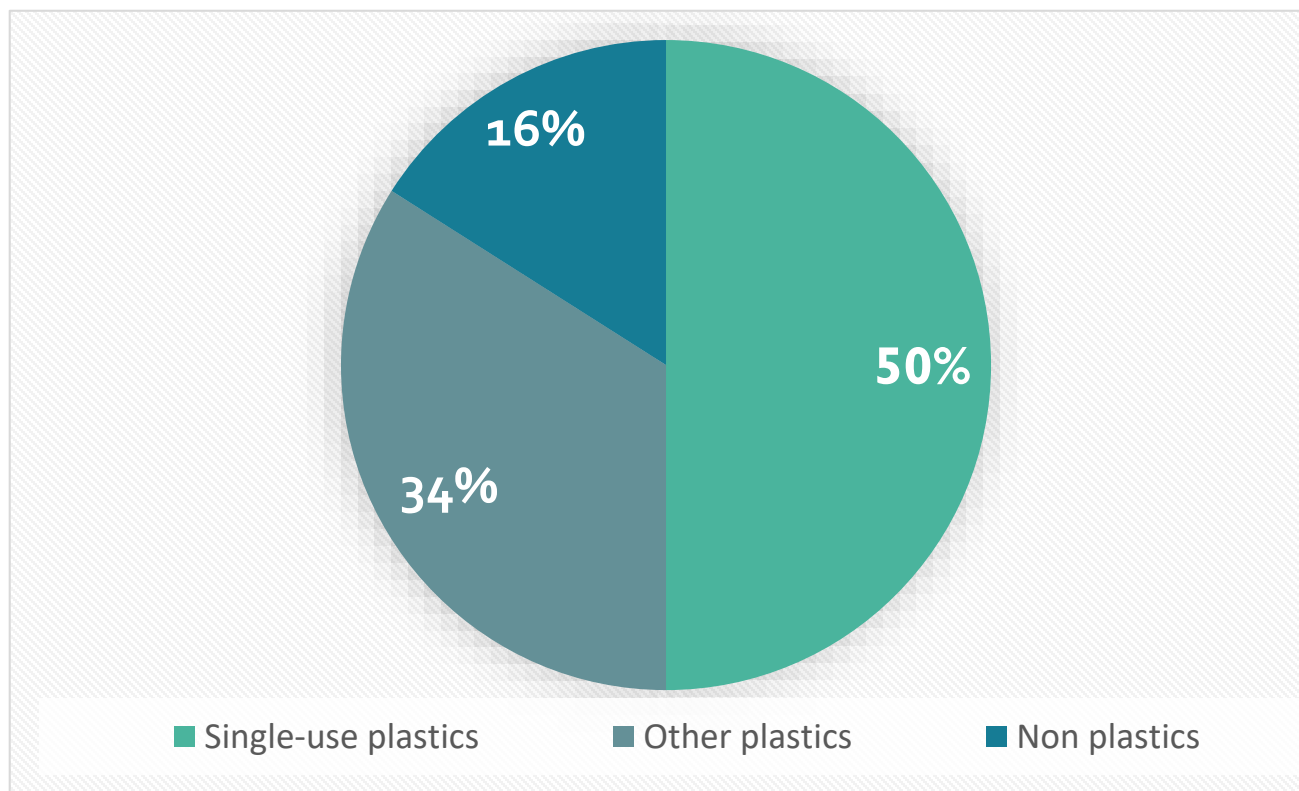
MARINE LITTER EXPERT OF WES



Mediterranean e-course on marine litter monitoring & mitigation

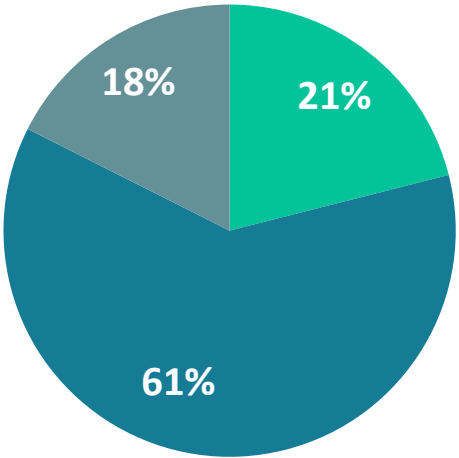
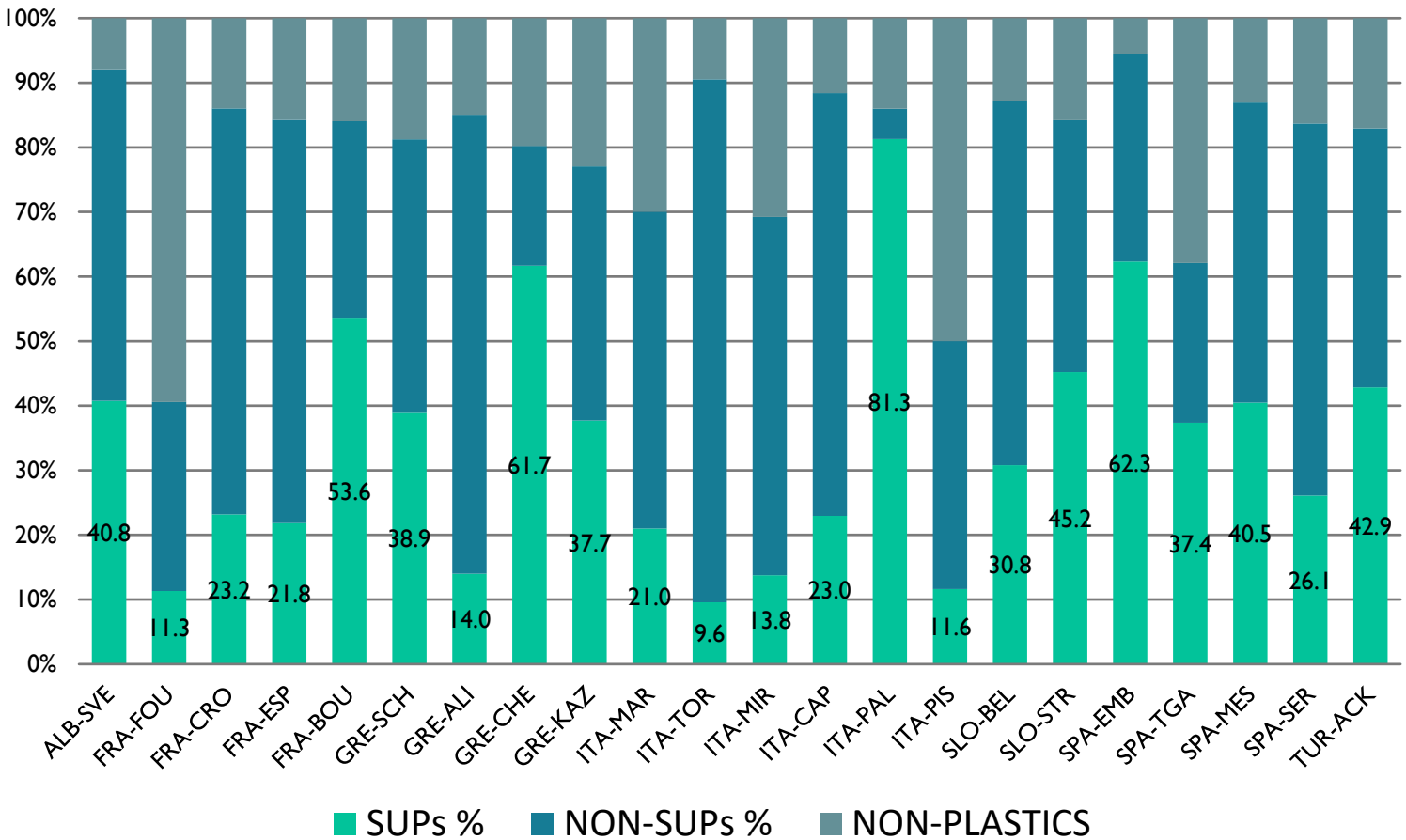
17 & 19 January 2023, 10.00 – 14.00 CET

PERCENTAGE OF SUPS FOUND ON EUROPEAN BEACHES IN 2016



Addamo, A.M., Laroche, P., Hanke, G., 2017. Top Marine Beach Litter Items in Europe. EUR 29249 EN, Publications Office of the European Union, Luxembourg, 2017, ISBN 978-92-79-87711-7, JRC108181.

