



BEYOND
PLASTIC
MED

BEYOND PLASTIC MED
Activity report

2024



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The association

A word from our President



“

“The Mediterranean Sea, Mare Nostrum, and its entire coastline is a vast open-air laboratory for the implementation of integrated management of its marine ecosystem, particularly in terms of responding to pollution issues. Beyond Plastic Med, or BeMed, has been working for nearly 10 years to bring together and support local initiatives, as well as businesses, to eradicate plastic pollution. The multicultural dimension of the Mediterranean calls for appropriate local solutions, but these must be guided by the reduction of plastic production as outlined in the ongoing international negotiations on the plastics treaty. As with many environmental and social issues, our collective success depends on consistency between our differentiated local actions and our common commitments at the global level.

”

Our Board of Directors



President

Romain Troublé



Vice - Presidente

Antidia Citores



Treasurer

S.E. M. Bernard Fautrier



General Secretary

Mercedes Muños-Cañaz



**Observer & Member of
the Selection Committee**

Philippe Mondielli



BeMed's team



**Executive
Secretary**

Lucile Courtial



Coordinator

Claire Richard



Project manager

Céline Renouard



**Communications &
events manager**

Alicia Suin

2024 key figures

114

projects supported
since 2015

15

mediterranean
countries

4

millions of euros
invested

150
kg/year

of previously unsorted
plastic waste can be
collected and recycled
(La Badira Hotel)

2015

creation of BeMed

+100K

customers made aware thanks to the
hotel pilot project

94

supported
organizations

10

members of the
Business Club

2020

creation of the
Business Club

Who are we ?

Plastic pollution in the sea is now one of the most serious environmental problems affecting the ocean. Once discarded in the natural environment, plastic can take up to 500 years to disappear. **Every year, more than 10 million tons of plastic are dumped into the ocean.** As it drifts between the waves, plastic can strangle or suffocate many animal species. Under the effect of the sun, it breaks down into microplastics that can be ingested by fish and thus enter the food chain. It is therefore **a potential threat to human health.** With more than 3,000 billion microplastic particles, **the Mediterranean Sea is one of the most polluted seas in the world.**

On the initiative of the Prince Albert II of Monaco Foundation, the Tara Ocean Foundation, Surfrider Foundation Europe, the Mava Foundation, and the International Union for Conservation of Nature (IUCN), **Beyond Plastic Med (BeMed) was created in 2015** to combat plastic pollution in the Mediterranean. In January 2019, the Monegasque association BeMed was established.

BeMed has set itself the goal of reducing plastic pollution in the Mediterranean by mobilizing and supporting committed stakeholders, facilitating the implementation of effective and sustainable solutions, and encouraging the sharing of experience and best practices.

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

Since its creation, **BeMed has committed €4 million to finance 114 projects in 15 different countries.**

Through the coordination of its **Community of Practice**, which brings together this network of local stakeholders, BeMed aims to create regional momentum by connecting organizations, facilitating the sharing of experiences and best practices, and encouraging the replication of effective actions.

To strengthen its impact, **BeMed created its Business Club in January 2020**, which brings together companies that want to commit to a plastic-free Mediterranean. The Club's objectives are to :

- Encourage collaboration between companies from different sectors and different links in the plastic value chain
- Develop dialogue between scientists, companies, and civil society
- Deploy field actions adapted to the diverse local contexts in the Mediterranean.

All of the work carried out by the Business Club benefits from scientific expertise and is supported by a network of highly active stakeholders in the field. In 2024, it has 10 members: Chanel, Monte-Carlo Société des Bains de Mer, Veolia, Carrefour, Nielsen Recycling, Iberostar, L'Occitane en Provence, Nestlé France, the Intercontinental Marseille-Hotel Dieu and La Badira.



OUR ACTIVITIES TO REDUCE PLASTIC POLLUTION

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Our activities

Providing financial support to Mediterranean stakeholders

The call for micro-initiatives

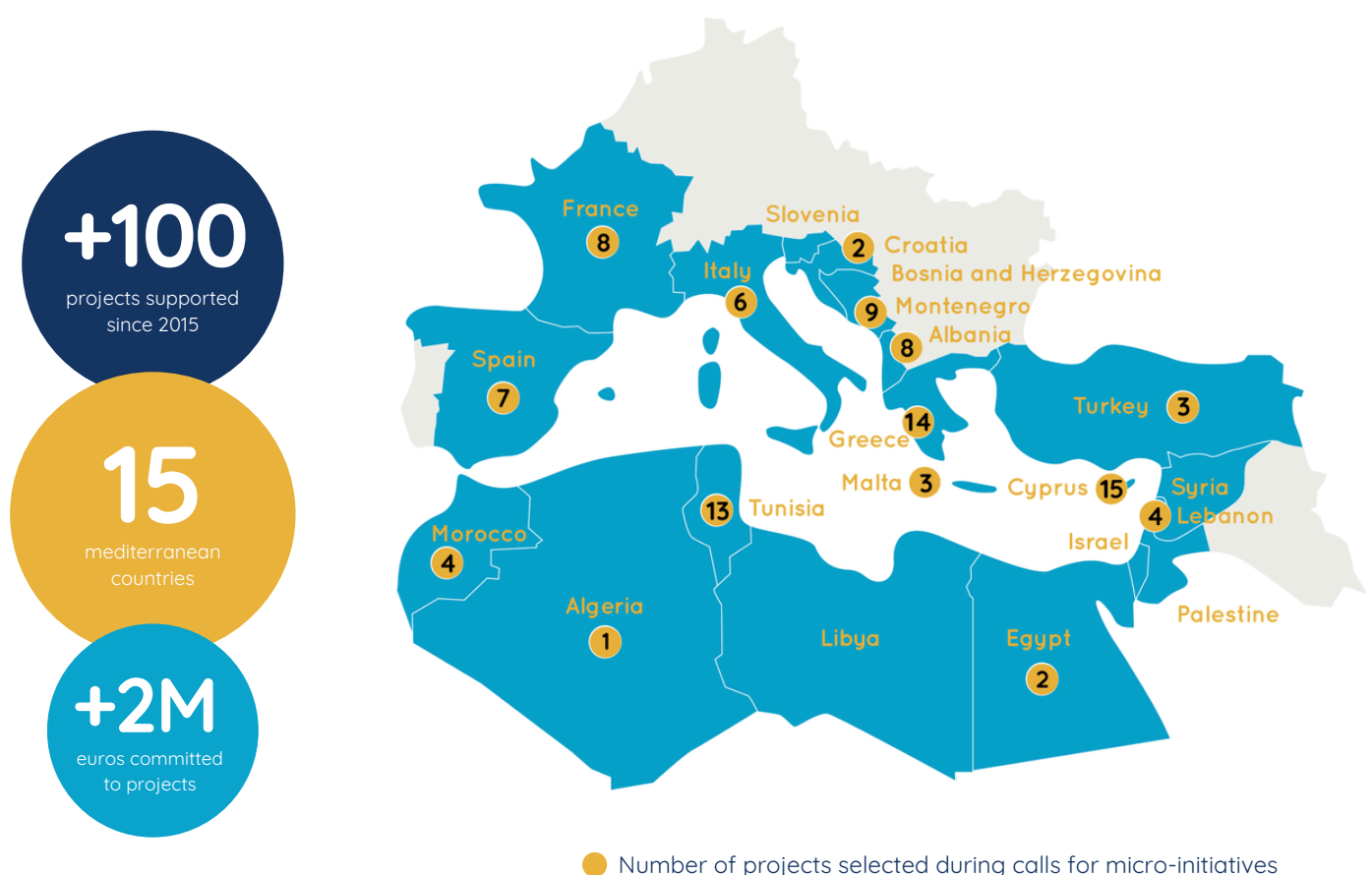
Every year, Beyond Plastic Med launches a **call for micro-initiatives** to support projects aimed at reducing plastic pollution in the Mediterranean. The direct beneficiaries of the program are NGOs, local authorities, scientific institutions, and even small companies. BeMed's support is a maximum of **€10,000 per project** and cannot represent more than 70% of the total project 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** to combat plastic pollution. For its call for micro-initiatives, BeMed received generous support from the Fonds Français pour l'Environnement Mondial, the Didier and Martine Primat Foundation, the Aether Fund of the Foundation for Future Generations, the Vilebrequin Foundation, and the Sancta Devota Foundation.

In 2024, **14 new projects** from **9 different countries** joined BeMed's network of stakeholders.

