

# Water and Environment Support

in the ENI Southern Neighbourhood region

## Activity: WES N-E-MO-2

Training workshop on marine litter monitoring & mitigation

Showcases of best practice mitigation measures to address land-based sources of marine litter

**Thomais Vlachogianni | PhD. Environmental Chemist & Ecotoxicologist**

Senior MIO-ECSDE Policy & Programme Officer

Senior WES Marine Litter Expert / NKE

Member of the MSFD Technical Group on Marine Litter

Member of the UNEP/MAP CORMON Group

SOS ZEROPOL 2030 WP Leader



# 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

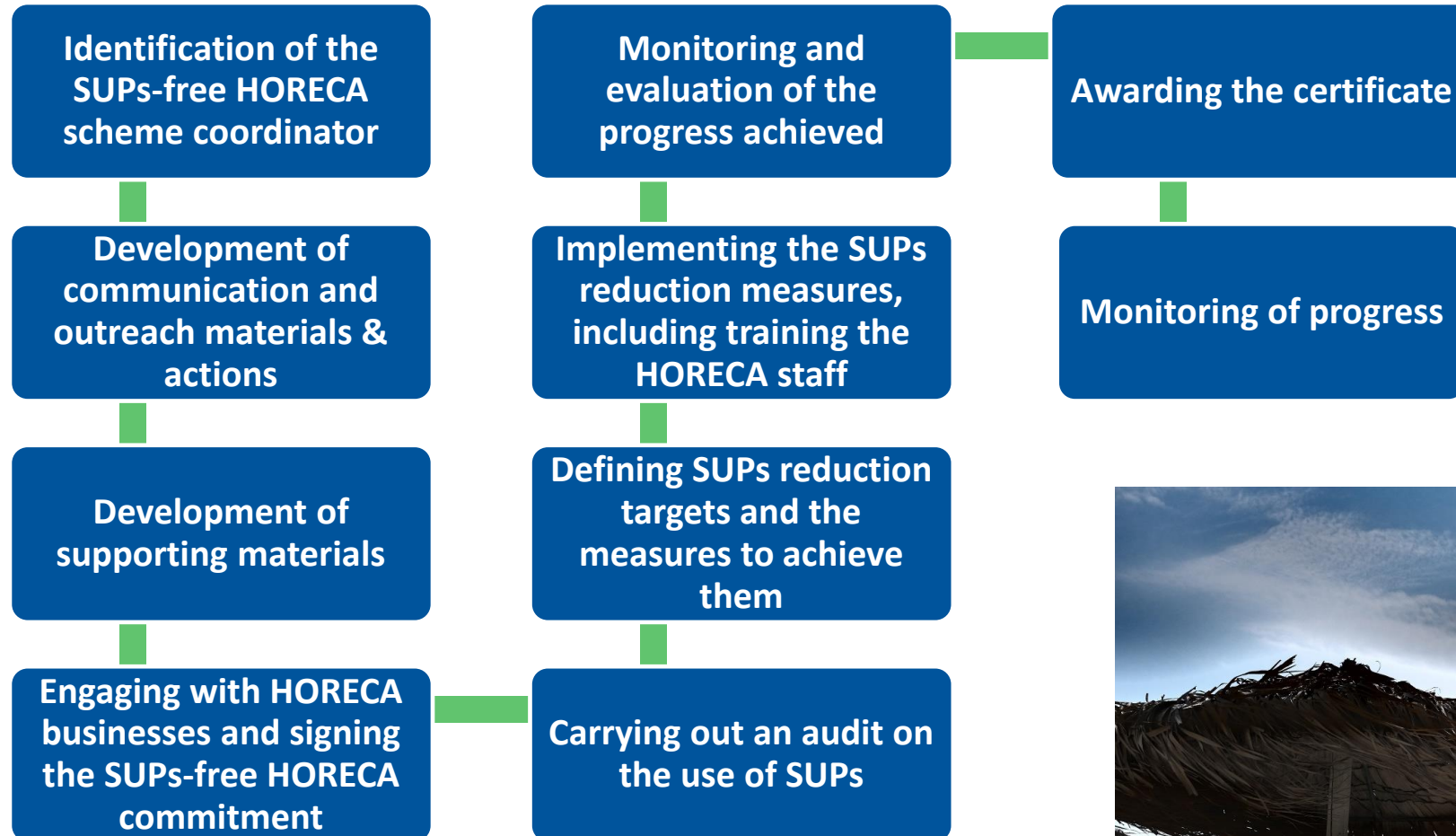


# INTRODUCTION

- 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.

