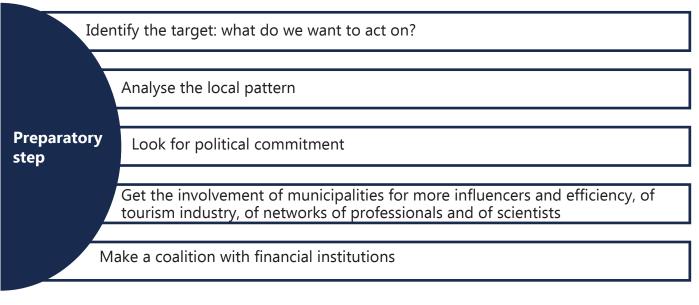




## **Beyond Plastic Med**

### A COMMITMENT FOR A PLASTIC-FREE MEDITERRANEAN SEA

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

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

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

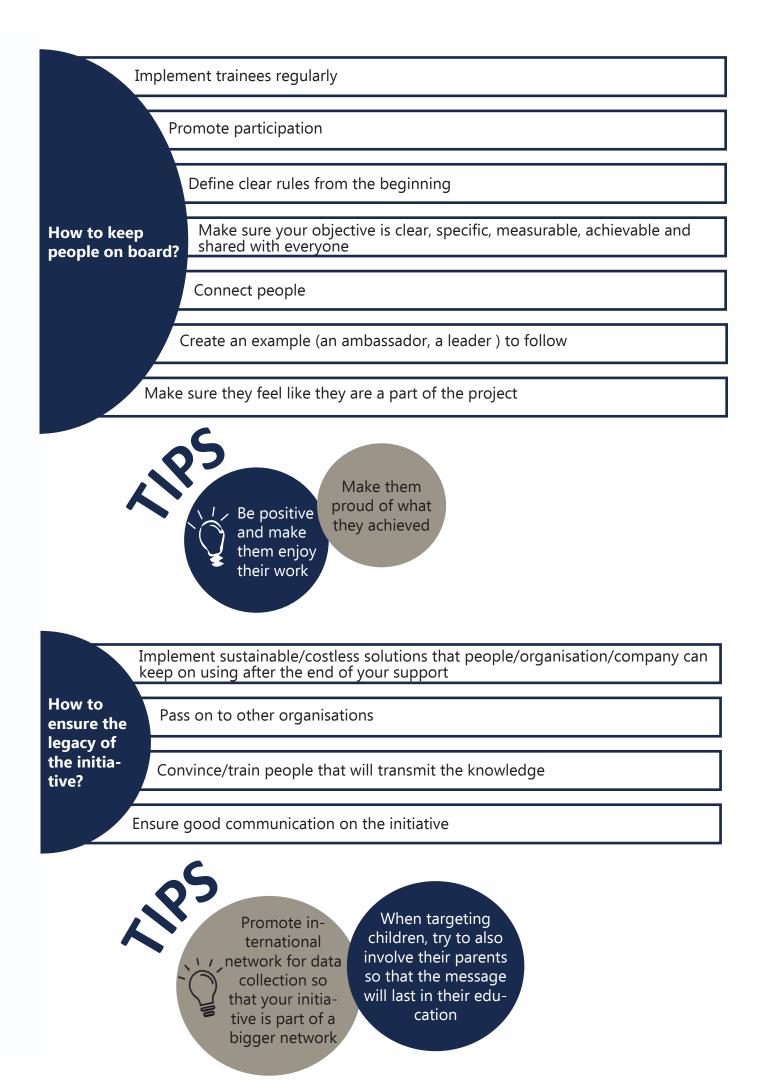
Use the angle that will cost the least money for stakeholders

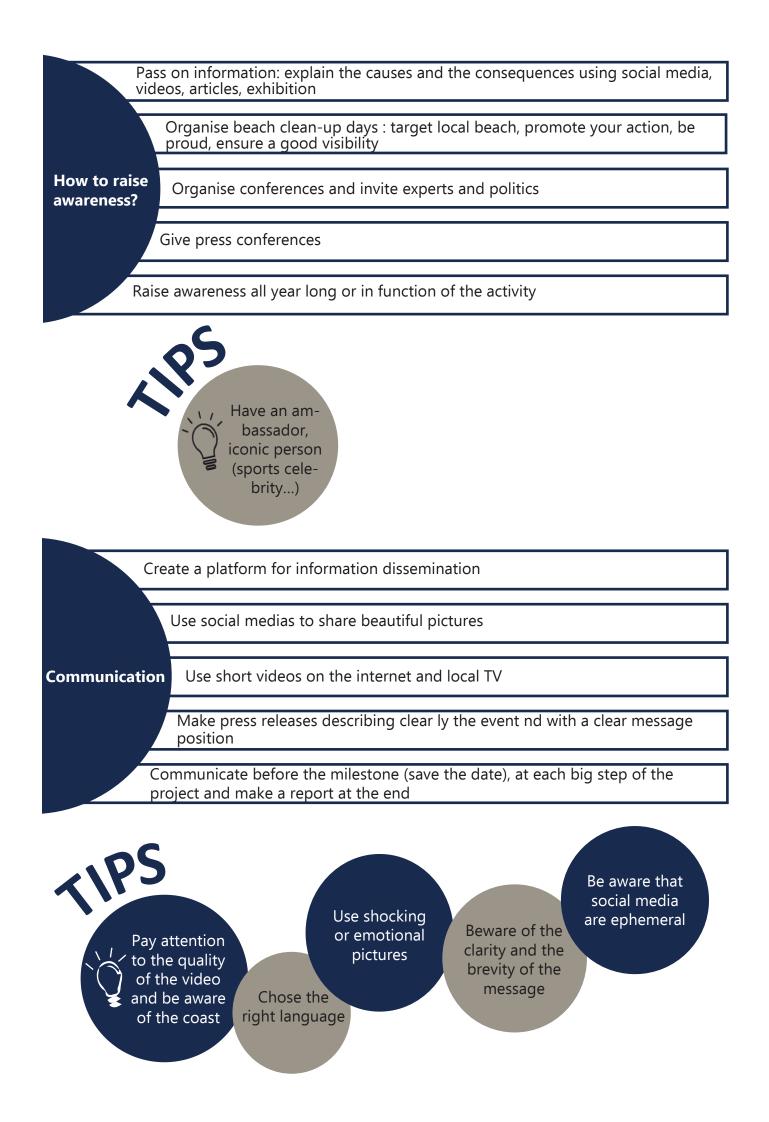
Be flexible and diversified depending on the targeted public

TIPS

Be positive and try to inspire hope to people Focus on simple and easy to implement solutions and alternatives

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





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

## Alternative material

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







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