

Capitalisation process

*6th technical session*

# Policy instruments and legal aspects to fight plastic pollution in islands

*Co-organised by*

SCP/RAC, Small Islands Organisation (SMILO)

2nd December 2021

# Agenda

11h00 – 11h15 **Feedback on communication reporting**

*Rubén Escobar, SCP/RAC*

11h15 – 11h30 **Setting the scene: The role of NGOs in policy making and implementation. Guidelines on single-use plastic products**

*Pedro Fernández, SCP/RAC*

11h30 – 11h45 **Support to local authorities in Croatia for drafting plastic waste management schemes**

*Maja Flajsig, Association TATAVAKA*

11h45 – 12h00 **Advocacy and impact on policy making in Europe**

*Diane Beaumenay-Joannet, Surfrider*

12h00-12h30 **Q&A and exchange within the community**

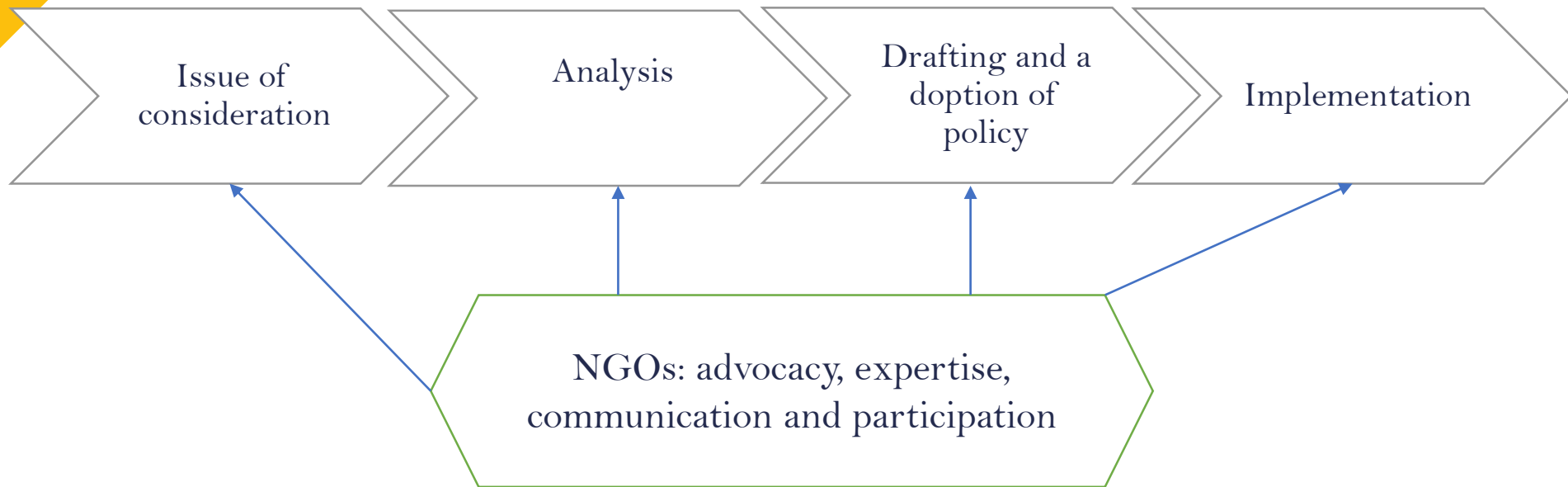
Capitalisation process

Setting the scene:

**The role of NGOs in policy making and implementation. Guidelines on single-use plastic products**

Pedro Fernández, SCP/RAC

# Public policy making and role of NGOs



# Guidelines to tackle single use plastic products in the Mediterranean

**Target group:** national policymakers and legislators in the signatory countries of the Barcelona Convention

**Objective:** to provide with a common understanding of the set of measures that can be considered in developing the most appropriate framework to prevent the negative impacts of SUPs, including marine litter generation, and suggest an implementation roadmap



Upcoming



# Single-use plastic products to be tackled in priority in the Mediterranean

6

- Suggested Mediterranean priority list of SUPs per group of items

Group of items	Items
Packaging	Bags
Smoking-related	Cigarette filters
Food and beverage packaging	Drink bottles, caps and lids
	Crisp packets and sweet wrappers
On-the-go food and beverage packaging	Cutlery, plates and trays
	Straws and stirrers
	Drinks cups and cup lids
	Food containers including fast food packaging
WC flushed items	Sanitary applications, including cotton buds, wet wipes and sanitary towels
Personal protective equipment	Masks and gloves



- This list was adopted as an Annex in the updated version of the Regional Plan on Marine Litter (MED POL FP Meeting)

# Policy options to tackle SUPs

3.1. Regional policy framework on SUPs in the Mediterranean: Barcelona Convention and EU (when applicable)

3.2. Potential measures

3.3. Alternatives to SUPs

3.4. Feasibility of measures in the Mediterranean context

3.5. Environmental (*efficacy*) and socio-economic effects



# Potential measures

\*Focus on SUPs or single-use of products?