- Reducing plastic pollution through the installation of trash cans, the organization of cleanup events, and the creation of awareness signs to discourage residents from littering in rivers - **Municipality of Fushe Arrez, Albania**
- Promoting and expanding the "Bring Your Cup" movement, encouraging people to bring their own cups to takeaway outlets, through support for the private sector and a wide-ranging communication campaign - **Cyprus Environment Foundation, Cyprus**
- Reducing single-use plastics at several sporting events and strengthening the capacities of environmental protection associations in four Egyptian coastal cities - **Banlastic Egypt, Egypt**
- Creating a card game to raise awareness of the impact of plastic for schools, associations, and sailing schools - **DelTa, Italy**
- Creation of an awareness-raising podcast with and by young Sicilians, and integration of practical awareness-raising activities into school curricula - **Associazione Ulisse ETS, Italy**
- Support for the Environmental Protection Agency as a pilot institution in phasing out single-use plastics in its premises and creation of a guide to best practices - **Zero Waste Montenegro, Montenegro**
- Case study of 10 families to determine the impact of their children's awareness-raising activities on parents and creation of a guide for parents. - **Network for Children's Rights, Greece**

- Reduction in the use of single-use plastics at one of Albania's largest music festivals and feedback from other stakeholders with a view to replicating the approach - **Active Mobility, Albania**
- Support for the hospitality industry in reducing their plastic footprint through the "Plastic-free Balearics" certification and the recycling of waste such as broken parasols, wetsuits, and fishing nets into economically viable objects - **Menorca Preservation Fund, Spain**
- Support for Greek hoteliers and restaurant owners to reduce their consumption of single-use plastics and improve their waste management - **MedVenture, Greece**
- Characterization of plastic pollution, visitor awareness and improved waste management on the island of Galite - **Association Méditerranée Action Nature (MAN), Tunisia**
- Raising awareness, mobilizing and involving local stakeholders, particularly the HoReCa sector and island residents, to apply the 3Rs and make Tinos a zero plastic waste island - **Social Cooperative Enterprise Kalloni-Kellia, Greece**
- Supporting Moroccan agricultural sectors in reducing plastic waste production - **Engineering Business Leaders, Morocco**
- Organization of sampling campaigns, beach clean-up operations and artistic upcycling workshops to raise awareness among students about plastic pollution - **Association Tunsea pour la science participative, Tunisia**



Projects completed in 2024

19 projects were completed in 2024 in 10 Mediterranean countries. These projects had been selected as part of the call for micro-initiatives in 2022 and 2023.

SOME NOTABLE ACHIEVEMENTS

- Network for Children's Rights, Greece:

The aim is to help children of all nationalities and cultures learn about and take action against plastic pollution, while encouraging them to raise awareness among those around them, including their families and teachers. The project has been approved by the Ministry of Education for the 2022-2023 school year and implemented in 11 schools. A total of 52 educational workshops have been held, involving 903 children aged 8 to 12.



- Association Agrotechnologies du Souss Massa, Morocco: The project improved the collection and recovery of agricultural plastic waste in the Souss Massa region. The association raised awareness and trained operators in the sector and developed a technical guide for the management of agricultural plastic waste. Sixteen recycling units received personalized support, consolidating the skills acquired during the training sessions.



- **Go Zero Waste, Spain:** The project launched the second edition of the Go Zero Waste challenge, aiming to engage citizens of Menorca in reducing single-use plastic products (SUP) via an app. The app has been improved and has enabled 30 SUP reduction challenges to be completed, providing a way to check, inspire and raise awareness among users by taking photos of the challenges completed. A total of 156 challenges have been completed via the app.

- **Municipality of Agia Napa, Cyprus:** The municipality has designated a plastic-free beach and installed infrastructure to reduce pollution, such as water fountains, a smoking area with ashtrays, and recycling bins. Awareness messages and training for local businesses, including five hotels, have been put in place to encourage this initiative.



- **Alissar, Lebanon:** The association carried out awareness-raising and training activities on waste management in schools, municipalities, and businesses in the Tyre region. To encourage waste sorting, residents could exchange bags of sorted plastic waste for discount coupons. The project improved municipal waste collection and promoted the 3Rs (reduce, reuse, recycle), resulting in the sorting of 4,500 kg of waste, including 1,145 kg of plastic. At the same time, 32 training sessions were organized and 55 recycling bins were installed in local schools and businesses.

Our activities

Providing financial support to Mediterranean stakeholders

Call for projects in the Mediterranean islands

In 2020, BeMed launched a call for projects aimed at reducing plastic pollution in the Mediterranean islands. After supporting five projects and creating a capitalization program, BeMed launched **a second edition on April 10, 2024.**

Through its call for projects, BeMed aims to strengthen existing grassroots initiatives in Mediterranean islands and support projects likely to have a measurable impact on the fight against plastic pollution.

BeMed supports each project with **up to €100,000**, with a maximum of 70% of the total project amount, for a maximum duration of 24 months (from February 2025 to March 2027). The Fonds Français pour l'Environnement Mondial (FFEM) and the Fondation Audemars-Watkins are providing financial support for this call for projects.

What are the objectives of this support ?

- REDUCE pollution at source and its impact on the marine environment
- SUPPORT the implementation of sustainable solutions
- CREATE momentum among local stakeholders by facilitating experience sharing and replication

Why islands ?

The call for projects concerns islands throughout the Mediterranean basin that are particularly vulnerable to plastic pollution. This threat weighs heavily on their exceptional biodiversity and on the living environment of local populations.

The challenges of plastic waste management and treatment are particularly acute in these areas. Located at the interface between land and sea, waste leakage into the marine environment is frequent. However, these islands also represent opportunities to develop and test concrete solutions to reduce plastic pollution, promote sustainable alternatives, and raise awareness among residents and visitors.



CapiMed-Islands, our capitalization program:



The CapiMed-Islands program has been renewed for this edition with the aim of:

- PROMOTING collaboration between islands and projects
- TRANSFERRING approaches, results, and lessons learned to other islands
- IMPROVING the visibility of projects

This program is funded by BeMed and coordinated by MedWaves and SMILO.

In 2024, we selected seven projects in six different countries:

- **Isotech Ltd.**, “Green and circular ports for a waste-free Mediterranean,” [Cyprus](#)

Promoting collaboration within the shipping industry through the implementation, in partnership with five Mediterranean ports, of solutions to reduce waste and improve waste management on board ships and in port facilities.

- **Milieu Kontakt and ETMI**, “Prevention of marine litter in the Sazani and Kune Vain islands,” [Albania](#)

Reduce plastic waste in the Sazani and Kune Vain islands through prevention actions, support for the HoReCa sector, and the development of a roadmap of actions to be carried out involving local stakeholders.

- **Active Citizen for Development**, “College of Hotels of Djerba committed to the fight against plastic pollution,” [Tunisia](#)

Creation of a hotel club in Djerba to promote collaboration within the hotel sector and support hotels in reducing their use of single-use plastics and improving their waste management.

- **Flag Pine**, “Towards a plastic-free marine protected area in Karaburun-Sazan,” [Albania](#)

Raise awareness and implement pilot actions to reduce the use of single-use plastics in the Karaburun-Sazan marine protected area and Vlora Bay.

- **Gökçeada Municipality**, “Action plan for single-use plastics in Gökçeada,” [Turkey](#)

