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Strategies and challenges of marine plastic pollution

Analysis of the landscape of initiatives

Business College BeMed

January 2019

Introduction

Context of the analysis

This analysis was carried out as part of the BeMed Business College's assembly mission. The BeMed Business College's vocation is to implement concrete business solutions to accelerate the prevention of plastic pollution in the Mediterranean.

Objectives of the analysis

Understand the competitive landscape in which the future Business College BeMed will operate in order to avoid duplicating the existing one and to bring a real added value. To do so, two levels of analysis are required:

1. **The Mediterranean:** What is the level of involvement of the private sector in initiatives to prevent plastic pollution (hereafter PP) in the Mediterranean? Is there a place for Business College BeMed?
1. **International:** How are initiatives with strong private sector involvement aimed at preventing ocean plastic pollution at the international level organised? How to build real added value for multinational companies potentially interested in joining the College and already involved in a number of other international initiatives?

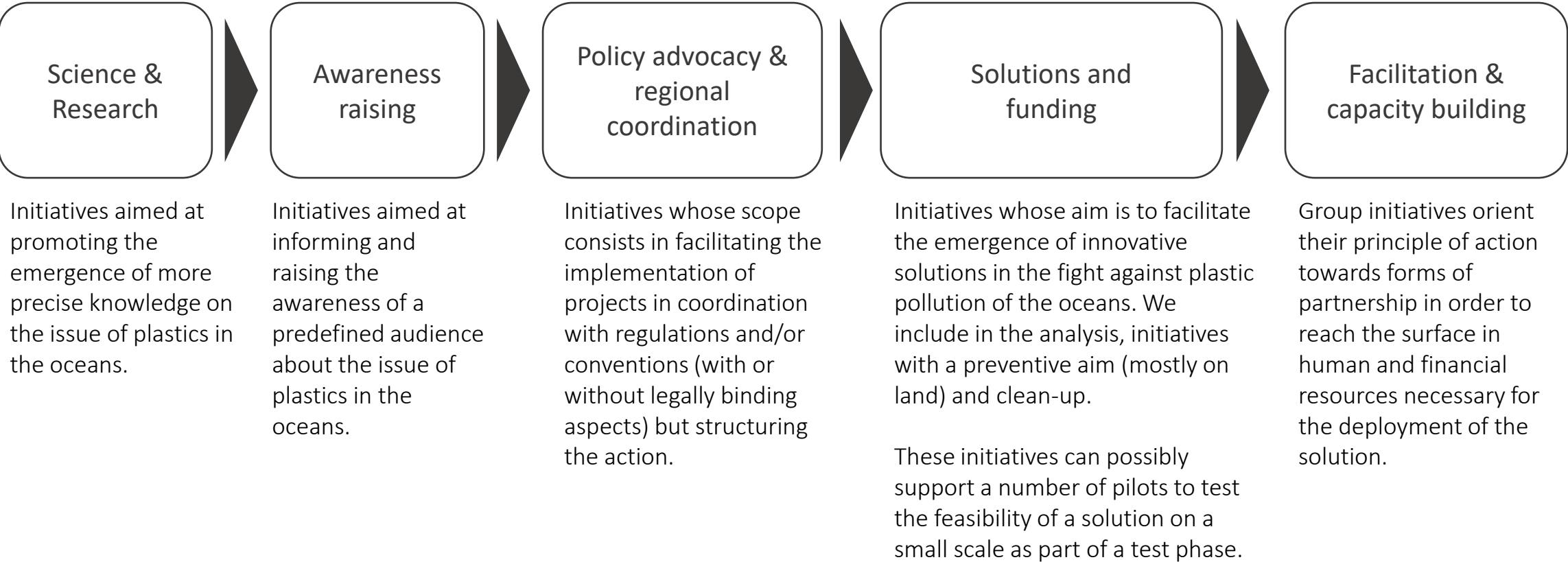
Map of this presentation

- Methodology (slides 3 to 5)
- Gap analysis of the landscape of initiatives in the Mediterranean (slides 6 and 7)
- Analysis of the landscape of initiatives with strong private sector involvement at the international level (slides 8 and 9)

