

# HOW TO ALIGN ON-THE-GROUND REALITIES WITH FUNDERS PRIORITIES?



BEYOND PLASTIC MED - UNOC-3 SIDE-EVENT IN NICE

Report on the workshop - June 11<sup>th</sup>, 2025

 [beyondplasticmed.org](https://beyondplasticmed.org)

# PARTICIPANTS

---

**Funders:** Fondation KresK 4 Oceans, Fonds Aether, Fondation Sancta Devota, Fondation Prince Albert II de Monaco, Beyond Plastic Med (BeMed), Fondation Hans Wilsdorf, French Facility for Global Environment (FFEM), Ministry of the Ecological transition, Ministry of Territorial development and decentralization, General directorate of the French treasury.

**Field actors:** Notre Grand Bleu, Elafonisos Eco, SMILO, EcoUnion, Surfrider Foundation Europe, Méditerranée 2000, NaturDive, Centre de Découverte Mer et Montagne (CDMM), International Union for Conservation of Nature (IUCN), ConsultantSeas, Circe.Med.

# CONTEXT AND OBJECTIVES

---

The workshop organized by BeMed as part of the 3<sup>rd</sup> United Nations Conference on the Ocean aimed to compare and align field actors' needs with funders expectations in order to promote the implementation of sustainable actions in various mediterranean contexts.

In sub-groups, participants worked on two topics:

- Priority actions to tackle plastic pollution
- Measuring the impact of a project

# RECOMMENDATIONS FOR EFFECTIVE ACTIONS ALIGNED WITH FUNDERS EXPECTATIONS:

---

- Focus on activities of reduction at source.
- Make sure that single-use plastics and other false solutions are avoided (biodegradable plastics, bioplastics etc.).
- Ensure a long-term action strategy (staff training, part of a local action plan, part of daily routines or existing programs).
- Make sure your project addresses local need, ensure local development, is adapted to the local context and based on a local network.
- Emphasize the reproducibility of actions.
- Measure the progress of implemented actions and make a distinction between impact measurement (assessment of the quantitative and qualitative changes generated by a project on plastic pollution) and result measurement (assessment of the degree of achievement of a project's results).
- Integrate indicators right from the project's design stage.
- Plan the necessary time and budget for impact measurement, prioritizing quality over quantity (mobilization of a trained staff dedicated to this task).
- Share and collaborate to learn from the experience of other organizations.

# ALIGNING FUNDER EXPECTATIONS WITH FIELD ACTOR'S NEEDS ON ACTION PRIORITIES

---

See details for each country in the country sheet.

## FRANCE

In France, field actors priorities are in line with funder's priorities. All agreed that all actions should focus on source reduction of plastic production and consumption. Also, priority must be given to tackle single-use plastics and propose actions in line with regulatory frameworks.

## TUNISIA

The feedback from the field actors comes from a survey answered by the BeMed community of practice and Notre Grand Bleu association, which was present during the discussions. There is a gap between short-term actions needs on the field to improve waste management in order to limit leakage into the environment and the longer-term vision, prioritized by the funders, which focuses on reduction of plastic production and consumption, namely through support to the private sector.

## ALBANIA

The gap between field actors' needs and funders expectations is similar to the one from Tunisia: There is a gap between short-term actions needs on the field to improve waste management in order to limit leakage into the environment and the longer-term vision, prioritized by the funders, which focuses on reduction of plastic production and consumption, namely through support to the private sector.



# IMPACT MEASUREMENT –UNDERSTANDING FUNDERS EXPECTATIONS AND ON-THE-GROUND REALITIES

In the first part, the groups agreed on definitions related to impact measurement. They made a distinction between the impact of an action and its effectiveness.

**Impact measurement:** impact measurement consists in assessing the long-term quantitative and qualitative changes generated by a project on plastic pollution, using indicators adapted to each project.

**Effectiveness measurement:** consists in evaluating the achievement level of a project's objective. It also serves to check whether the indicators used for impact measurement are relevant and serve for the communication.

In a second part, funders expressed their expectations regarding impact measurement and the field actors shared the main challenges they faced during the implementation of these indicators.

Funder expectations	Difficulties of field actors
<p>Helps evaluate and compare projects that succeed or fail</p> <p>Enables the development of strategic plans to select the best projects</p>	<p>Difficulty in implementing indicators</p> <p>Difficulty identifying relevant indicators</p> <p>Lack of time</p> <p>Projects too short to measure the impact</p> <p>Lack of trained and qualified staff</p>

The third part of the workshop was dedicated to identifying good practices to overcome these challenges and difficulties while considering funders expectations:

For funders	For field actors	For both
<p>Need to consider the diversity of field actors (organizations size, differences between small and large associations, legal identity of organizations, etc.)</p> <p>Set more realistic indicators adapted to the size of the organization</p>	<p>Incorporate indicators from the project design stage and need to adapt as objectives evolve</p> <p>Adopt a realistic approach focused on quality over quantity</p> <p>Plan the project timelines to allow for more flexibility</p> <p>Use participatory science to facilitate data collection</p> <p>Have a trained staff dedicated for impact measurement planned in the project's budget</p>	<p>Develop monitoring tools to facilitate data collection and transmission</p> <p>Co-design the project from the beginning to include impact measurement and ensure shared expectations between field actors and funders</p> <p>Communicate more</p> <p>Ensure consistency in the choice of indicators between funders</p>

The workshop highlighted a gap between the capacity of field actors to measure the impact of their projects and funders expectations. A better collaboration between field actors and funders is needed upstream of the project beginning in order to:

- Identify relevant and measurable indicators;
- Allocate the human and financial resources needed for this monitoring;
- Adjust the level of expectation to the size of the project and the organization.



**BEYONDPLASTICMED.ORG**