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**Capitalising Good Coastal Practices and
Improving Policies to Prevent Marine
Litter**

REGIONAL ACTION PLAN OF THE REGION OF CRETE



ΠΕΡΙΦΕΡΕΙΑ ΚΡΗΤΗΣ
REGION OF CRETE

FINAL VERSION

APRIL 2022



Part I – General information

Project: Capitalising good coastal practices and improving policies to prevent marine litter – CAPonLITTER

Partner organisation: Region of Crete

Country: Greece

NUTS2 region: Crete

Contact person: Eleni Tzagaraki

email address: etzagar@crete.gov.gr

phone number: +30 2813 410291/ +30 2813 410202

Part II – Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the policy instrument addressed: Regional Operational Programme Crete 2021-2027 / Regional Operational Programme Crete 2014-2020

The initial scope of the participation in CAPonLITTER project was: a) to improve the Crete OP 2014-2020 policy instrument by broadening the focus to include specific strategies to prevent and recover marine litter and b) to influence the Crete's coastal municipalities policies, in respect to waste prevention and the protection of the environment at the coastal zone.

Region of Crete makes a lot of effort to improve the cooperation with the direct beach administrations, entrepreneurs and fund actions that may have a direct impact on waste prevention at the coast, since as a public authority is actively involved in the promotion of the coastal environment, infrastructure and services, in order to attract tourism continuously.

Crete OP 2014-2020 was a policy instrument limited to small-scale actions that promoted recycling, composting, sorting at source and awareness-awareness of citizens. Since the Programming period of 2014-2020 has come to its end, at present it is not sure whether the calls of the actions included in the current action plan are going to be launched in the framework of the ROP 2014-2020 or the ROP 2021-2027. However, since the ROP 2021-2027 constitutes in essence the continuation of ROP 2014-2020, it is certain that the preparative job done through CAPonLITTER project will be exploited, since the interventions in the policy areas that are re-adopted in the new OP 2021-2027 will continue in order to be completed.



Part III – Details of the actions envisaged

ACTION 1

Supply and installation of "Smart Green Bins for Beaches" at Region of Crete beaches

1. The background

"Smart Green Bins for Beaches" - Environmentally friendly waste management constructions for use in the coastal zone in order to upgrade the services provided within the coastal zone - beach was one of the Good Practices that was presented during the ILE of CAPonLITTER project, developed by AELIA – Sustainable Engineering. (<https://aese.eu/main-hub-green-bins/>)

"Smart Green Bins for Beaches" design and construction are done with special emphasis on the final result so that it is highly compatible with the aesthetics of the beach, the materials are environmentally friendly, the whole construction is user-friendly to bather and to encourage its use. For this reason, the external construction that surrounds the bins is made of ecological wood, specially processed to withstand the weather conditions of the beach, the ashtrays are made of clay and at the top of the construction were placed special endemic plants that withstand the climatic conditions of beach. The only metal element of the construction is the special bin for disposing of cigarette butts, in the front part of the construction, in order to eliminate the possibility of its destruction by the cigarette butts.

On the information boards of the bins, a dynamic - interactive information system is adapted through online application (QR and / or NFC). This information system enables every citizen to be fully informed about which types - categories of waste can be placed in the recycling bin and which items in the other bins, with highly informative graphics and of course in more than one language. This eliminates the possibility of error by the citizen, but also solves a very important problem, that the stickers on the recycling bins are only in one language and the tourists of the tourist areas had difficulty in understanding them. More information can be found at <https://aese.eu/main-hub-beach-video/> and <https://aese.eu/main-hub-green-bins/>.

The clay ashtrays are placed to the left and right of the construction so that each bather who enters the beach can take his individual ashtray, use it and return it to the construction, ready to be used by the next visitor.

Also, at the top of the construction special signs are placed urging the bathers to empty the bottles of their water, so that the plants can be watered.

Inside the construction there are two bins of 120 liters each, one for recyclable materials and one for mixed. The design of the construction has been done in such a way that it can accommodate bins of different sizes, such as bins of 1100 liters.



The Smart Green Bins for Beaches have been implemented in two public beaches in Crete. The Smart Green Bins for Beaches presented as Good Practice in the 3rd regional stakeholders workshop of Crete of CAPonLITTER project.