Methodology 1/3

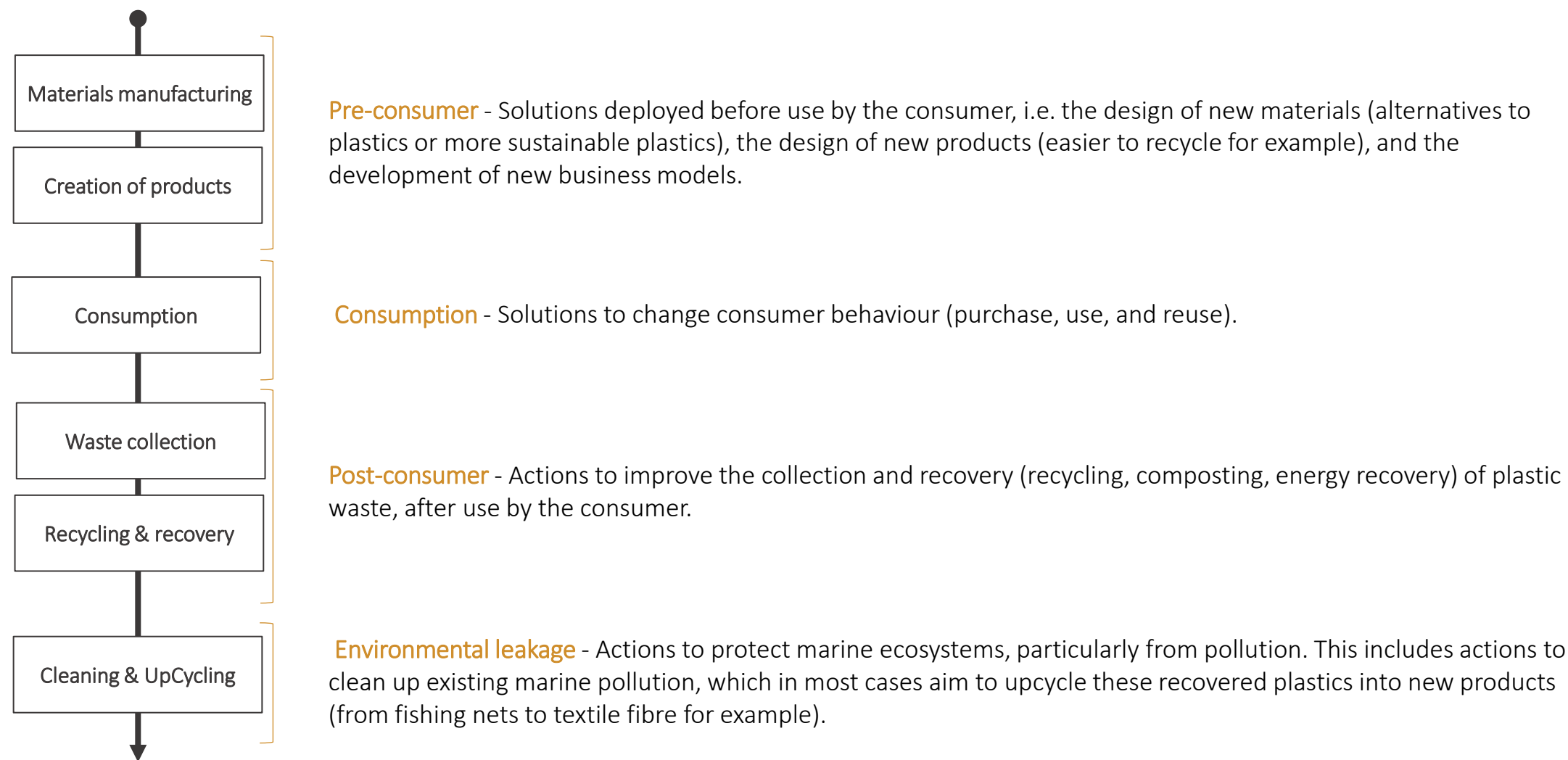
Category of initiatives and scope

These categories of initiatives have been constructed while preserving continuity of action so that each reflects complementarity with the one that follows and precedes it.