PLASTIC POLLUTION & SUPS IN MEDITERRANEAN MPAS



Vlachogianni , 2019. Marine Litter in Mediterranean coastal and marine protected areas – How bad is it. A snapshot assessment report on the amounts, composition and sources of marine litter found on beaches. Interreg Med ACT4LITTER & MIO-ECSDE.

FEATURED MEASURES TESTED & REPLICATED IN PLASTIC BUSTERS MPAS



Setting up a SUPs-free network of coastal food and beverage outlets



Setting up a reusable cup delivery system for beach bars

THE MAIN TARGETED LITTER ITEMS



Bags



Cutlery



Straws



Food & beverage containers



Cups & cup lids



Plates



Stirrers

SETTING UP A SUPS-FREE NETWORK OF COASTAL FOOD & BEVERAGE OUTLETS



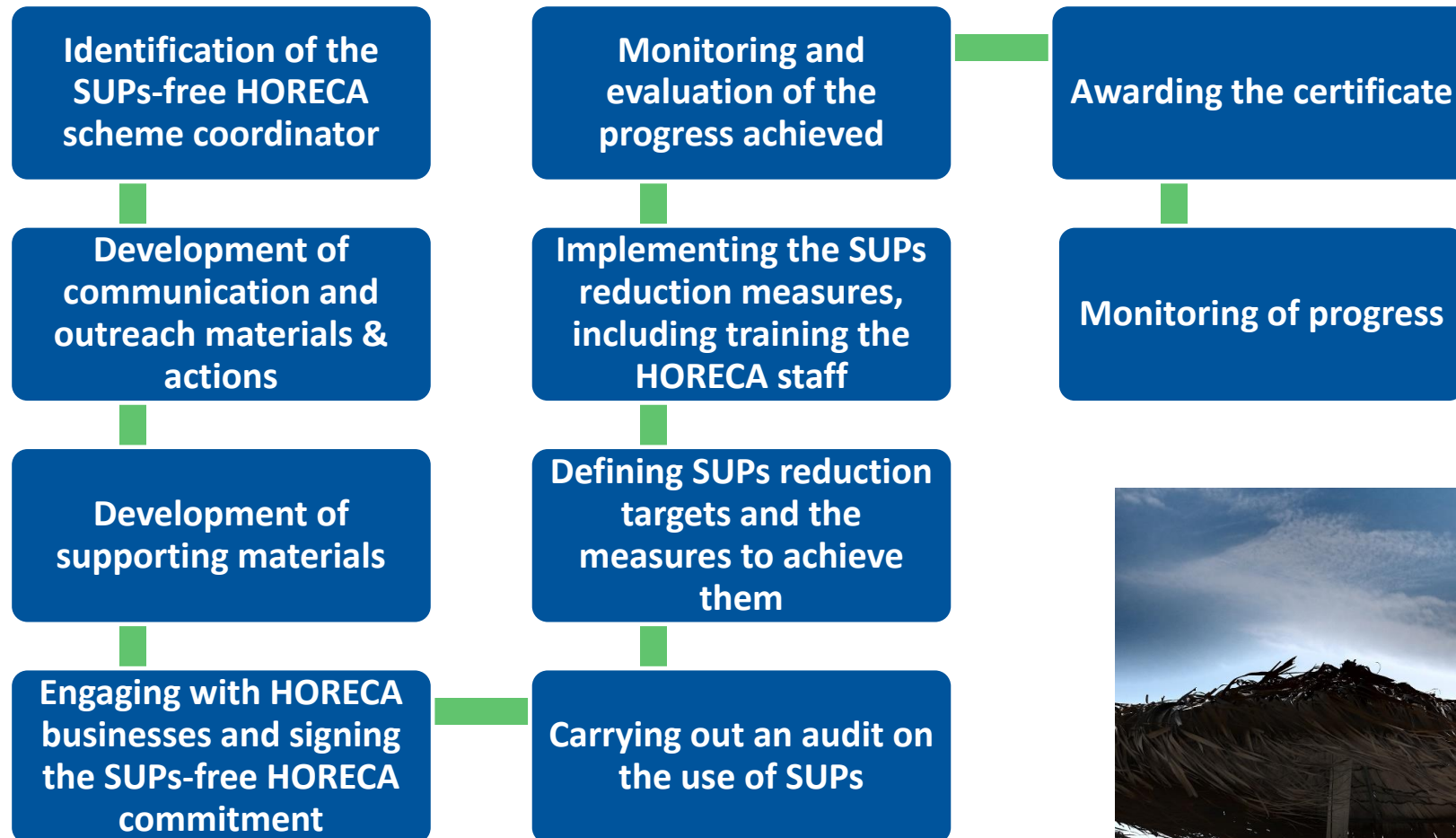
Photo © Thomais Vlachogianni

INTRODUCTION

- This is a measure designed to promote best practices within the tourism and recreation sector with regard to reducing significantly and/or phasing out single-use plastics such as straws and stirrers, cups, cutlery, plates, bottles, shopping bags, etc.
- Within this measure coastal food and beverage outlets (hotels, restaurants, canteens, cafes, snack bars, etc., hereinafter referred to as HORECA) voluntarily register to a network and commit themselves to comply with a set of good environmental practices related to the prevention, reduction, reuse and recycling of plastic waste, with special emphasis on SUPs.



SETTING UP A SUPS-FREE NETWORK OF COASTAL FOOD AND BEVERAGE OUTLETS



DEVELOPMENT OF COMMUNICATION AND OUTREACH MATERIALS

