



BEYOND
PLASTIC
MED

BEYOND PLASTIC MED
Activity report

2023



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The association

A word from our President



“

BeMed is a platform of stakeholders with strong roots in the Mediterranean, with Foundations, research institutions, NGOs and small associations working together on concrete actions. It was quite logical for us to propose a Business Club in synergy with these stakeholders, since we want to move towards solutions. This requires the active participation of the private sector.

”

Our Board of Administration



President

Romain Troublé



Vice-President

Antidia Citores



Treasurer

S.E. M. Bernard Fautrier



General Secretary

Mercedes Muños-Cañaz



**Observer & Member of
the Selection Committee**

Philippe Mondielli



2023 Key Figures

92

projects supported
since 2015

15

Mediterranean
countries

1.3

million euros
invested

165

kg of single-use plastic
"saved" during the 3-
month test at
L'interContinental
Marseille

2015

creation of BeMed

5000

euros saved during the 3-month test at
the InterContinental Marseille

41

supported
organizations

11

Club members

2020

creation of the
Business Club

Who are we ?

Plastic pollution at sea is one of the most serious ecological problems affecting the oceans today. Once released into the natural environment, plastic can take up to 500 years to disappear. Every year, over 10 million tonnes of plastic are discharged into the ocean. As it drifts between two waters, plastic can strangle or suffocate many animal species. Under the effect of sunlight, it fragments into microplastics that can be ingested by fish and thus enter the food chain. It is therefore a potential threat to human health. With over 3,000 billion particles of microplastic, the Mediterranean Sea is the most polluted sea in the world.

On the initiative of the Prince Albert II of Monaco Foundation, the Tara Océan Foundation, Surfrider Foundation Europe, the Mava Foundation and IUCN, Beyond Plastic Med (BeMed) **was created in 2015** to tackle plastic pollution in the Mediterranean. **In January 2019, the Monegasque-registered association BeMed was founded.**

BeMed is committed to **reducing plastic pollution in the Mediterranean Sea** by mobilizing and supporting committed stakeholders, facilitating the implementation of effective, sustainable solutions and encouraging the sharing of experience and best practices.

To best respond to local issues, **each year BeMed supports projects** aimed at reducing the use of plastic, finding alternatives, improving waste management systems, raising awareness, collecting data, mobilizing stakeholders and helping to implement new regulations.

Since its creation, BeMed has committed **€1.3 million** to support **92 projects** in **15 different countries**.

Through the coordination of its Community of Practice, bringing together this network of local stakeholders, BeMed aims to instill a **regional dynamic** by connecting organizations, **facilitating sharing of experience, exchanging best practices and encouraging the replication of effective actions.**

To reinforce its impact, **in January 2020 BeMed created its Business Club**, which brings together companies eager to engage in a plastic-free Mediterranean Sea. The Club aims to:

- Bring together companies from different sectors and different links in the plastics value chain,
- Develop dialogue between scientists, companies and civil society,
- Deploy field actions adapted to the various local contexts in the Mediterranean.

All the work carried out by the Club benefits from **scientific expertise** and is supported by a highly active network of stakeholders in the field. In 2023, it comprises **11 members**: CHANEL, Monte-Carlo Société des Bains de Mer, Veolia, Carrefour, Nielsen Recycling, Iberostar, l'InterContinental Marseille-Hotel Dieu, L'Occitane en Provence, Nestlé France, Cogitel du groupe Altea Packaging and La Badira.



OUR ACTIVITIES TO REDUCE PLASTIC POLLUTION



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Our activities

Financial support for Mediterranean stakeholders

The call for micro-initiatives

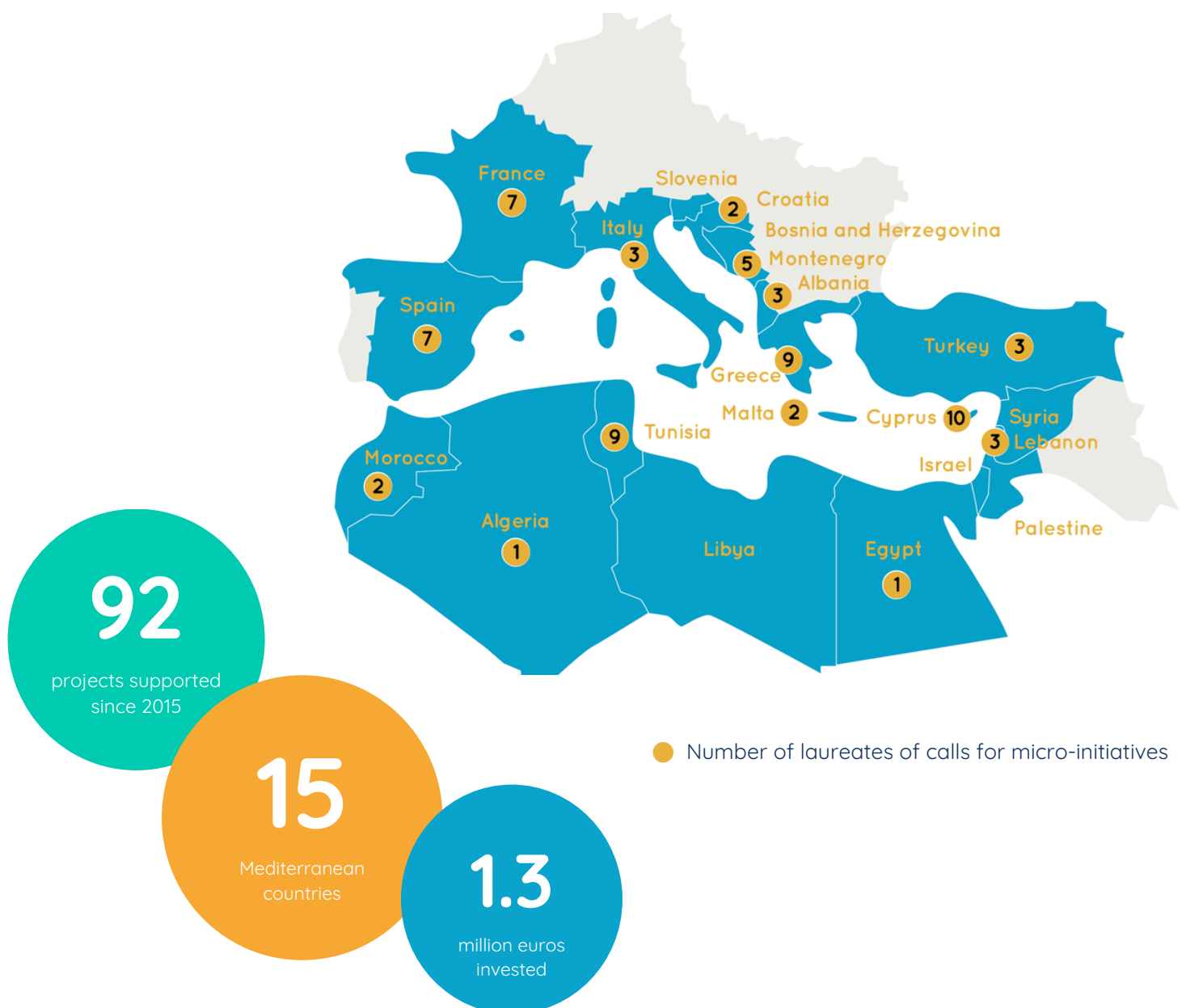
Every year, Beyond Plastic Med launches a **call for micro-initiatives** to support projects aimed at reducing plastic pollution in the Mediterranean Sea. Direct beneficiaries of the program are NGOs, local authorities, scientific institutions or even small companies. BeMed's support amounts to a maximum of **€10,000 per project**, and can only represent **a maximum of 75% of the project's total budget**.

With this support, **BeMed aims to create a network of Mediterranean stakeholders** to increase the effectiveness of local actions and **create a regional dynamic** in the fight against plastic pollution. For its call for micro-initiatives, BeMed has received generous support from the Fondation Didier et Martine Primat, the Fonds Aether from the Foundation for Future Generations, the Vilebrequin Foundation and the Sancta Devota Foundation.