Methodology 2/3

Types of action by companies along the product life cycle*



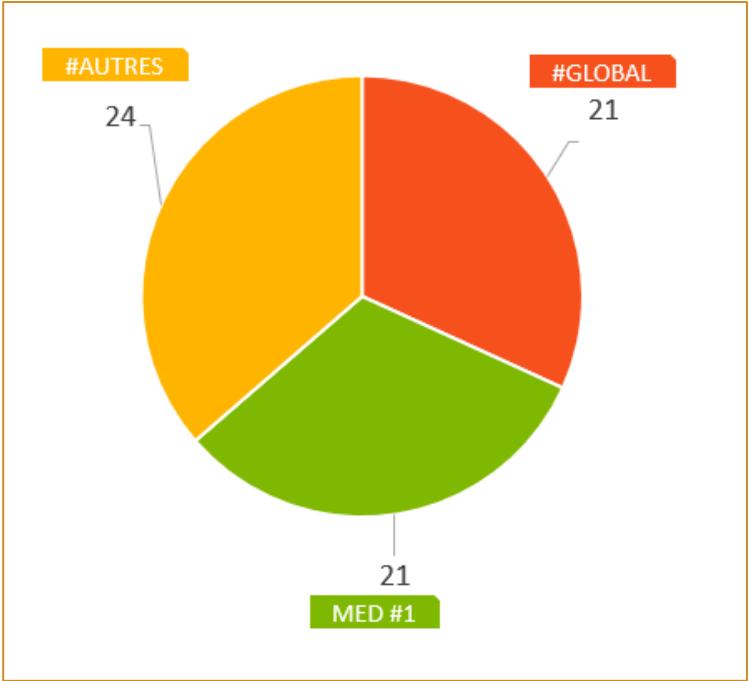
* Expertise of CS_ and in line with the publication of Moss et al (2017) as detailed in the appendix.

Methodology 3/3

Level of private sector involvement:

- "Low": No private sector involvement
- "medium": Financial involvement of the private sector through foundations
- "High": Involvement in the funding, strategic and operational choices of the initiative.

Sample of initiatives:



Initiatives in the Mediterranean

- MED #1 MARELITT Italy
- MED #2 MARELITT Croatia
- MED #3 SCP-RAC
- MED #4 RécupNet
- ...

