Zero Beach

Protocols towards marine litter and food waste prevention in beaches of Catalonia (Spain)

June 2019

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1. Partners
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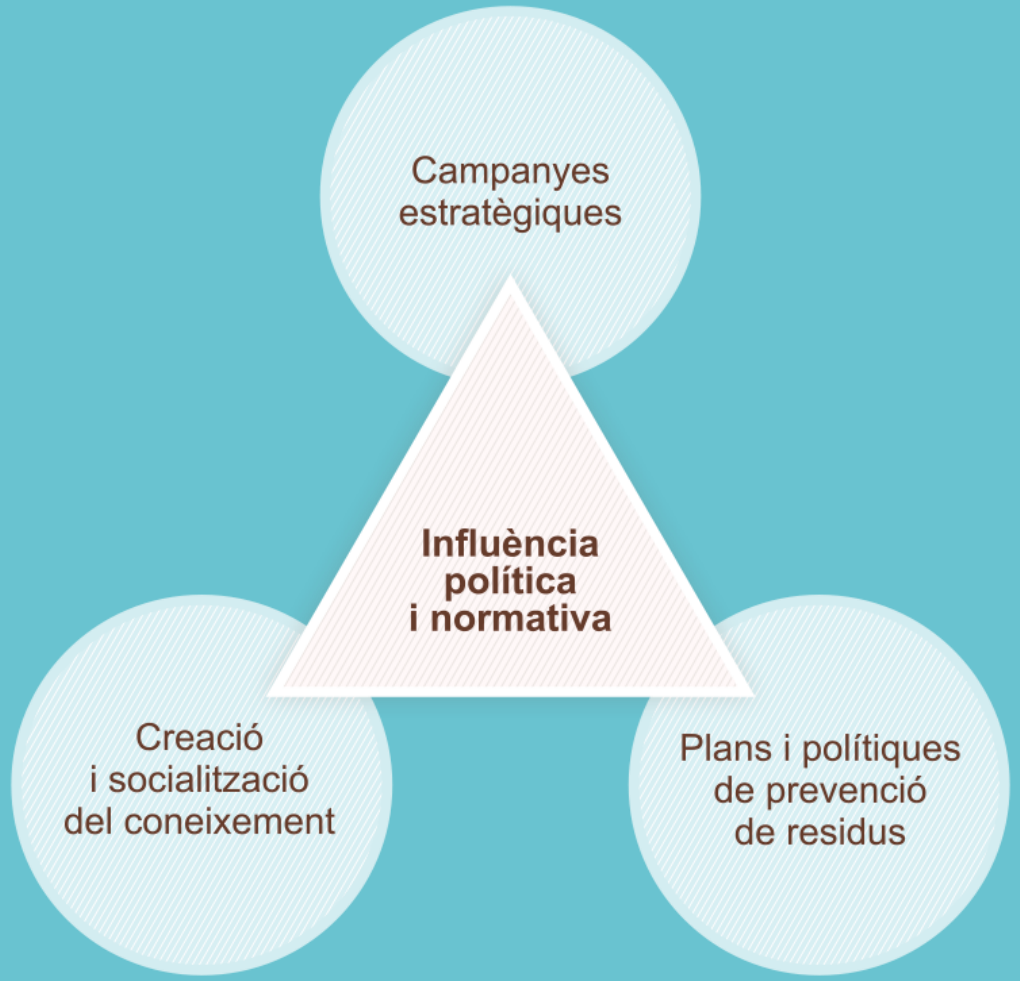
1. Partners
Rezero

→Rezero és una entitat independent sense ànim de lucre que cerca solucions noves per allargar la vida dels productes i materials facilitant la seva reutilització i eliminar la generació de residus domèstics. Les prova i les promou a nivell social, de les administracions i les empreses.



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1. Qui som **eco-union**

→ eco-union és una entitat independent sense ànim de lucre que busca millorar la integració de polítiques ambientals a diferents sectors econòmics. Els nostres projectes estan vinculats principalment al desenvolupament i implementació de polítiques públiques, amb un enfoc sobre l'anàlisi i la gestió; a la incidencia pública i a la divulgació de coneixement sobre la transició cap a una economia verda i inclusiva al mediterrani.

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1. Qui som
eco-union

→ *Zero Beach is supported by the Catalan Waste Agency and the programme Beyond Plastic Med (https://www.beyondplasticmed.org/)*

BEYOND PLASTIC MED

Generalitat de Catalunya
Departament de Territori i Sostenibilitat

Agència de Residus de Catalunya

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3. The Issue

WASTE AND MARINE LITTER IN BEACHES

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3. The Issue
Composition of marine litter

