

Κυκλικό Δυναμικό για τις Μικρομεσαίες επιχειρήσεις

1^ο Forum Κυκλικής Οικονομίας

9 Απριλίου 2019

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The global issue

8 M tonnes of plastic ends up in the world's oceans

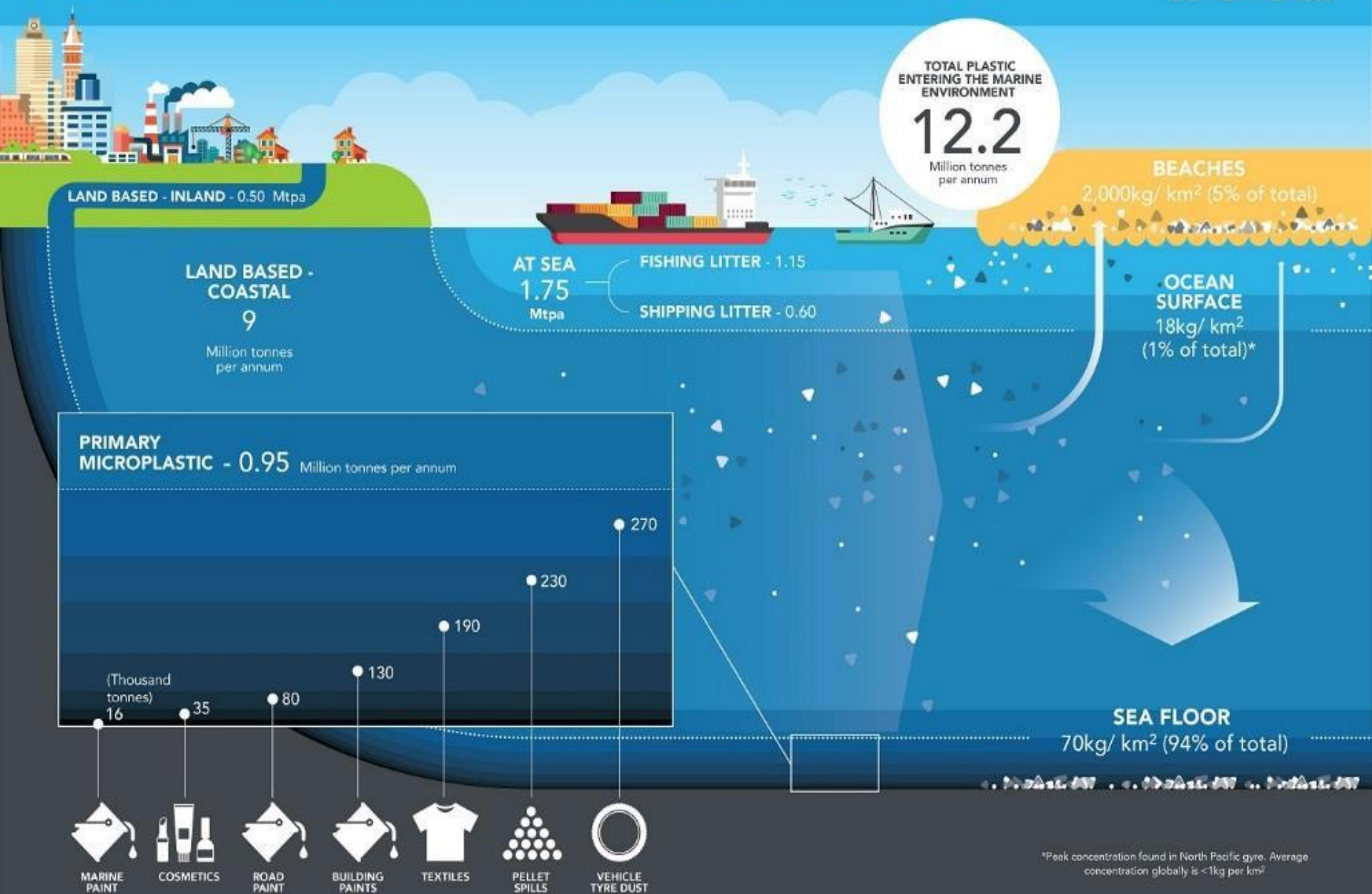
Forecasted 70% increase in waste by 2050

