

BEYOND
PLASTIC
MED

ANNUAL REPORT

2025



Reducing plastic use is not an option; it is a necessity.



"In a world where international law is crumbling, crises are taking root and social unrest is intensifying, our relationship with nature has been pushed into the background. We continue to hide behind promises of innovation to avoid the essential: reducing our consumption and fully accepting our responsibility as one species amongst many. Plastic pollution embodies this collective abdication of responsibility. By invading every environment, it weakens ecosystems and now poses a direct threat to our health.

In major international environmental forums, far beyond the still-unresolved negotiations on a global treaty against plastic pollution, this issue stands out as central and inseparable from that of climate change. The debate, however, remains deadlocked: on one side, advocates of recycling and technological innovation presented as the sole solution, often backed by oil-producing nations; on the other, more pragmatic approaches calling for reduction at source, the development of alternatives and the phasing out of single-use plastics.

Beyond Plastic Med (BeMed) was launched in 2015 with the ambition of making the Mediterranean a pilot region, a model for the world's oceans. The urgency already demanded concrete responses. Ten years on, it is even more pressing, but it is accompanied by a certainty: solutions do exist, driven every day by committed stakeholders on the ground, whether they represent voluntary organisations, public institutions or the business sector.

Reducing plastic is not an option, it is a necessity. For the Mediterranean, for our health, for the future. It is time to reconnect with nature and take action on our impact, collectively and individually, whether we are businesses, organisations, public decision-makers or citizens."

Solutions do exist, driven every day by committed stakeholders on the ground, whether they represent voluntary organisations, public institutions or the business sector.

Philippe Mondielli
President



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BeMed in a nutshell

Plastic pollution in the ocean is now one of the most serious environmental problems affecting the ocean. Once released into the natural environment, plastic can take up to 500 years to break down.

Every year, more than 10 million tons of plastic are dumped into the ocean. As it drifts in the water, plastic can strangle or suffocate many animal species. Under the sun's rays, it breaks down into microplastics that can be ingested by fish and thus enter the food chain. It therefore poses a potential threat to human health. With over 3 trillion 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 launched in 2015 to combat plastic pollution in the Mediterranean.

In January 2019, the association under Monegasque law 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 experiences and best practices.

Area of intervention



Mediterranean Basin

Pillars of action

FUNDING

Fund projects that enable associations and other organisations working on the ground to develop and implement concrete, replicable initiatives across the Mediterranean region.

COORDINATION

Support businesses and local stakeholders in implementing pilot projects focused on solutions to reduce plastic use; by coordinating these initiatives, we act as a catalyst.

FACILITATION

Through the Community of Practice and the Business Club, BeMed fosters a dynamic between committed stakeholders to facilitate collective intelligence, the sharing of experiences and the replication of best practices.

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

Since its creation, BeMed has committed approximately €5.3 million, including over €2 million to fund 126 projects across 15 different countries.

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

To strengthen its impact, BeMed established its **Business Club** in January 2020, bringing together companies committed to a plastic-free Mediterranean. This serves as a collaborative space for businesses, scientists and civil society

representatives, fostering knowledge-sharing and the testing of concrete solutions on the ground to tackle this complex issue.

All work carried out within the Club benefits from scientific expertise and draws on a highly active network of on-the-ground stakeholders.

Since 2024, BeMed has also been implementing, alongside its local partners, pilot actions in Monastir, Tunisia, and in the Shkumbin River region, Albania. Drawing on field studies aimed at identifying the main sources of plastic pollution, as well as the political levers and barriers and the social and economic needs for reducing plastic dependence, BeMed is coordinating the implementation of a two-year action plan. This plan aims to support the hospitality and catering sectors, the sports sector, and local authorities in their fight against plastic pollution. The results and tools emerging from these pilot actions will feed into the BeMed Community's activities and consolidate its work across the Mediterranean region.

2025 in figures

126

supported
projects

5.3

millions of euros
invested

10

years of fighting
plastic pollution

12

member
companies

+ 100 000

cheese packaging units avoided by 2025; phasing
out trays and reducing plastic film
(pilot project in retail)

5

hotels committed to the applied training course
'Towards a zero single-use plastic hotel'

102

member
organisations

+ 40

community members who signed an open letter
calling on decision-makers to take action at COP 24
of the Barcelona Convention.



The board of directors



President

Philippe Mondielli



Vice-President

Eric Morbo



Treasurer

Romain Troublé



The team



Executive Secretary

Lucile Courtial



Coordinator

Claire Richard



Project Manager

Céline Renouard



Secretary General

Mercedes Muños-Cañaz



**Observer & Member of
the Selection Committee**

Antidia Citores



**Communications and
Events Officer**

Alicia Suin



**Administrative and
Financial Manager**

Laura Marrucchelli



Calls for projects

+120
projects supported
since 2015

in 15
Mediterranean countries

i.e.

€2.12 million
invested in
projects



● Number of projects selected in Calls for Micro-Initiatives (CMI)

● Number of projects selected in Calls for Projects in the Mediterranean Islands (CPMI)

SUPPORTING STAKEHOLDERS ON THE FIELD

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 programme are NGOs, local authorities, scientific institutions and even small businesses. BeMed provides funding of up to €15,000 per project.

With this support, BeMed aims to create a network of Mediterranean stakeholders to increase the effectiveness of local actions and foster a regional momentum in the fight against plastic pollution. The Call for Micro-Initiatives benefits from the generous support of the Didier and Martine Primat Foundation, the Aether Fund of the Foundation for Future Generations, the Fonds Français pour l'Environnement Mondial, the Kresk 4 Oceans Endowment Fund and the Sancta Devota Foundation.

In 2025, 12 new projects from 8 different countries joined the BeMed network of stakeholders.

- Supporting market sellers and stallholders in reducing their use of single-use plastics in La Ciotat - **Atelier Bleu – CPIE Côte Provençale, France**
- To raise awareness among public authorities of the impact of plastic pollution on the River Gračanica by promoting waste reduction at source and effective waste management - **NGO Educational order Mama, Montenegro**
- Making Ibiza and Formentera zero waste islands by 2030 by encouraging collaboration, knowledge transfer and action between public institutions, civil society and the private sector - **(Ma) & Plastic Free: Alianza Residuo Cero Ibiza y Formentera, Spain**
- Improving waste management in the Vloja region by introducing waste sorting at source by cleaning staff and testing plastic-free alternatives for the profession - **Green Vision, Albania**
- Promote waste reduction at source and

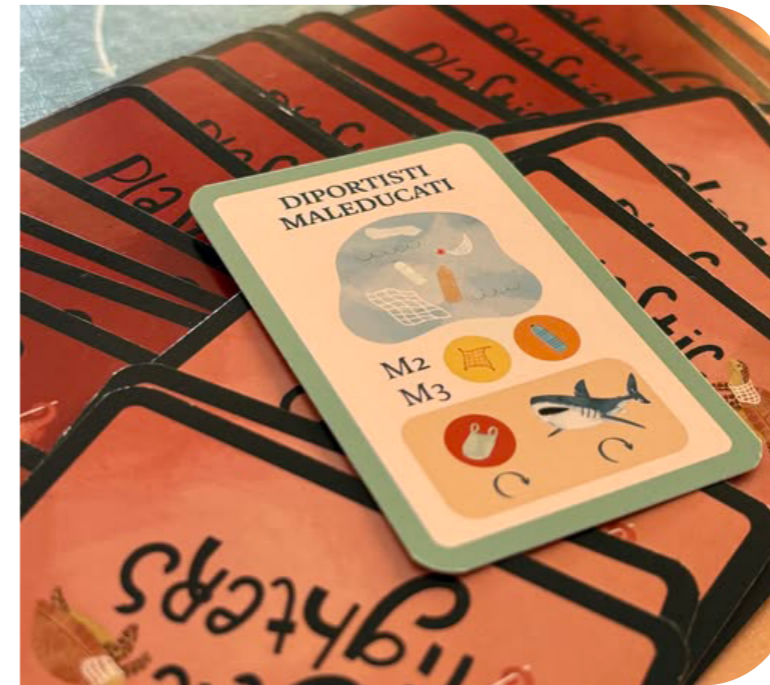
the implementation of selective sorting in the municipality of Dropull through education, the promotion of good practices and community engagement - **Dropull Municipality, Albania**

- Publish and promote a special edition of the comic magazine "The sea door" to raise children's awareness about the sources and consequences of plastic pollution - **La maison Couscous Édition, Tunisia**
- Combating plastic pollution in the Gökova environmental protection area through litter monitoring, awareness raising, and regional cooperation for long-term impact - **Akdeniz Koruma Derneği (Mediterranean Conservation Society), Turkey**
- Raise awareness and involve communities in the detection and control of plastic pellet pollution through participatory science, while promoting better regulation - **Good Karma Projects, Spain**
- Raising awareness among students and the community in the municipalities of Librazhd and Prrenias through a range of activities, cultural events and artistic activities - **United Agro-Environmental Association Agri-En, Albania**
- Raising awareness among young leaders about reducing plastic pollution by leveraging the power of emotions generated through art, providing crucial capacity-building training, and supporting the organization of creative awareness campaigns - **Empower Hub for Development and Training, Egypt**
- Reducing the use of plastic in schools on the island by identifying the plastics present, organising educational workshops such as reading, making reusable bags and installing a water fountain - **Elafonisos Eco, Greece**
- Reducing the environmental impact of plastic in tourist establishments in Sousse and promoting an eco-responsible model - **Association Oxygène de Messadine, Tunisia**

Projects completed in 2025

Thirteen micro-initiatives were completed in 2025 across eight Mediterranean countries. These projects had been selected through the calls for micro-initiatives in 2023 and 2024.

Some notable achievements:



- 👤 Delta
- 📍 Italy
- 🕒 2024-2025

This project has resulted in the creation of a card game designed to raise awareness of plastic pollution. Designed to highlight the impact of marine plastic debris on the health of marine ecosystems and human health, it uses cards that illustrate both positive and negative behaviours, environmental and human factors, sources of pollution, and best practices for reducing it. With 420 copies printed, the game has been presented at several scientific events and has been very well received by teachers.

- 👤 Banlastic
- 📍 Egypt
- 🕒 2024-2025

The aim of this project was to significantly reduce the use of single-use plastics while strengthening the momentum for ecological transition in Alexandria. It led to the organisation of four plastic-free sporting events, held in schools and on beaches, attracting more than 3,700 participants. At the same time, work was carried out with young entrepreneurs' hubs to eliminate single-use plastics from their facilities (bottles, cups, cutlery).






-  **Active Mobility**
-  **Albania**
-  **2024-2025**

The project implemented a returnable reusable glass system in several bars in Tirana, helping to reduce single-use plastics in the food service industry. It also raised awareness among local stakeholders (owners, staff, and consumers) about the challenges of plastic pollution and reuse solutions. Initially planned as part of Turtle Fest, the initiative was redirected to bars following the cancellation of the pilot festivals, thereby ensuring the project's continuity and the impact of the actions undertaken.



