

# THERE IS RIVER AND SEA, THERE IS WASTE TO BE TRANSFORMED

## HÁ RIO E MAR, HÁ LIXO A TRANSFORMAR

**Iceland**   
**Liechtenstein**  
**Norway grants**

Program Operator:



Promoter:



Partners:



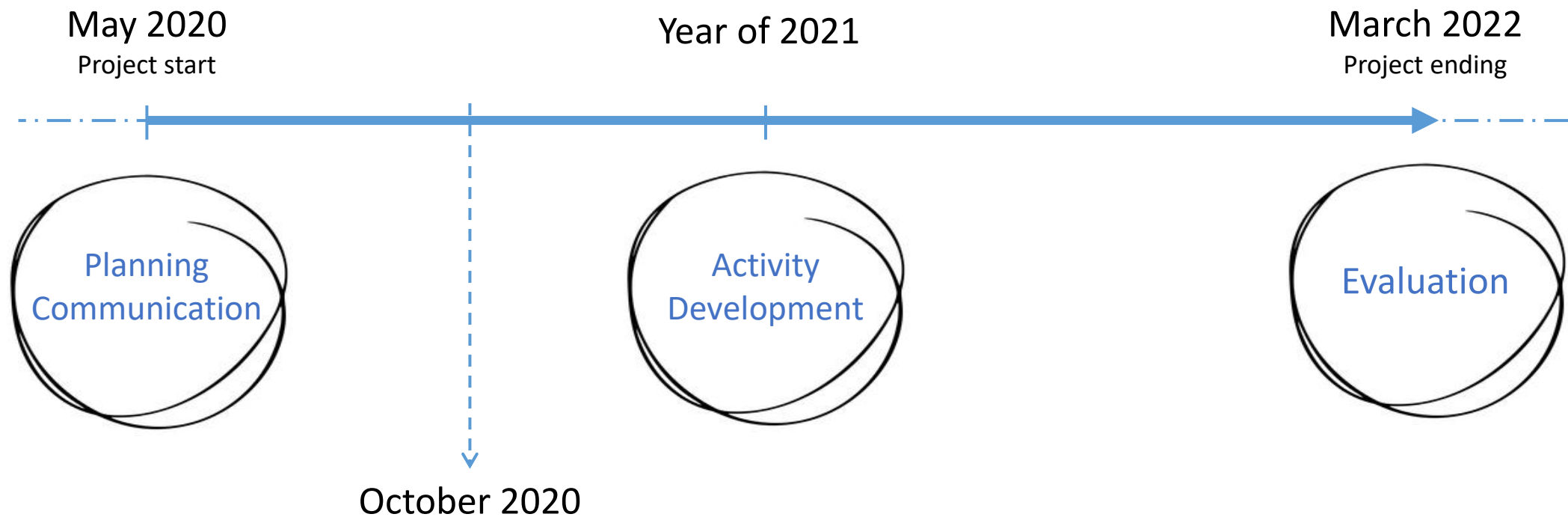
# Project Description

## **THERE IS RIVER AND SEA, THERE IS WASTE TO BE TRANSFORMED HÁ RIO E MAR, HÁ LIXO A TRANSFORMAR**

Is our intention to develop a set of initiatives and tools that intensively and continuously promote the Ocean **Literacy** and the Sea **Protection and Preservation**, integrated into education systems, information to citizens, training of technicians at administrative and business level, in view of **adopting the best environmental management practices in this matter**.

Therefore, it is assumed that the strengthening of **education** and the **awareness** of populations are the determining factors for success in pursuing a **New Course**.

# Timeline



## **Axis 1**

### **Awareness**

Changing attitudes and behaviors, involving different actors, in raising awareness to fight against marine litter

## **Axis 2**

### **Literacy**

Empowering the various actors of the process to the daily adoption of best environmental management practices in this field

## **Axis 3**

### **Marketing and Disclosure**

Sensitize the community to protect, prevent and combat marine environment pollution

Provide tools that allow a growing intervention in the field and a constant dissemination of the seized information

## **Axis 4**

### **Evaluation and Impact**

Assess the impact of activities and initiatives of the strategy to combat marine litter





INSTITUTO PORTUGUÊS  
DO **DESPORTO**  
E **JUVENTUDE**, I. P.