1. Information campaigns
2. Voluntary agreements, voluntary commitments and pledges
3. Mandatory labelling
4. Extended producers responsibility (EPR) systems, including litter clean-up costs coverage
5. Specific requirements on product design
6. Deposit Refund Systems (DRS)
7. Sales restrictions / measures for adoption by public authorities, including green public procurement
8. Consumption levies
9. Bans



Level of ambition, efficacy



Acceptability



# Potential measures

1. Information campaigns
2. Voluntary agreements, voluntary commitments and pledges
3. Mandatory labelling



Commission Implementing Regulation (EU) 2020/2151

## Potential measures

4. Extended producers responsibility (EPR) systems, including litter clean-up costs coverage
5. Specific requirements on product design
6. Deposit Refund Systems (DRS)



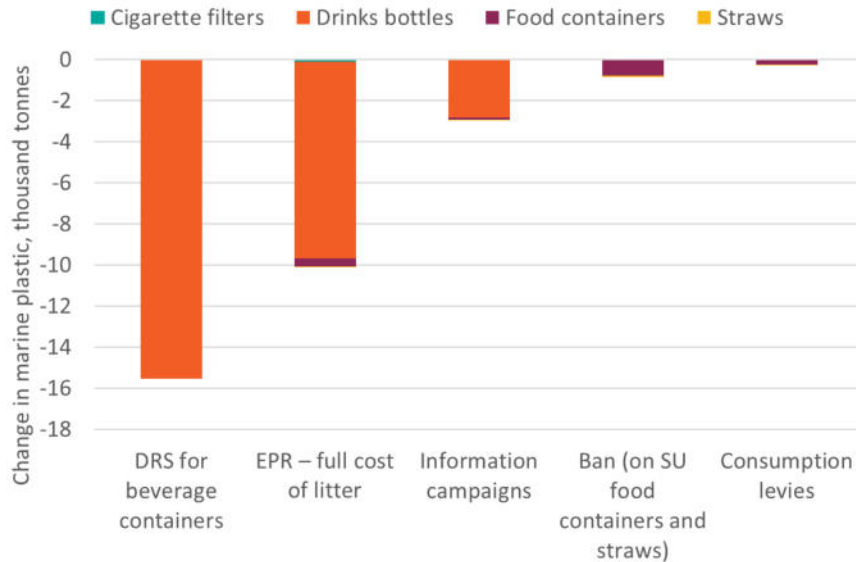
# Potential measures

7. Sales restrictions / measures for adoption by public authorities, including green public procurement
8. Consumption levies
9. Bans

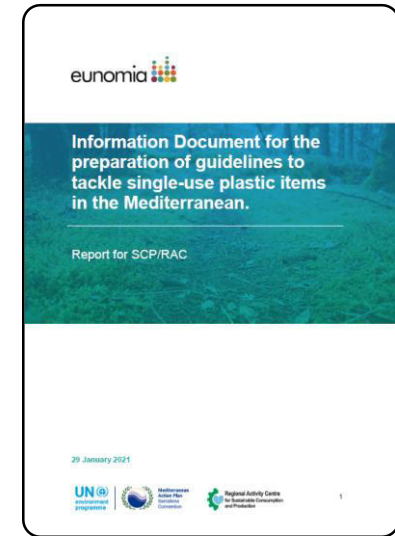


Source: Washington State Department of Ecology

# Environmental (efficacy) and socio-economic effects



DRS + EPR = approx.  
1,700 truck-loads of plastic  
waste per year



\*Aggregated results in the 4 studied countries

<http://www.cprac.org/en/news-archive/general/scp/rac-publishes-the-information-document-for-the-preparation-of-guidelines-to>



Which measures  
are suitable for a  
given SUP  
product?