Source: MLW, 2018

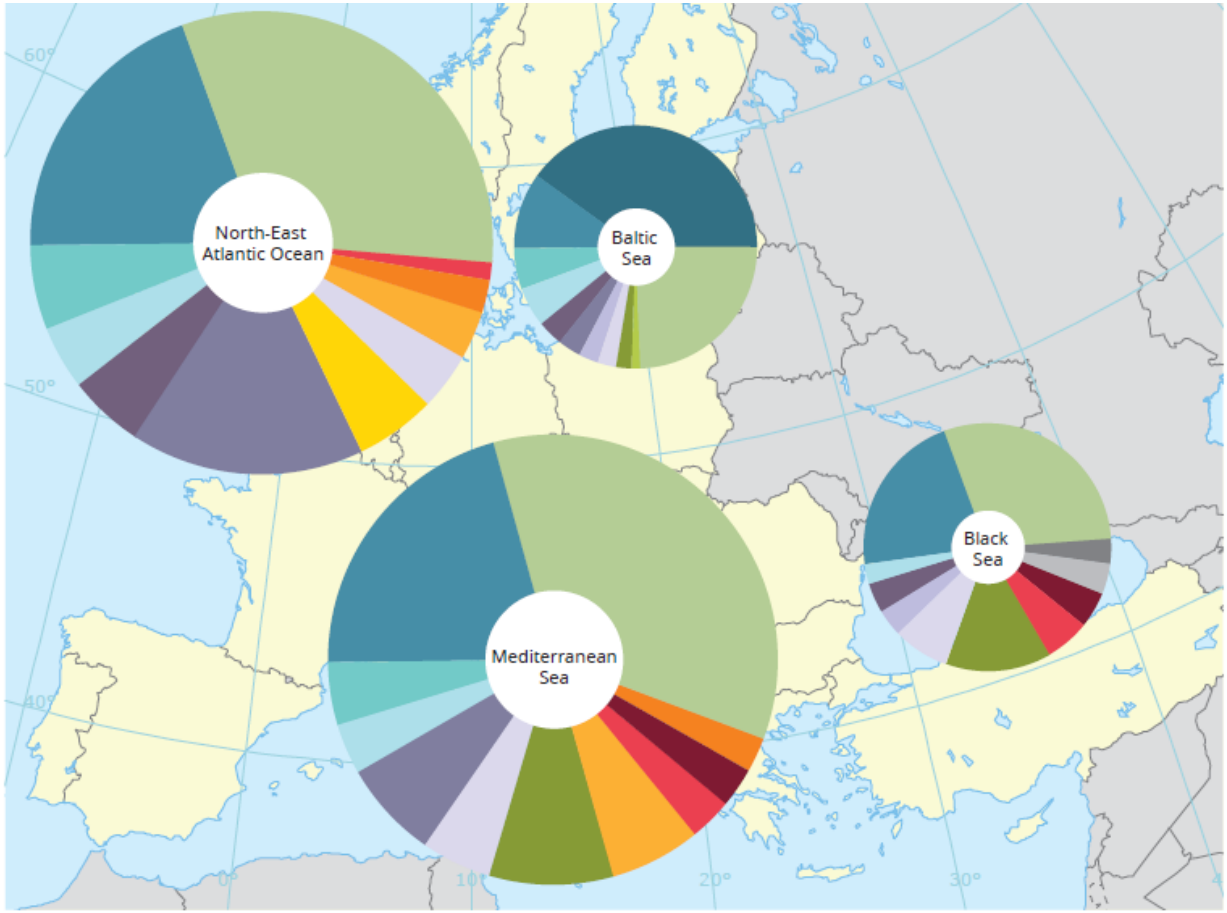
→ Plastics ⟶ 80 – 85%

↳ 50% single-use plastics

- → Beverages containers and lids
- → Cigarrets Butts
- → Ears stickers
- → Chips bags / sweet wrappers
- → Personal hygiene products
- → Plastic bags
- → Cutlery, straws and agitators
- → Cups and cups lids
- → Balloons and balloon poles
- → Food packaging (including fast food)

