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najčistiji dio Hrvatske!

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Special project: BlueBag

DISCOVER **ECO**
LIFESTYLE ON THE
ISLAND OF KRK

WHEN THE SEA SAYS THANK YOU!

WWW.PONIKVE.HR | WWW.EKOOTOKKRK.HR

- 1** GET A **BLUE BAG** FROM OUR DISTRIBUTOR OR USE ANY OTHER BAG
- 2** COLLECT EVERYTHING THAT SEA WASHED UP ON THE SHORE
- 3** RECORD YOUR ECOLOGICAL ACCOMPLISHMENT AND PUBLISH IT ON SOCIAL NETWORKS WITH REQUIRED HASHTAG:

#BlueBagKrk



OR SEND IT ON OUR WEB SITE



krk.bluebag.hr

WE WILL SELECT THE MOST ORIGINAL STORIES AND REWARD THEM



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Blue Bag



Plava Vreća

SaccoBlu

Blauer Müllsack

Kék Táská

Modra Vreča

BlueSac

Μπλε Τσάντα

Синий Мешок

QeseBlu

BolsaAzul

The problem of marine litter!



BlueBag
SaccoBlu
BlauerMüllsack
KékTáska
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THE SEA AND MARINE LITTER



- more than 60% of people on the Earth live next to or on the sea
- 80% of marine litter comes from the land
- 36% of that marine litter is a result of tourism
- 14% of marine litter is a result of fishing activities
- 10 % of marine litter is a result of other polluters
- 50 % natural origin



The origin of marine litter on the east coast of the Adriatic sea



By conducting long-term monitoring activities with the help of his associates, professor Željko Kwokal, a Scientific Assistant at the Ruđer Bošković Institute has established that:

- the greatest amount of marine litter (40 - 70 %) comes from Albania,
- 20 – 30 % of marine litter comes from Italy,
- 5 – 10 % marine litter comes from Montenegro,
- 15 % of floating marine litter is produced in Croatia.

The problem of floating litter is an international problem and should be listed as one of the arguments for an urgent proclamation of the Adriatic sea as a particularly sensitive/delicate sea.



What can be done about it?



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BlueBag aims to raise the awareness of the community



In order to increase the effectiveness of the project, it is required of every individual to take responsibility and to contribute as much as possible

If every boatsman collected one bag of marine litter, the sea would be thankful! The coast would be clean!

Until it becomes common to spend 5 minutes of one's shore time on filling a bag with marine litter and dispose of it in the local port, we should encourage boaters and other guests to adopt new habits.

Every individual needs to be aware that:

1. Marine litter has its origin, but noone feels responsible for its disposal.
2. It is not a shame to take on the role of a beach cleaner, on the contrary – it is a proof of being ecologically aware!
3. Marine litter is not filthy or dangerous marine litter due to the great disinfectant powers of sea water and sun!
4. Marine litter picking can even be a fun activity! Sometimes the sea turns the floating objects into artwork.
5. The clean shore we leave after litter picking is invaluable.





23. Vendée Globe

Alex Thompson, runner up sailor at the most demanding single handed yacht race around the world, Vendée Globe. After 74 days and 19 hours of sailing, upon reaching the finish line, he said, among other things:

“... I have become aware of how much waste one man produces withing 74 days. I had bags and bags of waste on my boat. Perhaps this is something we should all be thinking about!”



What have we done?



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Examples of good practice

During the summer of 2016-2017 the BlueBag has been distributed to the boaters in the island Krk area and the area of Dubrovnik County.



Županijska lučka uprava Krk
County Port Authority of Krk



HUCK FINN
DUBROVNIK





Examples of good practice

During the summer of 2016-2017 there have been many tourists on the Adriatic. Some of them have collected marine litter and posted their endeavors on social networks.

Jan Huismans, Dutchman, surgeon at a clinic in Switzerland, was happy to accept the BlueBag challenge.





Examples of good practice

During the summer of 2016-2017 there have been many tourists on the Adriatic. Some of them have collected marine litter and posted their endeavors on social networks.

Jeff McGinley, a Canadian businessman, filled a blue bag on the island of Šipan and delivered it to the Tom Sawyer catamaran by swimming!





Examples of good practice

During the summer of 2016-2017 there have been many tourists on the Adriatic. Some of them have collected marine litter and posted their endeavors on social networks.

Anna, businesswoman from Latvia.
She paddled to Mišnjak near Šipan and filled
her Blue bag.





Examples of good practice

During the summer of 2016-2017 there have been many tourists on the Adriatic. Some of them have collected marine litter and posted their endeavors on social networks.

Danijel Jelenik has challenged Matea Kobaščak and Gordan Smadil to a duel within the BlueBag Challenge.



Krk LANDart



The marine litter collected during the summer of 2016 has been processed, and artists collaborating with the Culture centre of the city of Krk have added an artistic value to it.

In 2017, artwork made from marine litter was sold at the stall held by Ponikve within Fiumanka manifestation.



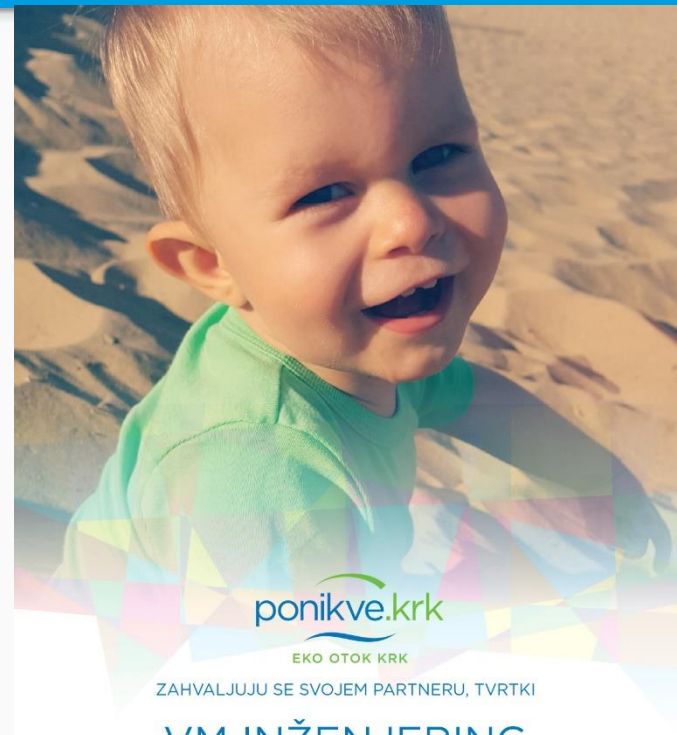
A humanitarian aspect of the BlueBag



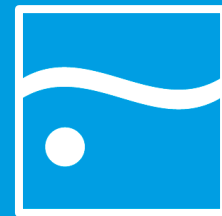
All the collected funds have been donated through the fundraising activity:

“Theo’s way to the first step”

Through this fundraiser, 20.500,00 kuna have been raised for little Theo’s treatment!



BlueBag Challenge



https://youtu.be/oV93L40oBMA?list=PL3z_b5JnDdXy13hWL1rV4fWzCnK0juk5t

Will the sea be thankful to you this summer?

Who will you challenge within the *BlueBag Challenge* this summer?

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Thank you!

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Blue Bag Project, 09. July 2020.



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