But good projects always have partners of excellence - The Portuguese Institute for Sport and Youth (IPDJ)! This is the reason why we bring to this project a partner that adds the **dynamics, youth** and **irreverence** necessary to ensure the mobilization of the youth and young adult public across the national context.

# Budget

Total project value: **226.227,63€**

Financing amount: **159.755,36€** | Financing rate: **70,6%**

Co-financing amount: **66.472,27€** | Co-financing rate (promoter and partner): **29,4%**

Use of economic instruments to  
prevent littering behaviour

&

Prevention of redundant waste  
through incentives or taxes and  
encouraging collection of pervasive  
items

GENERATION +

D-NOSES

BIN UP



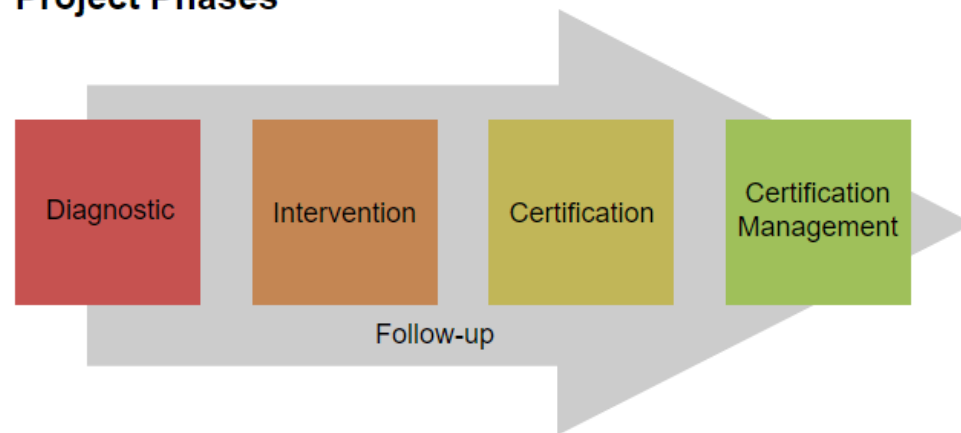
# Generation +

The Geração+ (Generation+) Project is an **educational project**, aimed at public and private schools, as well as social institutions or other associations and entities located in the LIPOR Municipalities that intend to **change their environmental management practices.**

Supported by:



## Project Phases



# D-NOSES

D-NOSES project will provide a solution to this largely neglected problem by reversing the way in which **odor pollution** problems are commonly tackled; changing the traditional top-down approach to a bottom-up approach. The new method will **empower citizens using participatory platforms** and tools to help them become drivers of change and will apply a quadruple helix model of social engagement at local, national and global levels.

The D-NOSES consortium combines the expertise of 15 partners from 9 countries.



**D-NOSES**

Distributed Network for Odour Sensing,  
Empowerment and Sustainability



Financiado pelo Programa  
Horizonte 2020 da União  
Europeia sob o acordo de  
financiamento n. 789315

# BIN UP

LIPOR, in partnership with the Ernesto São Simão da Maia Company and LNEG, presented the BinUp Project: **domestic Eco ponto for placement in height**, in recycled polypropylene, whose design and development is based on ecodesign studies and analysis of the product's life cycle . The BinUp Project win the "**Design Award**" category of the FAMA E - The World Largest Green Innovation Challenge contest, launched by Zero Waste France and the FAMA E Foundation.



## VISION

We want to participate in the global market and create trends for a sustainable future



## MISSION

To transform waste into new resources through the implementation of innovative and circular practices, generating and sharing value



## VALUES

We are ambitious and passionate  
We are creative and we think positive  
We are responsible and rigorous  
We are ethical and to be a TEAM

**We are committed to LIPOR!**



## PURPOSE

WE BUILD A  
BETTER WORLD,  
EVERY DAY

Waste as a resource

Environmental Awareness

United Nations 2030

Agenda

Sustainable

Future

Change Catalysts

Sustainability

Ocean Literacy

Protecting Sea Life



Thank You