In 2023, **11 new projects in 6 different countries** strengthened the network's expertise:

- Assessment of the situation in Cyprus regarding the use and import of single-use plastic bags, accompanied by an analysis of the application of the law banning these bags and an awareness-raising campaign - **Together Cyprus**, [Cyprus](#)
- Mapping of public and private stakeholders offering drinkable water refill points and promotion of alternatives to single-use plastic water bottles through awareness-raising campaigns - **OMNIA**, [Cyprus](#)
- Implementation of a participatory science protocol on microplastics in ten schools, the data collected will be studied and incorporated into existing databases - **SciCo**, [Greece](#)
- Training local tourism companies to reduce single-use plastics and raising public awareness through actions on beaches - **Municipality of Agia Napa**, [Cyprus](#)
- Replication of the setting up of a sorting center in Bizerte, accompanied by awareness-raising on selective sorting for 5 schools, fishermen and the tourism sector - **Tunisie Recyclage**, [Tunisia](#)
- Capacity-building for the collection and processing of waste from fishing and mussel farming, accompanied by an exploration of ways to improve practices in the sector, including reusable alternatives, in collaboration with fishermen - **iSea**, [Greece](#)

- Co-construction with schools of awareness-raising tools on plastic pollution and its effects on health and the environment, to be used with a variety of local stakeholders - **Club des activités de plongée de Bizerte**, [Tunisia](#)
- Working with supermarkets and locals to eliminate the use of plastic bags on the island, by developing a bag production unit using unused hotel sheets and fabric scraps - **Association for the Ecological and Sustainable Development of Elafonisos**, [Greece](#)
- Creation of an "Eco-patrol" in a river canyon, and implementation of waste collection systems and monitoring protocols to effectively reduce plastic pollution - **Sub-Merus**, [Croatia](#)
- Raising public awareness of the environmental impact of using single-use sanitary products, while extending and facilitating access to public facilities adapted to the use of reusable alternatives - **Rezero**, [Spain](#)
- Organization of awareness-raising sessions and clean-up campaigns in schools, municipalities and local businesses in the Tyre region of Lebanon - **Alissar Liban**, [Lebanon](#)



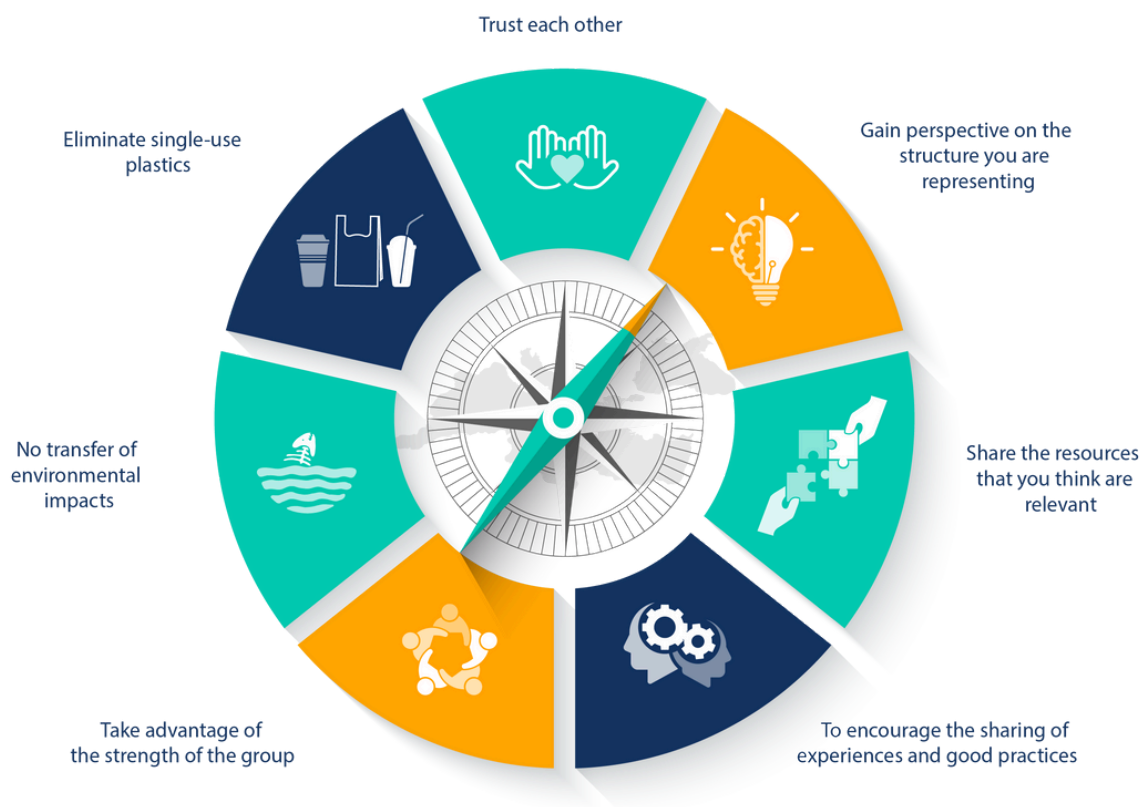
Our activities

Facilitating the sharing of experience: consolidating the BeMed Community of Practice

The Community of Practice

To reinforce the impact of its projects, to **capitalize on the experience of its network** and to **meet a demand from the stakeholders concerned**, BeMed has decided to strengthen collaboration and the sharing of experience by leading a Community of Practice bringing together the organizations it supports. This is a way for BeMed to **support and enhance the work** of the organizations it supports over the **longer term**.

The aim is to bring together organizations that share **a common concern, set of problems or interest in a subject**, and that come together to **achieve individual and collective goals**. It is in this perspective that the BeMed Community of Practice aims to increase **the collective impact** of organizations engaged in **the fight against plastic pollution in the Mediterranean Sea**.



Our objectives



SHARE

No one can solve the plastic pollution issue on their own: we need to support each other. Our members share best practices and good ideas, tools and resources, contacts and other useful information, and lessons from the field.



LEARN

As plastic pollution grows, our responses must become better informed and stronger. Learning from our collective experiences, our members strive to improve methods and procedures, to find new ways of working, to solve problems, to increase knowledge.



COOPERATE

Our members have varied specialisms, and the Community of Practice opens up a range of opportunities for joining forces to increase our capabilities. With our different strengths and skillsets we can reach out for help, create new partnerships, develop collaborative projects, identify fresh strategies.



COORDINATE

The size of the challenge we face means there's no room for inefficiency. By working intelligently with each other we can maximise our overall impact. We can identify synergies, reduce duplication, and scale up successful projects on a regional scale.

In 2023, the **BeMed Community** includes **41 organizations**, supported through the 2021, 2022 and 2023 calls for micro-initiatives, as well as the laureates of the call for projects in the Mediterranean islands. Maintaining calls for micro-initiatives each year brings new expertise to the Community and helps it to grow.

To meet members' needs as closely as possible, **satisfaction surveys** were carried out in July and August. The interviews conducted confirmed member satisfaction (94% satisfaction rate out of 15 responses), identified future activities and translated the roadmap for 2024.



A training course for the Community

To meet members' needs as effectively as possible, the BeMed team took part in a week-long training course on running and managing a Community of Practice.

➤ The training provided new insights to reinforce activities already underway, while consolidating future actions.

What the training has taught us

- Not all members of a Community are equally committed.
- Identify members' irritants and work to reduce them.
- Have a common vision and clearly identified objectives.
- Hold regular meetings.
- Create a framework conducive to sharing and collaboration.



Community Rendez-Vous

Over the course of 2023, **4 Community Rendez-Vous** took place. These Rendez-Vous take the form of meetings, workshops or online gatherings. Their purpose is to bring members together around a defined theme, to exchange and share feedbacks on tested solutions. The themes addressed are chosen by members through surveys, formal or informal discussions with members.