## Degree of availability of alternatives

ITEMS WITH NONE OR DIFFICULT ALTERNATIVE	ITEMS WITH SOME ALTERNATIVES	ITEMS WITH CLEAR ALTERNATIVES / CONVENIENCE USE
Cigarette filters	Food containers including fast food packaging	Sanitary applications (cotton buds)
Drink bottles, caps and lids	Drinks cups and cup lids	Cutlery, plates and trays
Crisp packets and sweet wrappers	Sanitary applications (wet wipes)	Straws and stirrers
Sanitary applications (sanitary towels)	Personal protective equipment (masks and gloves)	Plastic bags

# Feasibility in the Mediterranean context

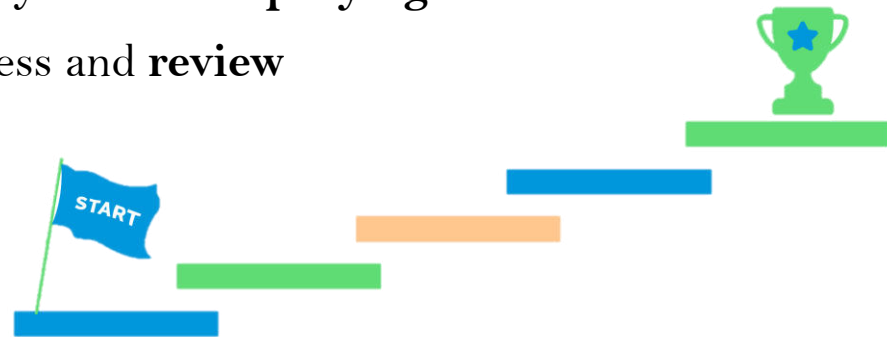
		Information campaigns	Voluntary agreements	Mandatory labelling	EPR - including litter clean-up costs coverage	Specific requirements on product design	DRS	Sales restrictions / measures for adoption by public authorities	Consumption levies	Bans
Smoking Related	Cigarette filters	●	●	●	●	●	●	●	●	●
Food and beverage packaging	Drink bottles, caps and lids	●	●	●	●	●	●	●	●	●
	Crisp packets and sweet wrappers (lids)	●	●	●	●	●	●	●	●	●
On-the-go food and beverage packaging	Cutlery, plates and trays	●	●	●	●	●	●	●	●	●
	Straws and stirrers	●	●	●	●	●	●	●	●	●
	Drinks cups and cup lids	●	●	●	●	●	●	●	●	●
	Food containers including fast food packaging	●	●	●	●	●	●	●	●	●
WC flushed items	Cotton buds	●	●	●	●	●	●	●	●	●
	Sanitary towels	●	●	●	●	●	●	●	●	●
	Wet wipes	●	●	●	●	●	●	●	●	●
Pack.	Bags	●	●	●	●	●	●	●	●	●
Personal protective equipment	Masks	●	●	●	●	●	●	●	●	●
	Gloves	●	●	●	●	●	●	●	●	●

