



Interreg Europe Action Plan

Capitalising Good Coastal Practices and Improving Policies to Prevent Marine Litter

Regional action plan for the region of
Provence Alpes Côte d'Azur, FRANCE



MERTERRE
OBJECTIF ZÉRO DÉCHET MARIN

Background and summary

This action plan is divided into **two phases**.

The first phase consists of the **development of a regional strategy** to implement new good practices to prevent marine litter, inspired by those outlined in the CapOnLitter program. To this end, MerTerre has already begun to work closely with the Region to define the main lines of action of the *Zero Plastic Waste in 2030* regional program for the year 2023. In this first phase, the exchanges and reflections between MerTerre and the Region, fed by CapOnLitter good practices, have allowed to define three main lines of action for the future regional *Zero Plastic Waste in 2030* call for projects. Each line of action targets a specific sector in which the Region wants to invest in terms of waste management. The three sectors are: cafes/hotels/restaurants, sports clubs and consumers. The objective of this phase is first **to identify** (via the *Zero Plastic Waste in 2030* call for projects), **and then support** the implementation of a good practice for each of these sectors. In this first phase (which will end in december 2022), MerTerre will continue to support the Region, especially **in the development of criteria and specifications of the call for projects** that will allow the good practices selection.

The second phase (early 2023) will consist in **accompanying the concrete implementation of the three good practices selected by the *Zero Plastic Waste in 2030* call for projects**. MerTerre will accompany the project leaders of the selected good practices and will closely follow their implementation. MerTerre will also report regularly to the Region, so that it can also follow the progress of the good practices' execution. Support will be provided for each good practice selected by sector, which means for three good practices in total (one good practice for the cafes/hotels/restaurants sector, one good practice for the water sports sector and one good practice for consumers). For each sector, good practices targeted by the future call for projects are described just below.

Good practices targeted by the future *Zero Plastic Waste in 2030* call for projects:

1. **Waste reduction in cafes, hotels and restaurants.** The call for projects will select a good practice that will aim to reduce waste by using reusable tableware and prevent waste in hotels. Region' efforts are already ongoing regarding waste prevention and reduction for cafes, hotels and restaurants since 2016, and several good practices have already been supported and implemented. However, recent laws are not fully applied, and a lot remains to be done, especially on single-use plastic bans. In the same way, more efforts must be placed on hotels, which have been insufficiently targeted so far.
2. **Waste reduction in sports events and daily sport practices.** The call for projects will select a good practice that will aim to prevent and better manage waste in daily practices of sports, as well as in major sports events. The Region will welcome the 2024 Olympic games for nautical sports and is willing to be exemplary in terms of waste management. Therefore, good practices implementation in this sector will help to reach this goal.
3. **Waste reduction among consumers.** The call for projects will select one good practice that encourages the use of reusable items and help the consumer in terms of logistics to avoid single-use items. The Region wants to maintain and develop the actions already undertaken to support a more sustainable consumer behaviour by encourage them to switch from single-use to reusable items.

The policy instrument that will be used to support the three good practices that will be selected is the "*Zero Plastic Waste in 2030*" regional program, in place since 2016. Each year, new objectives are set in the framework of this program, and new calls for projects take place to achieve a zero plastic waste region in 2030. In november of 2022, the publication for the new call for projects will be voted in order to be launched mid-january of 2023 to select three good practices (one for each sector described above). The good practices highlighted by the CAPonLITTER program have strongly helped to better orient regional wills in terms of marine litter prevention and management.

Part I – General information

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

Partner: PP7, France, Region PACA

Organisation concerned: MerTerre NGO

Country: FRANCE

NUTS2 region: Provence Alpes Côte d'Azur

Contact person: Bérengère Paternostre, berengere.paternostre@mer-terre.org

Laurine Fouquereau, laurine.fouquereau@mer-terre.org

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(s) addressed: **“Zero Plastic Waste in 2030” program**

Further details on the policy context and the way the action plan should contribute to improve the policy instruments:

"*Zero Plastic Waste in 2030*" is a regional program that has two ambitions: protect the Mediterranean from macro/micro-plastic pollution and promote the development of a circular plastic economy. "*Zero Plastic Waste in 2030*" aims to recycle more, to prevent the unnecessary use of plastics but also to limit and reduce pollution in natural environments. This program concerns directly the implementation of the Regional Plan for Waste Prevention and Management (PRGD), a binding regional tool which is fixing the goals in terms of waste reduction by 2025 and 2031. It is also part of one of the 5 axes of the Regional Climate Plan, which aims for carbon neutrality in 2050.