FEBRUARY 22



Agriculture & Plastics

2 laureates were able to share their experience and knowledge on this subject, with time for questions and answers:

- Ms Begoña Rodriguez Rueda (CEVSAM, University of Trakya), on the impact of plastics on agriculture and the Turkish context.
- Ms Khadija Demnati (Agrotech), on the work undertaken with farmers in Morocco to improve the management of plastic waste from agriculture.



APRIL 17

Meeting the new laureates



The aim was to enable Community members to meet the laureates of the 2023 call for micro-initiatives. They discussed 3 themes: reducing plastic at source, improving waste management, and awareness-raising and participatory science, in order to identify potential synergies or avenues of improvement for the projects.



JUNE 21

HoReCa Sector

Helping the HoReCa sector (Hotels, Restaurants, Cafés) reduce their plastic footprint. This was an opportunity for BeMed to share its turnkey method “Towards a 0 single-use plastic hotel”, and for Save the Med to present its “Plastic Free Balearics” certification.



OCTOBER 13

Participatory Sciences



The Tara Océan Foundation presented its “Plastic under the magnifying glass” participatory science protocol. On this occasion, a map of the different protocols and databases used in the Mediterranean was drawn up.



Focus on the 2023 Laureates' Day

On the occasion of **Monaco Ocean Week 2023**, the 2022 laureates and some selected laureates from previous years were able to meet during **a day of workshops**. The event is an opportunity for members, who exchange information remotely throughout the year, to meet in person and exchange ideas during a day of workshops. The day was marked by two highlights focused on **the issue of microplastics**.

The first, a panel of experts on microplastics, brought together Marc Metian (research scientist at the International Atomic Energy Agency), Marie-Pierre Denieul (senior project manager at Veolia), Yaprak Arda (marine conservation expert at IUCN), and Şahika Ercümen (Turkish snorkeler).



Panel highlights

- **Difficulties in quantifying microplastics in the Mediterranean and their impact** - The subject is still relatively recent, and political decision-makers and industrialists are gradually coming to grips with it. It is difficult not only to quantify the presence of microplastics, but also to define their environmental and health impacts.
- **Solutions considered** - At present, manufacturers focus on downstream solutions, with filters to limit leakage into the water treatment system, without considering upstream solutions (choice of textiles).
- **The role of regulation** - Provided it is ambitious and adapted to the sectors targeted, regulation can be a solution to reducing the quantity of microplastics in the Mediterranean Sea. Awareness-raising among both public decision-makers and the general public must focus on upstream solutions based on reducing the consumption of plastic-based products.



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The day continued with a second session devoted to **workshops in sub-groups**. This time, the focus was on working with the sectors that “use” plastic in the environment (agriculture and fishing), the sectors that “consume” plastic (hotels, restaurants, etc.) and the general public.



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Conclusions

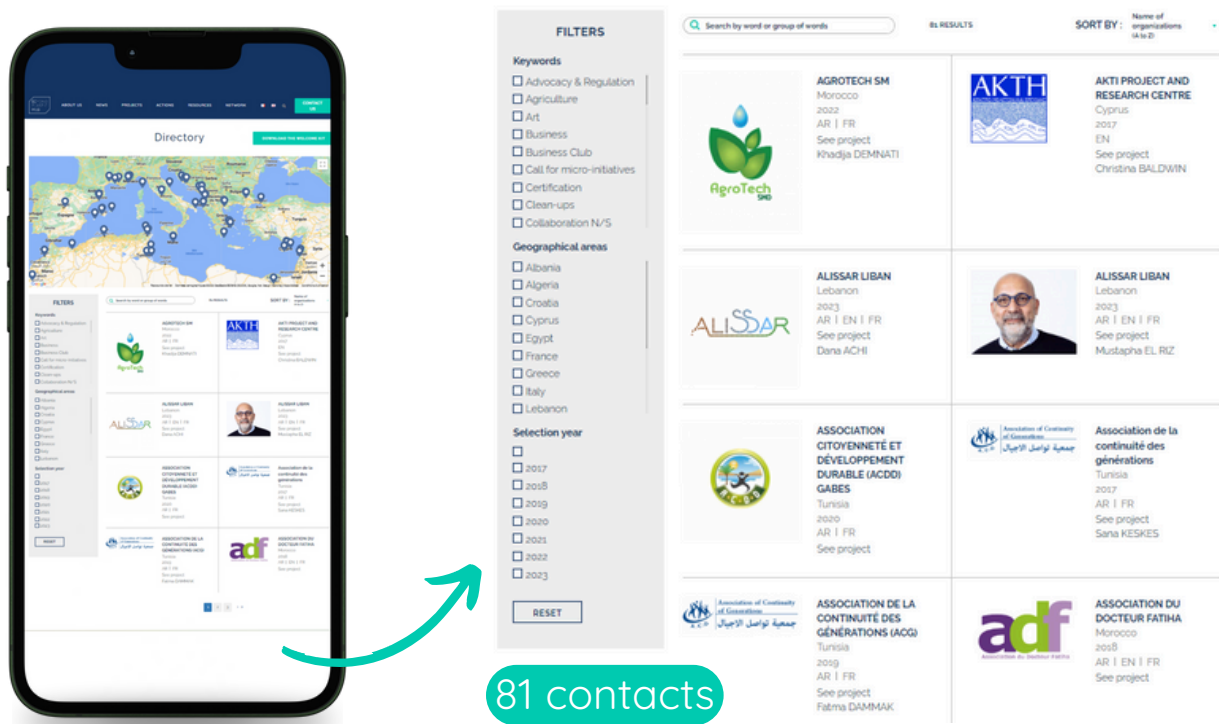
The members' discussions **highlighted the major societal challenges ahead** :

- Assigning responsibility to the right stakeholders,
- Establishing a robust regulatory framework,
- Sharing methodologies and the state of scientific research,
- On obtaining funding to carry out this work.

In addition, the members concluded that there are numerous initiatives on microplastics, and that it is essential for these solutions and feedback to be disseminated between stakeholders in the associative fabric, but also in communities, businesses and households.

The Community's tools

To facilitate contact between members, a private online directory has been created. It makes it easy to identify the expertise, geographical distribution and contact details of member organizations.



At the same time, a welcome kit (a flyer and a video) has been created, setting out the Community's operating procedures and highlighting its added value.



As well as a communication brochure to highlight our activities and results.



A Community Letter has been created. The purpose of this newsletter is to share Community news (Online Rendezvous, Laureates' Day), as well as the results of projects supported in previous years, relevant resources and the calendar of upcoming events.

Our activities

Helping companies reduce their plastic footprint

The Business Club

To strengthen its regional impact, in **January 2020** BeMed **created a Business Club** that **brings together and supports companies** around the Mediterranean Sea who wish to get involved in the fight against plastic pollution. The Club aims to **encourage** companies from different sectors and links in the plastics value chain, **develop dialogue between scientists, companies and NGOs**, and **deploy field actions** adapted to local contexts. In overseeing the Club's activities, a committee of experts provides scientific backing for all the work carried out.

In 2023, the Business Club comprises **11 members**: CHANEL, Monte-Carlo Société des Bains de Mer, Veolia, Carrefour, Nielsen Recycling, Iberostar, l'Intercontinental Marseille-Hotel Dieu, L'Occitane en Provence, Nestlé France, Cogitel du groupe Altea packaging and Hôtel La Badira.

Club members' meeting times

In June 2023, Club members gathered in Paris for the traditional Club's Summer Workshop. This was an opportunity for members to look ahead to the next pilot project in the mass retail sector.

The first day of the workshop included a visit to a Carrefour store, which enabled Club members to imagine the project and the potential activities to be set up. Following this visit, a time of co-construction was organized to consolidate the framework of the project. The members were able to highlight the importance of involving the consumer in the process, which involves changing consumer habits.

To round off the day, Henri Bourgeois-Costa (Fondation Tara Océan) and Valérie Guillard (University of Montpellier) spoke about the notion of plastic footprint and its limits.