-  **TunSea**
-  **Tunisia**
-  **2024-2025**

The project aimed to raise awareness and educate children about the issue of plastic pollution through a participatory and scientific approach. It combined theoretical and practical training with microplastic sampling campaigns to help students understand the environmental impacts while empowering them to become actors of change. A citizen science program was conducted in four schools, involving 86 students, who contributed to the collection and analysis of environmental data, thereby strengthening their knowledge and their concrete commitment to combating plastic pollution.

-  **Zero Waste Montenegro**
-  **Montenegro**
-  **2024-2025**

The project aimed to reduce single-use plastics in public institutions. A tool to assess their use of single-use plastics and a guide containing examples of alternatives was developed. The approach was tested in a pilot institution, the National Agency for Environmental Protection, demonstrating significant results (reduction in water bottles, liquid soap bottles, coffee capsules, etc.). A platform was created to share knowledge and results with other institutions: [link](#)



The Call for Projects in the Mediterranean Islands

The islands of the Mediterranean basin are particularly vulnerable to plastic pollution.

Managing and processing plastic waste is challenging in these areas. Located at the interface between land and sea, waste frequently leaks into marine environments. This threat poses a risk to their exceptional biodiversity as well as to the living conditions of local communities.

However, these islands also present opportunities to develop and test concrete solutions aimed at reducing plastic pollution, promoting sustainable alternatives, and raising awareness among residents and the many visitors.

In 2024, BeMed launched a second edition of its **Call for Projects in the Mediterranean islands** to strengthen the on-the-ground actions already underway in these island territories and increase their impact.

BeMed is supporting 7 projects with up to €75,000, all of which began in 2025 across 6 different countries.

The Fonds Français pour l'Environnement Mondial (FFEM), the Sancta Devota Foundation, and the Foundation for Future Generations are providing financial support for this call for projects.

In 2025, work began on the seven selected projects. Here is an overview of the ongoing projects:



Prevention of Marine Litter in the Sazani and Kune Vain Islands

👤 Milieukontakt et ETMI

📍 Albania

🕒 2025-2027

Goal: Reducing plastic waste on the islands of Sazani and Kune Vain through prevention initiatives, support for the HoReCa sector, and the development of an action plan involving local stakeholders.

The establishment and structuring of communities of practice in both locations enabled the preparation of activities with the HoReCa sector, and several plastic waste characterizations were conducted.

Gökçeada Single-Use Plastics Action Plan

👤 Gökçeada Municipality

📍 Turkey

🕒 2025-2027

Goal: To develop and implement a comprehensive action plan aimed at raising awareness and promoting environmental responsibility among local communities and visitors in order to reduce single-use plastics on Gökçeada.

Surveys were conducted, both online and in person, with various stakeholders to understand the use of single-use plastics on the island and to develop a reduction plan. Awareness-raising sessions were also held and a documentary on plastic was screened. Several events were held to present the project to the various stakeholders.



Towards a plastic-free Karaburun-Sazan Marine Protected Area

👤 Flag Pine

📍 Albania

🕒 2025-2027

Goal: To raise awareness and implement pilot initiatives to reduce the use of single-use plastics in the Karaburun-Sazan Marine Protected Area and in Vlora Bay.

A system for collecting recyclable waste has been set up on the island, where no such infrastructure previously existed. This collection scheme is supported by awareness-raising activities carried out by the association.





Green and circular ports for a litter-free Mediterranean

👤 Isotech Ltd

📍 Cyprus

🕒 2025-2027

Goal: To promote 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 within port facilities.

A series of interviews was conducted with representatives from numerous ports across the Mediterranean islands to identify those likely to commit to the project, such as Greece, Malta and Cyprus. The next key event will be participation in the EU Maritime Days, held in Cyprus, which will provide an opportunity to showcase the project's progress on a large scale.

Djerba's College of Hotels committed to the fight against plastic pollution

👤 Active Citizen for Development

📍 Tunisia

🕒 2025-2027

Goal: Establishment of a College of Hotels in Djerba to foster collaboration within the hospitality sector and support hotels in reducing their use of single-use plastics and improving their waste management.

The College of Hotels in Djerba has been established and its first general meeting has been held. To build on the activities developed within the framework of the Business Club, around fifteen hotels on the island will join the Business Club's 'hotels' working group in the first half of 2026 to implement the 'Towards a Zero Single-Use Plastic Hotel' approach.



Riparu

👤 Mare Vivu

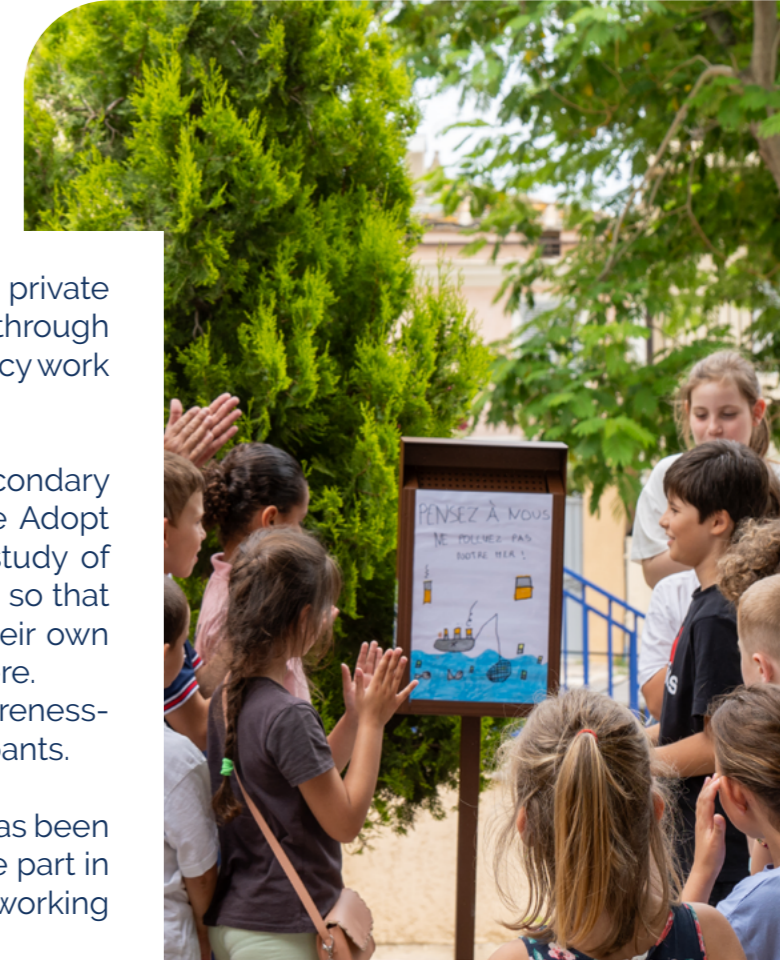
📍 France

🕒 2025-2027

Goal: Supporting the transition of public and private stakeholders in Corsica and the Mediterranean through awareness-raising, educational activities, advocacy work and support for the hospitality sector.

Awareness-raising activities with three secondary school classes have begun; they will follow the Adopt a Spot programme. The aim is to carry out a study of plastic pollution in a location close to the pupils, so that they can engage with the issue and propose their own solutions to reduce the types of waste found there. During a local festival, the «Fiera d'Isola», awareness-raising activities were carried out among participants.

The hotel to be supported as part of the project has been identified; the hotel and the organisation will take part in the training of the BeMed Business Club hotel working group.



Diagnosis of plastic waste generation in the maritime sector and the development of a Zero Waste Certification - MARINE-ZWB

👤 Rezero et MiZA

📍 Spain

🕒 2025-2027

Goal: Engaging stakeholders in the maritime tourism sector through the introduction of a zero-waste certification scheme, the delivery of online training workshops, awareness-raising campaigns and the organisation of events.

Following an assessment of current plastic use in the maritime sector, involving over 100 organisations, a launch event was organised to raise awareness among stakeholders of the impacts of plastic pollution and the specific challenges facing the sector. This event also encouraged participants to commit to the future certification scheme that will be introduced.

Initial waste assessments have already been carried out at a marina and a boat hire company. The results are encouraging, as they reveal that the majority of waste can be recycled and a large proportion can be avoided through simple changes in practice, which will be explained in the guide!

CapiMed+, a capitalisation programme

Throughout the year, the seven island-based projects received support from the CapiMed+ programme, coordinated by MedWaves and SMILO, with a view to strengthening synergies between the projects. This initiative enabled the provision of solutions drawn from their respective Mediterranean networks, offered technical support through the sharing of resources, and connected project leaders with relevant contacts to support the development of their initiatives.



In May, an initial meeting bringing together project leaders was organised on the sidelines of the BeMed Community Day in Cyprus. The aim was to share best and worst practices for engaging local stakeholders.



The various interviews with project leaders resulted in the production of a set of useful tools to help them carry out their activities, as well as connections with organisations or projects relevant to each one.



Facilitating the sharing of experience: strengthening the Community of Practice

Since 2022, BeMed has been running a Community of Practice (CoP), a group of organisations that share a common concern and interest in the issue of plastic pollution in the Mediterranean. To achieve individual and collective objectives and enhance the impact of projects, BeMed facilitates networking among its members through the sharing of experience, capacity building and matchmaking to foster collaborations.

By 2025, the BeMed Community brings together 102 organisations, supported through calls for micro-initiatives since 2021, as well as the beneficiaries of calls for projects in the Mediterranean islands. The annual support provided through calls for micro-initiatives

brings new expertise to the Community and helps it grow.

To best meet the needs of its members, BeMed conducts annual satisfaction surveys and shares Community updates via a biannual newsletter.

- ◇ 94% of members are convinced of the Community's value as a lever for their actions.
- ◇ 81% of members have developed or are planning collaborations with other members.
- ◇ 78% of members say that the shared tools inform their thinking.

They share their stories

- **"It was great to connect with the other initiatives and feel the strength of the network."** Marta Sugrañes, Good Karma Project.

- **"The Community of Practice is so important: it gives us ideas, support, and examples so we feel less alone and avoid repeating the same mistakes."** Iden Petraj, Active Mobility

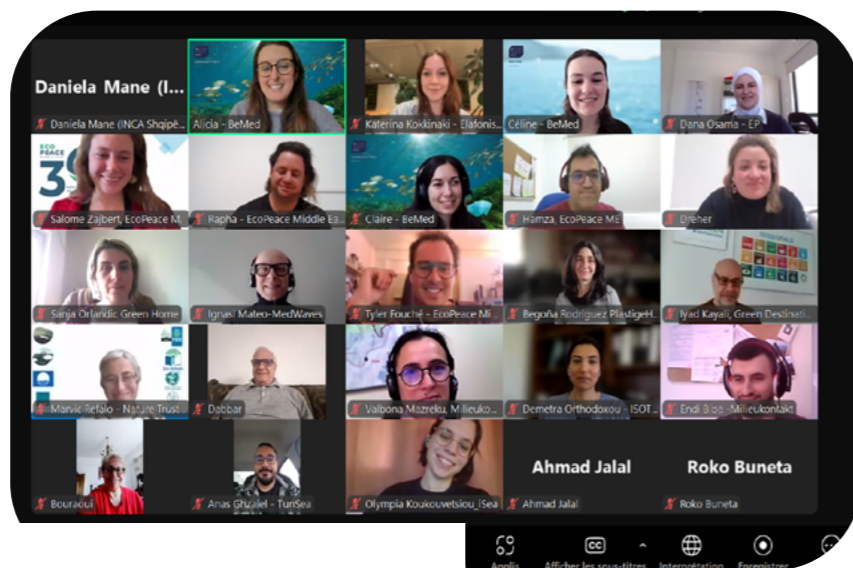
- **"It is interesting to see different sustainability practitioners around the Mediterranean to exchange knowledge about how similar activities that may look the same but everyone is doing in a different way to capitalize on the knowledge all organisation have together."** Manar Ramadan, Banlastic Egypt

- **"The CoP unites BeMed laureates in a collaborative space to enhance field impact. This network enhances new ideas, share best practices, encourage collaboration among its members and promote synergies among the countries."** Philippos Drousiotis, Cyprus Sustainable Tourism Initiative.