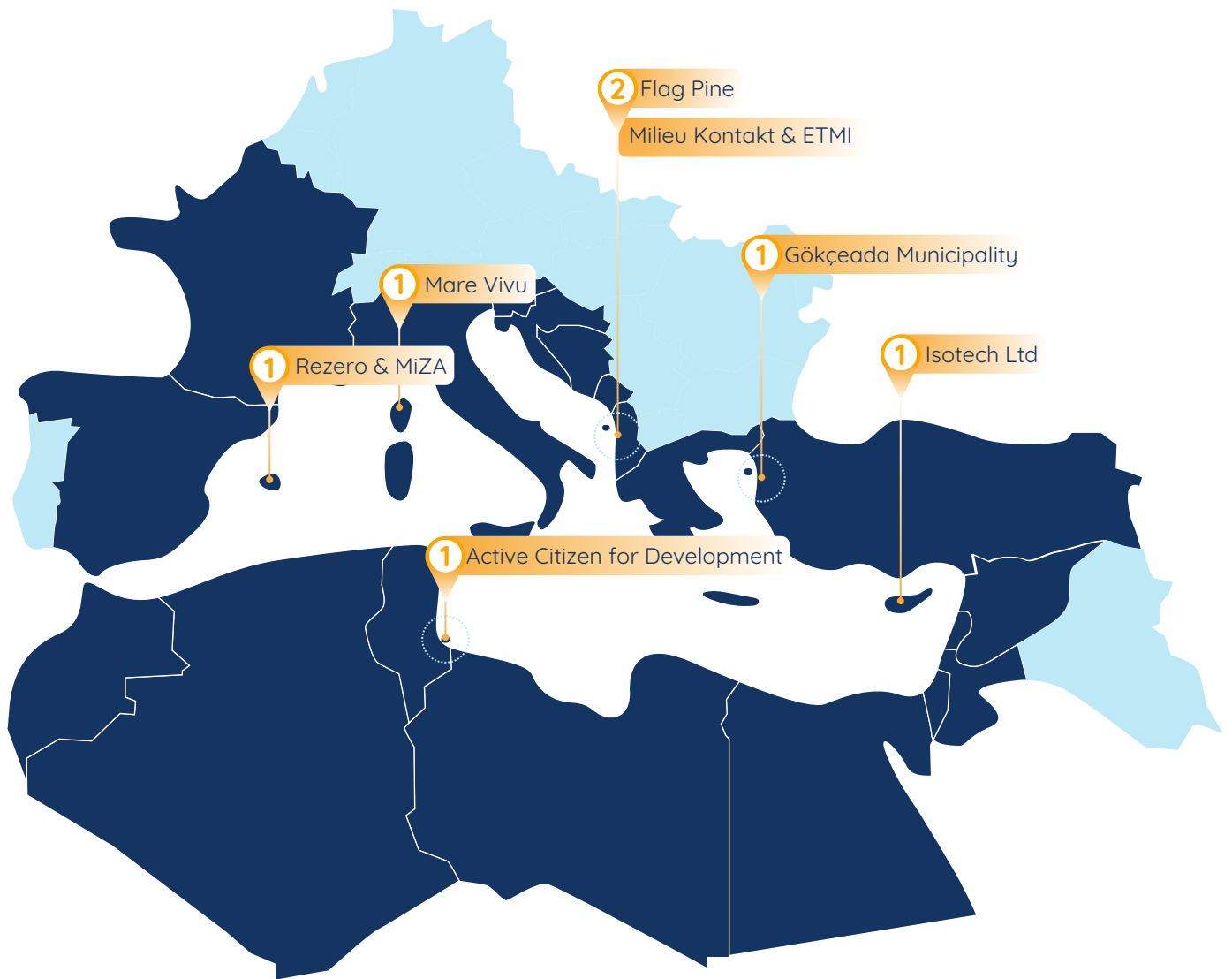
Develop and implement a comprehensive action plan to raise awareness and promote environmental responsibility among local communities and visitors to reduce single-use plastics in Gökçeada.

- **Mare Vivu**, “Riparu,” [France](#)

Support the transition of public and private stakeholders in Corsica and the Mediterranean through awareness-raising, educational activities, advocacy and support for the hotel sector.

- **Rezero and MiZA**, “Diagnosis of plastic waste production in the maritime sector and development of a ‘zero waste’ certification - MARINE-ZWB,” [Spain](#)

Engaging maritime tourism stakeholders through the implementation of zero waste certification, online training workshops, awareness campaigns and the organization of events.



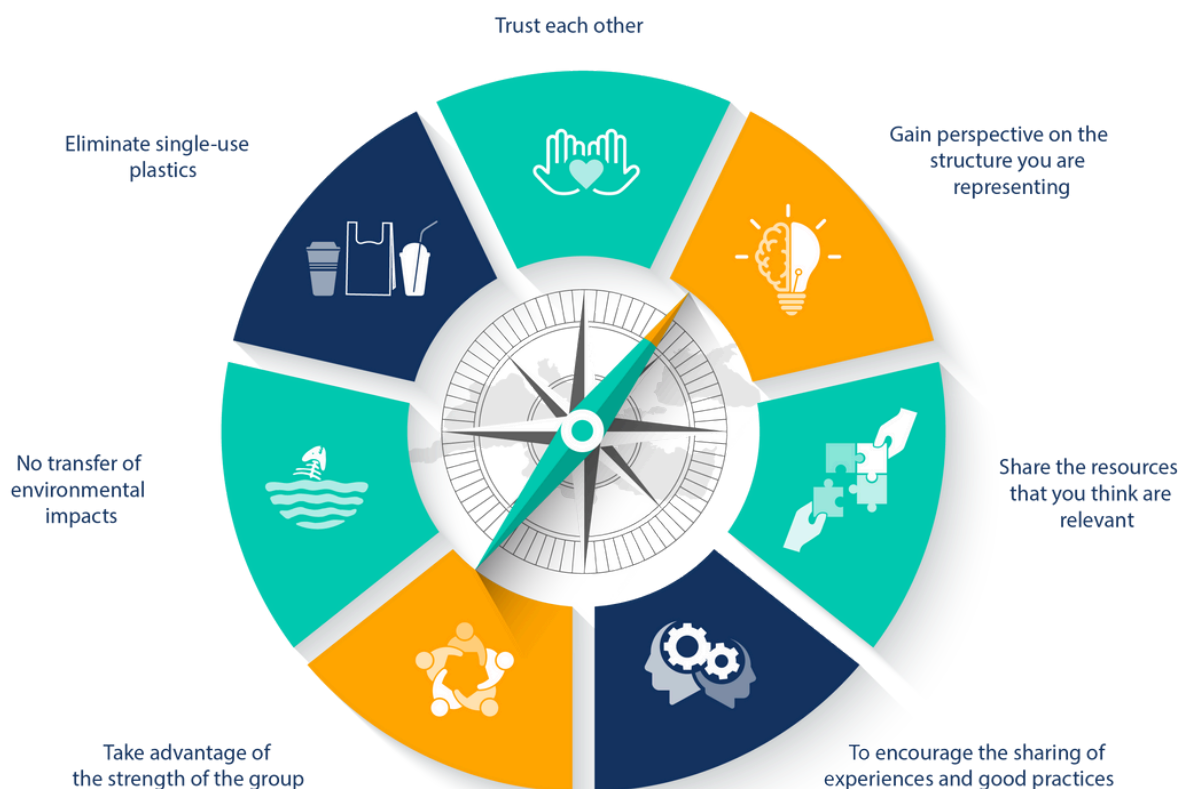
Our activities

Facilitating experience sharing: consolidation of the BeMed Community of Practice

The Community of Practice

To strengthen the impact of projects, capitalize on the experience of its network, and respond to demand from stakeholders, BeMed is strengthening collaboration and experience sharing by facilitating a Community of Practice that brings together the organizations it supports. BeMed thus provides long-term support and promotion for the work of the organizations it supports.

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



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 2024, the BeMed Community will bring together **94 organizations**, supported through calls for micro-initiatives in 2021, 2022, 2023, and 2024, as well as laureates from calls for projects in the Mediterranean islands. The annual calls for micro-initiatives bring new expertise to the Community and help it grow.

To best meet the needs of its members, BeMed conducts satisfaction surveys during the summer and provides daily information via a newsletter.

- **100% of members are well aware of the role of the Community and what it can offer them.**
- **96% of members have contacted or plan to contact other members in order to explore synergies.**
- **89% of members are interested in the content of the Community's newsletters.**

SOME QUOTES

“Thank you for the many opportunities to participate and contribute to BeMed's work. We will follow everything and I hope to participate again.”

“I would like to express my sincere gratitude for the opportunity to be part of this valuable Community of Practice focused on reducing plastic waste in the Mediterranean. I deeply appreciate the spirit of collaboration and the wealth of knowledge shared.”

Community Rendez-vous

During 2024, four Community Meetings were held. These meetings take the form of online meetings and workshops. They are designed to bring members together around a specific theme to discuss, share feedback, and exchange solutions that have been tested. The topics covered are chosen based on the needs of members, as identified through surveys and discussions.

FEBRUARY 12



Fishing

Abandoned fishing nets cause significant damage to marine wildlife, ecosystems, and maritime activities. Two members presented their projects:

- Roy Abijaoude (Lebanese Developers): collection of used nets via cooperatives in Lebanon to prevent them from being abandoned at sea and recycle them into various plastic objects.
- Demetra Orthodoxou (Isotech): development of biodegradable nets made from bioplastics, manufactured in France and sewn in Italy, with tests underway for sustainable alternatives.



JUNE 26

Consumer engagement

The Community met to discuss the theme: "Generating long-term citizen engagement: successes and limitations." During the meeting, several members presented their projects:

- Pierre-Ange Guidicelli (Mare Vivu): the CorSeaCare mission in Corsica, which combines sport, public awareness, exchanges with authorities, and participatory science.
- Magda Cebrián (Plastic Free Menorca): the Go Zero Waste app in Menorca, which challenges citizens to take on 30 challenges to reduce their plastic use.
- Panagiota Koutsofta (Municipality of Agia Napa) and Philippos Drousiotis (CSTI): the Keep Our Sand and Sea Plastic-Free and Bring Your Cup initiatives, as well as the "Beachinfluencers" campaign to encourage more sustainable behavior.