The plastic footprint allows us to take into account the negative external effects of plastic, both during production (which emits large quantities of greenhouse gases) and at the end of its life, as well as its toxicity to the environment and human health. Lifecycle and environmental analyses help us to better understand these problems and reduce environmental and health impacts.



However, these analyses are not without their limitations, since the long-term end-of-life (fragmentation into microplastics or accumulation in the bio/atmo/hydro/lithosphere) is not taken into account. Complementary methodologies exist, but there is still no precise definition or methodological standards.

The second day of the workshop was dedicated in part to the follow-up to the “Towards a zero single use plastic hotel” pilot project, the results of which were unveiled in December 2022 in Marseille.

At the end of the project, BeMed published a turnkey method, bringing together the feedback and tools tested during the project. Since then, the method has been widely distributed to encourage replication. It has also been adapted and implemented, since June 1st, 2023, at the La Badira hotel in Hammamet. The workshop provided an opportunity to review the progress of these two initiatives.

To conclude this workshop, participants began work on highlighting the added value of the Business Club. Since its creation 3 years ago, numerous activities have been carried out. The members are keen to formalize and enhance its positive impact. New monitoring and results indicators have thus emerged, as have new objectives for the coming years.



The Science-Industry-Society dialogue

The aim of this workstream is to facilitate dialogue between scientists, companies and civil society, enabling member companies to ensure the relevance of their plastics strategies. This dialogue enables them to fill certain knowledge gaps, but also to share their expertise with other Club members and the scientific world. The participation of BeMed's member associations in the debate brings the point of view of civil society to the table and challenges the companies.

“Crossed views” meetings

In 2023, the group worked on the theme of material substitution in two sessions. The first dealt with biodegradable plastics, with contributions from Henri Bourgeois Costa for the Tara Océan Foundation, Martin Blondel for L'Occitane en Provence, and Stéphane Bruzaud for the Université de Bretagne Sud. The second session looked at the viability of substituting cardboard for plastic, with contributions from Carole Charbuillet of ENSAM, and Matthieu Carrere of Veolia.



What we have learnt

When you want to go **biodegradable**

Biodegradable plastics are those **plastics** that **can be degraded** in a reasonable time **by living organisms** into water, CO₂, methane and possibly non-toxic residues. Existing regulations are not very restrictive, but are evolving towards more restrictions.

Theoretically **biodegradable does not mean biodegradable in the natural environment**, since plastics are often tested in laboratories under conditions that do not reflect the reality of the natural environment, and existing standards do not necessarily take this aspect into account.

Not all natural environments are alike, nor do they offer the same **conditions conducive to biodegradation** (e.g. forest and desert). A plastic that biodegrades in an industrial composter may not biodegrade in the ocean.

Biodegradable does not mean without impact on the environment: toxicity is assessed according to three criteria: risks in the event of ingestion, release of additives, absorption of chemical or microbiological pollutants. The additives used are the most important factors in determining the toxicity and ecotoxicity of these plastics, whether biodegradable or not.

Today's challenge is to imagine the intelligent use of biodegradable plastics while avoiding the transfer of impact. Here are a few principles to follow to ensure this: **take existing regulations into account**, apply the waste hierarchy or **5R rule**, consider the most likely **end-of-life scenarios** (collectable or not, type of receiving environment) and ensure that the material used is biodegradable in that environment, **give preference to biodegradable plastics** if the products cannot be collected or are likely to end up in the environment, **use more eco-responsible and ethically acceptable processes/materials** and test, with scientists, the product in its final form (and not just its material) to ensure its actual biodegradability.

[Technical sheet available here](#)

What we have learnt

When you want to switch to cardboard



Paper/cardboard and plastic have different properties. While the mechanical strength of these two materials is close in terms of density, cardboard lacks certain desired properties (e.g. moisture resistance). **However, adding a plastic film to paper/cardboard to make it watertight is not a solution to be favored:** it creates new problems (e.g. it disrupts recyclability) and creates new risks of microplastic leaks. Packaging is still considered plastic under the AGEC law.

When designing a product or packaging, **the best thing to do is to question the product's use and go back to the initial need, to find the least impactful way of meeting it.**

Substituting plastic by paper / cardboard is not always the best environmental compromise. For example, for a single use, the paper bag has less impact than the PE bag. But if the PE bag is used 5 times, it becomes the least impacting. It is essential to monitor impact transfers by carrying out impact analyses. However, these analyses depend on many factors (usage scenario, end-of-life scenario, country, etc.) and the results can be very different for the same product, depending on the author and the assumptions he or she uses. We must therefore be extremely vigilant.

Like plastic, paper/cardboard also has a health impact that requires attention. The European Consumers' Organisation (BEUC) warns of the risks of transferring inks or processing residues present on paper/cardboard packaging to food.

The end-of-life of these materials raises questions. At sorting centers, packaging is sorted according to 3 main properties: size, shape and material. However, any evolution or change in the composition of incoming waste streams has an impact on sorting performance and therefore on the quality of outgoing streams.

Technical sheet soon available on BeMed's online
resource library

What we have learnt

A second theme was introduced to the Club in 2023, with the first session focusing on the links between plastics and health by Hervé Raps from the Centre Scientifique de Monaco.

Plastics & Health



Plastics have **negative impacts on human health throughout their life cycle** - These effects may be direct (e.g. the additive bisphenol A, which causes breast cancer) or indirect (e.g. attenuation of vaccine efficacy by endocrine-disrupting additives).

The latter have impacts that are difficult to assess, since exposure levels are often low and impacts visible over the long term (a lifetime, or even several generations). Impacts are easier to measure at the production stage than during the plastic's use.

Impacts are caused by additives - reduced fertility, premature births, increased obesity rates, male reproductive disorders, cancers, kidney disease, cardiovascular disease, and neurodevelopmental disorders (e.g. lower IQ).

Impacts are caused by microplastics - Direct effects (inflammatory phenomena, oxidative stress) and indirect effects (vectors of heavy metals or pathogenic bacteria) are attributed to them.

We are all exposed to these health risks, but not all to the same level - Depending on their level of exposure to plastics and their physiology, certain individuals are particularly vulnerable: workers in the plastics and waste processing industries, communities living near these plants, women, and children (especially at birth and puberty). These issues are linked to major social inequalities, as it is often vulnerable populations that are most exposed.

Getting to market - Most chemicals in plastics have never been tested for toxicity, so their potential harmful effects are often unknown. Moreover, regulators and legislators often get involved long after the product has been put on the market.