Key moments of the CoP

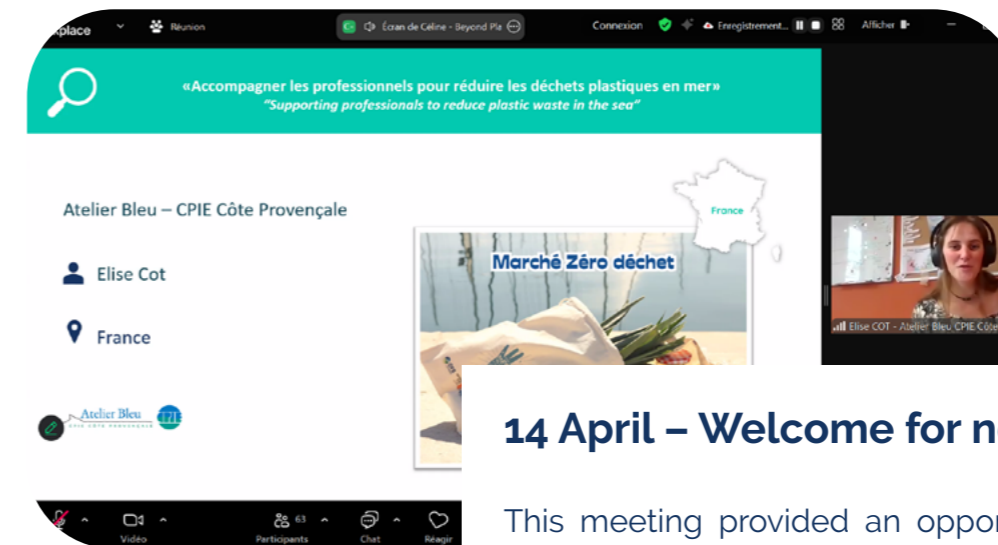


In 2025, four key events marked the Community's calendar: two online Rendez-Vous events, the annual Community Day, and a special workshop held in Nice as part of UNOC. These meetings, offered online or in person, aim to bring members together around specific themes to encourage discussion, the sharing of feedback and tried-and-tested solutions. The topics covered are selected based on the needs expressed by members, gathered through surveys or discussions.



27 February – Involving volunteers in cross-border projects : feedback from EcoPeace Middle East

EcoPeace Middle East is an organisation dedicated to environmental protection. Its projects include ShaREDSea, which aims to tackle plastic pollution in the Red Sea. The organisation strives to encourage leadership and volunteering through its programme by inspiring young people, young professionals and teachers to organise local initiatives. Every year, EcoPeace organises training sessions for the general public. The project also establishes a network of strong change-makers who make a long-term commitment to ensure a lasting impact. This event provided an opportunity to discuss the role of volunteers and to highlight the similarities between projects carried out in Red Sea countries and in certain Mediterranean countries.



14 April – Welcome for new members

This meeting provided an opportunity to introduce the 12 new beneficiaries of the Call for Micro-Initiatives and the 7 beneficiaries of the Call for Projects in the islands to the Community. Three working groups also initiated discussions on:

- awareness-raising and the role of public authorities,
- projects related to tourism,
- projects related to the maritime sector.



14 and 15 May – Community Day

Every year, this event provides a unique opportunity to strengthen ties within the Community, share experiences from the field and foster new synergies, so that we can work together towards a shared goal: reducing plastic pollution in the Mediterranean.



11 June – Workshop as part of UNOC3 in Nice

To highlight the urgent need for action against plastic pollution, the BeMed team took part in the third United Nations Ocean Conference, held from 9 to 13 June in Nice. The event provided an opportunity to bring together Community stakeholders working on the ground and donors present in Nice.

On 11 June 2025, BeMed organised a workshop entitled 'Plastic pollution in the Mediterranean: how to align on-the-ground realities with funding priorities'. It aimed to compare and align on-the-ground needs with funders' requirements in order to promote the implementation of sustainable actions tailored to the various Mediterranean contexts. Working in small groups, participants focused on two main topics:

- Priorities for action to combat plastic pollution
- Measuring a project's impact

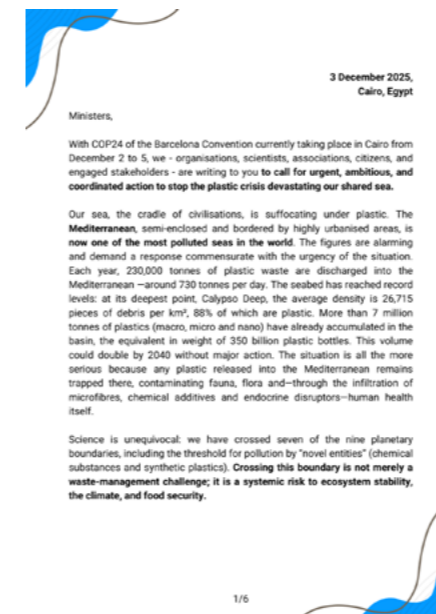


Reports

Key takeaways

The workshop highlighted a disconnect between the ability of stakeholders to measure the impact of their projects and the expectations of donors. Better collaboration between donors and stakeholders on the ground is needed at the project planning stage in order to:

- Identify relevant and measurable indicators,
- Allocate the necessary human and financial resources for this monitoring,
- Adjust expectations to the scale of the project and the organisation.



December 3 – An open letter released at the Barcelona Convention

From December 2 to 5, 2025, the COP24 of the Barcelona Convention was held in Cairo. On this occasion, a **collective call was issued to protect the Mediterranean.**

Several civil society actors, scientists, and committed organizations signed an open letter addressed to the ministries and authorities of Mediterranean countries. BeMed mobilized the members of its Community to jointly demand firm decisions in the face of worsening plastic pollution. **Numerous member organizations signed the letter, demonstrating the active commitment of stakeholders on the field and the strength of the BeMed network in this fight.**

This letter called on ministers to adopt an action plan based on six key commitments:

1. **Officially recognize the plastic crisis** as a regional environmental emergency.
2. Express **unwavering support for the future international treaty** on plastic pollution.
3. **Adopt binding reduction targets**, including a reduction in the use of virgin plastics and a reduction in marine plastic litter of at least 50% by 2030.
4. Establish a **regional transparency and monitoring mechanism**, with a shared database and annual publication of results.
5. **Create a Mediterranean fund** dedicated to prevention, cleanup, and support for the most vulnerable regions.
6. **Integrate** the fight against plastic pollution **into all sectoral public policies**: tourism, fisheries, maritime transport, industry, urban planning, and health.

As international negotiations on the global plastics treaty struggle to make headway, it is essential that the Mediterranean region take the lead and adopt ambitious measures.



Closer look at the Community Day



This key event of the year took place in Cyprus on May 14 and 15, 2025, attended by many of the on-the-ground stakeholders already receiving support, and served to strengthen bonds between members.



Day 1 – May 14

On May 14, the BeMed team was pleased to bring together 35 project leaders from across the Mediterranean region in Larnaca, Cyprus, for the annual Community Day.

Each year, this event is a special opportunity to strengthen ties within the Community, share on-the-ground experiences, and foster new synergies so that we can move forward together toward a common goal: reducing plastic pollution in the Mediterranean.

The day was devoted to collaborative workshops focused on adapting [the methodology developed for the hospitality sector](#), which aims to reduce the use of single-use plastics.

Together, the members explored how to apply this approach to other key sectors:

- **the cruise industry,**
- **schools,**
- **municipalities,**
- **and festivals.**

So many different contexts, all driven by the same goal: building a world without single-use plastics.

These discussions pave the way for new collaborations that will strengthen the impact of local initiatives throughout the Mediterranean basin.



Key takeaways

In the cruise industry

The cruise industry requires a specific approach due to the large volumes of plastic, limited space on board, and the high risk of leakage at sea.

Solutions must be tailored to the ship's various spaces and the logistical constraints associated with port calls and multiple regulations.

Success depends on the active involvement of staff and passengers in a closed environment where changes in practices have an immediate and measurable impact.

In schools

Schools involve a wide range of stakeholders to engage (students, teachers, parents, cafeteria staff), and face constraints in terms of time and resources, particularly in the public sector.

Single-use plastics are part of children's daily lives (snacks, meals, school supplies), making schools a key setting for raising awareness and changing behaviors from an early age.

Solutions should be simple, engaging, and educational, tailored to local contexts and available resources, with strong potential for long-term social and educational impact.





In municipalities

Municipalities occupy a strategic position, both as workplaces and public service centers, and as key players in local waste management and public awareness campaigns. Their transition away from plastic is heavily influenced by financial and infrastructure constraints that vary by region, particularly access to drinking water and to collection and sorting systems. Initiatives undertaken by city halls serve as powerful role models, capable of influencing the practices of municipal employees, residents, and, more broadly, public services and facilities across the region.



In festivals

Festivals bring together large numbers of people over a short period of time, which generates significant amounts of plastic waste that quickly ends up scattered around, including cups, cigarette butts, food packaging, and decorations. Actions are prioritized based on the risk of leakage into the environment, with tailored solutions such as deposit systems for cups, the creation of smoking areas equipped with ashtrays, or the replacement of balloons and confetti with reusable or non-material decorations. De-plasticization relies on the commitment of the entire festival ecosystem (organizers, food trucks, sponsors, and the public), for example through service provider specifications, financial incentives, or visible and fun on-site initiatives.



Day 2 – May 15 Field visit

On May 15, the BeMed team was delighted to meet with members of the Community during a field visit to Ayia Napa. On this occasion, the Municipality of Ayia Napa and the Cyprus Sustainable Tourism Initiative (CSTI) presented their "Plastic-Free Beach" project, carried out as part of the "Keep Our Sand & Sea Plastic Free" campaign supported by BeMed from 2023 to 2024.

This initiative aims to prevent plastic pollution through concrete actions implemented directly on the beach: installing a filtered water fountain that offers a free and accessible alternative to plastic bottles; setting up a designated smoking area to limit the scattering of cigarette butts; and deploying recycling bins and educational signage encouraging proper waste management practices.

Beyond the coastline, the project also engages local hospitality sector stakeholders through training sessions and the development of action plans to reduce the use of single-use plastics. Finally, a new "beach influencers" concept invites beachgoers to become ambassadors for responsible practices.

The broader project "Keep Our Sand and Sea Plastic Free – Destination Zero Plastic in Cyprus" continues, with a growing number of beaches and municipalities joining the movement. Learn more: [here](#).