# Roadmap: a 6 step-by-step approach



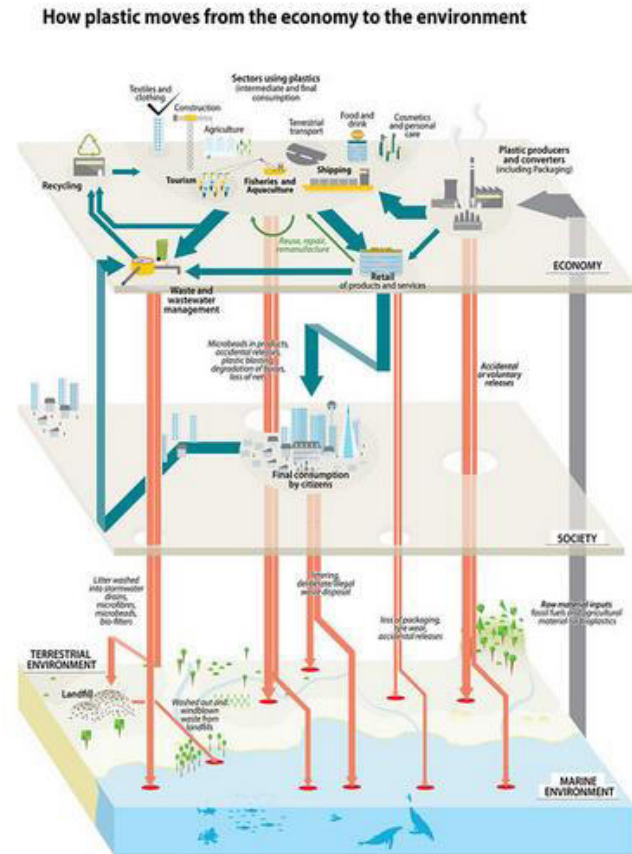


- ➡ • Step 1: Problem definition: **baseline** of SUPs of concern in the country
- Step 2: Define **policy objectives** and pre-select measures
- ➡ • Step 3: Conduct an **impact assessment**
- ➡ • Step 4: Draft and **adopt** the policy measures
- ➡ • Step 5: Implement policy and **accompanying measures**
- ➡ • Step 6: **Monitor** progress and **review**



# Step 1: Problem definition: baseline of SUPs of concern in the country

- Identifying SUPs of concern > verify top SUPs in beach litter
- Analyse sources and pathways
- Current and potential alternatives to SUPs
- Sourcing data (and stakeholders engagement):
  - Production and imports, including growth rates
  - Littering per capita
  - Percentage of products in litter composition
  - Recycling rates
  - Residual waste destinations, including landfill, incineration and informal disposal
- Business-as-usual scenario and scenarios with other policy measures



## Step 3: Conduct an impact assessment

- Cost-benefit analysis, which allows for a quantitative assessment
- Qualitative assessment: magnitude and distribution across stakeholders



## Step 4: Draft and adopt the policy measures

- Different **regulatory approaches** when tackling individual SUP or a group of SUPs. Regardless of the choice, key aspects are:
  - Co-existence of measures and progressive, long-term approach
  - Need for by-laws
  - Grouping SUPs per source and pathways
  - Alignment across different institutions
- Stakeholders **consultation**
- Precise **scope**
- **Transparency**

\*Templates in plastic bags guidelines:

<http://www.cprac.org/ca/arxiu-de-noticies/generiques/guidelines-to-phase-out-single-use-plastic-bags-in-the-mediterranean-ad>



## Step 5: Implement policy and accompanying measures

- Information, awareness and education
- Enhance overall waste management
- Ensure inter-governmental coordination
- Ensure a level playing field: standardization and labelling
- Promote collaboration across the value chain
- Provide incentives to industry and entrepreneurs
- Implement nationwide potable water/refill systems



## Step 6: Monitor progress and review

- Monitoring system to know how the production, consumption, collection and end-of-life treatment of SUPs and their alternatives evolve over time.
- Marine litter monitoring
- Adapt if policy objectives are not met



# THANK YOU

Beyondplasticmed.org

Pedro Fernández, SCP/RAC  
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BeMed-Islands technical sessions

# Monitoring progress: 1st period (July-September 2021)

Rubén Escobar

[rescobar@scprac.org](mailto:rescobar@scprac.org)



# Reminder: Five key reasons when reporting!

- Highlight key issues and critical areas for action
- Make smart decisions
- Make sure that audience needs are being met
- Analyse communication resources
- Demonstrate commitment

replace logos

**Number of  
reports from  
modular projects**

**9**

# Social media



## Social media: quantity indicators

Total posts

188

People reached

190.745

Engagement rate

12.786

Average

 10,78  6

 9,8  8

Accounts

 9  4

 5  4

## Social media: quality recommendations

**Focus on  
human  
stories and  
people**

**Use visual  
images from  
your activities**

**Communicate the  
impact of the  
project: kg of waste  
prevented, clean-up  
actions, etc...**

**Avoid too many  
acronyms and  
technicisms**

**Monthly**



**3**



**5**



**3**



**2**

# Website



## News indicators

Total of news

13

Users

N/A

?

Sessions

N/A

?

Average of the  
period

1,5



Recommended

2 / 3



## Events & campaigns





## Events & Campaigns: indicators

Total events

**28**

People registered

**607**

Total of  
attendants

**60.716**



*For Plastic Free Croatian Island: 60.016*

Physical events

**23**

Online/physical events

**3**

**Tips&Hints**

Events are a great  
material to  
communicate:  
social media posts  
and news.

# Technical outputs



## Technical outputs: some key indicators

*Clean-up actions*

**4.358kg waste**  
**1.802kg of plastic**

*People involved*

**666**

*Meetings held*

**38**

*Alternatives to  
single-use plastics*

**123**

identified.