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

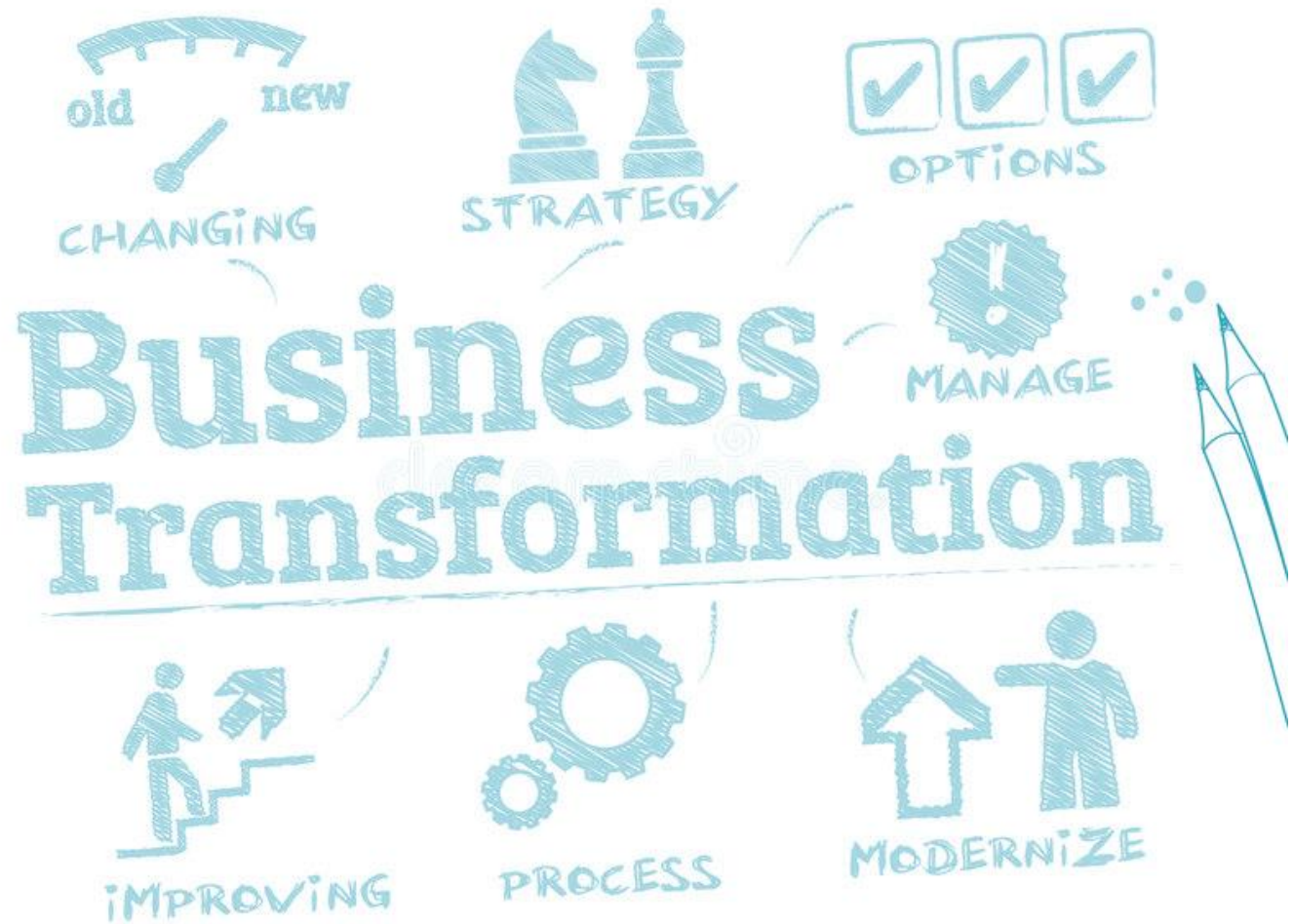
EXAMINE THE OPTIONS

SET SUPS REDUCTION TARGETS

PRIORITIZE THE OPTIONS

SELECT THE MEASURES

DEVELOP A BUSINESS  
TRANSFORMATION PLAN



# PRIORITIZATION OF MEASURES

## Waste hierarchy

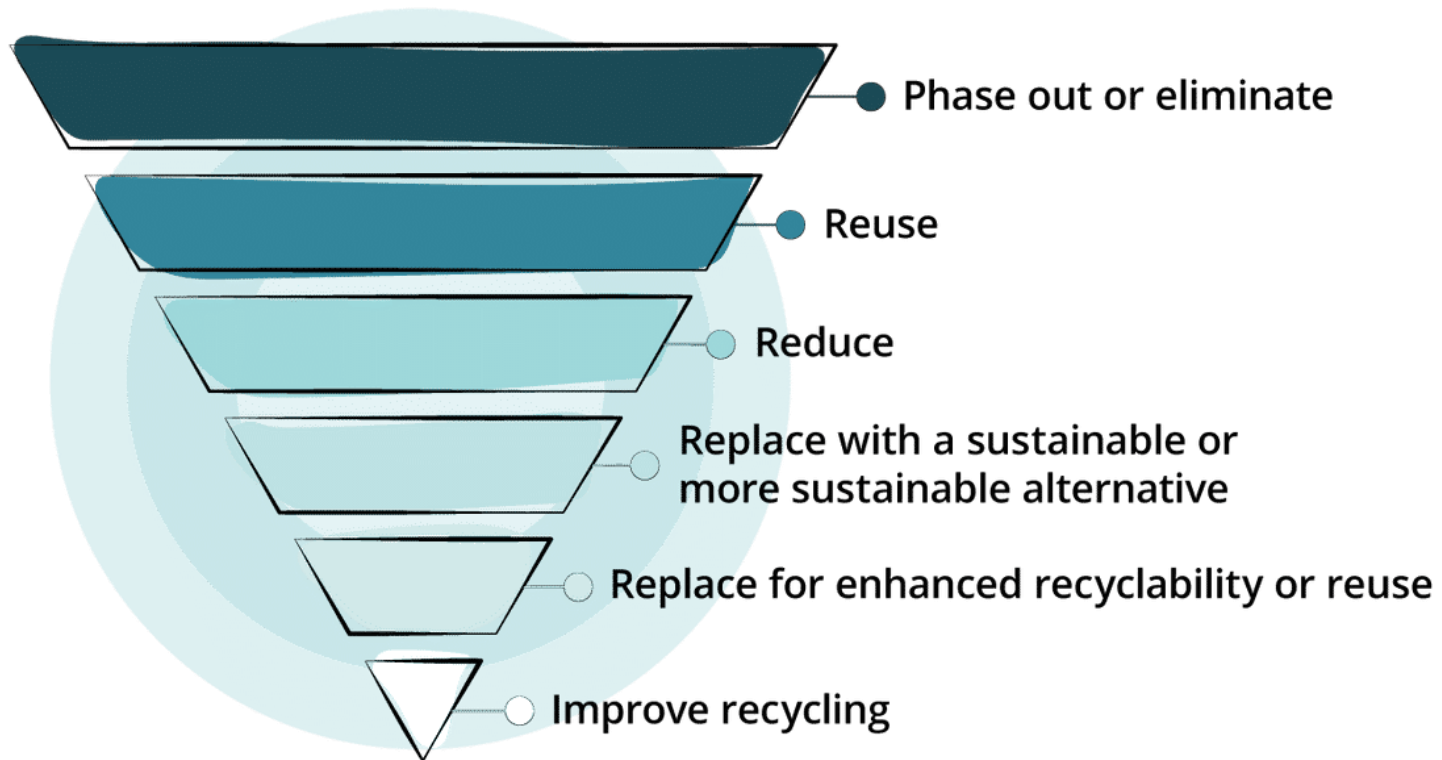


Photo © Thomais Vlachogianni

