

Capitalisation process

4th technical session

Mobilizing stakeholders to tackle plastics

Coorganised by

SCP/RAC, Small Islands Organisation (SMILO)

Agenda

11:00 – Opening of the session

11:05-11:15 – SMILO’s strategy to involve stakeholders

11:15-11:30 – “For Plastic Free Croatian Islands” and the way to mobilize island visitors in a zero-plastic strategy

11:30-11:45 – CPIE Côte Provençale: Mobilization of Région Sud municipalities and private stakeholders

11:45-12:00 – “Plastic Free Balearic” and the involvement of private sector through a certification process

12:00-12:30 – Open Discussion with Q&A

12:30 – Closure



Capitalisation process

The SMILO's strategy to involve local stakeholders & communities

Quentin Bodiguel, *Project Officer in SMILO*

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Thematic scope



The Island committee

It is mandatory to include at least the following members:

1 representative of a **local public institution**

1 representative of the **local communities**

1 representative of a **locally established association**

1 **site manager representative** and/or of protected areas if applicable

1 representative of the island's **main economic industries** (agriculture, fishing, hotels, craftsmanship...)

It is recommended to include the following members:

1 **national public institution** representative

1 representative of **other economic fields** (agriculture, fishing, hotels and restaurants, craftsmanship...)

1 **maritime transportation** operator

other representatives of sectors and activities that **influence the island's resources and environment** (foundations, international institutions, etc.).

It can be build on an **pre-existing** similar body

Its composition must be **representative of the entire area** (land and sea)

It will appoint a **representative**, and a **technical focal point**





Diagnosis and Strategic Plan

The **diagnosis** and **strategic plan** are key steps in the territorial process, both for setting up operations that will allow to establish sustainable practices that will lead to the certification of the island, but also in terms of leading to a shared assessment between the key-players of the island Committee. The territorial approach should be inclusive of key-players, human activities, terrestrial and marine issues...

Creating the island's diagnosis and strategic plan allows to:

- make an objective and shared **assessment** of human practices and activities and of island resource management
- **measure the margins of progress** to work towards a better balance between human development and island resource management.
- Set **strategic objectives** to achieve in order to get international recognition for the island – Sustainable Island Label.

An instruction notice is available to help islands create their diagnosis and define their strategic plan. It can be filled out in the form of a grid. **SMILO strategic** principles have also been developed to guide islands in the definition of their objectives.



Location: Hyères islands (Porquerolles, Port-Cros, Levant), France ; Kerkennah, Tunisia

Financial and institutional partners: BEMED, Région Sud

Local partners: National Park of Port-Cros, Antoine Boudin (designer), Association Jeunes Science Kerkennah (AJSK), shop owners

Global budget: 142,050 €





For plastic free Croatian islands

Mobilizing stakeholders to tackle plastics waste

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October 4, 2021 – Mediterranean Islands: Lands of Solutions against Plastic Pollution



- Project started on October 1, 2020.
- Project partners: Municipality of Sali (island Dugi Otok), Town of Stari Grad (island Hvar) and Friends of the Earth Croatia
- Collaborators: SMILO and Initiative for Zlarin without plastic
- Project is supported by World Wide Fund for Nature (WWF)



The overall goal of the project is to contribute to reducing the use of disposable plastics, as well as reducing plastic pollution in the Adriatic and therefore the Mediterranean Sea.

Specific objectives of the project are:

- ❖ **Increase** of specific knowledge and available information on waste management, disposable plastic use and the level of plastic pollution in the two local island communities.
- ❖ **Educate** and raise public awareness of the impact of plastic pollution on the marine environment, advocate key stakeholders for sustainable waste management based on the principles of reduce, reuse and recycle.
- ❖ **Contribute** to building a partnerships and strengthening the capacity of local partners to implement sustainable waste management and reduce the use of disposable plastics and plastic pollution in the two local island communities.



Action plan to reduce plastic pollution in the Town of Stari Grad for 2021. – 2026.

The Action Plan consists of three thematic units:

1. Reducing the total amount of plastic waste produced and disposed of, establishing a system that supports the circular economy and remediation of existing pollution
2. Creating examples of good practice in reducing waste generation and reuse
3. Education and communication with the public – an activity that fully supports the implementation of the previous two units in order to increase the environmental awareness of citizens and ensure long-term support for the Action Plan



Action plan to reduce plastic pollution in the Town of Stari Grad

The goals of the first unit:

1. Reduce the amount of plastic waste disposed of, by 10% in the town within one year from the adoption of the plan
2. Reduce the amount of plastic in landfilled municipal waste by 55% at city level by 2025.
3. Provide conditions for the successful application of reuse priorities and providing keystakeholders with base of alternative substitutes for single-use plastics (compostable and recyclable plastics)

The goals of the second unit:

1. Limit the use of single-use plastics only to essential and irreplaceable products in town institutions and public companies
2. Limit the use of single-use plastics only to essential and irreplaceable products at public events organised or (co)financed by the Town of Stari Grad

The goals of the third unit:

1. Raising awareness of the citizens about harmfulness effects of plastics in the environment and opportunities to reduce plastic products in everyday use

Action plan to reduce plastic pollution in the
Municipality of Sali for 2021. – 2026.