What we have learnt

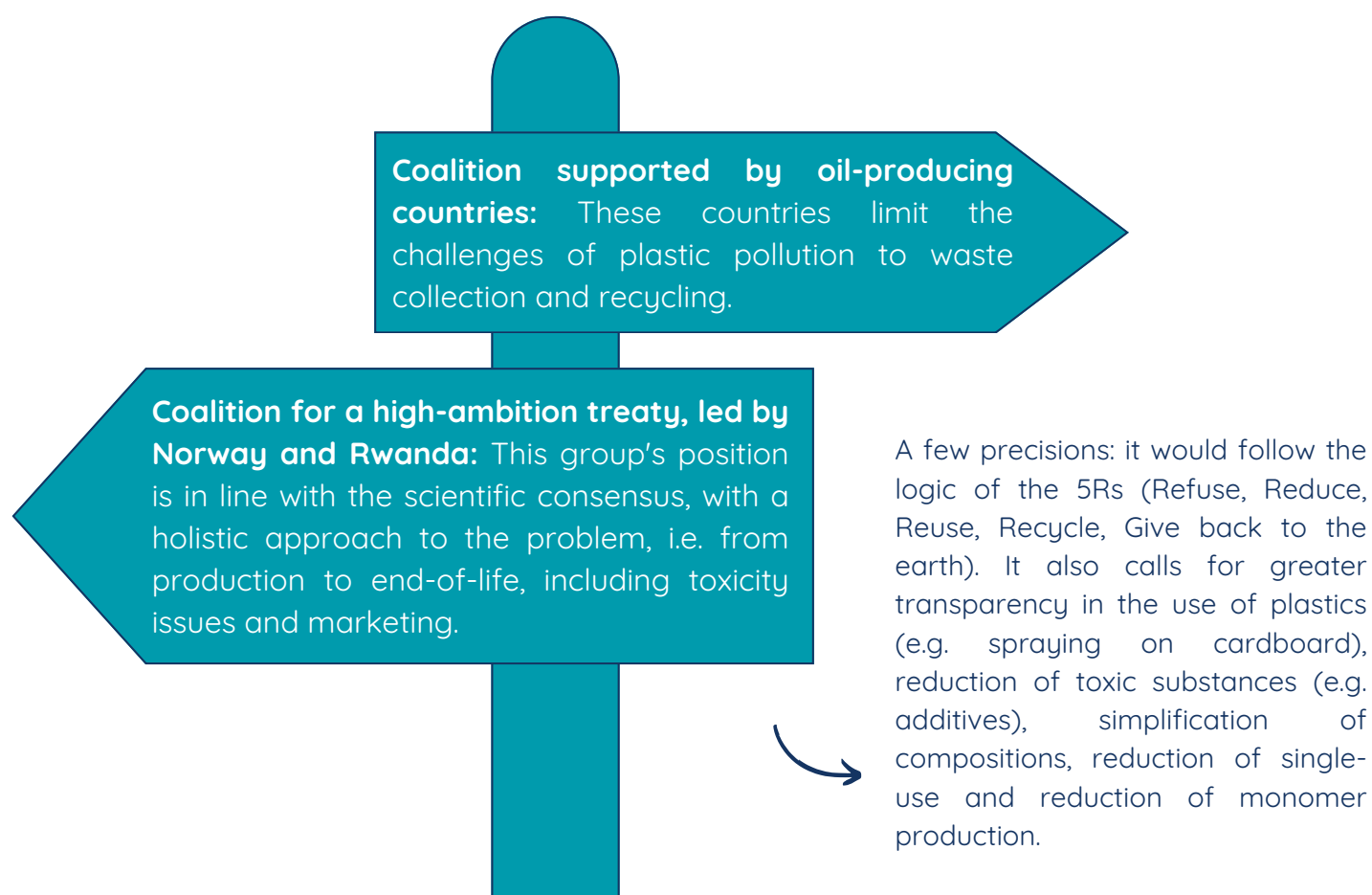
Flash concepts

The year 2023 also gave rise to shorter interventions through Flash concepts. This format enabled Henri Bourgeois-Costa, Director of Public Affairs for the Tara Océan Foundation, to give an update on the negotiations for the International Treaty against Plastic Pollution, which took place from May 29 to June 03, 2023 in Paris.

Negotiations for an international treaty against plastic pollution

The main issues at stake in the negotiations - Two crucial points were under discussion in Paris: the governance of the treaty and the reaction to the UN Secretariat's synthesis. Governance concerns voting within the framework of the treaty, i.e. whether unanimity or a majority is required for the treaty to be voted on. Unanimity is likely to lead to the lowest common denominator, while a majority may enable the treaty's ambition to be raised.

State positions - Two contradictory visions of the treaty have emerged:



What we have learnt

Henri Bourgeois-Costa also spoke at the June 2023 workshop on **the complex notion of the plastic footprint** and the difficulties of measuring it, alongside Valérie Guillard, Senior Lecturer at the University of Montpellier. Both were able to underline the interest of this notion for the economic world, but also the limits of these tools in the face of the long-term impacts of plastic pollution.

Long-term plastic footprint



On the complexity of the plastic footprint - The reality of plastic pollution is particularly complex, since we still don't know how to calculate and account for the impact of plastic. This is because the material's interactions are complex and difficult to quantify.



Measuring the plastic footprint - So far, the main tool used to measure the environmental impact of a plastic product is life-cycle analysis. However, these analyses are incomplete. In fact, a product's life cycle can be broken down into 4 phases: production, use, short-term post-use (when the plastic becomes waste) and long-term post-use (fragmentation and transformation into microplastic, accumulation in the biosphere, etc.). Lifecycle analysis tools do not take into account this last phase, which, in the case of plastics, is highly impactful.



In order to model these impacts, we need to take into account the persistence of a plastic in the environment (determining factor), the **conditions of exposure** to the plastic (exposure factor) and **all the impacts of the plastic** (effect factor). Today, while the determining factor can be assessed relatively well, it is very difficult to determine the effect factor, as it depends on three types of impact influenced by many criteria (size, additives, etc.) : physical, chemical and pathogenic or parasitic vectorization impacts. This really represents a knowledge gap.

Our activities

The “Towards a 0 single-use plastic hotel” pilot project and its turnkey method

The first pilot project of the BeMed Business Club was deployed at the InterContinental Marseille - Hotel Dieu in 2022. Its aim was to help the hotel reduce its use of single-use plastics by focusing on a few emblematic products. **In three months of testing, the InterContinental Marseille - Hotel Dieu reduced its use by over 165 kg, minimizing the transfer of environmental impacts.** The staff, who were involved in the project from the outset, were very receptive to the approach, which **did not result in any additional workload for the teams. Customer feedback has also been positive**, enabling the hotel to ensure the sustainability of the solutions tested. Over and above the environmental benefits, **the hotel saved nearly €5,000** in just three months, recouping the investment required to purchase the reusable alternatives.

At the end of the project, **BeMed published a method** bringing together the results of the project at the InterContinental. A six-step process is proposed, from defining the starting point to measuring the impact of the solutions tested. It includes tried-and-tested, easily adaptable tools, advice and feedback, as well as examples of alternatives that enable establishments to benefit from the expertise of BeMed and its partners.

Production of the methodology was made possible thanks to financial support from the Région Sud. It benefited from the expertise of various partners, including ConsultantSeas, InOff Plastic, the École Nationale Supérieure d'Arts et Métiers (ENSAM) and the Institut Méditerranéen des Sciences de l'Information et de la Communication (IMSIC).

The methodology was widely disseminated in the press and the BeMed network. Webinars for hoteliers were organized to present the approach and allow interested hotels to ask questions.



APRIL 4 🎥

Webinar in partnership with Ecores.

JUNE 29

Rencontres Zéro Déchets en Provence-Alpes-Côte d'Azur organized by the Agence Régionale de la Biodiversité et de l'Environnement.

SEPTEMBER 27 🎥

Webinar for Parisian hoteliers involved in the "Paris Zero Plastic" program, organized in partnership with Circulab and the City of Paris.

NOVEMBER 23 🎥

European Week for Waste Reduction, during a webinar organized with the Monte-Carlo Société des Bains de Mer and the Monaco Tourism and Convention Authority for Monegasque hoteliers.

APRIL 18, MAY 4 & 16 🎥

Webinars open to the general public, to raise awareness of the method among professionals and key relays (members of our Community of Practice, members of our Business Club, our partners, etc.).

SEPTEMBER 21



Round table discussion on the transversal theme of "Sources & Resources", organized by the University of Sustainable Tourism.

OCTOBER 5 🎥

Webinar open to the LemonTri network, which had been involved in the pilot project at the InterContinental Marseille - Hotel Dieu.

DECEMBER 4 & 5



Round table on responsible purchasing organized as part of the Forum on ecotourism and sustainable tourism organized by the Région Sud and the Parcs naturels régionaux de Provence-Alpes-Côte d'Azur.



Adapting the turnkey method to La Badira (Tunisia)

In order to multiply the positive impact of the project and test the method in a context different from that of the InterContinental Marseille - Hotel Dieu, **the Club is accompanying the Hammamet-based La Badira hotel**, a member of Leading Hotels of the World, to adapt the approach.