2. Action

- a) Preparatory procedures to decide on which beaches the "Smart Green Bins for Beaches" are going to be installed. Region of Crete will collaborate with the interested coastal Municipalities to co-decide the beaches that will be included in the initiative.
- b) Procurement procedures and installation of "Smart Green Bins for Beaches". Region of Crete will set the specifications and the number of the "Smart Green Bins for Beaches" that would like to be procured, according to the geomorphology and the tourist load of the selected beaches.

3. Players involved

Region of Crete: Will coordinate the action and the procurement actions for the supply of the "Smart Green Bins for Beaches".

Municipalities of Crete: Will cooperate with the Region of Crete to co-decide the beaches that constructions will be installed. After their instalment, the Municipalities will be responsible for the collection and management of the waste and recycle materials.

Beach managers: Beach managers/possible rentals of each beach area. Will be responsible to promote the use of the bins by the bathers.

4. Timeframe

Actions	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
Selection of beaches and call preparation: 3 months	x	x	x									
Launch of call				x								
Preparation of supply processes: 5 months					x	x	x	x	x			
Delivery and installation of the "Smart Green Bins for Beaches": 3 months									x	x	x	

5. Costs

Each one of this constructions, "Smart Green Bins for Beaches", costs about 1725€ (for 120 litters bins, are included).



Additional 8000€ are needed for the QR app in three languages (Greek, English and German). The QR app is independent of the total number of the "Smart Green Bins for Beaches", that will be placed on the beaches.

6. Funding sources

The Action is expected to be funded by the Regional Operational Programme of Crete (2014-2020/2021-2027) and part of the cost will be funded with own budget of Region of Crete. The call is expected to open 4 months from the start of the implementation of the action plan (around November 2022).

PRIORITY AXIS 2: Sustainable development by improving the environment and addressing the impact of climate change

Thematic objective: 6: Protecting the environment and promoting resource efficiency



ACTION 2

Certification of Region of Crete's beaches as "Costa Nostrum Sustainable Beaches"

1. The background

An innovative certification standard through the effect of which the sustainable management and development of each beach may be achieved in an objective manner.

The private protocol "Certification Standard for the Sustainable Management and Development of the Mediterranean Beaches" is an innovative protocol for the sustainable development and management of the Mediterranean beaches. This protocol is created, for the first time worldwide, aiming to prevent the environmental causes instead of "curing" them. In addition, proposals are made for economic viability & social well-being of the wider region, in order a balance to be achieved in three pillars of sustainable development.

The protocol is a dynamic upgrading system that can incorporate solutions, depending on the needs and characteristics of each beach. Bathers can take part in the evaluation of the certified beaches through the non-stop online questionnaire survey and allows its annual scoring upgrade. It creates an experiential two-way link between the bather and the beach (and the mainland) and a very personalized tourist experience. It gives practical beach management tools to their managers and a healthy competitive environment is created.

It can be adopted and applied by all the Mediterranean coastal municipalities, as well as, by private businesses, such as hotel units and camping, that financially exploit a number of beaches.

The major outcomes of the implementation of the specific protocol are the environmentally - sustainable and qualitative improvement of the awarded beaches, resulting firstly in environmental protection, conservation & increase of the awareness of a very fragile ecosystem, coastline.

The Costa Nostrum Sustainable Protocol has been implemented in the certification of 13 beaches in Crete. Costa Nostrum (<https://costanostrum.org/>) presented its Good Practice in the 5th ILE of CAPonLITTER project.

2. Action

Certification of the beaches as a Costa Nostrum Sustainable Beach, through a specific auditing procedure, and according the specifications of the private protocol, "Certification Standard for the Sustainable Management and Development of the Mediterranean Beaches".



A promotional video (duration about 4 minutes) of each beach will be created (example: https://www.youtube.com/watch?v=exzygKZy61o&ab_channel=CostaNostrum). The specific video will capture the special characteristics of the certified beach (flora and fauna of the sea and coastal zone of the beach) and its hidden treasures.

Additionally, an interactive online flyer - portfolio - flipbook in PDF format with high-resolution artistic photographs from the coastal area (sea and land) and the "hidden treasures" of the certified beach, which will include photos from the marine and terrestrial biodiversity of the coastal zone, will be produced. This material (electronic file) could be distributed free of charge, sent via e-mail, to the visitors of the beach after their departure (as a "thank you" message), but also as a souvenir (follow up mail - gift) from their visit to the area - beach - hotel unit (example [here](#)).