Zero Plastic Waste in 2030 funds new projects in the Region each year since 2016 to promote prevention, awareness, and solutions to marine plastic pollution. At the end of this year, a new call for projects will be launched to implement three new good practices (one by sector targeted, see the explanations above) during the year 2023. The global content of the next call for projects and the actions that will be supported has been defined by MerTerre and the Region, based on the CapOnLitter good practices. Three different sectors are targeted, in which the Region wants to focus in terms of waste management. These sectors are: i) cafes/hotels/restaurants; ii) water sports and iii) consumers; and are described below.

We would like to precise that the policy instrument is not the one announced at the beginning of the CapOnLitter program anymore. Indeed, the FEDER FSE program has been replaced by the "*Zero Plastic Waste in 2030*" program. The reason for this change is that the European commission has finally decided to use the FEDER FSE funds to support essentially industries specialised in recycling, which is not in line with the good practices we want to support within the CapOnLitter program. Therefore, the "*Zero Plastic Waste in 2030*" program will support good practices in waste prevention and awareness, in sectors that the Region wants to focus on.

Part III – Details of the actions envisaged

The actions are divided into two phases:

PHASE 1: Establishment of a regional strategy to reduce marine litter.

A partnership between the Region and MerTerre with the support of CapOnLitter

Timeframe: ongoing, and until the end of 2022.

This first phase consists of the development of a regional strategy to implement new good practices in waste management, inspired by those outlined in the CapOnLitter program. To this end, MerTerre has already begun to work with the Region to define the main lines of action of the *Zero Plastic Waste in 2030* regional program for the year 2023.

In this first phase, the exchanges and reflections between MerTerre and the Region, fed by CapOnLitter good practices, have allowed to define three main lines of action for the future *Zero Plastic Waste in 2030* call for projects. Each line of action targets a specific sector in which the Region wants to invest in terms of waste management. The three sectors are: cafes/hotels/restaurants, water sports and consumers. The objective of this phase is first to identify (via the *Zero Plastic Waste in 2030* call for projects), and then support the implementation of a good practice for each of these sectors. In this first phase (which will end in December 2022), MerTerre will continue to support the Region, especially in the development of criteria and specifications of the call for projects that will allow the good practices selection.

PHASE 2: Support in the implementation of the actions selected by the *Zero Plastic Waste in 2030* call for projects.

Timeframe: early 2023 to July 2023

This second phase will consist in accompanying the concrete implementation of the three good practices selected by the *Zero Plastic Waste in 2030* call for projects. MerTerre will accompany the project leaders of the selected good practices and will closely follow their implementation. MerTerre will also report regularly to the Region, so that it can also follow the progress of the good practices' execution. Support will be provided for each good practice selected by sector, which means for three good practices in total (one good practice for the cafes/hotels/restaurants sector, one good practice for the water sports sector and one good practice for consumers).

For each sector, the actions that will be targeted and then supported in phase 2 are described below.

ACTION 1 targeted by the Zero Plastic Waste in 2030 Program:

Waste prevention and reduction in cafes, hotels and restaurants

1. Relevance to the project

Region' efforts are already ongoing regarding waste prevention and reduction for cafes, hotels, and restaurants since 2016, and several good practices have already been supported and implemented. However, recent laws are not fully applied, and a lot remains to be done, especially on single-use plastic bans. In the same way, more efforts must be placed on hotels, which have been insufficiently targeted so far.