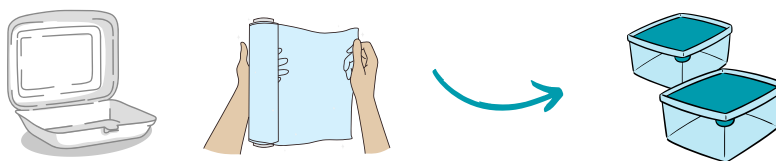
In addition to the differences in the local context, the starting point within the hotel was also different from that of the InterContinental. For example, La Badira had already eliminated or replaced most of the single-use plastics in contact with customers. The project therefore focused mainly on the remaining single-use plastics in the **back office**, and particularly in the kitchen.

The prioritization phase resulted in the prioritization of 5 single-use plastics: food preservation trays, coffee capsules, food preservation films, pasta packaging and bags for on-site storage of traditional products purchased in bulk. A benchmark of alternatives, accompanied by a simplified environmental analysis, was carried out in order to find solutions that would reduce the amount of single-use plastic consumed by the hotel, while meeting the challenges of complying with hygiene standards and reducing environmental impact.

Targeted single-use plastics and alternatives :

The following alternatives will be tested:

- **Reusable storage boxes** (tupperware type) to replace single-use trays, and for certain uses, plastic stretch film.



- **A bean-to-cup coffee machine** to replace single-use coffee capsules.



- **Washable dispensers** (bulk dispensers used in supermarkets) to replace the plastic bags used to store traditional products bought in bulk.



- For **pasta packaging**, none of the suppliers offered to buy pasta in bulk. Recycling of this type of packaging is possible in Tunisia, provided the volume is sufficient for an approved collector to make the trip. **The College of Hotels** (see below) will be **working together** to pool packaging volumes and enable collection for recycling. Discussions with suppliers will also be held if other hotels wish to be supplied in bulk.



This work is being carried out by **a team of researchers with expertise in the human and social sciences (SHS)**, who have already had the opportunity to bring La Badira staff together on several occasions to engage them in the project and facilitate acceptance of the change. In particular, they were the first to give their opinion on the prioritization of products to be targeted.

At the same time, the SHS team is working to define key messages and means of communication to support customers in the implementation of selective sorting to better recover their waste.

All the activities implemented in this pilot project will feed into an update of the turnkey method, which will also be freely available on the BeMed website. The pilot project is still underway, and the phase of testing alternatives began in the first quarter of 2024.

Construction of the **College of Hotels** in Tunisia

With increasing environmental demands from both legislators and customers, many Tunisian hoteliers are keen to reduce their plastic footprint and improve waste management in their establishments. However, they are faced with problems relating to the recovery of sorted waste, the supply of glass water bottles, bulk food products, and so on. Individually, these establishments are unable to find solutions.

By pooling efforts, volumes and needs, collective actions can help to overcome these obstacles. This is why, inspired by the BeMed Business Club, **a College of Hotels is being set up in Hammamet**. Its aim is to bring together hotels committed to working together in a transparent, responsible and proactive way to establish sustainable practices and promote more eco-responsible management of their establishments.

On November 15, 2023, a construction workshop for this college was held in Hammamet. It brought together 34 participants, including 15 hoteliers and 4 representatives of public authorities, Mr. Hedi Chebili (Ministry of the Environment), Ms. Labidi Samira (Ministry of the Interior), Ms. Narjess Bouasker (Tunisian Hotel Federation) and Mr. Oussama Louati (Municipality of Hammamet).

At the end of the day, **the objectives of the College of Hotels** were identified:



- Reduce the environmental footprint of the hotel sector and develop sustainable tourism.
- Involve more hotels in Hammamet in the sustainability process.
- Facilitate dialogue between hoteliers and the relevant authorities to support the local approach to combating single-use plastic and fill certain knowledge gaps.
- Strengthen environmentally beneficial collective action between hotels in Hammamet.
- Ensure economic benefits for hotels through collective sustainability actions.

Iberostar, a member of the BeMed Business Club, launched the same initiative in Monastir. In December, a membership charter was drawn up and sent to hoteliers to formalize their commitment and enable the first work to be launched.



Our activities

Construction and development of the BeMed+ project

BeMed+ project

In 2023, BeMed and its partners have prepared the BeMed+ project, aimed at strengthening its actions in the Mediterranean. Led by BeMed, Surfrider Foundation Europe, the International Union for Conservation of Nature (IUCN) in collaboration with the association **Notre Grand Bleu** and the **Institute for Nature Conservation in Albania (INCA)**, the project aims to reduce plastic pollution in the Mediterranean by supporting Mediterranean stakeholders, facilitating the sharing of experience within this network of stakeholders, and implementing pilot actions in two targeted regions with distinct characteristics (**the tourist area of Monastir**, in Tunisia, and the **Shkumbin river** watershed, in Albania).

Support and strengthen the financial and technical capacities of local stakeholders in southern and eastern Mediterranean countries in their fight against plastic pollution. This support includes maintaining the call for micro-initiatives and renewing, in 2024, a call for projects dedicated to combating plastic pollution on Mediterranean islands. In addition, North/South collaboration is a major focus of development for the BeMed Business Club, through the increased participation of companies and scientists from the southern and eastern Mediterranean, and through the adaptation and implementation of pilot projects in different contexts.

Encourage emulation between local stakeholders and the replication of solutions throughout the Mediterranean basin by setting up tools to strengthen cooperation and disseminate solutions. To extend the one-off support provided to stakeholders around the Mediterranean, BeMed has also set up a Community of Practice bringing together all the stakeholders supported through the calls since 2017. This Community enables members to disseminate their projects and project results, sharing best practices, resources and feedbacks. It also facilitates the networking of members, enabling the emergence of collaborations and, ultimately, the replication and adaptation of solutions developed by the stakeholders, in order to strengthen the fight against plastic pollution in the Mediterranean Sea.

In Monastir (Tunisia) and in the Shkumbin river watershed (Albania), develop integrated multi-stakeholder projects to combat plastic pollution, in order to test solutions that can be replicated and leveraged on a regional scale, with a particular focus on the household waste management, tourism and sports sectors.

These activities will be carried out with the support of IUCN and Surfrider, founding members of the association, as well as INCA (Albania) and Notre Grand Bleu (Tunisia), local organizations with in-depth knowledge of the local context.

Promoting the transfer of solutions and results at local, national, regional and international levels. Through its multi-territory, multi-sector and multi-activity approach, the project enables the transfer of information, solutions and results from one scale to another. BeMed will be the figurehead of this work, alongside its partners (IUCN, SFE, INCA and Notre Grand Bleu).

Financial support for the project has been obtained from the **Fonds Français pour l'Environnement Mondial**.

Why is BeMed involved in **Tunisia** and **Albania** ?

Contexts representative of **Mediterranean issues**

Tunisia and the Monastir pilot zone

Tunisia produces almost 5 million tonnes of waste every year, with a steady increase in plastics in cities (+11% per year). Organized collections account for 60% of the waste produced on an ongoing basis, while sorting relies mainly on informal collectors. The proportion of recycled waste remains low (4%), while the rest is buried, incinerated or ends up unmanaged in “transfer centers”.

The city of Monastir is a major tourist area and sees its population rise sharply every summer, leading to an increase in waste leakage into the environment. Because of its coastal location, Monastir is a major point of entry for waste at sea. A very active network of associations in Monastir is helping to develop awareness-raising and conservation initiatives for the terrestrial, coastal and marine environments.

Albania and its Shkumbin river watershed

The Albanian authorities have made the fight against plastic pollution a priority. As in Tunisia, informal collectors play a key role in waste management, and waste collection is not uniformly present across the country. Albania has a low sorting and recycling rate, and waste management is partly based on incineration and landfill, or waste ends up unmanaged.

The watershed of the Shkumbin River coincides with the boundaries of the Elbasan waste management area.

This region has been the subject of a study by the European Investment Bank (EIB) and the Western Balkans Investment Fund (WBIF), which envisages the implementation of inter-municipal waste management. Municipalities are responsible for collecting and transporting unsorted waste at source to transfer stations, before the waste is sent to Elbasan for incineration. This system is operational even though the transfer stations have not yet been built, since the communes transport the collected waste to Elbasan. In parallel with this management method, local authorities are gradually developing selective collection in order to recover the recyclable fraction.