International initiatives

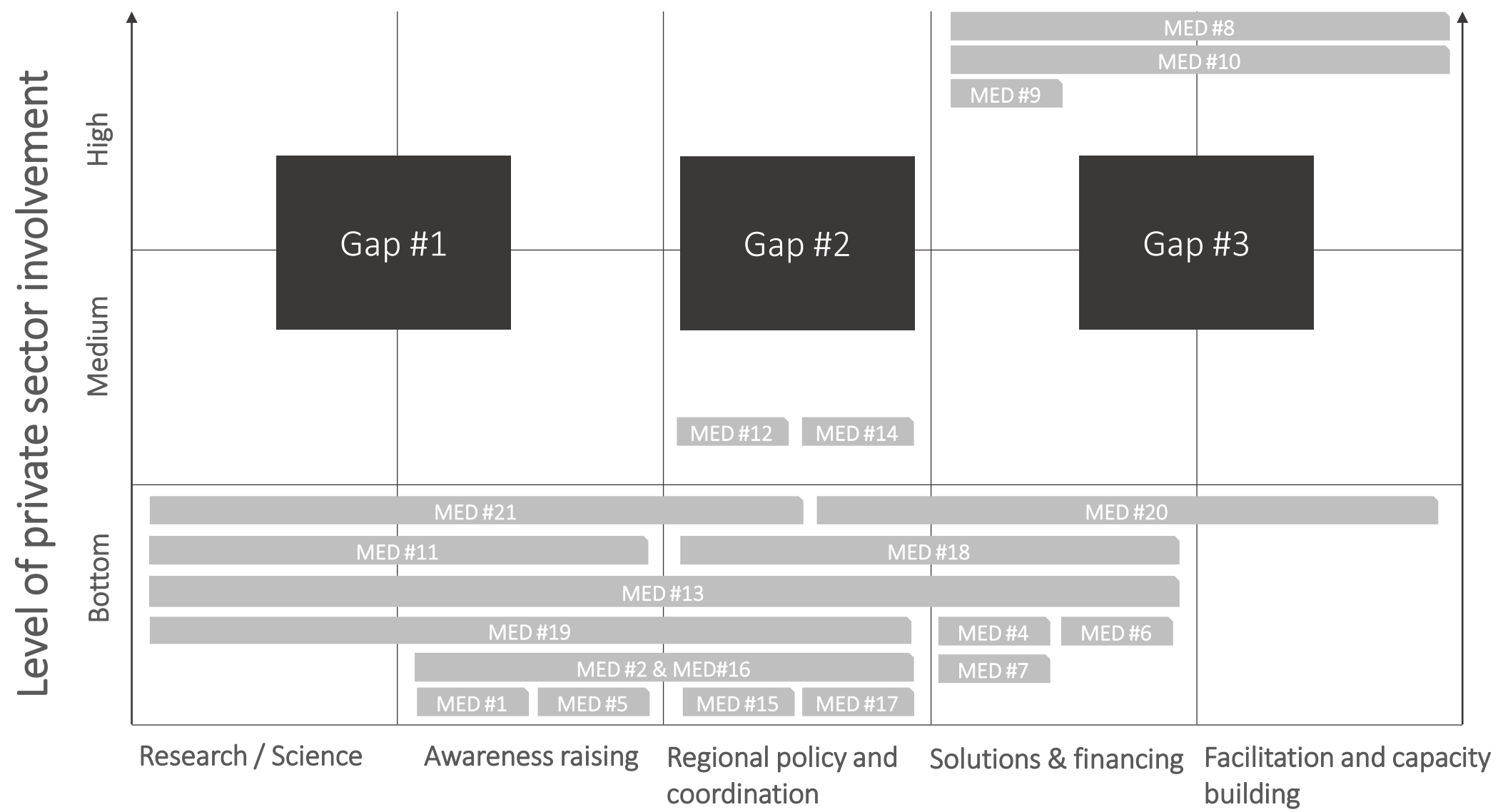
- GLOBAL #1 New Plastics Economy
- GLOBAL #2 Trash Free Seas Alliance
- GLOBAL #3 Reducing Ocean Waste
- GLOBAL #4 New Vision for the Ocean
- ...

Other Basin Initiatives

- OTHER #1 Collecting Ghost Nets in the Baltic Sea
- OTHER #2 Healthy Seas
- OTHER #3 Ghost Fishing Foundation
- OTHER #4 Global Ghost Gear Initiative (GGGI)
- ...

* The full list of initiatives is provided in the annex.