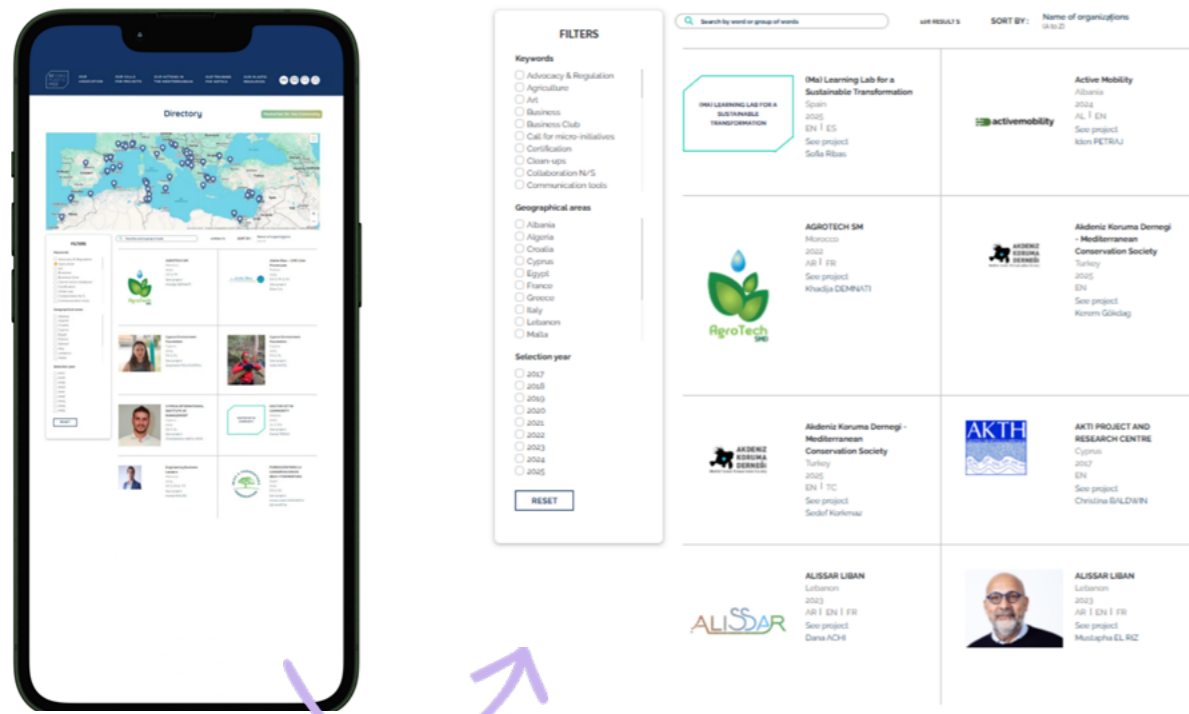
BeMed thanks all participants for their commitment, as well as the Cyprus Sustainable Tourism Initiative (CSTI) for its organizational support and the Lordos Beach Hotel for its warm hospitality in Larnaca.



The tools available

To facilitate networking among its members, a private directory is available. It makes it easy to identify the areas of expertise, geographic locations, and contact information of member organizations.

102 contacts



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



Watch

A brochure aimed at partners and funders to outline the support options available to those working on the ground.



Our collective wealth!
All of the projects conducted by the Community members are sharing with us constructive and valuable advice for similar initiatives. Over the years, this has resulted in a wealth of collective knowledge that can inspire and help us all. Here's a small selection for this edition of the Community Letter:



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

ACCOMPANYING THE PRIVATE SECTOR

The Business Club

The Business Club focuses on two main areas:

◊ The first aims to foster dialogue among scientists, businesses, and civil society on specific topics such as biodegradability, bioplastics, recycling, health issues related to plastic, and consumer acceptance of reuse solutions.

◊ The second aims to have a direct impact through the implementation of pilot projects by company members of the Club. The first project took place at the InterContinental Marseille – Hôtel Dieu, and its replication at the La Badira Hotel in Hammamet concluded at the end of 2024. These projects gave rise to a working group launched in June 2025, bringing together hotels seeking to reduce their consumption of single-use plastics within their establishments. The second project, launched in 2024 at Carrefour in Monaco to reduce the use of single-use plastics in mass retail, is still being rolled out.

In 2025, it has 12 members: Monte-Carlo Société des Bains de Mer, Carrefour, Chanel, Nestlé France, the Iberostar Group, La Badira, Aroma-Zone, the Jean Hénaff Group, the Poseidonia Beach Hotel, the Montesol Experimental, the Lordos Beach Hotel, and the Hôtel 96.

Some figures:

- + 6 new company members, including 4 hotels
- 1 new training course for hoteliers (and NGOs)

Resources produced in 2025:

- 1 key to understanding the challenges of paper/cardboard substitution.
- 2 technical fact sheets, one on the close links between “Plastic and Health” and another on reuse and consumer acceptance.
- 4 detailed reports following expert presentations (behavioral change, consumer acceptance and refillable products, communication, infrastructure, and social standards).

→ [Read the technical sheet](#)
[Plastics & Health](#)

→ [Read the technical sheet](#)
[Reuse and consumer acceptance](#)

Technical sheet

PLASTIC(S) & HEALTH



Technical sheet

REUSE & CONSUMER ACCEPTANCE



The Science-Industry-Society Dialogue

The objective of this working group is to facilitate dialogue between scientists, businesses, and civil society so that company members can ensure the relevance and effectiveness of their plastic strategies. This dialogue enables them to address certain gaps in scientific knowledge, as well as to share their expertise and best practices with other members of the Club and the scientific community. The participation of BeMed member associations in the debate helps bring the perspective of civil society to the table. In 2025, the group continued the series on the topic of consumer adoption of reuse solutions over the course of four sessions.

A training cycle on consumer acceptance

JANUARY 28

The first session was held online and focused on citizens' perceptions of plastic-related issues, including both the consequences of plastic pollution and the solutions needed to address it. The session featured Patrick Gabriel (University of South Brittany), Pierre-Ange Giudicelli (Mare Vivu), and Aurélien Strmseck (Surfrider Foundation).

MAY 21

A second meeting was held on May 21, 2025, during which Morgane Innocent (University of Western Brittany) and Hélène Villecroze (Chanel Parfum Beauté) spoke about consumer acceptance of refillable cosmetic products.

JUNE 26

A roundtable discussion on "Reuse: Barriers to Change and Field Studies" was held during the June 2025 workshop at Nestlé France's offices in Issy-les-Moulineaux. Thomas Bou (Carrefour) and Constance Cornemillot (Nestlé France) presented three recent consumer studies on various reuse projects. François Dedieu (INRAE) and Mathis Grossnickel (representative of Carrefour's Club des consommateurs engagés) contributed their expertise and perspectives to the discussion.

OCTOBER 23

An online session was held on October 23, 2025, focusing on communication, infrastructure, and social norms as levers for reuse. During the event, two external speakers shared their expertise: Claire Dale (Behavioral Insights Team) and Chloé Liard (Réseau Vrac et Réemploi).

DECEMBER 10

To wrap up the topic, a [technical sheet](#) and a concise summary of the discussions held throughout the year were provided. A workshop allowed members to identify how to apply and use the concepts covered in their day-to-day activities.



Progress on pilot projects

The objective of this working group is to support its company members in implementing joint pilot initiatives in the field. These projects are based on field studies and are approved by the Club's scientific committee. This regional and collaborative approach will ultimately have a tangible impact across the entire Mediterranean region. In 2025, two projects were carried out in parallel: an applied training course for hotels and a pilot project in the retail sector. in back-office operations, particularly in the kitchen, with positive impacts on operational efficiency, costs, and the circular management of generated waste. Building on these experiences with the hospitality sector, in 2025 the Club launched the working group "Toward a Zero Single-Use Plastic Hotel." The group's objectives are to train hoteliers in the method so that they can implement it and reduce their consumption of single-use plastics.

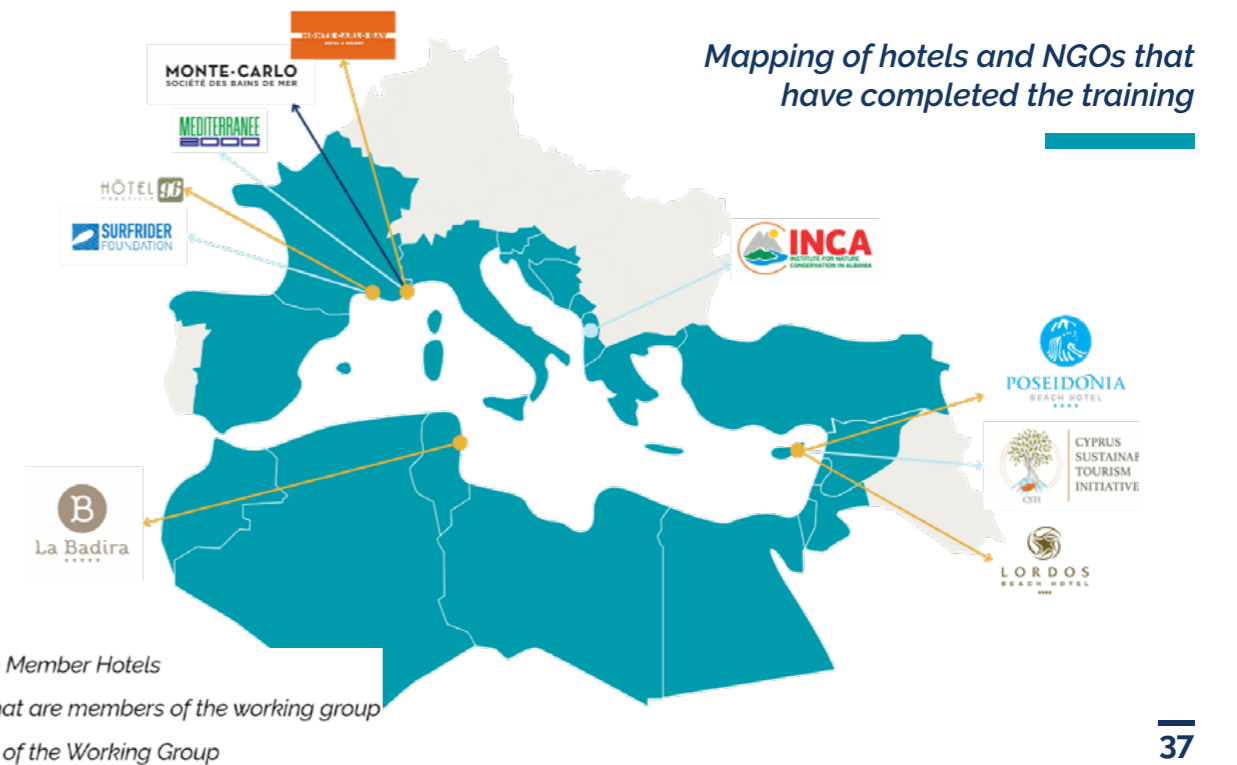
An applied training course for hotels

In 2022, the Business Club's first pilot project was launched at the InterContinental Marseille - Hôtel Dieu. Its goal was to help the hotel reduce its use of single-use plastics.

