

Beyond Plastic Med

A COMMITMENT FOR A PLASTIC-FREE MEDITERRANEAN SEA

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

Preparatory step

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

TIPS



For more efficiency, target the source of the pollution

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

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

TIPS

Be flexible and diversified depending on the targeted public

 Be positive and try to inspire hope to people

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

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)

How to keep people on board?

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

TIPS



Be positive and make them enjoy their work

Make them proud of what they achieved

How to ensure the legacy of the initiative?

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

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

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

How to raise awareness?

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

Communication

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

TIPS



Pay attention to the quality of the video and be aware of the coast

Chose the right language

Use shocking or emotional pictures

Beware of the clarity and the brevity of the message

Be aware that social media are ephemeral

Alternative material

Focus on consumer's uses, understand the use of the item

Get involve with partners and engineering schools for technical solutions

Make a coalition between NGOs – supermarkets – the private sector

Use traditional materials (rattan, vegetal) or natural products (e.g. algae, rice) for alternatives

Get involve with the structures using and selling the bags (e.g. supermarket)

Create a network for single use plastic collection to improve their recycling

Propose open source machines for plastic recycling

Advertise on the alternative

Propose rewards: ex: give points for bringing back single use plastic bottle. With those points, people will get discounts, movie theatre tickets etc.

Define the size of the reusable bags according to their uses (e.g. pocket bag, market bag)

Recycle industrial plastic bags (e.g. flour)

Propose discount on the products when people use reusable bags

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

How to influence political decisions?

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

TIPS



Demonstrate the economic value of solutions

Implement incentives on local taxes when using alternative materials

Provide science-based evidence

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