*Global annual waste generation will grow by 70% by 2050 unless we take urgent action
(World Bank 2018)*

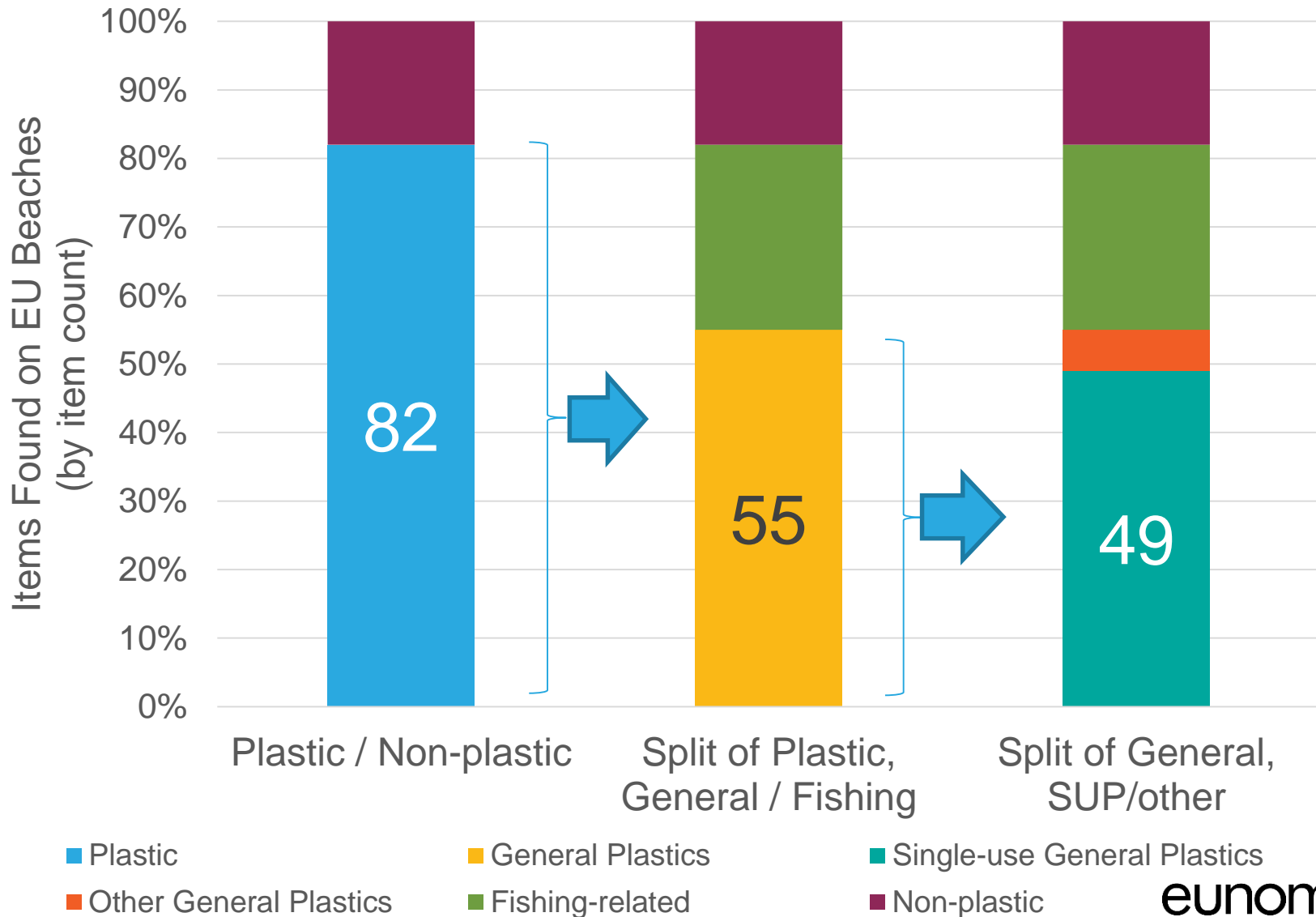


PLASTICS IN THE MARINE ENVIRONMENT: WHERE DO THEY COME FROM? WHERE DO THEY GO?