Through this pilot project, BeMed demonstrated that it was possible to reduce single-use plastic consumption while engaging staff, without compromising 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

The training is group-based, remote, and hands-on, following the steps of the "Toward a Zero Single-Use Plastic Hotel" method step by step. It is aimed at both independent hotels and hotel chains.

Alongside them, NGOs are also being trained in the method. They are paired with hotels that are members of the working group to support them during certain stages (e.g., helping to facilitate the prioritization workshop with staff, selecting which solutions to implement, etc.).



Members of the first cohort of the Hotel Working Group

- 2 hotel groups: Iberostar and Monte-Carlo Société des Bains de Mer.
- 5 hotels, including 2 in Cyprus, 1 in Tunisia, 1 in France, and 1 in Monaco.
- 4 ONGs

Practical training – 10 sessions over 12 months, including 6 training sessions and 4 peer-sharing sessions.

- During a typical session
 - ◊ Sharing of resources and ready-to-use tools;
 - ◊ Illustration with concrete examples;
 - ◊ Time for questions, discussions, and sharing experiences.
- Between sessions :
 - ◊ Each hotel implements the method independently within its own facility.
 - ◊ The team remains available to answer questions via email and during weekly "Q&A" sessions.
 - ◊ A shared Teams folder brings all resources together.



Review of the launch of the first training cohort at the end of 2025

- Six sessions were held:
 - ◊ 1 kick-off session to introduce the training and provide instruction on the plastics audit method;
 - ◊ 1 session on the prioritization method and the prioritization workshop to be organized with staff;
 - ◊ 1 session on benchmarking solutions;
 - ◊ 1 peer-to-peer solution-sharing session [75 solutions shared];
 - ◊ 1 session on selecting alternatives and preparing for monitoring and evaluation;
 - ◊ 1 session on staff training and customer communication.
 - ◊ 17 weekly Q&A sessions were held.
- Satisfaction rating regarding the relevance of the content of the first 4 sessions: 4.8/5
The final phase of the training will be delivered in 2026.

Their thoughts about it



"I would like to congratulate you on the quality of the training. It has been truly beneficial, especially regarding biodegradable plastics." - Manel Ben Ismail, Destination Partnerships Manager, Sustainability Department, Iberostar Group

"The tools provided are very well-designed and effective; we feel well supported! Thank you to the entire team for this guidance!" - Eva Elmshäuser, Sustainability Officer, Monte-Carlo Société des Bains de Mer



A pilot project in the retail sector



A new project with Carrefour Monaco was launched in 2024 to reduce the use of single-use plastics in stores. It aims to eliminate single-use plastics from in-store packaged products and raise consumer awareness about changes in consumption patterns. This two-year project is structured around four key areas:

- **Focus 1 – Expanding customer reuse**
- **Focus 2 – Expanding in-store reuse**
- **Focus 3 – Reducing plastic use**
- **Focus 4 – Consumer and employee issues**

Focus 1 – Promoting Reuse

By 2025, the MaConsigne system (a Monaco-wide deposit-return system) had been rolled out in the assisted sales sections (catering, rotisserie, and sushi) and at the Picadeli salad bar.

Due to UNOC's presence in Nice in June, a major campaign to promote reuse was launched in-store. Street marketing events and an employee challenge encouraging staff to invite customers to join the system were organized. Discount coupons were also offered.

→ **Results of the operation**

The target of 400 returnable containers was exceeded, with 469 containers collected in 17 days. Approximately 4% of salad sales were in reusable containers. The return rate was approximately 95%.

At the same time, reuse was also promoted in the fruit and vegetable section by providing reusable baskets for weighing in the assisted sales area of the section, and reusable bags were made available for purchase.

Focus 2 – Development of reuse in-store

The key focus of the project concerns water fountains for employees; the system was evaluated and would be cost-effective compared to the numerous single-use plastic water bottles distributed each year. Major construction work in the shopping mall and the store prevents implementation at this time.

Priority 3 – Reducing Plastic Use

Several “quick win” initiatives have helped reduce the use of single-use plastics in the store:

- Elimination of the plastic-coated cardboard liner in plastic containers in the bakery/pastry section (~5,000/month);
- Elimination of wooden trays for hard cheeses and reduction in the amount of plastic wrap (~8,500/month);
- Removal of plastic windows from sandwich packaging (replaced with windowless bags and product photos displayed on the shelf for identification) (~1,000/month);
- Sale of single-use cutlery at the Picadeli salad bar;
- Switching salad bar sauces to large-format bottles instead of mini-bottles

All these solutions have been documented in technical data sheets integrated into Carrefour’s CSR portfolio. These solutions were disseminated within Carrefour France and shared with international franchises during an annual webinar, with very positive feedback. By the end of 2025, efforts were made to



eliminate pre-packaged items in the organic produce section. Initial customer feedback has been very positive, as customers highlighted the more appealing visual presentation of the produce on display compared to cardboard/plastic packaging. A new local partnership had to be established to ensure bulk supply rather than pre-packaged products.

Priority 4 – Consumer and Employee Challenges

Significant efforts were made to engage consumers and employees in using and promoting the deposit-return system tested as part of the project. A consumer study was conducted to understand the barriers to adoption.

Nestlé conducted a study on the impact of POS advertising. Although understood, POS advertising does not specifically trigger the act of purchasing.

The pilot project will conclude in June 2026 during the next Business Club workshop.

The Business Club’s meeting times

March Mini-Workshop

On March 4, 2025, members of the Club gathered at Carrefour France’s headquarters in Massy for a half-day workshop on the issue of replacing plastic packaging with paper and cardboard.

First, Joseph Lemoine of CIRPACK spoke about **the importance of end-of-life considerations in packaging design**. He presented the actual recyclability of paper and cardboard packaging and shared guidelines to **ensure that these substitutions do not disrupt existing collection, sorting, and recovery systems**.

He also shared a study comparing the maturity levels of paper/cardboard, plastic, and glass recycling systems across several Mediterranean countries.

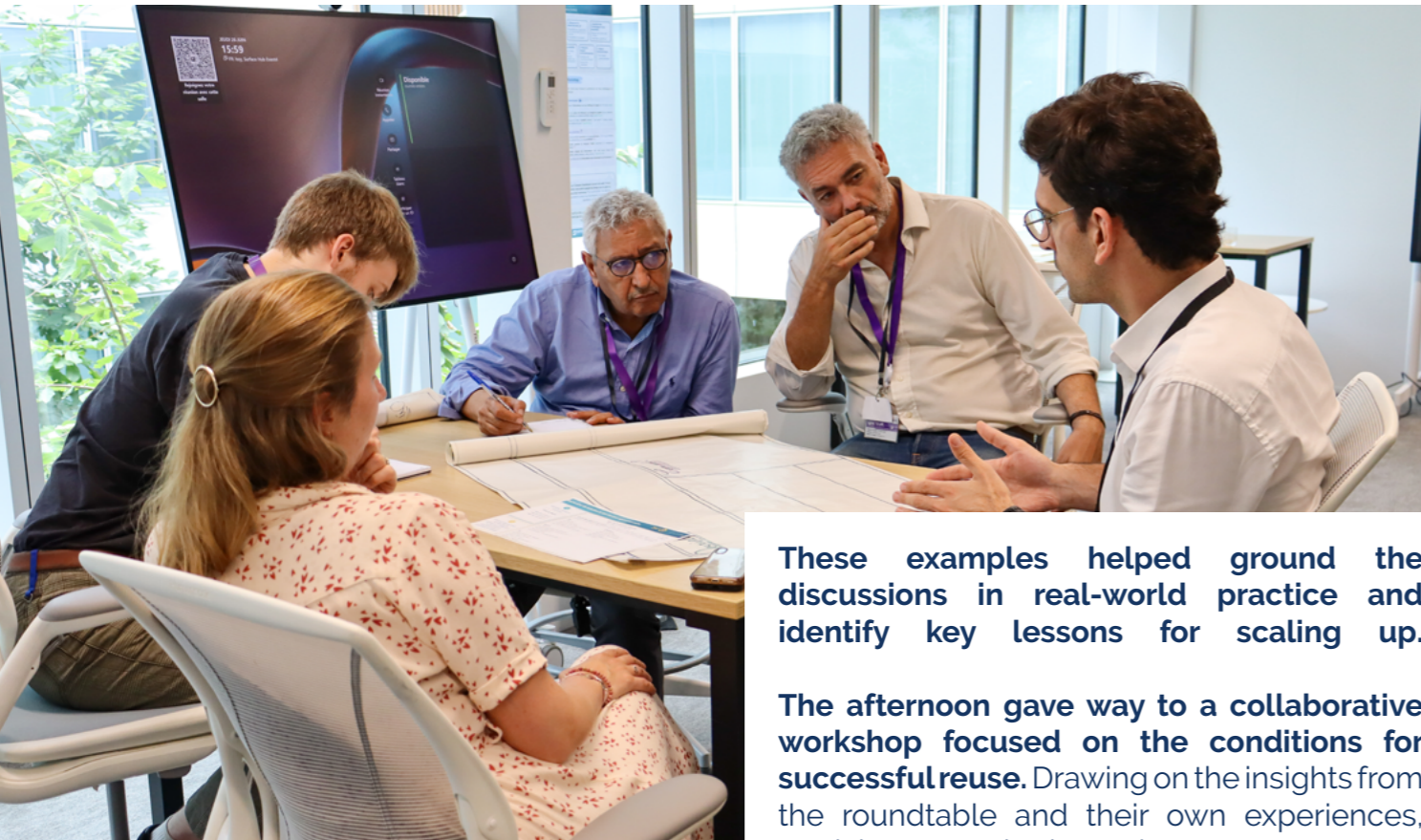
A participatory workshop then provided an opportunity to discuss how to make informed and relevant choices regarding whether or not to use a paper/cardboard alternative. A “key to understanding” for evaluating the relevance of such a solution—previously reviewed by several scientists and founding members of the Club—was collectively refined.



Key to Understanding Replacement of paper/cardboard



The summer workshop



These examples helped ground the discussions in real-world practice and identify key lessons for scaling up.

The afternoon gave way to a collaborative workshop focused on the conditions for successful reuse. Drawing on the insights from the roundtable and their own experiences, participants worked together to:

- Identify the main operational, organizational, and consumer barriers;
- Brainstorm concrete solutions to ensure the sustainability and scalability of reuse systems;
- Share inspiring practices and avenues for improvement.

On Thursday, June 26, 2025, members of the Business Club gathered for their annual summer workshop. It was a highlight of discussion and collaborative work, true to the Club's mission: to challenge companies to reduce their use of plastic and implement effective reuse solutions.

The morning was devoted to a roundtable discussion bringing together perspectives from science and business, featuring presentations by Thomas Bou, Constance Cornemillot, François Dedieu, and Mathis Grossnickel. The discussion focused on consumer perceptions, barriers to changing practices, and levers to encourage the adoption of reuse, illustrated by several concrete case studies:

- The pilot of returnable products delivered to homes by Kit Kat & Lion in partnership with Le Fourgon;
- Nesquik refills tested at Carrefour Monaco;
- The MaConsigne deposit system, also deployed at Carrefour Monaco.