# PRIORITIZATION OF MEASURES

Strategic  
impact

Economic  
impact

Environment  
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



ELIMINATION



REPLACEMENT





**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





**SETTING UP A REUSABLE CUP  
DELIVERY SYSTEM FOR BEACH BARS**

# 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

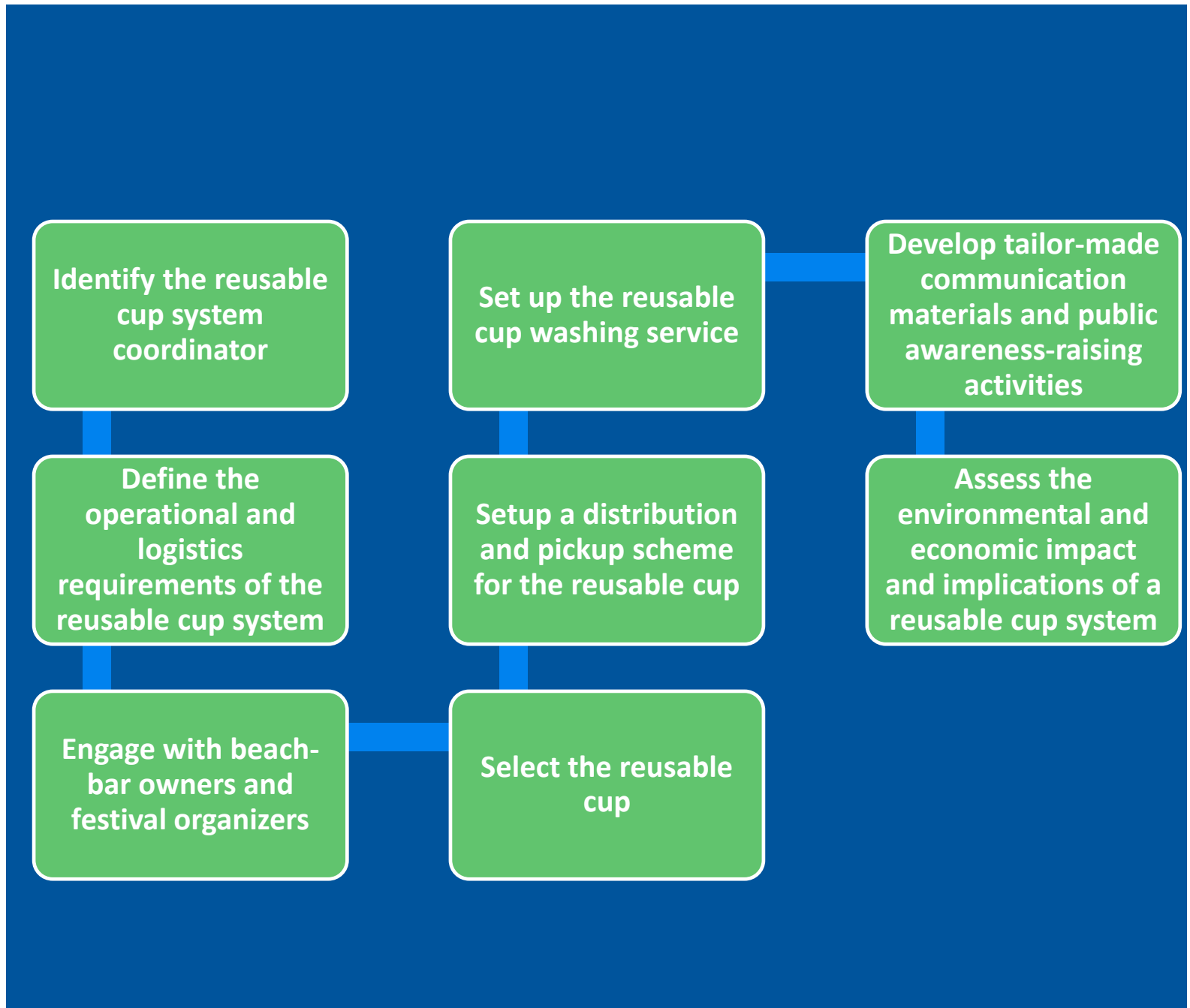
Enhance awareness of local communities and visitors on issues related to plastic pollution and marine plastic pollution from SUPs and related solutions

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



**Thank you for your attention!**

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