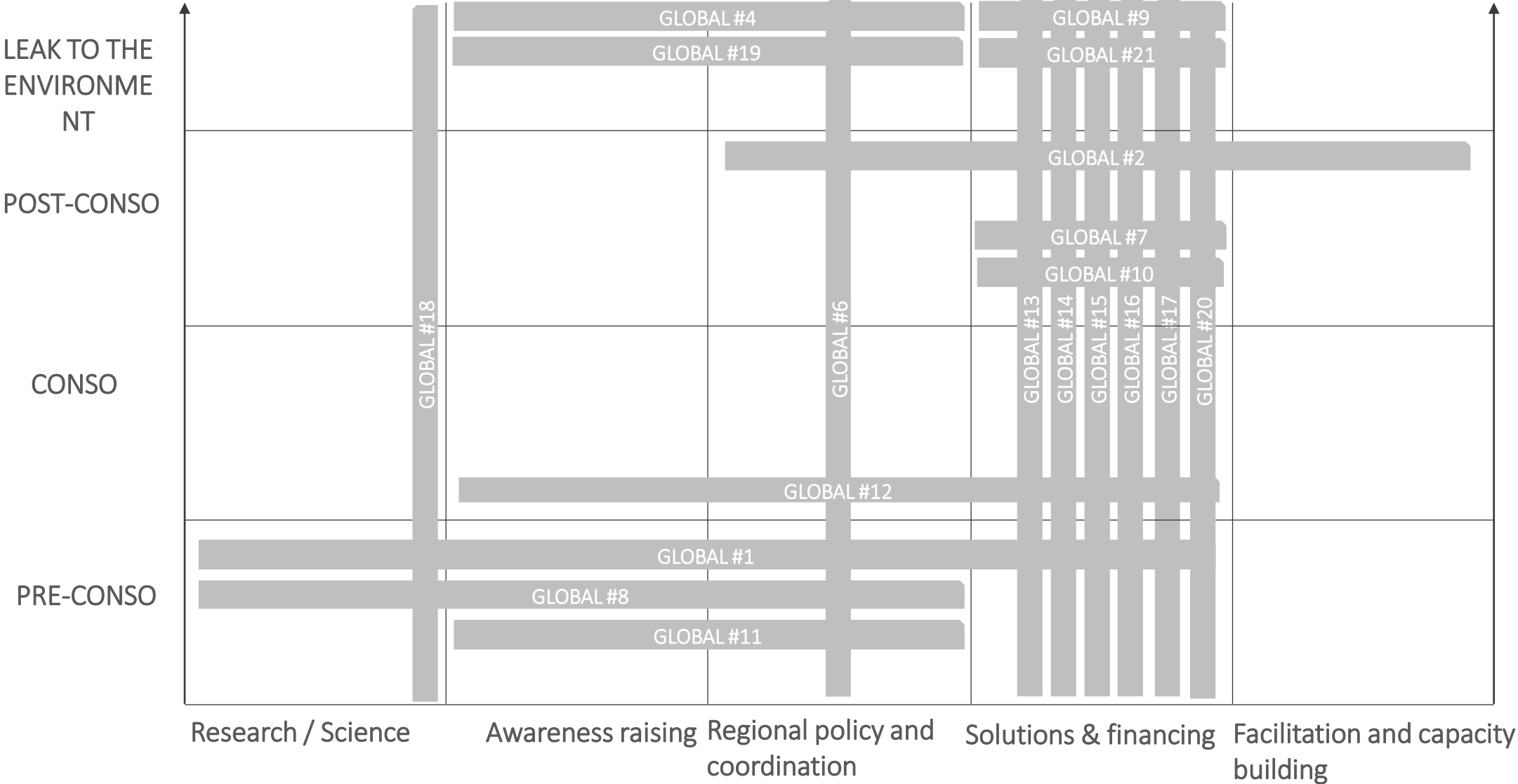
Gap analysis of the CP initiatives landscape in the Mediterranean



Conclusions of the analysis at the Mediterranean level

- 1 **Gap #1: There** is no initiative focusing on efforts to clarify the state of scientific knowledge for business.
- 2 **Gap #2:** Few initiatives offer support to enterprises in understanding the evolution of regulations and the coordination of regional policies (Barcelona Convention, Mediterranean strand of the European Plastics Strategy, etc.).
- 3 **Gap #3: There are** few initiatives that focus on finding and implementing solutions and have a high level of engagement with the private sector. Similarly, few aim to support the creation of partnerships and facilitate capacity building for funding to implement these solutions.