Owners and staff of coastal food and beverage outlets (hotels, restaurants, cafes, snack bars, canteens, etc.)

Tourism businesses, tourist operators, tourist service providers

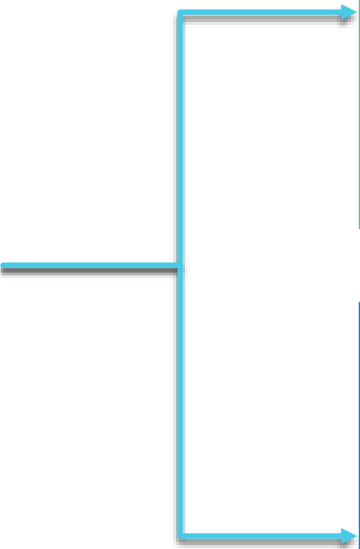
Local authorities (as potential promoters and multipliers)

Local environmental NGOs (as potential promoters and multipliers)

Media (as potential promoters and multipliers)

CARRYING OUT AN AUDIT ON THE USE OF SUPS

The SUPs **audit** aims at **evaluating the use of the targeted SUPs** within the coastal HORECA business interested in joining the SUPs-free coastal HORECA scheme.



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graph LR; A[The SUPs audit aims at evaluating the use of the targeted SUPs within the coastal HORECA business interested in joining the SUPs-free coastal HORECA scheme.] --> B[Detailed information of the amount (items and/or weight) and types of SUPs used in the daily business operations should be recorded, in addition to the management practices of SUPs related waste.]; A --> C[Information on the key features of the business such as type, scale, number of employees, average number of customers, etc. should be recorded.];
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Detailed information of the amount (items and/or weight) and **types** of SUPs used in the daily business operations should be recorded, in addition to the **management practices** of SUPs related waste.

Information on the **key features of the business** such as type, scale, number of employees, average number of customers, etc. should be recorded.