MARCH 18



Meeting with the new laureates

This exchange was an opportunity to present the 14 new laureates from calls for micro-initiatives to the Community. Three working groups also initiated discussions on the end of life of plastic, awareness-raising, and alternatives.

NOVEMBER 14

The role of influence and businesses in raising awareness

This event highlighted the role of influencers and introduced a new angle: how companies can act as allies in raising awareness. Three presentations marked the event:

- The role of influencers: Katerina Kokinaki (Elafonisos Eco) explained how to identify and mobilize the right ambassadors to promote sustainable actions.
- Collaboration with bloggers: Lucia Fanini (University of Salento) shared her experience of working with a blogger to reach a wider audience.
- Corporate awareness: Laura Gaurvit (Surfrider Foundation Europe) presented Act! with Surfrider, a program that engages company employees in the fight against plastic pollution.



Focus on Community Day

This key moment of the year took place in Greece on 17 and 18 April 2024, attended by many stakeholders already receiving support on the ground, and provided an opportunity to strengthen ties with members.



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Day 1 – April 17

The day's program included a discussion on the challenges and best practices related to plastic pollution, training on storytelling, and work in small groups.

- Overview of the challenges encountered:

Members discussed the challenges they face on a daily basis in their work with citizens and public and private stakeholders, and shared best practices!

- Best practices from the Community:

Members shared and discussed the best practices they have developed in the course of their activities.

- Storytelling training by We are Community

Three storytelling experts shared the fundamentals and helped members learn how to use this essential tool in their daily work.



Key takeaways:

This training highlights our innate nature as storytellers, emphasizing the importance of reconnecting with our childhood creativity.

Why do stories matter?

Stories activate powerful brain mechanisms such as neural coupling, mirroring, and the release of dopamine and oxytocin, making narratives more memorable than data alone; information integrated into a story is remembered 22 times more easily.

Rules of storytelling:

- Great stories are universal.
- They have a clear structure and a specific purpose.
- They feature engaging characters.
- They appeal to emotions.
- They surprise to capture attention.
- They are simple and direct.

Storytelling is a powerful tool for reaching audiences, conveying values, and making messages unforgettable.





© BeMed

In the afternoon, members worked in sub-groups on various issues such as:

- How to engage citizens in the long term?

The first group had the opportunity to discuss the challenges encountered in generating long-term citizen engagement and the activities they have put in place to address them.

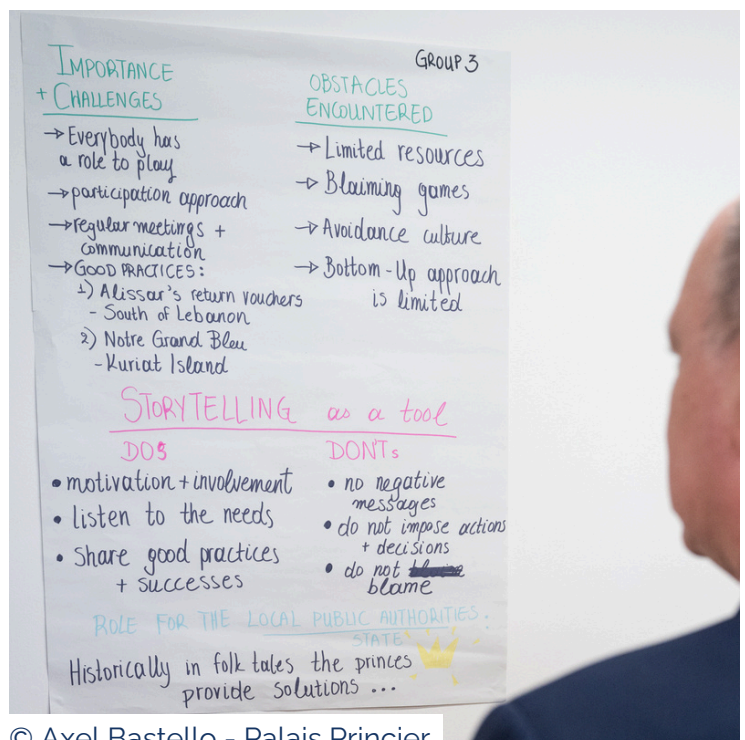
- Project sustainability and health issues:

The second group focused on two issues: the sustainability of the projects implemented and highlighting the links between plastic pollution and health.

- How can we bring all stakeholders together around the table?

The third group focused on establishing dialogue between the various stakeholders (public, private, etc.) to promote actions to combat plastic pollution.

The participants had the honor of presenting the conclusions of their work to H.S.H. Prince Albert II of Monaco. This meeting enabled the members to engage in a discussion on the role of the State in the fight against plastic in order to reflect together on solutions.



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Day 2 - Field visit - April 18

Community members visited the Cultural Lab of the Greek association Network for Children's Rights, which received two grants for micro-initiatives in 2022 and 2024. This association works to provide children aged 8 to 18 with a healthy and safe environment by raising awareness and empowering them to fight against single-use plastics. During the visit, members discovered this awareness-raising space and the activities that enable children to acquire knowledge and adopt new ecological values.



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BeMed closer to its community

In 2024, to strengthen ties within the Community, the annual Community meeting was held outside Monaco for the first time, on April 17, 2024. These face-to-face moments are essential for creating human connections between stakeholders and generating new synergies among members. Relocated to Athens, Greece, the day highlighted the many Greek members. Building on the success of the event and the enthusiasm of the members in hosting it, BeMed decided to make this change of location permanent in order to get closer to its Community and meet stakeholders directly in the field.

Participation in the Science Festival

In parallel of the Community Day, two members had the opportunity to showcase their work at the Athens Science Festival on April 16.

- Dana Ashi from Alissar, Lebanon, organized a creative workshop to show children how they can reuse plastic waste and use their imagination to give new life to trash.
- Faiçal Ghzaïel from the Association Jilij pour l'Environnement Marin (AJEM) held a workshop to raise awareness about plastic and presented the reusable bags that the association makes from old fabrics.



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Community tools

To facilitate contact between members, a private directory is available. It allows users to easily identify the expertise, geographical distribution, and contact details of member organizations.

The image displays a digital directory interface. On the left, a smartphone shows a map of the Mediterranean region with location pins. In the center, a desktop view shows a 'Directory' page with a search bar and filters. The filters include 'Keywords' (Advocacy & Regulation, Agriculture, Art, Business, Business Club, Call for micro-initiatives, Certification, Clean-ups, Collaboration N/S), 'Geographical areas' (Albania, Algeria, Croatia, Cyprus, Egypt, France, Greece, Italy, Lebanon), and 'Selection year' (2017, 2018, 2019, 2020, 2021, 2022, 2023). On the right, a list of results shows member organizations like AGROTECH SM, AKTH, ALISSAR, and ADF, each with a logo, name, location, and project details. A green arrow points from the smartphone to the desktop view, and a green circle with '94 contacts' is at the bottom.

At the same time, a welcome kit explaining how the Community works and highlighting its added value is available to members (a flyer and a video).

The image shows a welcome kit for the community. On the left is a flyer titled 'BEYOND PLASTIC MED' with the subtitle 'Together stronger'. It contains text about the community's mission and resources. On the right is a video player showing a beach cleanup with the text 'AMAZING WORK GOING ON OUT THERE'. A QR code is visible in the bottom right corner, and a green circle with 'Watch' is at the bottom.

As well as a communication brochure, updated annually, which highlights our activities and results.



A newsletter is sent out regularly to the Community. This newsletter is intended to share news about the Community (online events, Community Day), as well as the results of projects supported in previous years, relevant resources, and the calendar of upcoming events.

Our activities

Supporting companies in reducing their plastic impact

The Business Club

The Business Club works on two main areas. The first aims to **create dialogue between scientists, businesses, and civil society on specific topics** such as biodegradability, bioplastics, recycling, reuse, and health issues caused by plastic. The second aims to have a direct impact through **the implementation of pilot projects** directly involving the Club's member companies. The first project was held at the InterContinental Hotel in Marseille and was replicated at the La Badira Hotel in Hammamet, ending in late 2024. A second project was launched in 2024 at Carrefour Monaco to reduce the use of single-use plastics in supermarkets.

In 2024, the Business Club has 10 members: Chanel, Monte-Carlo Société des Bains de Mer, Veolia, Carrefour, Nielsen Recycling, Iberostar, the Intercontinental Marseille-Hotel Dieu, L'Occitane en Provence, Nestlé France, and the La Badira hotel.