→ No plastic ⟶ 15-20% ⟶ inert and biodegradable

Source: EC, 2018



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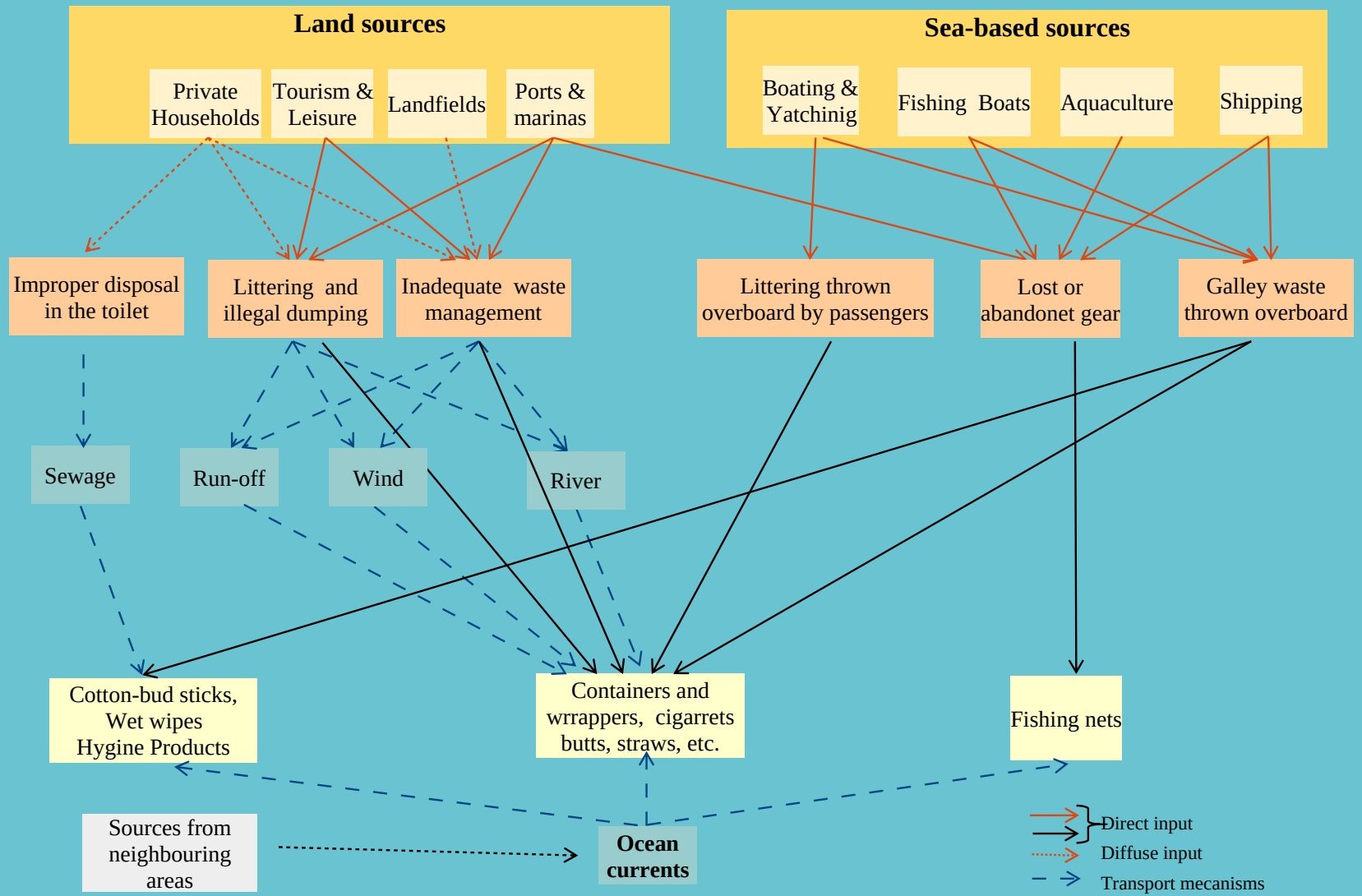
3. The Issue

Sources and origin of marine litter



Source: Adapted from Veiga et al, 2016

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3. The Issue
Impacts

→ Environmental

→Economic

→Social

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4. Zero Beach Protocols

WASTE AND MARINE LITTER PREVENTION IN BEACHES

4. Zero Beach Protocols

From the issue to the solution

Tourism

Leisure activities at the Beach

↓

Marine Litter and Food Waste

↓

Prevention measures (in the context of municipal waste plans and ordinances).

- → Disseny Zero Beach protocols
- → Pilot test at three coastal municipalities
- → Final definition with a legal assessment

↓

Quality scheme to distinguis beaches according to their environmental status

4. Zero Beach Protocols
Free Smoke Beach

Pilot Tests	Waste	Description	Resources	Monitoring
El Prat (8th – 12th July) Gavà (15th – 19th July) Castelldefels (22th – 26th July)	Cigarret Butts	A free-smoke beach area where participants are encouraged to not smoke within the limits.	- Ashtrays and smoking area. - Information point and three environmental educators. - Zoning marks.	Waste characterization (units, weight and volum). before the pilot and after the pilot, in the bech area where the pilot will take place.

4. Zero Beach Protocols

Bottle return and deposit

Pilot Tests	Waste	Description	Resources	Monitoring
El Prat (8th – 12th July) Gavà (15th – 19th July) Castelldefels (22th – 26th July)	Cans, plastic and glass bottles	Economic incentive to encourage the return of drinking bottles (cans, glass and plastic) at a strategic collection point	- Bottle return machine - Information point and three environmental educators - Zoning marks	Waste characterization before the pilot and after the pilot, in the bech area where the pilot will take place.

4. Zero Beach Protocols

Zero Beach Campaign

Pilot Tests	Waste	Description	Resources	Monitoring
El Prat (8th – 12th July) Gavà (15th – 19th July) Castelldefels (22th – 26th July)	Single-use plastics and food waste.	A one-week environmental campaign in each beach.	- Information point - Three environmental campaigners - Raffles for waste prevention kits	How many people informed. Digital impact (views, shares and press review).

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Fundació prevenció residus i consum

eco-union

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