DEFINING SUPS REDUCTION TARGETS AND THE MEASURES TO ACHIEVE THEM

IDENTIFY OPTIONS

EXAMINE THE OPTIONS

SET SUPS REDUCTION TARGETS

PRIORITIZE THE OPTIONS

SELECT THE MEASURES

DEVELOP A BUSINESS
TRANSFORMATION PLAN



PRIORITIZATION OF MEASURES

Waste hierarchy

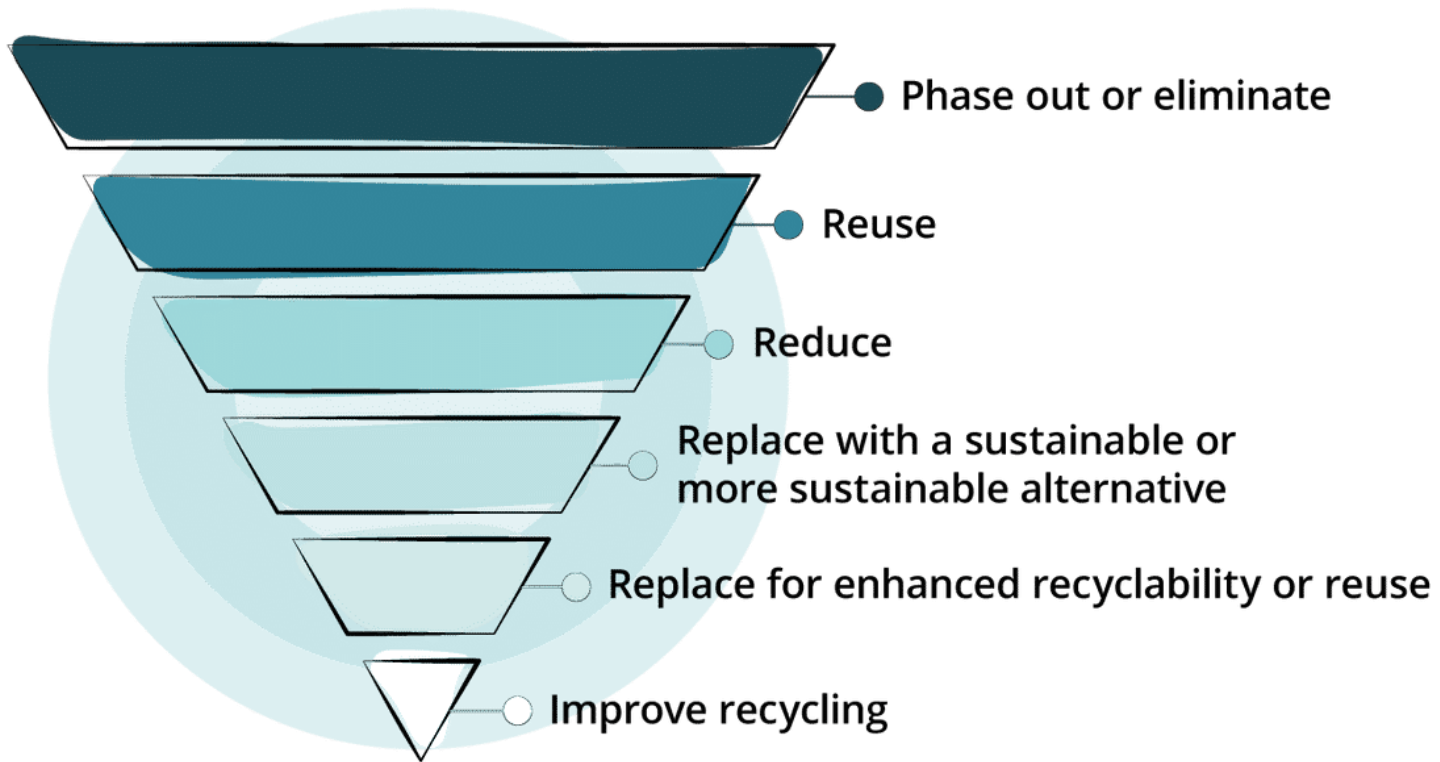


Photo © Thomais Vlachogianni

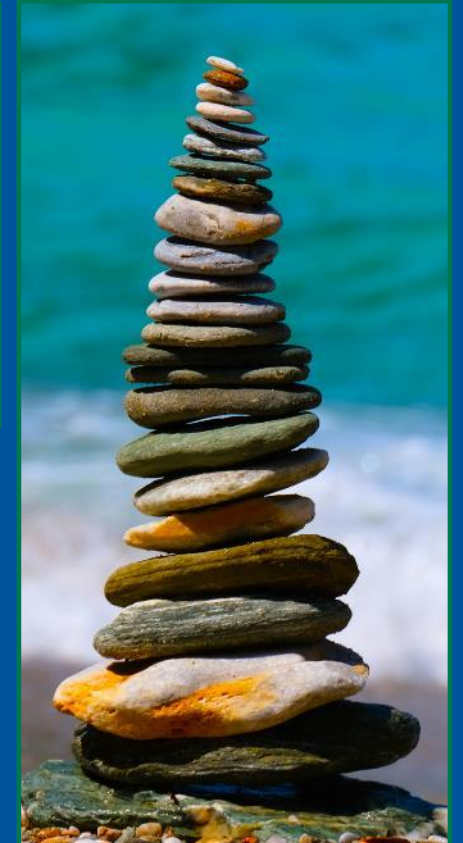
PRIORITIZATION OF MEASURES

Strategic
impact

Economic
impact

Environmen
tal impact

Health and
safety
impact



Photos © Thomais Vlachogianni



**PLASTIC
BOTTLES
ALTERNATIVES**



ELIMINATION



REDUCTION



REPLACEMENT

**"It's only one
straw,"
said 8 billion
people.**

STRAWS

REPLACEMENT



REPLACEMENT

ELIMINATION





PHASING OUT

REPLACING

REDUCTION

STIRRERS





COFFEE
CUP



REPLACEMENT



REDUCTION



THE PLASTIC BUSTERS MPAS SHOWCASE IN STRUNJAN LANDSCAPE PARK

Challenges

Identifying proper
alternatives of low cost
& high environmental
performance

Finding the proper timing for
implementing the measure
(seasonality of the beach bars)

Convincing the business
owners; many of them were
afraid that by making changes
might displease their
customers

A clear plastic cup is lying on its side on a pebbly beach. The cup is partially filled with water, and some water is splashing around its base. The beach is covered with small, smooth, multi-colored pebbles in shades of grey, brown, and white. The background is slightly blurred, showing more of the beach and the ocean in the distance.

SETTING UP A REUSABLE CUP DELIVERY SYSTEM FOR BEACH BARS

Photo © Thomais Vlachogianni

INTRODUCTION

- ✓ This measure is designed to promote the use of reusable cups in beach bars, festivals and big events.
- ✓ The reusable cup system for beach bars and festivals refers to the distribution and use of a reusable cup by food and beverage outlets; drinks are sold in this cup, which is available to the customer for a deposit. **Upon completion of use, the customer returns the cup to the food and beverage outlet and receives the initial deposit back.**



OBJECTIVES OF THE MEASURE

Reduce the number of single-use cups used and discarded at beach bars and festivals that may end up as marine litter.

Reduce the cost of clean-up operations during or after festivals and big events and/or daily recreational activities

Enhance awareness of local communities and visitors on issues related to plastic pollution and marine plastic pollution from SUPs and related solutions

Ultimately contribute to a reduction in the amount of raw plastic material inputted to the economy

A reusable cup system might also prove to be economically profitable. It may result in: savings from not purchasing new single-use cups, reduced waste management costs, revenue from deposits on cups which are not returned.