Expansion of the Scientific Committee

The year 2024 was marked by the **integration of experts in the humanities and social sciences** into the scientific committee. **As plastic pollution is inherently a societal issue**, it seemed essential to enrich our discussions by incorporating these skills and perspectives. François Dedieu and Stéphanie Barral from the French National Institute for Agricultural Research (INRAE), as well as Patrick Gabriel and Morgane Innocent from the University of Brest, have therefore joined the scientific committee.

In order to anchor our discussions in the Mediterranean reality, four new scientists have been recruited in Tunisia and Morocco. Inès Essid from the National Agronomic Institute of Tunisia, Brahim Soudi from the Hassan II Agronomic and Veterinary Institute, Hajer Hadj Salem from the Higher Institute of Technological Studies in Nabeul, and Najoua Ben Khemis, a psychologist at the Ministry of Higher Education and Scientific Research, who is also a human resources consultant, have been welcomed to the committee.

Their expertise, which is both technical in plastics and in the humanities and social sciences, enriches the dialogue by providing an informed perspective on market issues outside France.

SOME FIGURES:

100% of members are satisfied or very satisfied with all activities.
+ 8 new scientists on the committee.
2 new pilot projects.

RESOURCES PRODUCED IN 2024

2

technical sheets



5

detailed reports following expert presentations



1

“Guide for a successful adaptation” for hoteliers, providing advice on implementing our ‘Towards a zero single use plastic hotel’ method.

The Science-Industry-Society dialogue

This area of work aims to facilitate dialogue between scientists, businesses, and civil society so that member companies can ensure the relevance of their plastics strategy. This dialogue enables them to fill certain knowledge gaps, but also to share their expertise with other members of the Club and the scientific community. The participation of BeMed member associations in the debate brings the perspective of civil society to the table and challenges companies.

“Cross-views” meetings on plastic and health

In 2024, the group continued the cycle on the theme of plastics and health during three sessions. The first took place during the workshop in Monaco in February. It combined a presentation by Mathieu Ben Braham, Générations Futures, on PFAS and a round table discussion with Dr. Hervé Raps, Valérie Guillard, Patrick Navard, and Matthieu Ben Braham on “Plastics, additives, and health: what are the risks and opportunities for companies in the plastic value chain?”

What we have learnt

About PFAS

What are PFAS?

PFAS are a family of molecules with toxicological properties that point to serious impacts on humans.

Due to their use and persistence, they are now found everywhere: in the air, water, soil, humans, plants, and animals. Industrially, they are widely used for a range of purposes, some essential (defense, medicine, etc.), others superfluous (packaging, cosmetics).

Manufacturers have a major role to play in eliminating PFAS from their products. To do so, it is essential to start by mobilizing their supply chain and raising awareness among suppliers, manufacturers, and formulators. The idea is to turn this reputational risk into an opportunity.

Proposed bans represent either a constraint or an opportunity for manufacturers: their actions will determine the outcome.

On additives and health issues

The use of additives is much more strictly controlled for plastics certified for food contact. This control is based on a positive list of approximately 850 authorized additives, as well as migration tests and checks carried out by the European Food Safety Authority (EFSA). However, there are several limitations: many additives do not have a permissible daily intake level, and newly formed chemical compounds are not taken into account.

The issue of additives goes beyond plastic food packaging alone:



Additives can migrate through the skin, raising questions about the use and impact of synthetic textiles in the textile industry.



Additives have also been found in foods packaged in glass containers: here, it is the use of plastic on food production lines that is being called into question.

What we have learnt

A second meeting was held on May 29, 2024, at Carrefour's offices in Massy, during which Henri Bourgeois-Costa, Director of Public Affairs at the Tara Ocean Foundation, spoke about the challenges of establishing a blacklist of plastic additives.

Concepts and definitions related to toxicity

- According to the CNRS, toxicity is the “property of a substance that can poison a living being.”
- A regulatory definition exists, but it is based on the principle of toxicity thresholds, according to which there is a dose below which there are no effects.
- However, toxicity depends not only on the substance itself, but also on other factors such as the age and gender of those exposed, the duration of exposure, cocktail effects, etc.

On additives “chemical substances associated with plastic production”

- Currently, of the 16,000 chemical molecules associated with plastic that have been identified, only 5,006 have been studied and 4,000 have been defined as problematic because they are toxic.
- There are very few studies on cocktail effects and chronic toxicity.
- There is a lack of transparency in the petrochemical and plastics industries, as they are the only ones with knowledge of the composition of plastics.

About the blacklist

- Defining a blacklist of additives to avoid is not a desirable approach for the Tara Ocean Foundation, as this would mean endorsing a “whitelist” of chemicals that have no impact on health.
- A different approach should be favored, with:
 - Red list: the “worst” additives whose toxicity has already been proven.
 - Orange list: those that have not yet been sufficiently studied (keep in mind the precautionary principle).
 - Plan a phase-out of plastics to gradually reduce their environmental impact.

What we have learnt

Recommendations from the Tara Ocean Foundation

Reducing at source remains the preferred solution: reducing plastic use automatically reduces the presence of contaminants.

Limit the number of resins used and eliminate resins that should be avoided at all costs: PVC, PVDC, styrenes, etc.

Technical sheet
Plastic & health



A final thematic session was held on June 20, 2024, during which Ismahane Remonnay (Global Head of Foresight and Alliances, Veolia Chemical Pathway Officer) and Valérie Ingrand (Head of the “Monitoring and Characterization” research group) from Veolia spoke about Veolia’s work on chemical transition and the current limitations of our ability to measure the effects of a substance on health.

Veolia Chemical Transition Pathway

For 10 years, Veolia has been working alongside multiple partners to promote chemical transition, in order to protect the health of their employees and customers, biodiversity, and the environment. These projects reveal several things:

- Limited knowledge: of the 300 million substances registered worldwide, only 30,000 are registered under the REACH regulation.
- The importance of the chemical life cycle in achieving results in terms of health, pollution control and the reduction of hazardous substances.
- The ecological transition could lead to a two- or threefold increase in the consumption of chemicals, due to the use of new technologies combined with our current lifestyles.
- The adoption of the Bonn Agreement (September 2023) defines the global framework for chemicals to ensure the transition to a planet free of harmful chemicals and waste. It aims to incorporate the future international agreement on plastics.

What we have learnt

Measurement, an essential tool in the fight against chemical pollution

This measurement exercise makes it possible to evaluate the performance of tools and processes, as well as the effectiveness of action plans that can be implemented at the regional level. It is carried out in three stages:

- 1 **Sampling:** Ensure representativeness, stability, and consistency across different methods.
- 2 **Characterize** the sample using different approaches:
 - Historical approach: Targeted methods imposed by regulations. The aim is to obtain an exhaustive list of molecules.
 - Broader approach: Non-targeted methods that can be used to search for hundreds or thousands of compounds. We see what we find.
 - Bioassay analyses with cells: evaluate the impact of the sample on living organisms.
 - Modeling or grouping approaches: Identification of molecules that would indicate the presence or absence of families of molecules.
- 3 **Interpret:** This step depends on the quality of the data provided, its traceability, and the performance of the laboratory.

Impacts of recycled plastics

Despite the combination of targeted and non-targeted approaches, measuring the impact of recycled materials remains difficult.

The marketer is theoretically responsible for providing information, but there are several levels of responsibility:

- The seller of recycled material is supposed to perform the analysis.
- The assembler who puts a product on the market is also responsible for providing information and performing analyses.

The intensity of responsibility varies depending on the stakeholders and levels.

WHAT'S NEXT?

The next topic to be addressed by the Science-Industry-Society Dialogue will be **consumer support**. To define the scope of this topic, an introductory session was held on November 12, 2024, during which members were able to express their needs and questions.

What we have learnt

“Flash concepts” and “news cafés”: staying up to date with current affairs

Shorter presentations are organized on an ad hoc basis to address current topics.

Henri Bourgeois-Costa, Director of Public Affairs at the Tara Ocean Foundation, provided an update on the negotiations for the International Treaty on Plastic, which took place in November 2024 in Busan.

On the negotiations of the international treaty against plastic pollution

The fifth phase of negotiations (INC5) on the global treaty on plastic pollution took place from November 25 to December 1, 2024, in Busan, South Korea.

The Busan negotiations provided an opportunity for some positive changes:

- **The countries with high ambitions are more vocal** and have been less willing to give in. Some strong statements (notably from Rwanda and France) have highlighted the unacceptable nature of the negotiations being held hostage by nine countries and **have affirmed that they will not sign a weak treaty.**
- This camp has also become more structured. It relies heavily on the coalition of scientists for an ambitious treaty and on civil society.
- **The importance of reduction was reaffirmed**, particularly to protect human health. The WHO and the High Commissioner for Human Rights spoke to remind us that, based on our current knowledge, plastic pollution is a threat to human health. As things stand, plastic production and consumption threaten at least six human rights (including the right to a healthy environment).
- **We are seeing a strengthening of the countries with high ambitions, as the number of countries in favor of reduction has risen from 67 to 100.**

It should be noted that diplomats on assignment no longer have the power to bring about change, as they are sent to negotiations with a specific mission and are required to report back on their findings. This is why, prior to the next round of negotiations, it seems necessary to organize a higher-level conference with ministers from the various states. The message conveyed at this conference will be key during the negotiations.

