Beyond Plastic Med
A COMMITMENT FOR A PLASTIC-FREE MEDITERRANEAN SEA

Tips and best practices to build up a project on marine plastic pollution

Identify the target: what do we want to act on?

Analyse the local pattern

Look for political commitment

Get the involvement of municipalities for more influencers and efficiency, of tourism industry, of networks of professionals and of scientists

Make a coalition with financial institutions

For more efficiency, target the source of the pollution
Raise awareness (citizen, tourist, economical sector) through information dispersal, workshops and trainees

Implement beach awareness campaign

Write support letters

Ensure good press coverage: local press communication, social network

Implement rewards for good initiatives, certifications, incentives

Have an iconic person for the initiative

Build a strong business case (with data) for private sector involvement

Build partnerships for lobbying at European Union levels and others

Involve people in concrete actions

Create different level of commitment for stakeholders

Use the angle that will cost the least money for stakeholders

How to get people or stakeholders on board and how to create a network?

TIPS

Be flexible and diversified depending on the targeted public

Focus on simple and easy to implement solutions and alternatives

Implement small changes because people are not ready to give up on their comfort

Be aware that private sectors are often non-reliable (profit oriented)

Be positive and try to inspire hope to people

To get tourists on board: do not jeopardize what people came to enjoy
Implement trainees regularly

Promote participation

Define clear rules from the beginning

Make sure your objective is clear, specific, measurable, achievable and shared with everyone

Connect people

Create an example (an ambassador, a leader) to follow

Make sure they feel like they are a part of the project

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**TIPS**

- Be positive and make them enjoy their work
- Make them proud of what they achieved

Implement sustainable/costless solutions that people/organisation/company can keep on using after the end of your support

Pass on to other organisations

Convince/train people that will transmit the knowledge

Ensure good communication on the initiative

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**TIPS**

- Promote international network for data collection so that your initiative is part of a bigger network
- When targeting children, try to also involve their parents so that the message will last in their education

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How to keep people on board?

How to ensure the legacy of the initiative?
Pass on information: explain the causes and the consequences using social media, videos, articles, exhibition

Organise beach clean-up days: target local beach, promote your action, be proud, ensure a good visibility

Organise conferences and invite experts and politics

Give press conferences

Raise awareness all year long or in function of the activity

**TIPS**

- Have an ambassador, iconic person (sports celebrity...)
- Create a platform for information dissemination
- Use social medias to share beautiful pictures
- Use short videos on the internet and local TV
- Make press releases describing clearly the event and with a clear message position
- Communicate before the milestone (save the date), at each big step of the project and make a report at the end

**Communication**

- Pay attention to the quality of the video and be aware of the coast
- Use shocking or emotional pictures
- Chose the right language
- Beware of the clarity and the brevity of the message
- Be aware that social media are ephemeral
<table>
<thead>
<tr>
<th>Alternative material</th>
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<tbody>
<tr>
<td>Focus on consumer’s uses, understand the use of the item</td>
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<tr>
<td>Get involve with partners and engineering schools for technical solutions</td>
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<td>Make a coalition between NGOs – supermarkets – the private sector</td>
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<td>Use traditional materials (rattan, vegetal) or natural products (e.g. algae, rice) for alternatives</td>
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<td>Get involve with the structures using and selling the bags (e.g. supermarket)</td>
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<td>Create a network for single use plastic collection to improve their recycling</td>
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<td>Propose open source machines for plastic recycling</td>
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<tr>
<td>Advertise on the alternative</td>
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<td>Propose rewards: ex: give points for bringing back single use plastic bottle. With those points, people will get discounts, movie theatre tickets etc.</td>
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<tr>
<td>Define the size of the reusable bags according to their uses (e.g. pocket bag, market bag)</td>
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<tr>
<td>Recycle industrial plastic bags (e.g. flour)</td>
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<td>Propose discount on the products when people use reusable bags</td>
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**TIPS**

- Avoid all kind of single use bags (e.g. paper)
- Be aware that traditional materials do not always fit with modern way of life
- Adapt solution to each sector
Link local initiative to national and international levels

Adapt local strategies and actions to national and international decisions

Influence government for plastic ban

Create a network for participating to the national and international decision-making systems

**How to influence political decisions?**

- **TIPS**
  - Implement incentives on local taxes when using alternative materials
  - Provide science-based evidence
  - Demonstrate the economic value of solutions

**In Partnership with**

- Tara Expeditions Foundation
- Surfrider Foundation Europe
- MAVA Foundation for Nature
- IUCN

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