The workshop concluded with a collective debriefing session, allowing for the exchange of perspectives and opening a discussion on the next steps in the work of the Business Club.

The winter workshop

On December 10 and 11, 2025, members of the Business Club gathered in Paris for the end-of-year workshop.

to discuss the direction, format, and new modalities of the Club's next pilot project to ensure it meets their needs.

Over the past few months, several companies and hotel groups have joined the Business Club and the hotel working group. Time was therefore set aside to introduce these new members, including both members of the hotel working group and the cosmetics company Aroma-Zone.

An update on the progress of the Club's various initiatives was also provided. In particular, the solutions to be tested by the hotel working group were presented. The Monte Carlo Bay Hotel shared its experience and answered questions, with a presentation by the team from the Monte-Carlo Société des Bains de Mer (SBM).

To conclude the series of thematic sessions on consumer acceptance of reuse practices, a summary of the sessions was provided to members. A fact sheet is available here. A workshop session was offered to help members translate the concepts discussed into concrete practices in their daily activities.

Finally, the workshop concluded with a session on industrial and commercial packaging, a cross-cutting topic frequently raised by members. Participants shared practical solutions, feedback from internal trials, and the challenges they currently face in reducing plastic use. The session aimed to pool knowledge and jointly identify concrete alternatives. These examples helped ground the discussions in real-world realities and identify key lessons for scaling up.

The first day concluded with a brainstorming session on the next theme to be addressed in 2026, aimed at clarifying key questions and experiences that members would like to share. On December 11, members were invited



BEMED+ PROJECT

What is the BeMed+ project?

Launched in 2024, the BeMed+ project aims to build on the work carried out by BeMed over the past 10 years to reduce plastic pollution in the Mediterranean.

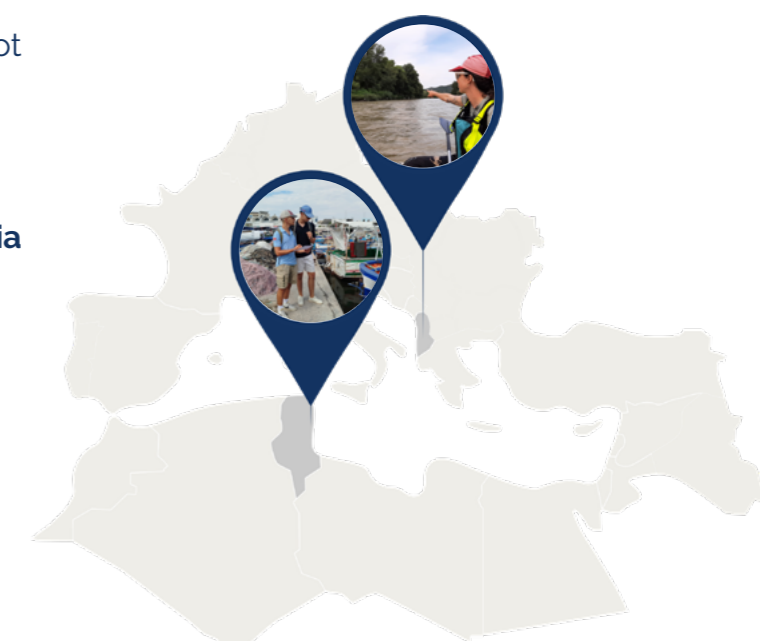
These activities are carried out in collaboration with IUCN and Surfrider Foundation Europe, founding members of the association, as well as INCA (Albania) and Notre Grand Bleu (Tunisia) for the implementation of local actions.

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

The BeMed+ project outlines the association's activities for the period 2024 to 2027.

It also enables the implementation of pilot projects in two targeted regions:

- **The Monastir tourist area in Tunisia**
- **The Shkumbin River watershed in Albania**



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, by identifying sources of leakage, existing best practices, as well as the drivers and barriers to action, with strong involvement from local stakeholders.

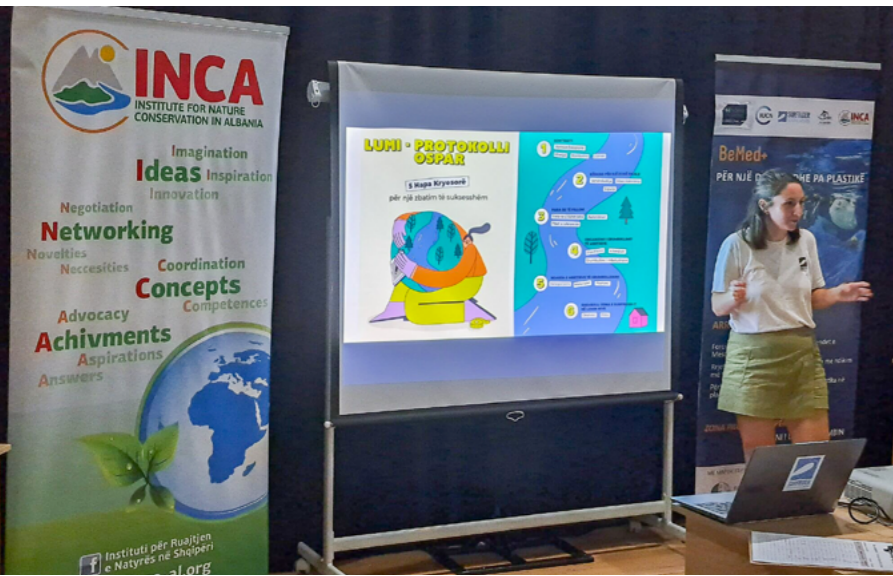
Phase 2

Based on this, an action plan will be implemented between 2026 and 2027 in the tourism and sports sectors, including support for municipalities to strengthen waste management and incorporate source reduction measures.

2025 Results – Albania

In Albania, in the pilot region along the Shkumbin River, the project conducted socio-economic studies to identify the costs and benefits of a plastic-free transition, as well as a study of critical areas where plastic accumulates along the Shkumbin River. The sector-specific studies conducted demonstrate that it is possible to significantly reduce plastic pollution in the HoReCa (Hotels, Restaurants, Cafés) sector, the sports sector, and waste management. Based on these results, the coordinators developed the two-year local action plan in consultation with stakeholders. This plan emphasizes the importance of source reduction and prioritizes the waste management, tourism, and sports sectors.

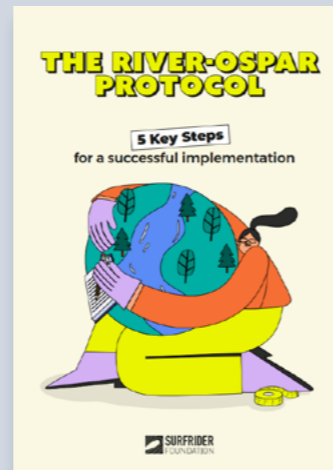
Training and analysis of riverine waste



On September 11 and 12, Sarah-Marie Thomas and Sabine Allou from Surfrider Europe trained members of a local tourism organization founded by kayaking enthusiasts (Association for Sports and Tourism) and the AGRI-EN association in the application of the OSPAR protocol in rivers, in collaboration with the local partner (INCA). The long-term goal is to ensure effective monitoring of the Shkumbin River, raise awareness among the local population, and collect relevant localized data.

What is the River-OSPAR Guide?

The River-OSPAR Guide, developed by Surfrider Foundation Europe, outlines a standardized five-step protocol for measuring and categorizing river litter: understanding the context, finding the ideal site, preparing before the cleanup, conducting the cleanup, and sorting the collected litter.



The training included a theoretical component, a hands-on field session on waste collection and analysis in Librazhd, and a supervised session during which association members independently carried out waste collection and analysis. Participants are now able to monitor and document plastic pollution to strengthen efforts to combat river waste.

As part of this training, the OSPAR guide on rivers was [translated into Albanian](#).



Socio-economic analyses

In April, the collaboration with the University of Tirana began with the selection of three master's students, each focusing on one of the three sectors targeted by the project (waste management, HoReCa, sports). Each student conducted a socio-economic analysis of the costs and benefits associated with the transition to a more sustainable system, incorporating alternatives to plastics and solutions aimed at reducing their overall use, in accordance with the waste hierarchy. Their recommendations were incorporated into the action plan.



Consult the socio-economic analyses



Leakage points along the Shkumbin River



Identifying plastic leakage points

The Environmental and Territorial Management Institute (ETMI) conducted a study to identify plastic pollution hotspots along the Shkumbin River. Hotspots of plastic accumulation were identified and geolocated along the Shkumbin River through the collection of qualitative and quantitative data, combined with the use of Geographic Information System (GIS).

The main recommendations from the Environmental and Territorial Management Institute (ETMI) study include:

- strengthening waste management;
- reducing single-use plastics;
- community engagement;
- and strengthening inter-municipal cooperation for watershed-scale waste management.

Local stakeholders consultation

On November 14, the Institute for Nature Conservation in Albania (INCA) and Surfrider Foundation Europe brought together more than 30 stakeholders at the Imperial Hotel in Elbasan to develop a local action plan aimed at reducing pollution from single-use plastics in the Shkumbin River basin. This co-creation workshop brought together stakeholders from local governments, civil society, academia, and the private sector.

The event combined the presentation of results from socio-economic studies and scientific research with interactive group work sessions, with the goal of finalizing the local action plan. Discussions focused on the three priority sectors (municipal waste management, the HoReCa sector, and the sports sector).

Learn more about the event



A two-year action plan

The overall objective of the action plan is to implement practical measures tailored to the local context in order to reduce plastic use and pollution in the waste management, HoReCa, and sports sectors.

Waste Management Sector:

- Development and adoption of plans to reduce plastic use and waste in the municipalities of Librazhd and Elbasan.
- Introduction of municipal decisions aimed at promoting sustainable procurement and reducing plastic use at public events.

- Installation of public water fountains in schools, institutions, and public spaces to reduce bottled water consumption.
- Mapping and cleanup of illegal dumpsites around the Shkumbin River, and training municipalities in monitoring and combating illegal dumping.
- Implementation of a pilot system for collecting single-use plastic bottles in public spaces to raise community awareness and promote behavioral change.