What we have learnt

Wassim Chaabane, Doctor of Engineering, did a flash presentation on the LISP strategy and its consequences for the Tunisian hotel sector.

The Plastic-Free Coastline Strategy in Tunisia (LISP) and its impact on the hotel sector

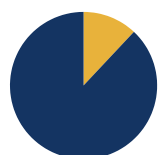
THE FACTS IN FIGURES



The volume of waste generated in Tunisia is increasing by 2.5% per year.

9,5 kg

Amount of plastic that washes up on Tunisia's coastline every day, totaling 5.9kt per year. (World Bank, 2021)



12,1%

Proportion of plastics in household waste (ANGed, 2024). This is the most common type of waste found on Tunisia's coastline.

55,5 kt



is the estimated annual amount of poorly managed plastic waste (in tons).

STRATEGIES TO ADDRESS THIS ISSUE AT THE NATIONAL LEVEL

- Tunisia's involvement in the **global treaty against plastic pollution**
- The **Plastic-Free Coastline Strategy in Tunisia (LISP)**
- The **National Strategy for Ecological Transition (SNTE)**
- **Regulations:** Decree No. 2020-32 of January 16, 2020, prohibiting plastic bags; Law No. 96-41 of June 10, 1996, on waste and the control of its management and disposal; decree on selective sorting; draft environmental code, etc.

Our activities

Progress of the **pilot projects** working group

This group supports member companies in implementing pilot actions based on field studies validated by the scientific committee. The collective and territorial approach allows solutions to be tested on a small scale before being rolled out more widely for an impact across the Mediterranean.

2024: Launch of a pilot project for large retailers



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In 2024, a new project with Carrefour Monaco was launched to reduce the use of single-use plastic in stores. This two-year project focuses on four areas:

- Promoting reuse among customers
- Integrating reuse solutions in stores
- Optimizing waste management
- Reducing plastic by eliminating or replacing it in consumer products

This is a two-year project.

Initially, in order to develop and establish the use of reuse by customers, Carrefour has partnered with MaConsigne, the returnable container service launched by the Prince's Government of Monaco.

Since June 3, Carrefour Monaco customers have been able to choose the MaConsigne system at the store's catering and rotisserie stands. The Picadeli salad bar has also joined the initiative by offering customers the option of choosing a returnable container. Pre-packaged salads in returnable containers were also available during the summer.



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Synthesis of the consumer study

A study conducted by EDHEC students analyzed the perception and use of the MaConsigne system at Carrefour among 310 people.

The service enjoys good brand awareness, with 67% of respondents familiar with it. However, 33% are not yet aware of it, which leaves room for improving its visibility.

Users adopt MaConsigne for three main reasons: environmental awareness, influence from the workplace, and the impact of street marketing.

Some barriers remain, including lack of time, low visibility of the service, and limited consumption of the products concerned. These obstacles stem from a lack of information and consumption habits that are not yet well established.

Among the reasons for abandoning the service are forgetting containers, preference for other alternatives, and the lack of return points nearby.



© MaConsigne



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➤ Feedback on reuse

A technical problem is hampering the system's effectiveness: the labels used for the salad bar do not dissolve in the washer, meaning that reusable lids have to be discarded. This constraint calls into question the environmental and economic viability of the system. Several new solutions are being explored by the team to overcome this obstacle to large-scale reuse.



Closure of the hotel pilot project

In 2022, the Business Club's first pilot project was launched at the InterContinental Marseille - Hôtel Dieu. It aimed to help the hotel reduce its use of single-use plastics. With this pilot project, BeMed demonstrated that it was possible to reduce single-use plastic consumption while involving staff, without reducing customer service quality and while saving money.

In 2024, similar results were achieved by replicating the project at La Badira, a hotel located in Hammamet (Tunisia). The project in Tunisia focused on reducing plastics in the back office, particularly in the kitchen, with positive repercussions on operational efficiency, costs, and circular management of the waste generated.

TOWARDS A ZERO SINGLE-USE PLASTIC HOTEL

The test carried out at La Badira shows that in two to three months, for the five targeted single-use plastic items, the project avoided:



- 2050

plastic containers



- 529

coffee capsules



- 108

plastic bags

150 kg/year



of plastic waste
(previously unsorted)
can be collected and
recycled.

Focus on the College of Hotels

To reinforce the impact of this pilot project, an initiative has been launched in collaboration with the Active Citizen for Development association and the Iberostar group: the Hammamet and Monastir College of Hotels.

These hotel groups are voluntary, **pre-competitive collaborations** between hotels in the same region to improve the sustainability of the destination (plastic is one issue, but not the only one!). They aim to strengthen the sharing of best practices and skills development, and to have more influence with suppliers, collectors, public organizations, etc.

THE WORKSHOP WITH THE COLLEGE OF HOTELS

Prioritization of plastics

During the project closing event at La Badira (see page 41), a workshop was organized to initiate change within the College of Hotels. Members of the Colleges of Hotels were able to prioritize the plastics they could work on within their establishments. The prioritization was based on four criteria: whether or not the plastic was sorted, the risk of leakage into the environment, motivation, and waste volumes.

Sharing alternatives

A time for sharing solutions gave the hoteliers present some ideas. Here are a few examples:

- Wrapping film (spa): use washable, locally sourced, dark-colored foutas.
- Tea bags and coffee capsules: loose tea? Filter coffee? Bean grinder? Look out for biodegradable alternatives!
- Straws: be careful when importing biodegradable alternatives; favor elimination, provision on request, or reusable straws.



Share our experience and facilitate replication

A “**Guide for a successful adaptation**” has been produced, bringing together all the lessons learned, feedback and best practices from the adaptation process at La Badira. This guide is available free of charge on the BeMed website for all hoteliers wishing to replicate the approach.



CONSULT
Guide for a successful
adaptation



AND TO GO FURTHER...

CREATION OF A HOTEL WORKING GROUP

Building on this experience, BeMed will launch an online training course in 2025 to collectively support hotels in rolling out the “Towards a zero single-use plastic hotel” method. A training session will be organized for each key stage of the process. Each session will focus on presenting the method, providing advice on tools, and demonstrating how to use them. Between sessions, hoteliers will implement the stage in their establishment, and BeMed will be available to answer their questions.

To join the training program, please contact us at:
contact@beyondplasticmed.org

Meeting times and joint reflection sessions for the Business Club members

First workshop

In February 2024, the first workshop took place at the Monte-Carlo Société des Bains de Mer, at the Monte-Carlo Bay Resort hotel in Monaco.

On the first day, the morning was devoted to the health consequences of plastic and additives, with a presentation by Générations Futures on PFAS*. This presentation was followed by a discussion with scientists Valérie Guillard (University of Montpellier), Patrick Navard (National Center for Scientific Research), Hervé Raps (Monaco Scientific Center), and Matthieu Ben Braham (Générations Futures).

In the afternoon, the aim was to continue discussions on pilot projects. This included sharing the progress of the “Towards a zero single-use plastic hotel” project with La Badira (member of Leading Hotels of the World), the distribution of the turnkey method, and a review one year after the end of the InterContinental Marseille - Hôtel Dieu project.

Then, as part of a new pilot project within Carrefour Monaco, BeMed brought together local stakeholders interested and involved in the project.

The second day was devoted to reflecting on the strategic vision of the Business Club in three to five years' time.



SCAN
Technical sheet
Plastic & health



*Perfluoroalkyl and polyfluoroalkyl substances (PFAS) are a group of more than 4,700 widely used chemicals of anthropogenic origin that accumulate over time in humans and the environment.

Second workshop

On October 22, the Business Club organized the second workshop of the year in Hammamet to celebrate the closure of the pilot project “Towards a zero single-use plastic hotel,” implemented at the La Badira hotel. This event provided an opportunity to showcase the successful adaptation of the method, highlighting the economic and environmental benefits of this initiative for the hotel and tourism sectors in Tunisia.

The workshop brought together members of the Business Club as well as local Tunisian stakeholders, including hoteliers who are members of the Colleges of Hotels of Hammamet and Monastir, local associations and representatives of public institutions. During the first day, participants gathered to reflect on the results of the project, share ideas and set the framework for future actions in Tunisia.