Analysis of the landscape of PP initiatives with strong private sector involvement at the international level



Conclusions of the analysis at the international level

- 1 There are **few global initiatives focused on science outreach efforts for business**: Only initiatives #1, #8 and #18 are on the borderline between the "Research" and "Science and Awareness" categories. This is a gap in the international landscape.

A closer analysis of these 3 initiatives shows that **collaboration between research and companies is promoted in the framework of targeted and specific themes** (microfibres, bioplastics, alternatives to plastics respectively).

- 2 **International business platforms are actively working to develop and finance solutions to the problem of marine plastic pollution**: 13 of the 21 initiatives in the sample can be found in the "Solutions and financing" column. Taken together, these solutions cover the entire product life cycle - from material design to integrated waste management and even recovery of plastics from the marine environment.

The real challenge at the global level lies in the concrete implementation of these solutions - capacity building and facilitation (only one initiative - GLOBAL#2 - can be found in the Facilitation and Capacity Building category).

ANNEXES

List of initiatives selected for analysis

International initiatives

- GLOBAL #1** New Plastics Economy
- GLOBAL #2** Trash Free Seas Alliance
- GLOBAL #3** Reducing Ocean Waste
- GLOBAL #4** New Vision for the Ocean
- GLOBAL #5** The Plastic Leak Project
- GLOBAL #6** WOC platform under scoping
- GLOBAL #7** Recoup
- GLOBAL #8** Bioplastic Feedstock Alliance
- GLOBAL #9** Next Wave
- GLOBAL#10** Closed Loop Ocean
- GLOBAL #11** Marine Litter Solutions
- GLOBAL #12** How to Recycle
- GLOBAL #13** End Markets
- GLOBAL #14** Multi-material Flexible Packaging Recovery
- GLOBAL #15** Material Recovery for the Future
- GLOBAL #16** CEFLEX (ex Reflex)
- GLOBAL #17** Polyolefin Circular Economy Platform (PCEP)
- GLOBAL #18** Microfiber Task Force
- GLOBAL #19** Action Platform for Sustainable Ocean Business
- GLOBAL #20** Plastic Disclosure Project (PDP)
- GLOBAL #21** Our Ocean Challenge