Decision on reducing the use of single use plastics for the Town of Stari Grad and Institutions and Companies in (co)ownership of the Town.

- ❖ The decision prescribes measures that determine in administrative bodies, institutions and companies owned by Town Stari Grad the restriction of the use of single-use plastics and the replacement of certain items with environmentally friendly solutions, all with the aim of preventing and/or reducing the impact of certain plastic products on the environment.

- ❖ Also, this Decision must be implemented on public events that the Town of Stari Grad (co)organizes or (co)finances. The city, institutions and societies are obliged to provide or arrange separate collection of waste at the place of origin with the person who organises public events, as well as its timely and convenient collection and disposal. It is important to mention that this decision highlights the importance of applying the criteria of green public procurement whenever possible.

Public forum and event without single – use plastic products

- ❖ 2 public forums organised for Municipality of Sali and Town Stari Grad by July
- ❖ 1 event organised in the Municipality of Sali and Town Stari Grad in the December



THANK YOU!

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Mobilizing stakeholders to tackle plastic

How to mobilize restaurant owners and cities?

An example of the project « Commerçants engagés »

What is the project about?

- 2018-2021
- Restaurant owners located along the coastline in La Ciotat, Saint-Cyr-sur-Mer, Cassis, Marseille.
- Target: single use plastic from takeaway food.

3 visits:

- Visit 1 to survey their opinion on plastic pollution.
- Visit 2 to suggest a list of « eco-actions » (ex: I only add a straw when the client ask for one ; I create a special zero waste menu).
- Visit 3 to check and evaluate the impact.



2019-2021

COMMERÇANTS ENGAGÉS POUR DES PLAGES ZÉRO DÉCHET



3 ans de projet



52 commerçants engagés

91 écogestes adoptés

EN 3 SAISONS ESTIVALES :

24 000 canettes évitées

11 100 contenants en
plastique évités

55 000 pailles évitées

3 opérations de ramassages
de déchets



DES SOLUTIONS CONCRÈTES :

Expérimentation de la consigne avec xx
restaurants et l'entreprise ShakeOut



CÔTE PROVENÇALE

Atelier Bleu du cap de l'Aigle

How to mobilize stakeholders?

- Restaurant owners
 - « Engaging communication » strategy to encourage behavioral change*
 - Lack of time and lack of sense of responsibility
 - Encourage already existing good practices vs. true behavioral change

*Reading: Girandola F. et Joule R.-V. (2008). La communication engageante. Revue électronique de Psychologie Sociale, n°2, pp. 41-51.

How to mobilize stakeholders?

• Cities

- The regional zero plastic waste charter and the national “coastlines without plastic waste” charter
- Example of Saint-Cyr: added new conditions to the renewal of lease agreements; committed in more than one project to tackle plastic. Thanks to a newly nominated project manager who encouraged dialogue between departments.
- Otherwise, lack of communication between city departments.

La Charte régionale zéro déchet plastique pilotée par la Région Sud

La Région Sud Provence-Alpes-Côte d'Azur s'engage depuis 2016 dans une politique forte de lutte contre cette pollution à travers son programme “zéro déchet plastique en Méditerranée” dans le cadre de son plan Climat régional “Une Cop d'avance”. Ce programme régional vise à la fois la protection des milieux naturels et la valorisation du recyclage des plastiques.

Dans ce cadre, la Région Sud Provence-Alpes-Côte d'Azur propose une charte d'engagement “Zéro Déchet Plastique” dont l'animation est confiée à l'Agence Régionale la Biodiversité et l'Environnement [ARBE] depuis el mois d'avril 2019.



La Charte “Plages sans déchet plastique” pilotée par le Ministère de la transition écologique et l'ADEME

Le gouvernement, dans le Plan national biodiversité, s'est fixé comme objectif « zéro plastique rejeté en mer d'ici 2025 ».