The morning sessions included roundtable discussions and workshops, during which participants prioritized single-use plastics, discussed viable alternatives, and explored concrete solutions. In the afternoon, they participated in a workshop on replicating the hotel pilot project, followed by a visit to La Badira, which showcases the alternatives in place.



On the second day, after a presentation by Nathalie Gontard and Inès Essid on #INTACTBioPack, an international project on biodegradable packaging suitable for Mediterranean foods, the 3-5 year action plan was discussed and pre-validated by the members. An update on the progress of the large-scale retail pilot project provided an opportunity to understand the challenges of rolling out a deposit system at Carrefour Monaco.



The future of the Business Club, setting our goals for the next 5 years

In 2024, a strategic review was conducted to develop a 3 to 5 year action plan for the Business Club.

The aim is to capitalize on the solid foundations laid during the first four years of the Business Club in order to multiply its impact on plastic pollution in the Mediterranean and thus begin the second phase of development of the Business Club.

The expectations of member companies, scientists, and associations were taken into account in the review.



The first area of focus is:

Scaling up: replicating ongoing pilot projects to increase the impact on reducing plastic pollution.

- Objective 1: The Business Club is recognized for its expertise on the subject of zero single use plastic hotels in the Mediterranean.
- Objective 2: The Business Club replicates the collective approach implemented in the pilot project for large retailers in Monaco.



The second area of focus is:

Establishing legitimacy: the Science-Industry-Society Dialogue (DSIS) guides members' decisions and is open to Mediterranean collaboration.

- Objective 1: The DSIS is essential for our members, beyond our current representatives, and is recognized at the French level.
- Objective 2: Areas of Mediterranean collaboration within the framework of the DSIS are identified.

Our activities

Launch of the BeMed+ project

BeMed+ project

The BeMed+ project aims to consolidate the work carried out by BeMed over the past 10 years to reduce plastic pollution in the Mediterranean.

It brings together all of BeMed's historical activities: supporting Mediterranean stakeholders and facilitating the sharing of experiences within the Community of Practice and the Business Club.

It also enables pilot actions to be implemented in two target regions:

- The tourist area of Monastir, Tunisia
- The Shkumbin river watershed, Albania

These activities are carried out in collaboration with IUCN and Surfrider Foundation Europe, founding members of the association, as well as INCA (Albania) and Notre Grand Bleu (Tunisia) for the implementation of local actions.

The BeMed+ project structures the association's actions for the period 2024-2027.

Local actions in two phases

Phase 1

Between 2024 and 2025, studies will be conducted in two pilot regions to better understand local issues related to plastic pollution, identifying sources of leakage, existing best practices, and drivers and barriers to action, with strong involvement of local stakeholders.

Phase 2

On this basis, an action plan will be rolled out between 2026 and 2027 in the tourism and sports sectors, including support for municipalities to strengthen waste management and integrate source reduction measures.

2024 results – Albania

Data collection and mapping of plastic pollution

In order to map accumulation areas and gain a better understanding of critical points, local rafting operators received training in the “Plastic Origins” river waste mapping program, run by Surfrider in partnership with the Elbasan Sports and Tourism Agency.



**Data
collection**

Mapping was carried out over four days along the Shkumbin River. The survey covered 50 km of the river, 25 km of which were monitored, identifying 1,185 items of waste.

Understanding the regulatory context and ongoing actions on plastic pollution

Two complementary studies have been conducted to better understand the local issues related to plastic pollution in Albania.

- The first, carried out by the Urban Research Institute between October 2024 and January 2025, provides an overview of scientific knowledge and existing initiatives, in collaboration with the IUCN.
- The second analyzed the legal and institutional framework for plastic waste prevention and management.



**Overview of legislation
on plastics in Albania**

Mobilization of local stakeholders

Throughout the studies, stakeholders were regularly consulted. More than 50 stakeholders were involved, resulting in the development of a policy document accompanied by a concrete action plan for plastic waste reduction. Meetings were also organized with national and local representatives to strengthen commitment to the project.

A network of local stakeholders (the hospitality sector (hotels, restaurants, cafés), tourism associations, rafting operators, municipalities, universities) has been consolidated. A database of interested stakeholders is regularly updated.

On November 20, 2024, a meeting entitled “Plastic Reduction Actions in the Shkumbin River” provided an opportunity to share existing studies and propose the launch of a two-year pilot action plan involving the waste management, tourism, and sports sectors. ([learn more](#))



© INCA



SCAN
Learn more about the workshop

Communication strategy in Albania

A communication strategy has been developed with INCA to promote pilot actions in Albania. Its objectives are to:

- Disseminate results, showcase successes and solutions to address the challenges of reducing plastic pollution in the pilot area.
- Bring stakeholders together within a committed community, promoting a participatory approach.
- Raise awareness and promote positive change in the pilot region and in national policies.

2024 results – Tunisia

Review of available scientific data and ongoing initiatives

A state-of-the-art review of scientific studies in the pilot region was conducted to understand the level of existing knowledge. This activity was carried out in collaboration with consultants from EG Consulting. It consists of two parts:

- review of the state of the art of studies, scientific projects, and other existing initiatives
- synthesis of scientific information available for Tunisia

This review shows that the current focus is on fundamental research. This type of research is important for gaining an in-depth understanding of plastic pollution and its impacts, but does not always enable the transition to solutions. However, there is significant potential for further developing the technological and application aspects, as demonstrated by the final projects. The disconnect between fundamental research and technological solutions limits the overall impact of scientific work on plastic pollution in Tunisia.

Final year projects with 134 projects focusing on the technological aspect, have strong potential for designing concrete solutions to combat plastic pollution. However, despite their innovative nature, these solutions have several limitations:

- Final year projects remain short-term, often constrained by limited resources and a methodology that lacks rigor, which hinders sufficient exploration of the proposed solutions.
- There is a lack of continuity between these final projects and more advanced research, such as doctoral theses, which prevents the improvement and validation of solutions on a large scale.

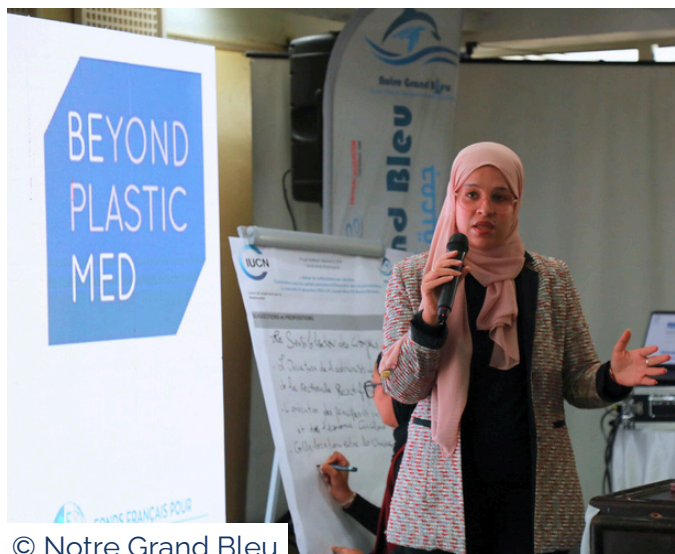
Consultation and mobilization of local stakeholders

A workshop was organized with local stakeholders to share the preliminary results of the study and to complete it. This event brought together 33 people, including researchers, regional administrations, fishermen, universities, and representatives of civil society, in a spirit of exchange and collaboration.

The workshop was divided into two parts:

- Presentation of the BeMed+ project and preliminary results of the study;
- A workshop to analyze the strengths, weaknesses, opportunities, and threats (SWOT) of the current state of knowledge on plastic pollution in Tunisia.

At the end of the workshop, recommendations were made and will be taken into account in the development of the action plan.



© Notre Grand Bleu



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Communication strategy in Tunisia

The BeMed+ project's communication strategy is of strategic importance in proactively addressing the complex challenges of plastic pollution in the Mediterranean.

This local strategy focuses on targeted campaigns, community engagement, and the promotion of results, while remaining aligned with the project's objectives. The main targets include local communities, Tunisian administrations (APAL, ANPE, ONTT), decision-makers (Ministry of the Environment, members of parliament, governorate) and the general public (citizens, fishermen, young people). The materials used include posters for events and social media posts.

Promote BeMed and its network and encourage reduction at source

During 2024, the BeMed team and its partners were able to present the association, its activities, and its plans for the coming years.

MARCH 27

A webinar was organized with the focal points of the Barcelona Convention to discuss the issue of plastics in preparation for discussions on the creation of a global treaty on plastics. IUCN contributed its perspective, consolidated within the BeMed+ project, to the discussions.

APRIL 10-12

Surfrider participated in the UN Ocean Decade Conference in Barcelona to promote the BeMed network.