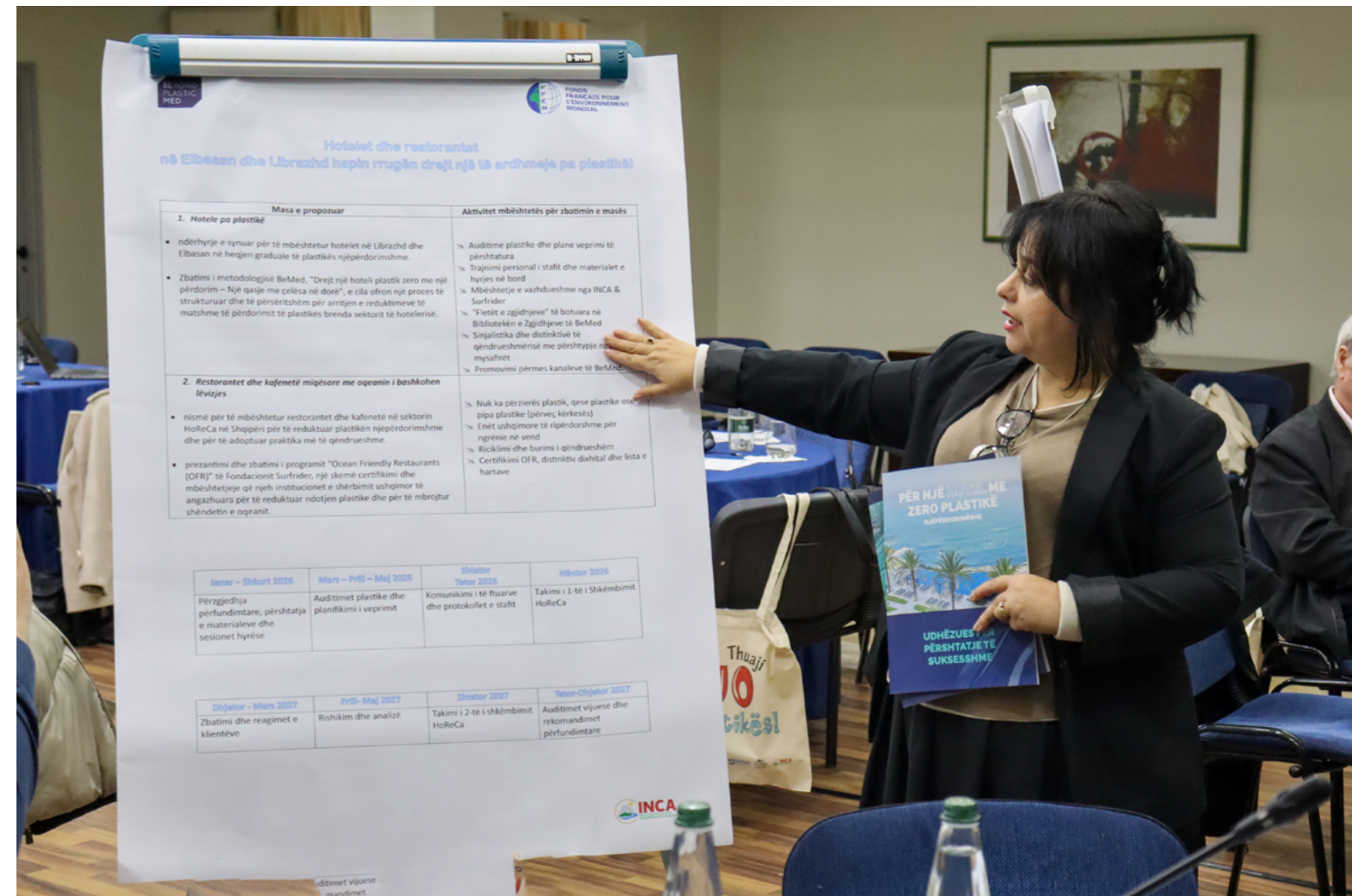


HoReCa Sector (Hotels, Restaurants, Cafés):

- Support four restaurants in the municipalities of Elbasan and Librazhd in obtaining "[Ocean Friendly Restaurant](#)" certification.
- Reduce the use of single-use plastics in three hotels in each municipality.

Sports sector:

- Organize kayaking trips on the Shkumbin River to raise awareness and assess waste levels among schools, tourists, and athletes, with the aim of turning them into ambassadors for the river's conservation.
- Engage soccer clubs in reducing plastic pollution by installing water fountains, encouraging the use of reusable bottles, and training players and coaches.



Communication

The project's activities are promoted through monthly social media posts, articles in INCA's monthly newsletter, articles published in national media, and a television appearance, highlighting the project's progress, awareness-raising messages, and success stories. The project was also represented at public events, in collaboration with local authorities and other beneficiaries of the BeMed Call for Micro-Initiatives, as well as through an awareness-raising campaign at a pilot high school.

2025 Results – Tunisia

In Tunisia, in the pilot region of Monastir, the project has facilitated a series of technical, legal, and socio-economic studies to better understand the sources of plastic pollution, the existing regulatory framework, and potential avenues for action. Sector-specific analyses highlighted the potential for reducing single-use plastics in the tourism sector, the economic importance of informal plastic waste collectors, and the role of sports—particularly soccer—as a tool for raising awareness. Based on these results and in consultation with local stakeholders (public authorities, economic actors, sports clubs, associations, and academics), an action plan was drafted for the years 2026–2027. This plan emphasizes the importance of reduction at the source and prioritizes the waste management, tourism, and sports sectors.

An overview of Tunisia’s legislative and regulatory frameworks for waste management

A Tunisian consultant, Mr. Wahid FERCHICHI, a legal expert and professor, has conducted a study on Tunisia’s legislative and regulatory framework. This study complements and updates the 2022 IUCN study titled “Overview of Marine Pollution from Plastic Waste in North African Countries: Legal and Institutional Framework and Location of Landfills.”

The study is structured around three main areas:

- An overview of waste management law in Tunisia,
- A broader perspective on the structural organization of the waste sector,
- The main existing initiatives and strategies.

The study recommends strengthening, clarifying, and simplifying the legal and regulatory frameworks in order to:

- Facilitate and strengthen private-sector engagement,
- Improve working conditions to foster more structured engagement from the informal sector,
- Strengthen support for civil society initiatives by streamlining procedures,
- Strengthen civic education on environmental issues, including waste management.



Socio-economic analysis of plastic dependence

The socio-economic analysis was conducted in two parts:

The first part consisted of three academic studies examining the costs and benefits associated with [reducing single-use plastics in hotels](#), the [role of informal waste collectors and the potential socioeconomic impacts of integrating them into a formalized management system](#), and the [economic viability of a plastic collection and recycling system in soccer stadiums in Monastir](#).



Analyses available on the website



The second part, entitled “[Plastic waste management and plastic pollution in Monastir – Assessment and hotspot mapping in Tunisia](#)” was conducted by the consulting firm RE-SWEEP. It provides a detailed overview of the waste management system in Monastir, identifies the main pollution hotspots, and, by incorporating the results of all previously conducted studies, formulates recommendations for priority actions to be taken.

Sharing recommendations with local stakeholders

A participatory workshop held on October 30, 2025, under the auspices of the Monastir Governorate and the Ministry of the Environment, brought together 52 participants from local and international authorities, institutions, associations, and economic stakeholders to share the results of various studies, present the current state of plastic pollution, the regulatory framework, and local initiatives. The contribution of students' final projects to the development of the action plan was highlighted through presentations of the students' work.

The workshop also enabled the finalization, in a participatory manner with local stakeholders, of a comprehensive action plan for the city of Monastir. Covering the entire plastic value chain, from prevention to sorting and recovery, this plan focuses on three priority sectors: waste management, tourism, and sports. Participants were able to discuss and prioritize actions based on their relevance and feasibility in Monastir, thereby ensuring measures that are both realistic and socially accepted by local stakeholders.



Collective development of an action plan

The selected measures are as follows:

Waste Management Sector

- Implementation of educational programs in schools and kindergartens;
- Launch of a pilot project for source separation of household waste in partnership with the municipality;
- Creation of a funding mechanism for the cleanup of Kuriat Island (MPA);
- Strengthening of the municipality's technical capacity.

Sports Sector

- Bottle collection system at major sporting events;
 - Integration of environmental education within clubs and academies.
- All results, performance indicators, verification sources, and deliverables will be monitored and evaluated.

Tourism Sector

- Introduction of the "Ocean Friendly Restaurant" (OFR) label in two pilot establishments;
- Supporting hotels in reducing the use of single-use plastics, according to the BeMed method.

Communication

A consistent posting schedule has been established, with biweekly social media posts highlighting the activities carried out as part of the BeMed+ project, thereby helping to increase visibility and engagement around these initiatives.

The primary target audiences include local communities, government agencies, decision-makers, and the general public. The materials used include event posters and social media posts. One of the highlights was the stakeholder consultation workshop, which received significant media coverage. This event featured a presentation by Ms. Awatef Larbi, Director General of the Environment and Quality of Life (DGEQV), on waste management.

Translation of tools

To ensure the successful implementation of activities in the pilot regions, the implementation guides (Turnkey methodology and Guide to a successful adaptation) have been translated into Albanian and Arabic.

These translated versions are available in the [BeMed resource library](#) and are being used to engage local stakeholders in the two pilot regions (Monastir and the Shkumbin River region in Albania).



Promote BeMed and its network, and encourage waste reduction at the source

To disseminate the results and promote the association's activities, the BeMed team and all of the BeMed+ project partners participated in various international meetings.

MARCH 5

Surfrider Europe participated in the European Ocean Days in Brussels on behalf of the BeMed+ project (specifically at the Mission Restore Our Oceans and Waters Forum), which was held at the European Commission.

APRIL 2

Facilitate a roundtable discussion to support the development of Circé.Med and its platform for plastic solutions in the Mediterranean, identify types of solutions, and lead the discussions.

APRIL 3

As part of the Regional Forum on Sustainable Development held in Geneva, IUCN, on behalf of BeMed+, coordinated an online event focused on plastic pollution in the Mediterranean. This event highlighted the growing threat that plastic pollution poses to marine ecosystems, introduced the BeMed Community of Practice as a platform for sharing experiences and fostering collaboration among local stakeholders in the Mediterranean basin, and showcased the BeMed+ project through its pilot initiatives in Tunisia and Albania.

APRIL 30

Participation in a roundtable discussion organized by the Menton Tourist Office on sustainable tourism and the challenges faced by the hotel and restaurant industry, particularly in relation to a zero-plastic initiative.

JUNE 7

Presentation at the Blue Economy and Finance Forum (BEFF), a session titled "Combating Plastic Pollution and Promoting Circularity Through Finance," organized by The Sustainable Finance Institute and the UNEP Finance Initiative. This was an opportunity to highlight our work with hotels and demonstrate that a zero-plastic approach also offers economic benefits for hotels.

UNOC-3

June 9: Participation in the roundtable organized by Circé.Med in the Green Zone, titled: "Cooperating for a Mediterranean Circular Economy." In particular, we emphasized the importance of sharing best practices and resources within our network to maximize the collective impact of our actions.

June 10: Surfrider Europe organized a roundtable in Nice, presenting the BeMed+ project and highlighting civil society actors in the Mediterranean, with Lucile Courtial from BeMed, as well as representatives from BeMed's partners, Notre Grand Bleu and SMILO.

June 10: During Mediterranean Day, Notre Grand Bleu presented the activities carried out in Tunisia as part of the BeMed+ project.

June 12: Participation in a live-streamed roundtable organized by SMILO – Small Islands Organization, an opportunity to explain why it is essential to support islands through our call for projects.

OCTOBER 6

Contributed to the creation of the Ecoscience Provence resource hub. This is a platform project designed for small businesses, local governments, consumers, and organizations with similar goals, among others. The "Toward a Zero Single-Use Plastic Hotel" guide and technical fact sheets have been posted online.

DECEMBER 2

Participation in the 24th Meeting of the Contracting Parties to the Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean and its Protocols. Mercedes Muñoz Cañas (IUCN) and Amjed Khiareddine (Notre Grand Bleu) presented how BeMed (through its call for micro-initiatives and its Community of Practice) could support a Mediterranean urban alliance on plastics. Event: "Strengthening Mediterranean Cooperation on Plastic Pollution: From City Action to Regional Legal Frameworks," held in Cairo, Egypt.