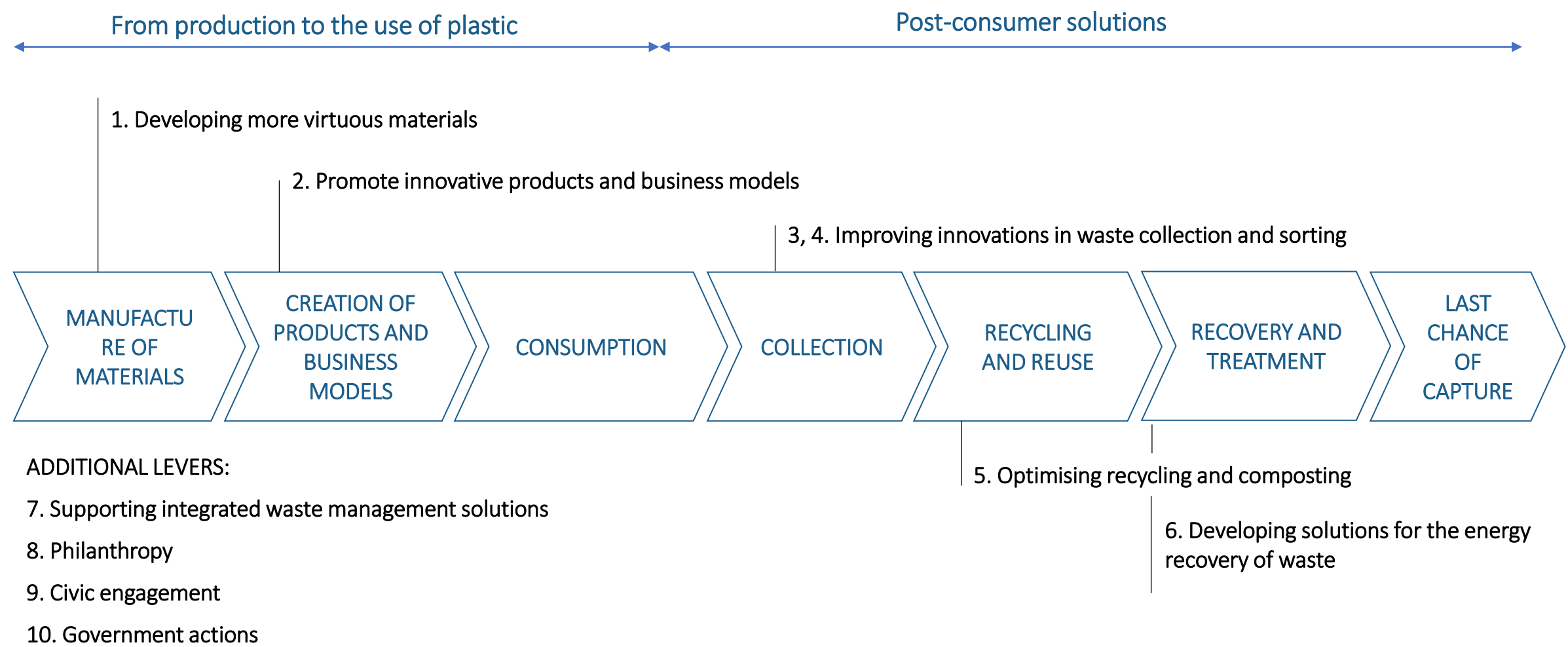
Initiatives in the Mediterranean

- MED #1** MARELITT Italy
- MED #2** MARELITT Croatia
- MED #3** SCP-RAC
- MED #4** RécupNet
- MED #5** Expé2M
- MED #6** Net Sea
- MED #7** APAM
- MED #8** UTO Spain (Upcycling The Ocean)
- MED #9** Healthy Seas
- MED #10** M@re Nostrum
- MED #11** PlastiMed
- MED #12** SwitchMed
- MED #13** Plastic Busters
- MED #14** Regional Cooperation Platform on Marine Litter
- MED #15** Marine litter MED 2016-2019
- MED #16** The Mediterranean Marine Initiative
- MED #17** MIO ESCDE
- MED #18** PANACeA
- MED #19** Medasset
- MED #20** IUCN-Med
- MED #21** Break Free From Plastic Med

Initiatives in other basins

- OTHER #1** Collecting Ghost Nets in the Baltic Sea
- OTHER #2** MARELITT
- OTHER #3** MARELITT Baltic
- OTHER #4** MARELITT Ireland
- OTHER #5** MARELITT Bulgaria (Black Sea)
- OTHER #6** Healthy Seas
- OTHER #7** Ghost Fishing Foundation
- OTHER #8** Global Ghost Gear Initiative (GGGI)
- OTHER #9** Fishing for Litter and Ghost Nets retrieval
- OTHERS#10** SEAPLAST
- OTHER #11** Fil&Fab
- OTHERS #12** Blue Navicle
- OTHERS #13** Actions in plan GALPA
- OTHER #14** VALCOMO
- OTHER #15** OVIVE
- OTHER #16** VALCOQAGRI
- OTHER #17** Accetem
- OTHERS #18** COVED/Bassin de Thau
- OTHERS #19** Eco-digester Brittany
- OTHER #20** Methanisation
- OTHERS #21** Pays de Saint Brieux
- OTHER #22** BioFiMa mono & Seabac
- OTHERS #23** PHApack
- OTHERS #24** BLUECOPHA

Annex: Solutions along the life cycle of plastics




Adapted from Moss, E., Eidson, A., and Jambeck J., 2017.


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Strategies to reduce Ocean Plastics

*All actors are being called upon to act and contribute.
ConsultantSeas helps shape the definition of strategies
and best practices in reducing marine pollution.*

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