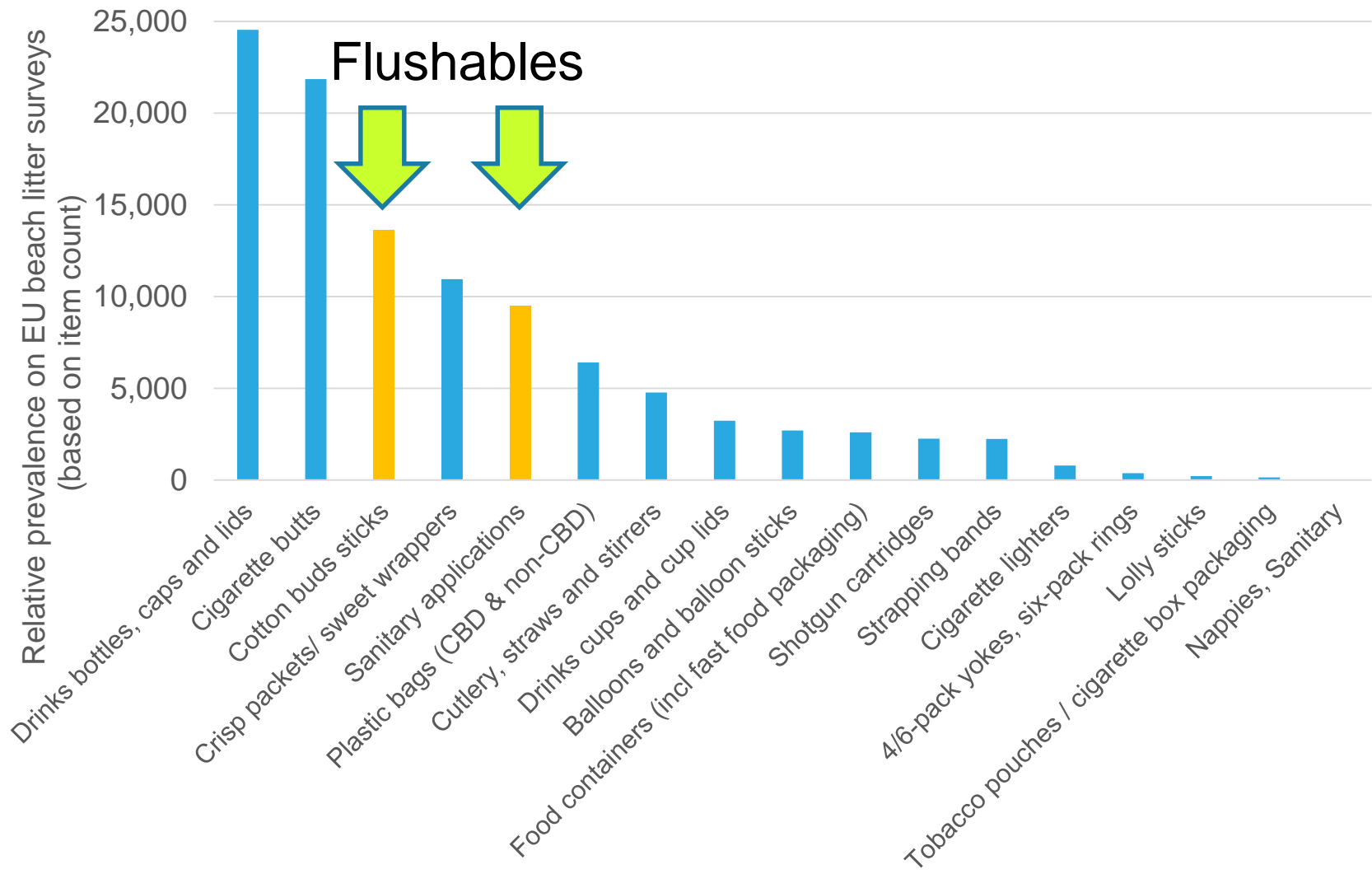
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EU Beach Litter (%)



The EU Problem



The Mediterranean Sea

The Med's health is reaching crisis point – and 95% of waste is plastic

INADEQUATE WASTE POLICIES

Out of the 27 million tonnes / year of plastic waste produced **only a third** is recycled

Debris is carried to sea by polluted rivers.