DECEMBER 17

Participation in a workshop on sustainable blue tourism organized by Blue Dots to promote online training for hotels and share quick-win strategies for tourism operators.

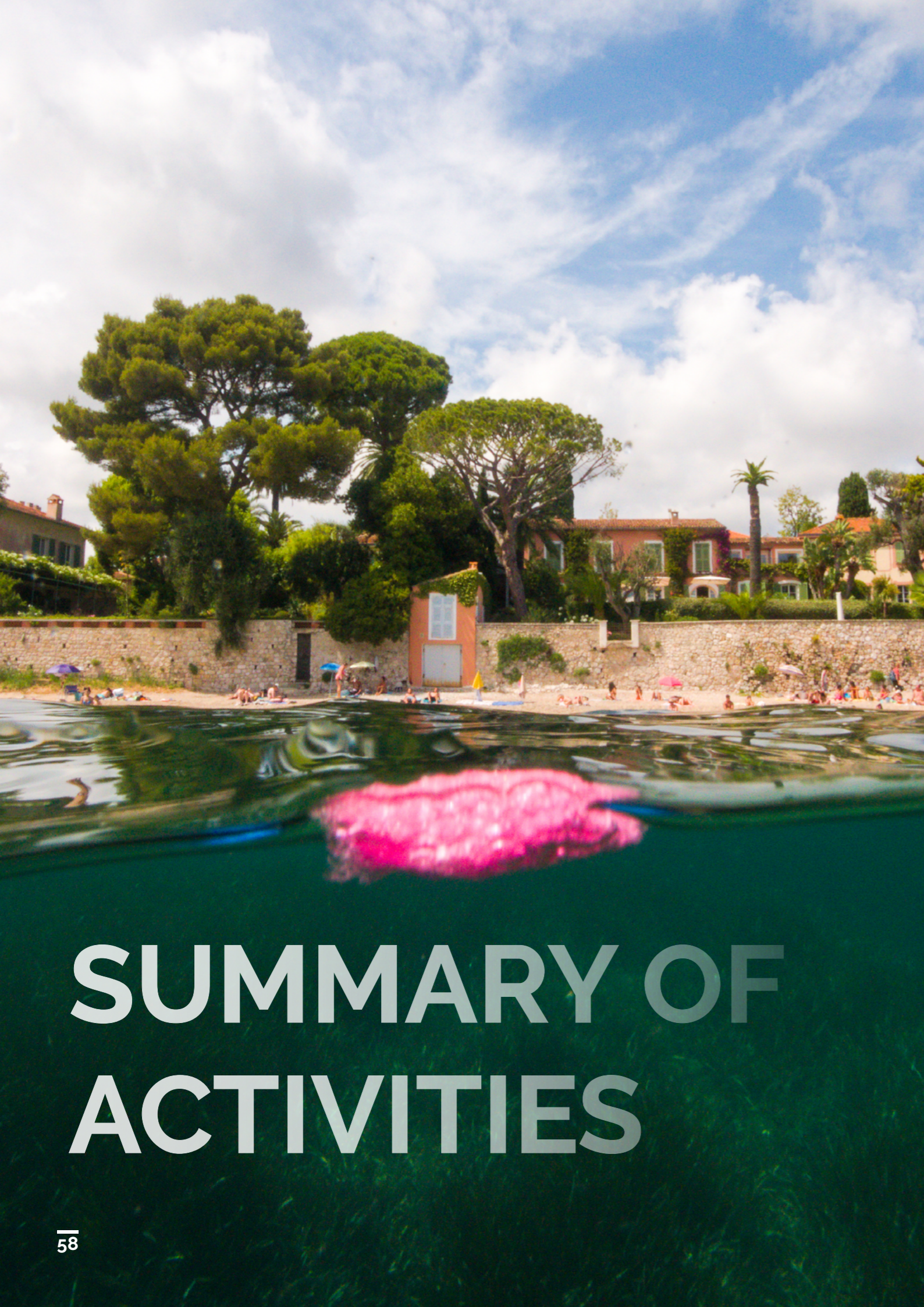
JULY 28

Notre Grand Bleu attended the Convergences Forum in Tunisia to represent BeMed+ during a panel discussion on the circular economy, which brought together representatives from the Ministry of the Environment, civil society, and academia, with a total of 800 participants.

OCTOBER 10

BeMed+ was highlighted at the IUCN World Conservation Congress. Mercedes Muñoz Cañas presented the Business Club and the Call for Micro-Initiatives during the side event titled "Sustainable Alternatives to Plastics for a Pollution-free Future" in Abu Dhabi.





SUMMARY OF ACTIVITIES

Summary of activities

In 2025, on the private sector side, BeMed continued to support hoteliers by creating an online training program specifically for them. Five hotels and hotel groups participated in the training during the year, supported by four volunteer NGOs.

The Business Club continued its discussions on consumer acceptance of reuse. Five new members joined the Club: the Jean Hénaff Group, Aroma-Zone, as well as a Spanish hotel, the Montesol Experimental, and two Cypriot hotels: the Poseidonia Beach Hotel and the Lordos Beach Hotel.

On the ground, 12 new initiatives were funded in 8 countries across the Mediterranean basin through the Call for Micro-Initiatives. Projects selected under the Call for Projects dedicated to Mediterranean islands have started, along with the first meetings of the CapiMed+ knowledge-sharing program led by Smilo and MedWaves.

The Community of Practice has expanded, and its members gathered in Cyprus to mark BeMed's 10th anniversary for a day-long session

on adapting the "Toward a Zero Single-Use Plastic Hotel" methodology to other sectors. As part of the third United Nations Ocean Conference, held June 9–13 in Nice, BeMed seized the opportunity to bring together the Community's on-the-ground actors and the funders present in Nice.

In Tunisia and Albania, the first phase of the BeMed+ project concluded with the finalisation of socio-economic analyses and studies on plastic pollution, as well as the co-development of action plans for the waste management, tourism, and sports sectors. The second phase will begin in 2026 with the implementation of these action plans on the ground.

Although negotiations for an international treaty on plastics did not result in a consensus in 2025, BeMed continues its efforts in line with the objectives of source reduction. The association reaffirms its support for the adoption and implementation of an ambitious international treaty on plastics, enabling major changes in favor of protecting the environment and people.

Financial Statement

The association has been able to continue all of its activities thanks to the generous support of the Fonds Français pour l'Environnement Mondial, the Didier and Martine Primat Foundation, Chanel, the Aether Fund of the Foundation for Future Generations, the Sancta Devota Foundation, Kresk 4 Oceans, and the Hans Wilsdorf Foundation.

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

In 2025, BeMed secured a financial partnership with the Hans Wilsdorf Foundation in the amount of €500,000.00 for the next three years. This support enables the association

to strengthen the impact of its initiatives and ensure its long-term sustainability. The BeMed+ project, funded since 2024 by the Fonds Français pour l'Environnement Mondial, has continued. This public support strengthens the association's organizational structure and significantly increases the financial resources available to BeMed for combating plastic pollution.

A portion of this funding is distributed annually to the project's four partners—INCA, Surfrider, IUCN, and Notre Grand Bleu—for a total of €148,476.00 and is reinvested in the project's two pilot regions, Tunisia and Albania.

Resources

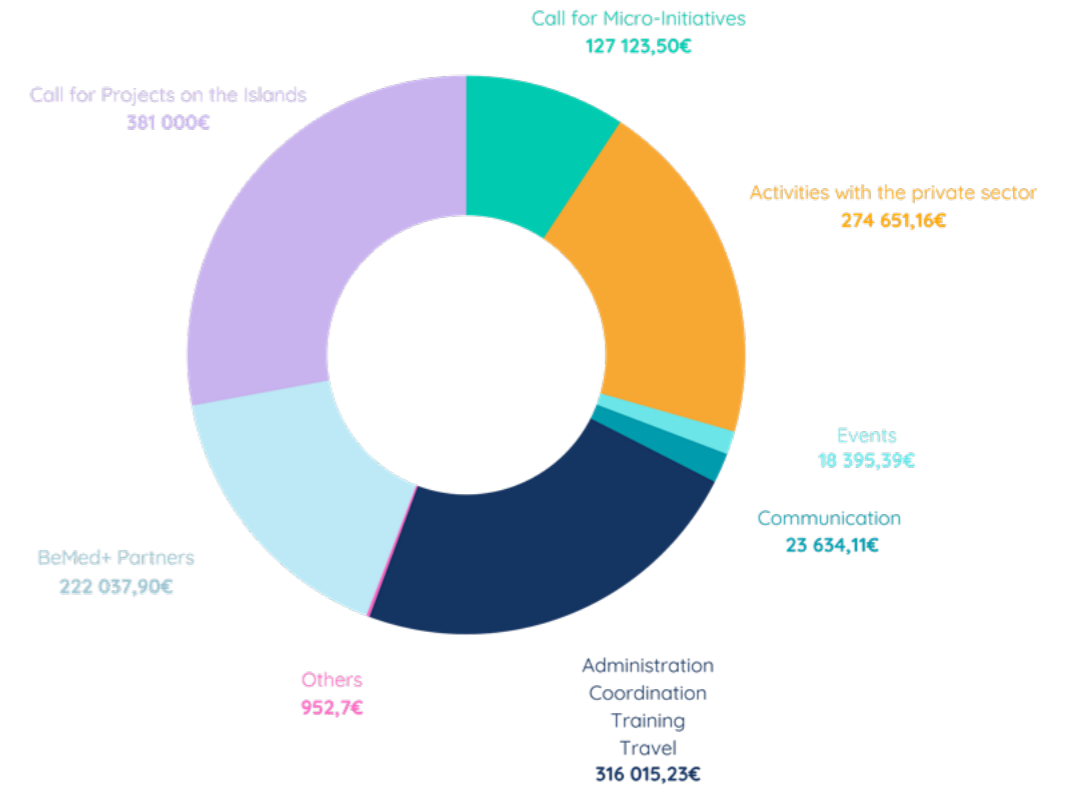
Allocation of resources by area of intervention: (amounts in euros)



Additional funding for all activities: €268,257

Expenditure

To carry out its activities in 2025, the association spent €1,361,510.03. Breakdown of expenses by area of activity:



Financial supporters



The Hans Wilsdorf Foundation also supports BeMed's activities.

Founding members



President



Vice-President



Treasurer



Active members



Secretary General



Antidia Citores

Company members

CHANEL

MONTE-CARLO
SOCIÉTÉ DES BAINS DE MER



IBEROSTAR
HOTELS & RESORTS



AROMA = ZONE



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- I2N
- Press and PR consultant



We extend our most sincere thanks to our funders, whose essential support has enabled us to carry out and sustain our initiatives in favour of the Mediterranean for the past 10 years.

We warmly thank the ConsultantSeas team for their expertise and invaluable involvement in facilitating the Business Club workshops and establishing the working group dedicated to hotels.

Finally, in 2025, we celebrated our 10th anniversary. On this occasion, we extend our deepest gratitude to our members and our community for their active participation, the richness of their contributions, and their many great ideas.

Together, we are ready to take on new challenges for the next ten years.

The BeMed Team





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