3. Players involved

Region of Crete: Coordinator of the action

Municipalities of Crete: Have under their jurisdiction the management of the beaches. The Municipalities of the certified beaches will be responsible for the certification procedures and covering of the annual re-certification costs.

Certification company: Will be responsible for the implementation of the audits and the certification processes of each beach.

Beach managers: Beach managers/possible rentals of each beach area. Will be responsible to promote the benefits of the initiative to the bathers.

4. Timeframe

Actions	Months									
	1	2	3	4	5	6	7	8	9	10
Selection of the beaches to be certified and call preparation: 3 months	x	x	x							
Launch of call				x						
Beach certifications: 4 months					x	x	x	x		
Production of promoting material (video, interactive online flyer - portfolio - flipbook etc): 6 months					x	x	x	x	x	x

5. Costs

The cost of the overall procedure of the certification of a beach (including the video and the interactive online flyer - portfolio - flipbook in PDF format) is estimated at about 11500€ per beach, with a total length of 500m. The annual cost of the recertification is 1700€ per beach.



6. Funding sources

The Action is expected to be funded by the Regional Operational Programme of Crete (2014-2020/2021-2027) and part of the initial investment cost will be funded with own budget of Region of Crete. The call is expected to open 4 months from the start of the implementation of the action plan (around November 2022).

Municipalities will be responsible for the waste and recycle materials management costs.

PRIORITY AXIS 2: Sustainable development by improving the environment and addressing the impact of climate change

Thematic objective: 6: Protecting the environment and promoting resource efficiency



ACTION 3

"Smart" interactive campaign for the coastal waste prevention

1. The background

Every action that includes the participation of the public needs to be widely known through dissemination activities. The creation and launch of a "smart" interactive campaign is a key horizontal action that will contribute significantly to the success of the action plan in total.

The need for the added value of a raising awareness campaign was presented to a couple of Good Practices presented during the 4th ILE of CAPonLITTER project (a. "The SeaFloor Plastic Survey and how to protect our oceans from plastic waste", b. "Amarsul Eco Praias "Let's recycle by the sea" - a campaign that invites the population to be more sustainable").

The scope of the action plan is to improve the waste prevention and management on coastal areas of Crete, reduce the litters on the Cretan beaches and finally, to promote the whole project worldwide.

Visitors and residents of Crete will be informed, encouraged and motivated to use the "Smart Green Bins for Beaches", as well as to visit the certified sustainable beaches.

2. Action

A specific "smart" interactive campaign will be designed and launched that will be consisted of:

- A common QR for all the participated municipalities and beaches will be produced, in order to be used for the campaign. QR will provide specific and relevant information material available in several languages.
- Design, production and dissemination of promotion informative posters available at the airports of the island of Crete, as well as, at the harbors.
- Cooperation with the airports and harbor managers of Crete and major airplane companies that land on the island, as well as, with the coastal shipping companies in order to:
 - Include the actions regarding the "Smart" actions 1 and 2 for the coastal waste prevention implemented in Crete in their informative material.
 - Disseminate the produced disseminated material of the campaign to their customers.



3. Players involved

Region of Crete: Coordinator of the Action

Airport and harbour managers: Will place the communication material for dissemination at their facilities. Their cooperation is vital to achieve wider dissemination.

Airplane and coastal shipping companies: Will disseminate the communication material to their customers. Their cooperation is vital to achieve wider dissemination.

4. Timeframe

Actions	Months									
	1	2	3	4	5	6	7	8	9	10
Preparatory communications with airport and harbour managers, airplane and coastal shipping companies: 2 months	x	x								
Preparatory actions for the call: 2 months			x	x						
Launch of call					x					
Design of the "Smart" interactive campaign: 4 months						x	x	x	x	
Launch of the campaign										x

5. Costs

The cost of the campaign will be estimated during its design process.

6. Funding sources

The Action is expected to be funded by the Regional Operational Programme of Crete (2014-2020/2021-2027) and with own budget of Region of Crete. The call is expected to open 5 months from the start of the implementation of the action plan (around December 2022).

Date: 11/6/2022

Signature: _____

Stamp of the organisation: _____