A pre-established **network of stakeholders**

Since its creation, BeMed has built up an extensive network **in Albania and Tunisia**.



Our activities

Field missions : meeting the key stakeholders

To prepare BeMed+ project activities in the pilot regions, missions were held in January 2023 in Tunisia and Albania. The aim of these missions was to meet institutional and field stakeholders, in order to strengthen their commitment and prepare the activities that will be carried out as part of the project.

Monastir January 16-20, 2023

Stakeholders in the waste management sector

The BeMed team met with national authorities, including the Ministry of the Environment, ANGED, the national body responsible for waste management, APAL (Agence de Protection et d'Aménagement du Littoral) and the municipality of Monastir, in charge of waste collection.

The municipality of Monastir has shown strong motivation and interest in the project, which will provide valuable support upstream of waste management systems, in terms of awareness-raising, sorting at source and collection.

Stakeholders in the HoReCa sector

The team met with hoteliers (Iberostar, Hotel Serail), as well as representatives from the tourism sector (Tunisian Federation of Hotels, Regional Tourist Board). From these meetings emerged the desire and need to work collectively, in particular to find solutions to the lack of availability of reusable glass water bottles, and to strengthen the sorting and collection of recyclable plastics. Local momentum has been created in particular through the creation of a College of Hotels, whose first meeting took place in November 2023.

Stakeholders in the sports sector

Thanks to the meeting with Notre Grand Bleu, a number of avenues for action have been identified: reducing the use of plastic water bottles and using sport as a vehicle for raising awareness. This could be done in a multi-sport complex, but also during the international tennis tournament: the Jasmin Open. Tunisian player Ons Jabeur, ranked 6th in the world, could be involved.

Albania January 23-27, 2023

Waste management stakeholders

The mission enabled us to meet several international entities involved in waste management projects in Albania (German bank KFW, GIZ, AFD), as well as municipalities (Librazhd, Belsh de Pequin, Elbasan), national authorities (Ministry of Infrastructure and Energy, Elbasan Prefecture, Elbasan Democratic Party) and academics involved in environmental issues (Directorate of Environmental Policies, Innovation and Smart Solutions, University of Elbasan, University of Tirana). These stakeholders showed great interest in the project.

Stakeholders in the HoReCa sector

Surfrider, representing BeMed, met with the National Association of Hotels and Tourism and the General Directorate for Economic Affairs of the Ministry of Tourism and Environment, who will be key stakeholders in the work to reduce the use of single-use plastics in the HoReCa sector.

Stakeholders in the sports sector

The team met with representatives of the National Rafting Federation, who will be key stakeholders in sports-related activities. These activities are intended not only to raise awareness among members of the federation and tourists alike, but also to identify the river's major pollution zones. The project will provide alternative solutions to reduce the consumption of single-use plastics by this sector.

Field missions : exploring opportunities for collaboration with Lebanon

Lebanon is a priority country for BeMed, and the environmental challenges associated with plastic pollution are significant. Civil society is strongly mobilized on these issues, but the Lebanese socio-economic context complicates the implementation of solutions.

IUCN members representing BeMed travelled to Lebanon between January 16 and 20, 2023, following the closure of their office there, to identify potential avenues of work under the BeMed+ project. They were able to meet a number of NGOs (Fishing in Lebanon, Arc en Ciel, Friends of Nature and Ghadi), private and public stakeholders in waste management (NGOs Recycle, Save Help, Cedar Environmental, the Ministry of the Environment's Department of Waste and Plastics, Zouk Mikal Town Hall), HoReCa stakeholders (the Federation of Hoteliers, Hotel Bel Azur, Restaurant Ana W Ya) and representatives of the Nohad Mawfal stadium, Jounieh, a venue for many sports.

BeMed's network is underdeveloped in Lebanon, and is developing slowly through calls for micro-initiatives. This mission has enabled us to strengthen links with Lebanese stakeholders, and to envisage a reinforcement of BeMed's support through the calls for micro-initiatives (AMI) and the Call for Projects in the Mediterranean Islands (APIM).

Enhancing the value of BeMed and its network

In 2023, team members took part in various events to promote BeMed's activities and the projects supported through the AMI and APIM programs, both locally and internationally.

Promoting BeMed's activities and network

During the year 2023, the BeMed team was able to present the association, its activities and prospects for the coming years.

This was particularly the case at the event organized by the World Plastics Association on March 23, 2023, during Monaco Ocean Week. BeMed treasurer H.E. M. Fautrier presented the association and its activities to plastics experts from all over the world.

The opportunity arose again at the "Plastic Pollution in the Mediterranean Sea" conference organized on June 06, 2023 by the Mohammed VI Foundation for the Environment. The BeMed team was able to present its current activities in Morocco, as well as its prospects for the coming years. It was also an opportunity to present the call for micro-initiatives, as the number of Moroccan BeMed laureates will remain low in 2023.

Sharing BeMed's expertise

Over the years, the BeMed team has developed in-depth knowledge of the issues surrounding plastic pollution in the Mediterranean Sea. This expertise has been shared at various events in which the association has participated:

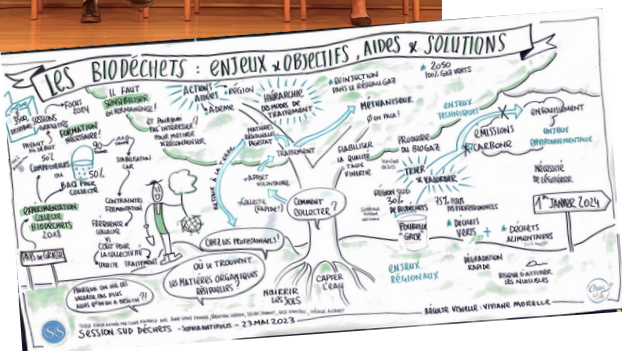
JANUARY 25

During the Monaco Blue Marine, BeMed took part in the “Building innovative solutions to solve plastic ocean” panel to discuss the role of bio-sourced plastics in source reduction solutions.



MAY 23

BeMed took part in a panel discussion on plastic and its effects on health organized by Sud déchets.



MAY 2



BeMed took part in discussions on sustainability issues organized by the World Trade Organization. On this occasion, the subject of the International Treaty to put an end to plastic pollution was addressed.

OCTOBER 3

At Luxe Pack, BeMed took part in the project selection committee and the “Luxe Pack in Green” award ceremony.



Review of activities

In 2023, the call for micro-initiatives played a key role in BeMed's activities, supporting 11 organizations across six different countries. Each year, micro-initiatives strengthen our network of committed stakeholders and facilitate the implementation of effective and sustainable solutions.

At the same time, our Community of Practice was energized by four meetings focusing on key themes such as the HoReCa sector, participatory science and agriculture, and facilitating networking. These exchanges enabled us to share knowledge and best practices, strengthening the impact of our actions and promoting effective collaboration between stakeholders in the field.