*Plans adopted*

**11**

*Businesses*

**51** involved.

**7604** Kg of plastic  
avoided

## How to communicate about technical indicators?

- Create social media posts with the information taken from every indicator.
- Create social media posts with the initiatives that have generated a major impact.
- Use visual images and pictures taken on the ground.
- Make somebody explain why your achievements are important.
- Focus on one single message per each post.
- Write news articles about the best results of your project.



# THANK YOU

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replace logos



# TOWARDS A PLASTIC FREE ARCHIPELAGO – a community of plastic free islands

## Support to local authorities in Croatia for drafting plastic waste management schemes

Maja Flajsig, Association Tatavaka  
udruga.tatavaka@gmail.com

2.12.2021.



ISLANDS



**Dalmacija**  
Krpanj-Brodarica

# 1. Legislative context in Croatia





# 1. Legislative context in Croatia



REPUBLIKA HRVATSKA

MINISTARSTVO ZAŠTITE  
OKOLIŠA I ENERGETIKE

## National waste management plan for the period 2017-2022

Zagreb, April 3, 2017

## EU Single-use Plastic Directive

What will be banned by 2021?

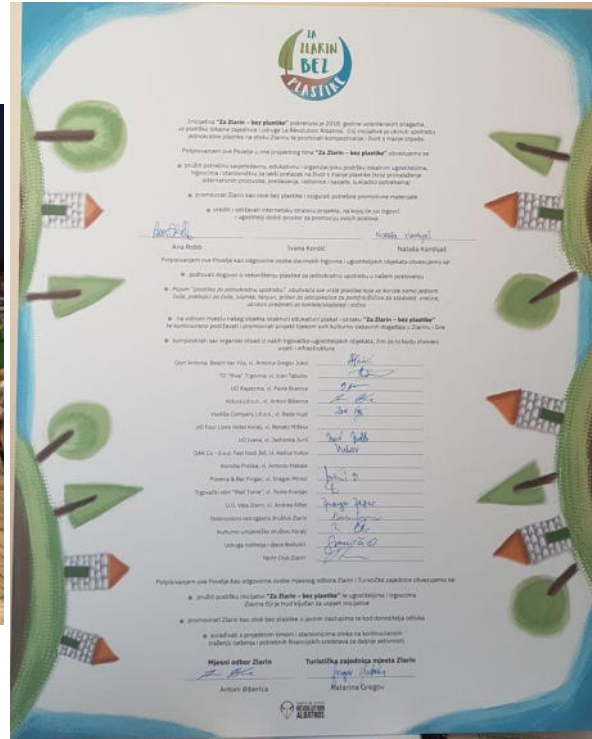


## 2. Example of good practice:

Initiative „For Zlarin without plastics”



## A group of seven young people, four women and three men, are standing behind a long table outdoors at night. They are all smiling and looking towards the camera. The table is covered with various informational materials, including brochures and a sign. One sign prominently displays the text "U HUMAN BELI" in a stylized font. Another sign on the right side of the table reads "SPECIJA FORUM NABAVNI BUDOKA". The background is dark, suggesting it is nighttime, with some lights visible in the distance. The overall atmosphere is positive and informative.





### 3. Applying Zlarin model to island of Krapanj



### 3. Applying Zlarin model to island of Krapanj





## 4. Unsuccessful activities



Moj Grad je Zeleni Grad...

## 5. Successful activities





## 5. Successful activities





## 6. Expanding the model

### 6.1 Accomplished



## 6. Expanding the model

### 6.1 Accomplished



**VODIČ**

**ZA ŽIVOT I  
POSLOVANJE S  
MANJE  
PLASTIKE**

BY TATAVAKA, TERRA HUB I ZELENA ENERGETSKA ZADRUGA

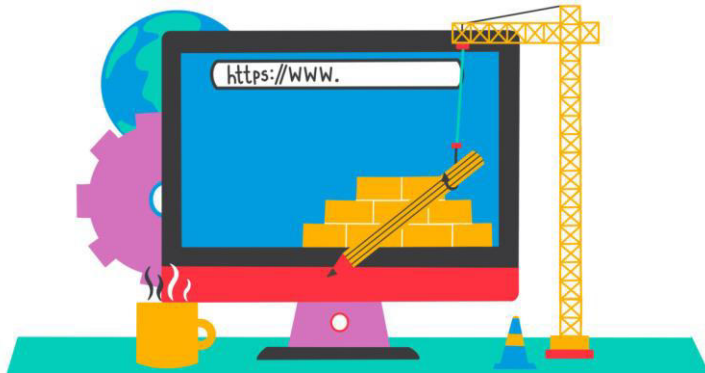
## 6. Expanding the model

### 6.2 Ongoing



## 6. Expanding the model

### 6.2 Ongoing



# THANK YOU

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Dalmacija  
Krpanj-Brodarica