SETTING UP A REUSABLE CUP DELIVERY SYSTEM FOR BEACH BARS:

KEY STEPS



DEFINING THE OPERATIONAL AND LOGISTICS REQUIREMENTS OF THE REUSABLE CUP SYSTEM

- ▶ **Selecting the appropriate cup** in terms of material, design, size, longevity, cost and environmental impact and deciding whether it will be purchased or rented;
- ▶ **Setting the cup deposit value and mapping all regulatory requirements** (i.e. related to taxation or invoicing issues for the deposit), deciding what to do with the revenue generated by non-returned cups;
- ▶ **Defining the number of reusable cups required** and setting up an inventory on the amounts of cups handled within the system;
- ▶ **Identifying the distribution and pickup logistics for the reusable cup**; how the cups are distributed to the businesses; how they are picked up after their use; how they are transported for washing and how they are ultimately returned to the businesses;
- ▶ **Setting up a reusable cup washing option**;
- ▶ **Develop tailored-made communication** materials and public awareness-raising activities in order to build the awareness of the customers prior to the launching of the activity, and streamline 'customer onboarding'.
- ▶ **Assessing the environmental and economic impact and implications** of the reusable cup system by taking into account, among others, the number of reusable cups used, the number of reusable cups 'lost', information related to the overall lifecycle of the reusable cup, carbon emissions during the transport of the reusable cups, etc.

ADVANTAGES & DISADVANTAGES OF RENTING OR PURCHASING A REUSABLE CUP

Renting a reusable cup

- ▶ Lower logistical requirements implied in the setup of the reusable cup system
- ▶ All distribution and pickup logistics are provided by the service providers
- ▶ The cup washing service can be included in the rental option
- ▶ No option to brand the reusable cups with festival/bar logo(s) or that of sponsors
- ▶ Eventual economic revenue from the deposit of the unreturned cups is lost

Purchasing a reusable cup

- ▶ Higher logistical requirements for setting up the reusable cup system
- ▶ All distribution and pickup logistics need to be set up
- ▶ The cup washing service most probably will have to be setup
- ▶ Option to brand the reusable cups with festival/bar logo(s) or that of sponsors
- ▶ Eventual economic revenue from the deposit of the unreturned cups
- ▶ Possibility to re-use the same reusable cups over time, depending though on the quality of the selected cups