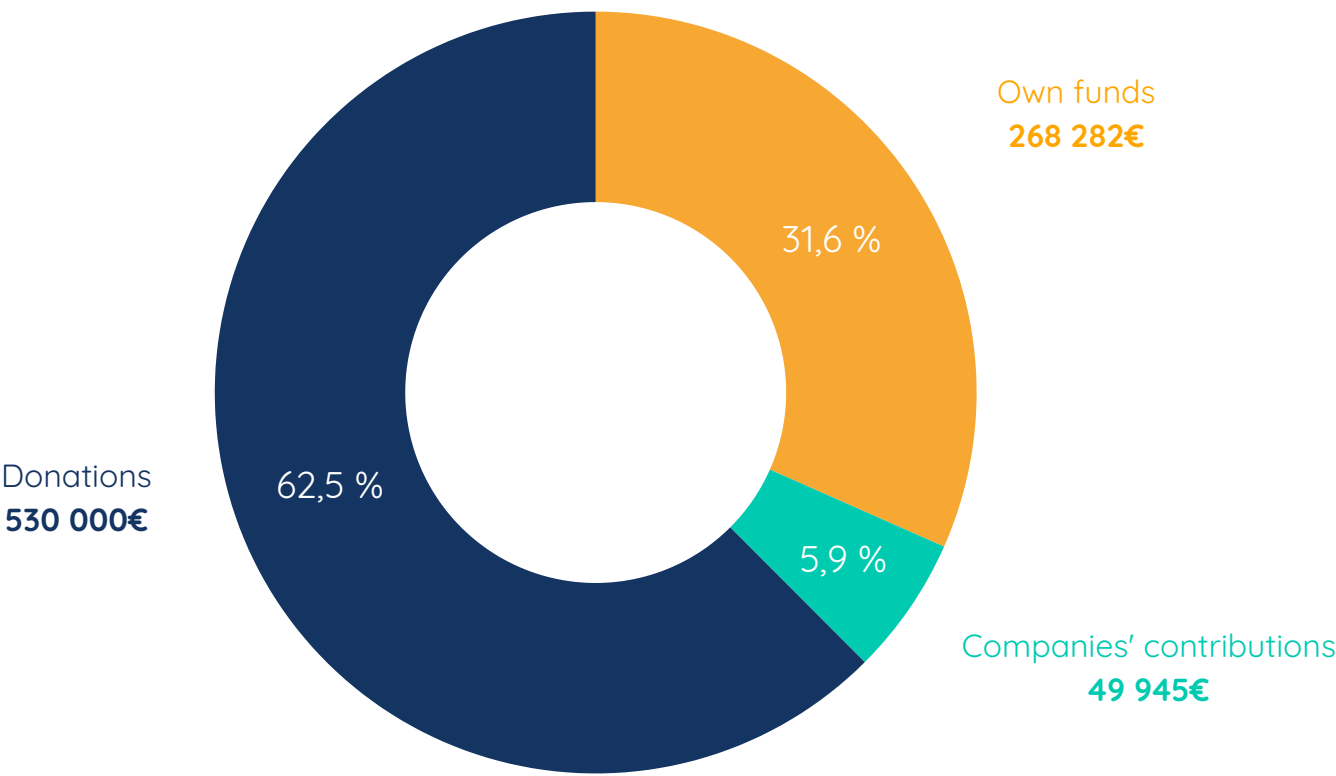
As for the work carried out with the members of the Business Club, we have made significant progress. The pilot project at La Badira was successfully completed, followed by large-scale dissemination of the turnkey method, encouraging replication of the approach in the hotel sector. A Hotel Club has also been set up in Tunisia as a result of this work. Furthermore, in 2023, we began construction of a pilot project in a supermarket, exploring the challenges and possible alternatives in the field of mass retailing. This project will see the light of day in 2024, reinforcing our ongoing commitment to the fight against plastic pollution in the Mediterranean Sea.

Financial statement

The year 2023 marked the commitment of two new foundations to the micro-initiative calls: the **Vilebrequin Foundation** and the **Sancta Devota Foundation**.

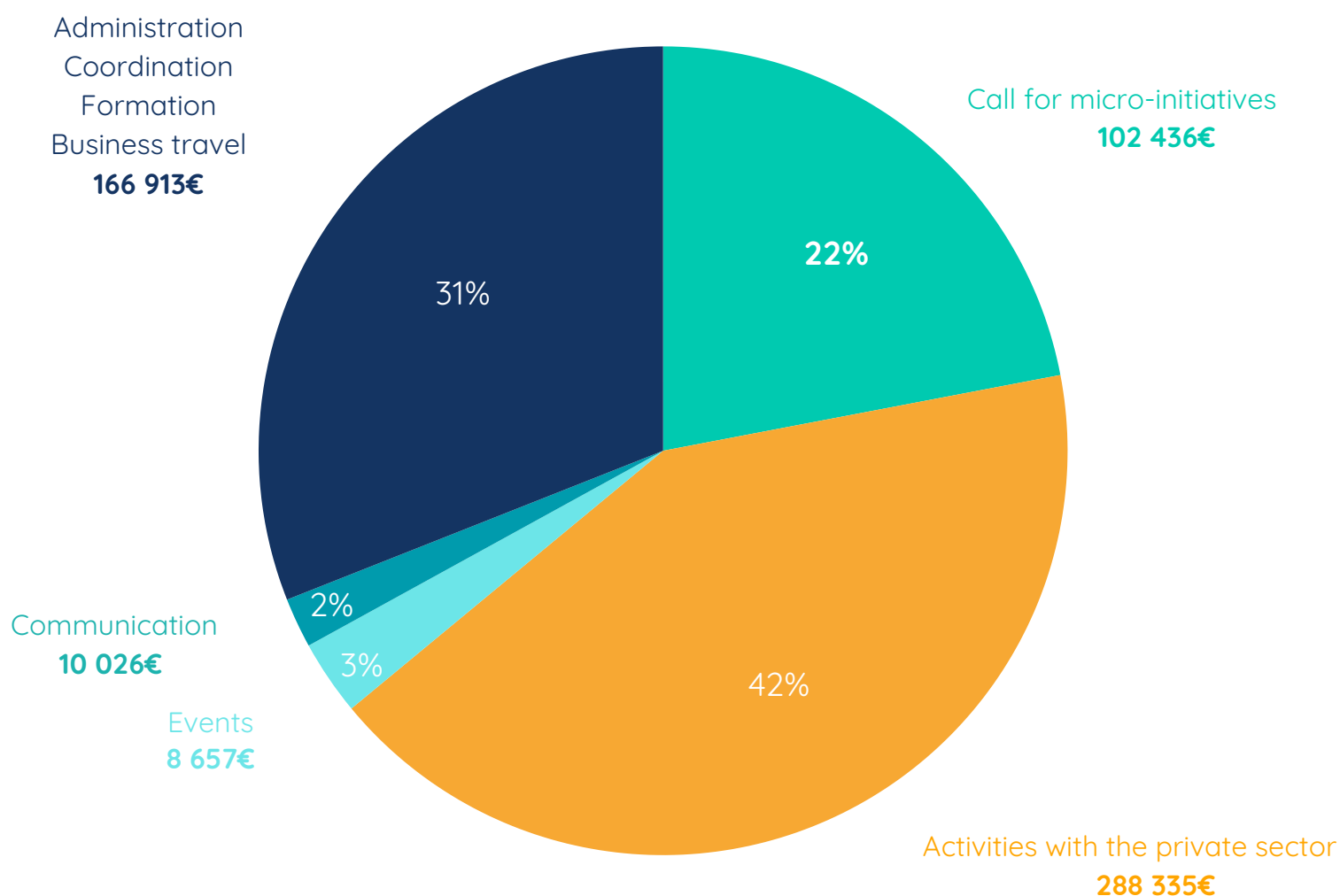
2023 was also **a year of consolidation** for the association's budget. The Fonds Français pour l'Environnement Mondial (FFEM) accepted to grant the "BeMed+" project from 2024 and for the next four years. This support provides the association with financial security.

Our resources



Our investments

In order to carry out all these activities, the association spent **€582,345**.



The major expense item is the Business Club, where expenditure covered the running of working groups, the organization of the workshop, the strategic study, the publication of the turnkey guide and the wide-scale promotion of this guide.

The second item of expenditure covers the association's operating costs, as well as the 3 trips required to carry out the activities.

In 2023, BeMed's pioneering activity, **calls for micro-initiatives**, will account for **22% of expenses**.

Our members

Founding members



Treasurer



Vice-President



President



Active member



General Secretary

Our financial supports



CHANEL





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Aurely Antzemberger

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We would like to express our deep gratitude to all those who have contributed in any way to BeMed's activities. Our most sincere thanks go to our funders, without whom these activities would simply not be possible. We would also like to extend our warmest thanks to the Consultantseas team for their expertise and their essential role in facilitating the Business Club workshops. Finally, we would like to express our gratitude to our members and our community, whose commitment has contributed to significant growth year after year. Your active participation is at the heart of our success.

The BeMed team

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A commitment for a plastic free Mediterranean Sea

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