OVER 300 million tourists

+40% increase in marine litter during summer

80%

of plastic waste stems from land-based sources.

**THE MEDITERRANEAN
'PLASTIC TRAP'**

THE MED IS ONE OF THE MOST POLLUTED SEAS
– HOME TO 1% OF THE WORLD'S WATERS,
BUT CONCENTRATES 7% OF ALL GLOBAL MICROPLASTICS

Partnership for a Clean Blue Paros



Clean Blue Paros

Clean Blue Alliance

An initiative founded by Common Seas, working with the pioneering member Paros. One island at a time, the alliance works with local groups and businesses to develop a deep understanding of their plastic ecosystem in order to identify and invest in the solutions that will have the biggest impact in reducing the plastic items most commonly found in the seas.



Founding Partners

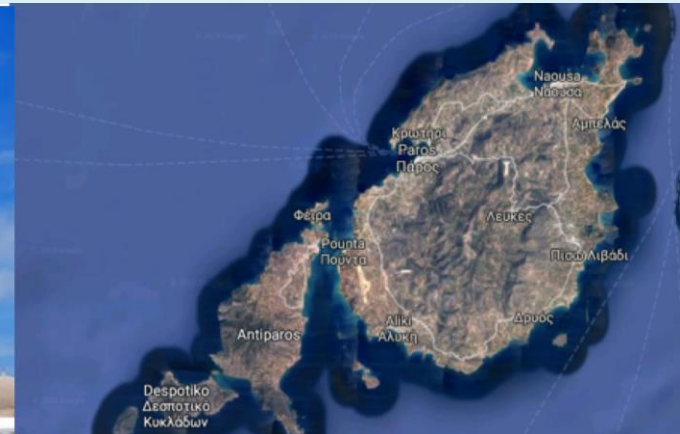


Supporting Partners

Cyclades Preservation Fund

Why Islands, why Greece, why Paros?

- Population triples in summer - ~20%GDP in 2017
- Paros experience ~350% increase in the volume of waste between April and October
- Tourists flock for beautiful beaches and clean seas - plastic waste is an environmental and economic risk
- Pioneering Paros selected - community interest, governance, finance, waste infrastructure and profile, demographics, accessibility, local partners and influencers, potential for replicability and scaling up
- €48m on illegal landfill fines between 2014 and 2018

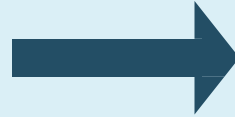


Addressing the Issue (1)

Investigate | Intervene | Influence

Radically reduce

Deliver systems to radically reduce consumption of single-use plastics.



Optimise waste management

Separate collection and clean aggregation of plastics to achieve optimal re-use value

Addressing the Issue (2)

Investigate | Intervene | Influence

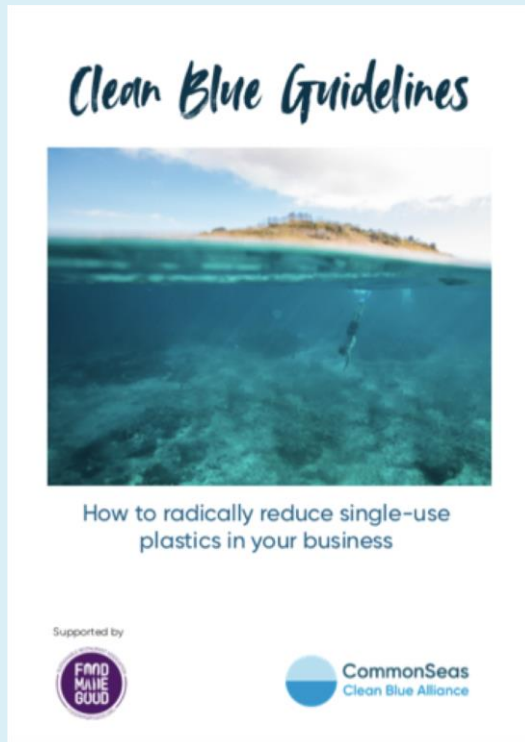
Radically Reduce: Provide Alternatives



Addressing the Issue (3)

Investigate | Intervene | Influence

Clean Blue Businesses



Clean Blue cafés, restaurants, bars commit to:

- ✓ Agree plastic reduction targets – plastic audit
- ✓ No plastic straws
- ✓ Phasing out plastic coffee cups, bags and bottled water
- ✓ Recycle – put items safely in the right bin
- ✓ Support staff and customers to be Clean Blue Champions

Common Seas supports by:

- ✓ Award Clean Blue Paros certificate
- ✓ Delivering plastics audit
- ✓ Providing alternatives to single-use plastics
- ✓ Celebrating pioneering businesses – incentives, media

Addressing the Issue (4)

Investigate | Intervene | Influence

Optimise Resource Management

Collect and sort to aggregate valuable materials for re-use (i.e. PET beverage bottles):



Addressing the Issue (5)

Investigate | Intervene | Influence

Clean Blue Bins

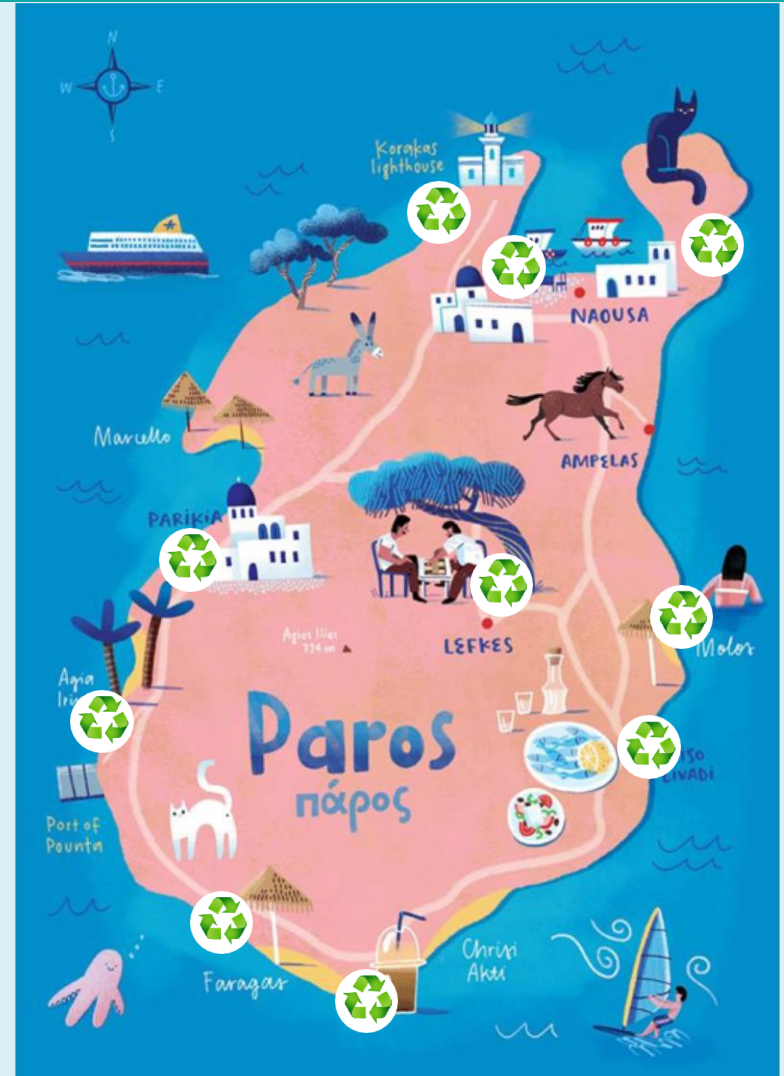
♻️ Plastic recycling bins placed in HOT SPOTS. ♻️

Enabling separate collection and aggregation of plastic packaging.

Beverage bins - to collect drinks containers only.

Private collection of bins from March until October.

Waste transported to WATT for aggregation and transport to market.



Support lasting reduction of plastic waste on islands

- **Celebrate Paros leadership**
 - Local, national and international communications and media to inspire and support other islands in the Cyclades, Mediterranean and beyond
- **National policy**
 - Inspire national government to introduce policy measures (e.g. Deposit Return Scheme)
- **Invest in pioneers**
 - Invest in incubating and accelerating viable enterprises developed on the island, creating local jobs



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