APRIL 9

INCA presented BeMed at the cluster meeting organized by the REMEDIES project in Tirana. This meeting brought together stakeholders from various European and Mediterranean countries and a representative from the European Commission.

APRIL 17

- The BeMed+ project was presented at the Our Ocean Conference in Athens. The IUCN presented BeMed's commitment during Plenary Session VIII: Mediterranean Sea: Challenges and Solutions.
- BeMed also co-organized a round table on the theme "Navigating Change: Progress and Prospects in the Fight Against Marine Plastic Pollution."

MAY 31

BeMed participated in the 6th Circular Economy Meeting. The turnkey method “Towards a zero single-use plastic hotel” was presented during a round table on ecotourism at the Marseille Regional Tourism Committee. The experiences at the InterContinental and Badira hotels were discussed to highlight the economic, social and environmental benefits.



JUNE 5

Participation in Environment Day organized by the Prince's Government of Monaco and the Société Monégasque d'Assainissement on Larvotto Beach in Monaco.

SEPTEMBER 12-13

Forum mondial de la mer organized by Saison Bleue. Participation in the conference on levers for action in the blue economy and sustainable tourism. BeMed presented the results of the project “Towards a zero single-use plastic hotel” at the Badira in Tunisia during the conference on sustainable tourism.



OCTOBER 1-4

IUCN participated in the ADRIOBIOPRO conference held in Montenegro. During the session specifically dedicated to marine litter, ecotoxicology and water pollution, the objectives, methodologies and initial results of BeMed+ were presented.

OCTOBER 7

Participation in the Circe.Med working group organized by ADEME. The group is a Mediterranean network that deals with the circular economy. It brings together public and private stakeholders, NGOs, and financiers to propose concrete solutions for the circular economy.

Review of activities

In 2024, BeMed supported 14 new projects through its call for micro-initiatives and seven projects as part of its call for projects in the islands. To strengthen its community, regular exchanges were organized, as well as an event in Greece, the Community Day. H.S.H. Prince Albert II of Monaco attended to discover the conclusions of the work.

As part of the Business Club, BeMed finalized the pilot project at the La Badira hotel in Tunisia, reducing single-use plastics in the back office, particularly in the kitchen. In three months, this project has prevented the use of 2,050 plastic containers, 529 coffee capsules, 108 plastic bags and 1.4 km of plastic film, and recycled 150 kg/year of plastic pasta packaging waste. A "Guide to a successful adaptation" has been written and distributed to share best practices.

BeMed has also launched a new pilot project with Carrefour Monaco aimed at reducing plastic in supermarkets. Over two years, it will focus on four areas: promoting reuse, integrating in-store solutions, optimizing waste management, and eliminating or replacing plastic in consumer products.

Finally, 2024 marked the launch of the BeMed+ project in Tunisia and Albania, with field studies to identify sources of plastic pollution, analyze best practices, and understand the social, economic, and political issues at stake. This work will be used to adapt future project actions to local realities.



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Financial statement

The year 2024 marked the start of the BeMed+ project funded by the **Fonds Français pour l'Environnement Mondial** with the receipt of the first tranche of this grant. This public support strengthens the association's structure and significantly increases the financial resources available to BeMed to combat plastic pollution.

This funding is partly passed on to BeMed+ project partners to be reinvested in the project's pilot regions, INCA, Surfrider Europe, IUCN, and Notre Grand Bleu, for a total amount of €150,174.

A new partnership with the **Fondation Audemars-Watkins** has also been established for a period of three years for various BeMed+ project activities, particularly in Tunisia. All of the association's activities have been made possible thanks to the generous support of the **Fonds Français pour l'Environnement Mondial**, the **Fondation Audemars-Watkins**, the **Fondation Didier and Martine Primat**, the **Veolia Foundation**, **Chanel**, the **Aether Fund of the Foundation for Future Generations**, the **Région Sud**, the **Vilebrequin Foundation**, the **Sancta Devota Foundation**, and **Kresk 4 Oceans**.

BeMed is also supported and hosted by the **Prince Albert II of Monaco Foundation**.

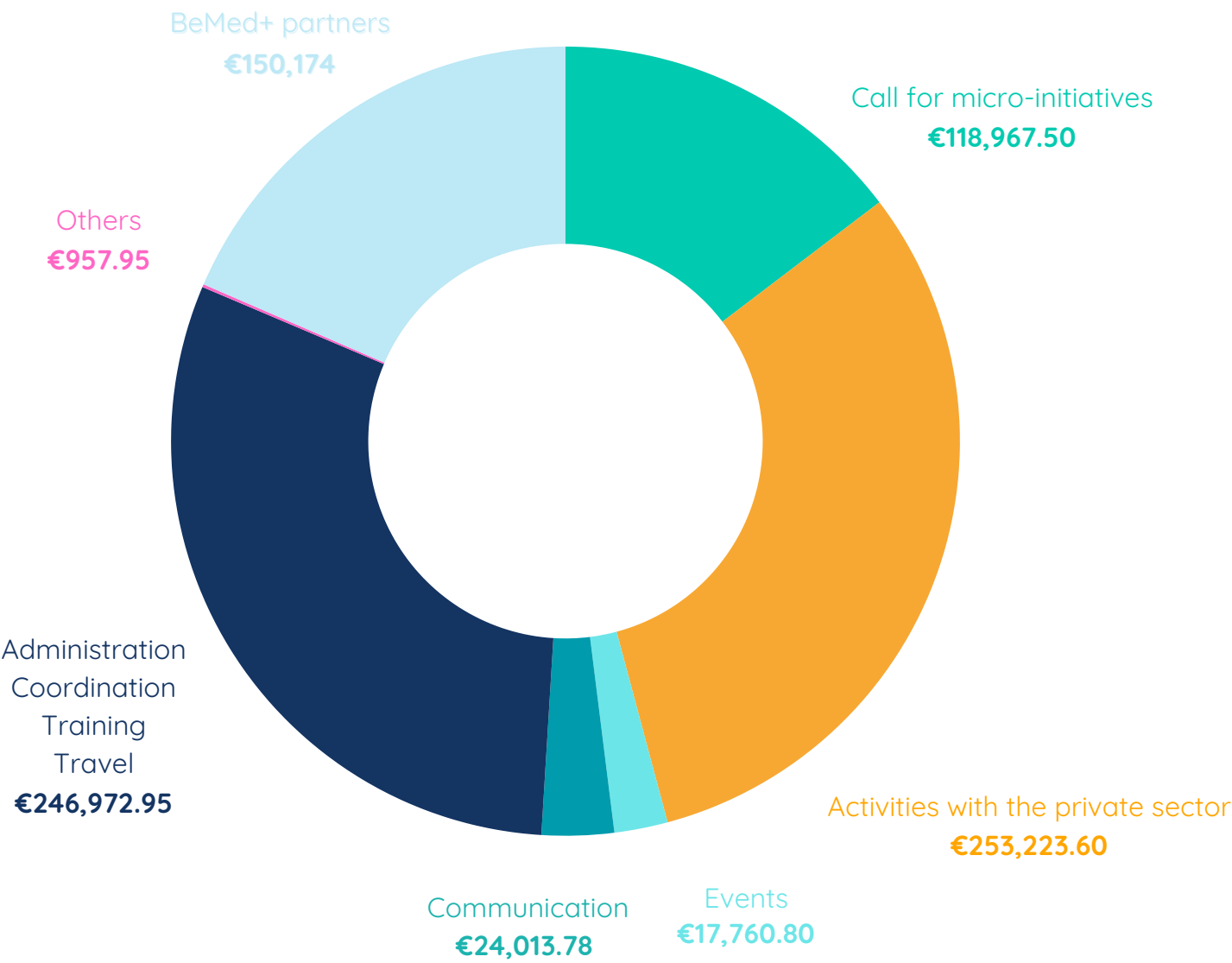
Our financial supporters



Our investments

To carry out its activities in 2024, the association has invested **€812,071**.

Breakdown of investments by area of intervention:



Nos membres

Founding members



Treasurer



Vice-President



President



Membre actif



General Secretary

Company members

CHANEL



MONTE-CARLO
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“

We would like to express our deep gratitude to all those who contributed, directly or indirectly, to the success of BeMed's activities in 2024. Our sincere thanks go to our donors, whose indispensable support makes our actions possible.

We would also like to extend our warmest thanks to the Consultantseas team for their expertise and their role in facilitating the Business Club workshops.

Finally, we would like to express our gratitude to our members and our community. Their loyal and active commitment has been a driving force in meeting new challenges and successfully pursuing our goals.

Your involvement is at the heart of our success.

The BeMed team

”



A commitment for a plastic-free Mediterranean Sea



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