Dans ce cadre, le Ministère de la transition écologique et solidaire et l'Agence de la transition écologique (ADEME) proposent depuis août 2019 aux territoires du littoral de s'engager dans une charte nationale “Plages sans déchet plastique” dont l'animation en région Provence-Alpes-Côte d'Azur a été confiée à l'ARBE depuis el mois de septembre 2020.



Thanks!

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Certification Plastic Free Balearics

"Involving the Private Sector through a Certification Process "

Myrto Pispini, Plastic Free Balearics Co-coordinator



Our Objectives

- **Catalyse a discussion and synergies** between all the **relevant stakeholders** in order to work together for **declaring the Balearic islands as plastic-free islands.**
- **Reduce** and eventually **eliminate** the impact of single-use plastics in the Balearic Islands.
- Help the hospitality industry transition towards a more **zero waste & circular economy.**
- **Position businesses as leaders** at the forefront of the protection and regeneration of our islands and seas.
- Becoming a **Reference** at the level of the Balearic Islands for the prevention, reduction and risk management of the single-use plastics.



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1. Auto-Assessment
2. Evaluation
3. Improvement Plan
4. Get the Stars!



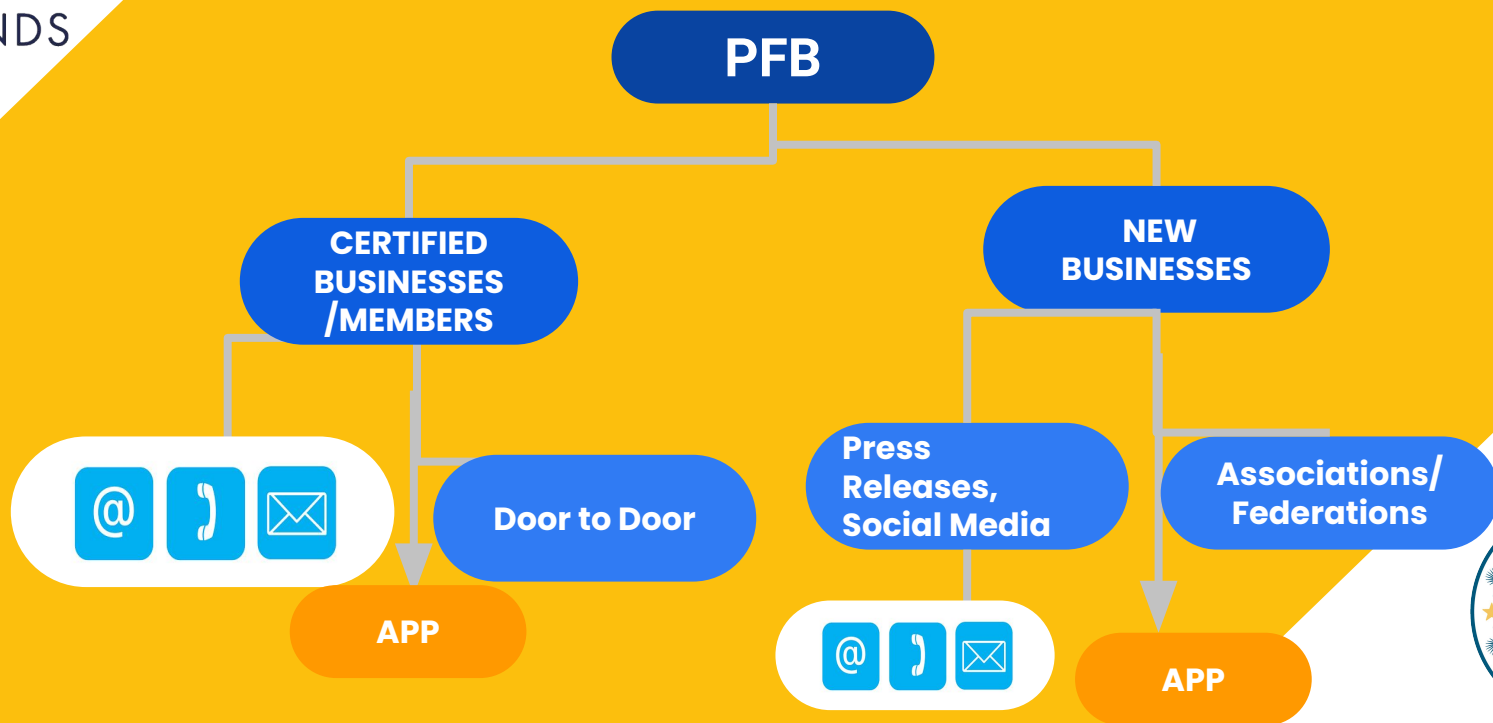
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STAKEHOLDERS ANALYSIS