# Advocacy and impact on policy making in Europe

Diane BEAUMENAY-JOANNET  
[dbeaumenay@surfrider.eu](mailto:dbeaumenay@surfrider.eu)

December 2021, BeMed-Islands technical sessions

Advocacy and impact on policy making in Europe

# The Single Use Plastic Directive advocacy



# European advocacy to reduce plastic pollution

## Follow the whole legislative process

- The Circular Economy package
- Plastic Strategy
- SUP Directive
- Implementation Acts

## Building advocacy & NGOs' coalition

- Break Free From plastic & Rethink plastic alliance
- Join Papers & letters





# The Single Use Directive : European measures against plastic

- **Market restriction** : plastic cotton buds, cutlery, plates, straws, beverage stirrers, polystyrene cups and food and beverage containers, and balloon sticks
- **Consumption reduction targets** : cups and lids for beverages and food containers
- **Product requirement** : design or composition
- **Marking requirement** : presence of plastic in product for menstrual products, wet wipes, tobacco products, and cups for beverages
- **Strengthening Extended Producer Responsibility** : cover the costs of collection, transport, treatment, cleaning-up litter and awareness-raising measures for food containers, packets and wrappers, beverage containers (up to 3L) and cups, lightweight plastic carrier bags, wet wipes, balloons, tobacco products and fishing gear
- **Awareness raising** : information about reusable alternatives, reuse systems and waste management options, the resulting environmental impacts of littering for food and beverage containers, wet wipes, tobacco products, sanitary products
- **Separate collection** : 90% of beverage plastic bottles by 2029

# The French Implementation : law anti-waste for circular economy

- **Transposition of the EU Single Use Plastic Directive**
- **Advocacy for more ambitious measures**
  - Ban of SUP cups
  - Ban of SUP in public events and buildings
  - Plastic bottles consumption reduction & water fountains provisions
  - Pellets prevention measures
  - Microplastic ingredient restriction measures
  - Ban of single use plastic packaging by 2040
  - 5 years 3R strategy with national objectives for reduction, reuse and recycling



Advocacy and impact on policy making in Europe

# The Single Use Rebellion: monitoring of implementation



## WHAT IS THE SINGLE USE REBELLION?

Since July 3, some Single Use Plastics have been banned in Europe.

But there are still too many of them.

From September to November **Join the Single Use Rebellion S.U.RE!**

1.



### ONE PURPOSE

**Mobilize** and **empower** citizens across Europe to denounce illegal distributions of single-use plastics.

2.



### ONE MISSION

**Take pictures** of banned single-use plastics still in circulation and **report** them back to Surfrider

3.



### ONE REVEAL

**Challenge** law-breaking companies and public EU Member-States by **revealing** the participative data collected by citizens

# TARGET, SNAP AND REPORT ILLEGAL SINGLE USE PLASTICS



ALL  
OXO-DEGRADABLE  
PLASTICS, AND BAGS  
SPECIFICALLY



PLASTIC COTTON  
BUD STICKS



PLASTIC CUTLERY  
(forks, knives, spoons, chopsticks)



PLASTIC STIRRERS



PLASTIC BALLOON  
STICKS



PLASTIC PLATES



FOOD CONTAINERS  
MADE OF EXPANDED  
POLYSTYRENE



BEVERAGE CONTAINERS AND  
CUPS (AND THEIR CAPS AND  
LIDS) MADE OF EXPANDED  
POLYSTYRENE



PLASTIC STRAWS

**SINGLE  
USE  
REBELLION**



# Single Use Rebellion Reporting



## SURe : a call for a better implementation

- Denounce bad practices & call businesses to better implement the SUP Directive
- Inform the EU & call Member State to better transpose and control the implementation of the law



Link to the videos : [https://www.youtube.com/watch?v=wctO6oGk7Dc&ab\\_channel=SurfriderFoundationEurope](https://www.youtube.com/watch?v=wctO6oGk7Dc&ab_channel=SurfriderFoundationEurope)

# THANK YOU

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