

Asking for a friend ... What advice would you give for the implementation of a similar initiative?

For a few years now we've been asking in our reports what advice would you give for the implementation of a similar initiative. Many good pieces of advice were shared and now is the time to share them with the group.

Let this spark conversation between each other, reach out to seek more advice and learn from each other.

Let's browse into this treasure of information :)



This format can be evolutive, do not hesitate to share your suggestions to facilitate the access to this information. The link to this document is included in the LinkTree of the Community.

Zero Waste Montenegro, Phasing Out and Reducing SUPPs in Public Institutions

When implementing initiatives that rely on the cooperation of others, particularly employees of public institutions, the consistency and perseverance of the project team are crucial for success. Additionally, complexity can quickly lead to a lack of motivation for implementation; therefore, using simple tools and methodologies is more likely to lead to successful outcomes. Furthermore, when introducing changes in public institutions, it is essential to have environmental officers responsible for overseeing and implementing the measures after the project team completes its work.

Network for Children's Rights, R(ights) as R(aise awareness) for R(educate) & R(euse)

For the implementation of a similar initiative, it is important to combine activities for both children and adults to understand the problem and feel motivated to act. Engaging parents as well as children helps bring the message into the household and increases the chances of real behavior change.

It is also useful to work closely with schools, municipalities, authorities, stakeholders (even companies) since many plastic use habits are shaped by structural factors such as school meal packaging. Providing families with affordable or free reusable items can make it easier for them to adopt new practices, especially in vulnerable communities where cost is a barrier.

Alissar Liban, *Actions to preserve the environment along the south Lebanese sea coast*

To maximize public awareness, it is essential to engage with all relevant local entities to facilitate project implementation. In addressing solid waste segregation and management, raising awareness among individuals within society is crucial as every person bears responsibility for the environmental impact of their waste. Furthermore, ensuring effective reporting with all engaged entities is vital for accurate data collection and project evaluation. It is imperative that all parties involved understand the indicators used during data collection to maintain overall project accuracy and validity. By prioritizing collaboration and clear communication among stakeholders, the project can achieve its objectives more efficiently and effectively.

Sub-Merus Ltd, *From river to the sea – let's be plastic free*

We would certainly recommend that the budget for projects involving collecting waste include some kind of transportation for it. This was our biggest problem which we did not foresee because we thought we could completely rely on the municipal utility company, which was not the case as they do not have a program for marine and river waste.

It is important to emphasize that a large number of volunteers is very important for all project activities. Therefore, ensure that as many people as possible are involved in the project.

For collection and sorting waste activities it is important to cooperate and jointly work with associations and institutions in order to be able to measure the amount of waste and its impact on our environment.

iSea, *Preventing and mitigating litter from mussel farming in the Thermaikos Gulf*

Regarding the collection and disposal of waste, someone needs to be familiar with the national legislation to implement their actions. Additionally, it is important to know every aspect of the production line and collaborate closely with all the stakeholders. Finally, a stakeholder mapping regarding waste management is necessary, searching and asking for information about which procedure the specific waste management follows and if the procedure itself produces other waste, more dangerous for the environment (ex. Chemical recycling company that approached us but failed to answer clearly on the waste produced by their procedure, we didn't collaborate with them).

Agrotech SM, *Raising awareness and training of operators in the agricultural plastic waste recovery sector*

Some tips for implementing a similar awareness-raising initiative on **agricultural plastic waste** management :

- Understand local needs;
- Identify and involve stakeholders from the beginning;
- Adopt a participatory approach;
- Use a variety of communication strategies;
- Continuously evaluate and adjust: Establish a regular evaluation system to monitor progress, assess impact and identify activities that need adjustment.