Engagement Strategies



- Certification
- Evaluation Report: Roadmap, key indicators
- Comms guide: Ideas & key messages
- Video
- Infographics
- Branding Materials
- Promotion in our [Web](#) and Social media
- Flyer
- Honests Solutions Guide



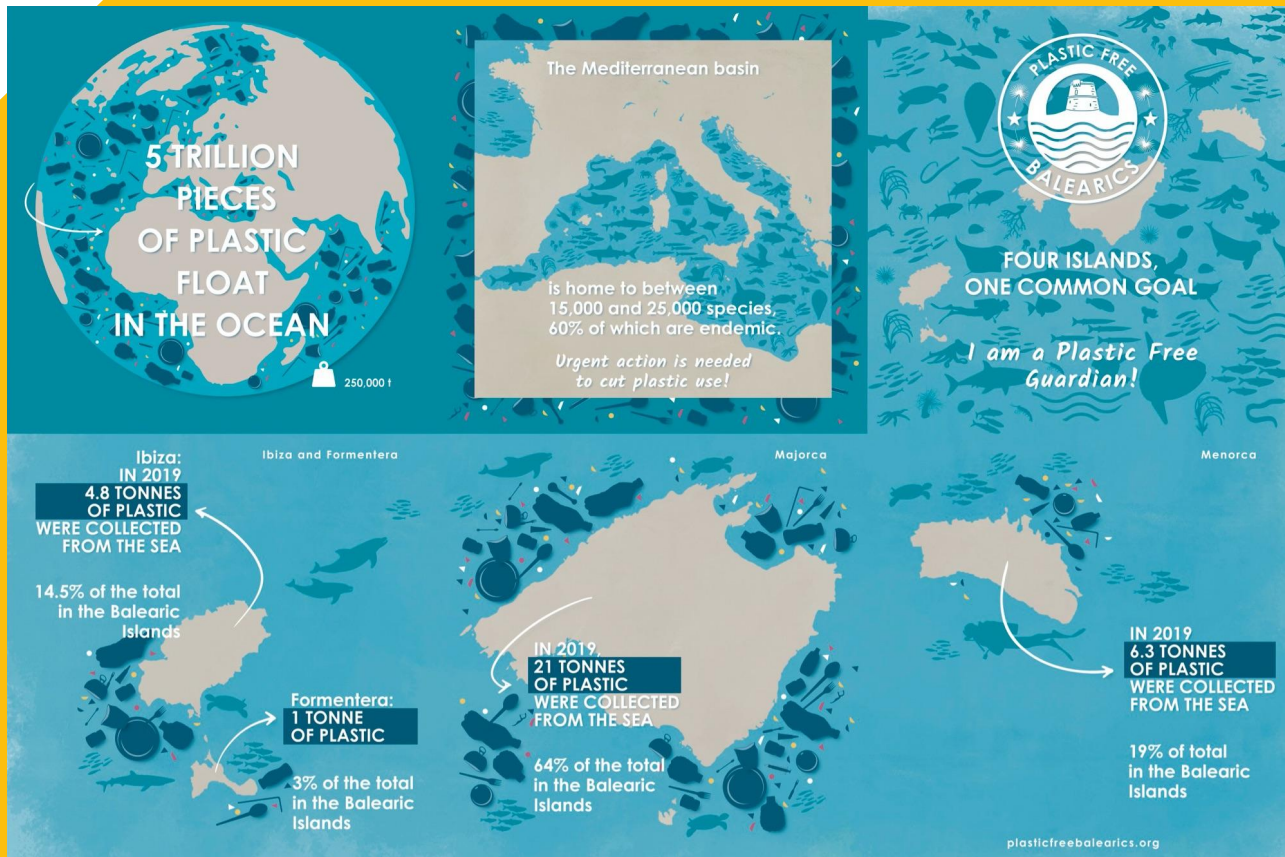
www.plasticfreebalearics.org



Join the movement.



BEYOND PLASTIC MED ISLANDS



PLASTIC FREE GUARDIANS



Plastic Free Balearics, Four Islands, One Common Goal



01

Focus Group Harmonising Process

- First Assessment of the new harmonised methodology
- Get the opinion of External experts resolving internal doubts

02

Solutions Workshop

- Present the Honest Solutions guide – Avoid Greenwashing
- Match businesses and suppliers
- Promote innovation, local solutions

03

Stakeholder Workshop to present the Certification

- Achieve Certification Validation and possible endorsement
- Achieve a common Declaration/commitment to work together for plastic Free Balearics



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Merci - Thank you
Gracias-Ευχαριστώ