THE PLASTIC BUSTERS MPAS SHOWCASE IN EBRO DELTA NATURAL PARK



Challenges

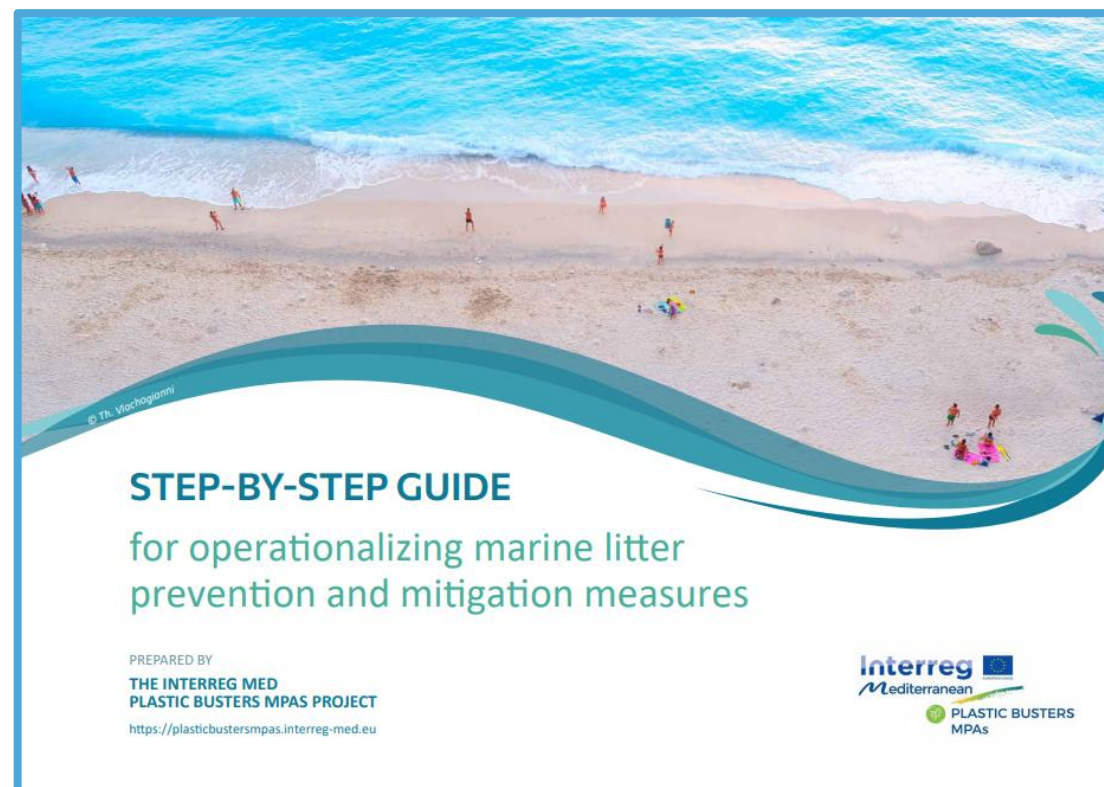
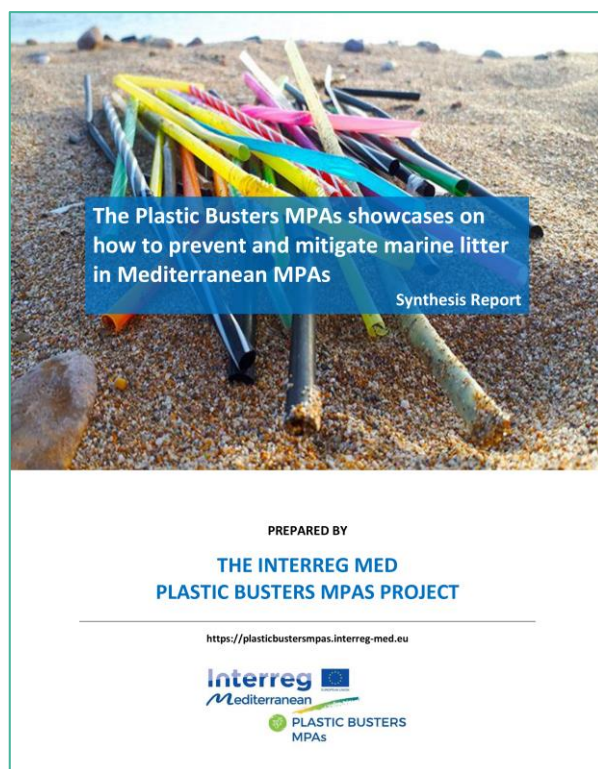
Selecting the right cup


Setting up the reusable cup washing service

Reusable cup losses

Assessing the environmental performance of the overall measure

THE PLASTIC BUSTERS MPAS BLUEPRINT FOR A JOINT URGENT RESPONSE TO MARINE LITTER POLLUTION





Setting up a SUPs-free network of coastal food and beverage outlets

START LESSON



Implementing the adopt-a-beach scheme

START LESSON



Establishing a derelict fishing gear management scheme

START LESSON



Setting up a reusable cup system

START LESSON

Self-paced distance learning course

Plastic Busters MPAs module on how to operationalize marine litter prevention & mitigation measures

<https://envirolearning.net/catalog/info/id:152>



Mediterranean e-course on marine litter monitoring & mitigation

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RESOURCE PACK
ON MARINE LITTER MITIGATION MEASURES
IN THE MEDITERRANEAN

PLASTIC BUSTERS CAP



ENI
CBCMED
Cooperating across borders
in the Mediterranean



Project funded by the
EUROPEAN UNION



REGIONE AUTÓNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA



Plastic Busters CAP

THANK YOU FOR YOUR ATTENTION!

“ For a litter FREE Mediterranean