CAPonLITTER good practices that have influenced this axis:

EL02: Waste disposal and collection, particularly Bluelsland project and their focus on hostels

ES03: Volunteering as support in the management of marine waste collection on the coast of the Fuerteventura Biosphere Reserve: Clean Ocean Project and their projects « clean straw » and « clean business »

FR01: Committed shop owners for 0 waste beaches, CPIE Côte Bleue

2. Nature of the action

The call for projects will select a good practice that will:

- **Implement reusable take-out tableware:** Deploying networks of returnable food packaging and setting up a deposit system with efficient logistics. Accompanying merchants in the transition to reusable packaging. Implementing a "clean business" type label, noticeable by the consumer.

Or

- **Prevent waste production in hotels:** Raising awareness on hotels waste impacts and deploying communication on available solutions, replacement of single-use products offered to customers (single dose of shower gel, plastic wrapped glass, etc) by reusable items, optimization of cleaning practices, development of "eco-hotel" label.

3. Stakeholders involved

The structures involved in the implementation of the selected good practice are not precisely defined yet as the Region will launch the call for new good practices at the end of 2022, but the following actors should be involved:

- **Cafes, hotels, and restaurants** that volunteer for the good practice
- **Associations active in the reuse and prevention of waste** in order to accompany cafes, hotels and restaurants in the implementation of the good practice
- **Companies and structures providing solutions**, i.e., producing substitutes to single-use plastics (sugarcane straws, solid soaps producers, optimised washing solutions for reusable dishes).
- **External services specialised in communication** and awareness
- **Public sector (the Region)** to support the project financially, co-construct the good practice and evaluate the results of the good practice.
- **The Region**, that will fund and follow the good practice, in partnership with **MerTerre**

4. Timeframe

Implementation of the good practice will begin in 2023 early in the year. Several temporal phases are established:

- **Launching phase:** the association or structure that coordinates the implementation of the selected good practice establishes a diagnosis thanks to a field survey among cafés/hotels/restaurants that would be interested in participating. It identifies the brakes and the levers of the good practice implementation and makes an inventory of the local companies providing solutions: **6 months.**

- **Implementation phase:** the association or structure that coordinates the implementation of the good practice puts companies providing solutions and volunteers cafes/hotels/restaurants in contact and support them in the implementation of the good practice: **6 months**.
- **Follow-up phase:** the association or structure that coordinates the implementation of the good practice works to secure its adoption (public service, association) and to evaluate it: **6 months**.

In total, we estimate that the implementation of one of these good practices for this sector will take about 12 months for the implementation and 6 months for the follow-up, which leads to **18 months**.

ACTIONS	2022					2023												
	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	
Cooperation with the Region to prepare and define the call for projects																		
Field survey to identify the brakes and levers and inventory of the solutions																		
Implementation of the good practice																		
Secure the adoption of the good practice (<i>public service, association</i>) and evaluate it																		

5. Costs

The cost may vary depending on the good practice chosen. However, since these actions are similar in their implementation, the estimated budgets are comparable.

We estimate the cost at a half-time project manager of a structure active in reuse and waste prevention, who will coordinate the implementation of the good practice and accompany the professionals (for 12 months) as well as the cost of one half-time of this same project manager for the follow-up (for 6 months). This amounts to the funding of a half-time project manager over a period of 18 months, valued at **36 000 euros** gross pay, including employer costs.

Additional costs must be added to produce communication content and develop materials for an awareness campaign (video, graphic items), estimated at **6000 euros**.

6. Funding sources

Financial funds will be provided by the Region through the “Zero Plastic Waste in 2030” program.

ACTION 2 targeted by the Zero Plastic Waste in 2030 Program:

Waste prevention and reduction among athletes

1. Relevance to the project

The Region has the willingness to improve waste reduction and awareness in the sport sector. This is a key sector as the Region will welcome the Olympic games for nautical sports in 2024. It is therefore the opportunity to be exemplary in terms of waste management. Good practices implementation in this sector will help to reach this goal. Sports events include land-based competitions (trails, city foot races, etc.) as well as sea-based ones (regattas, rowing and kayaking competitions, etc.). In addition to sports events, the athletes’ behaviour on daily practices is also targeted, in order to raise marine litter awareness. As we don’t know yet which good practice exactly will be found, both eventualities are described below.

CAPonLITTER good practices that have influenced this axis:

DE04: Gewässerretter': a strong clean-up partnership between NABU and German water sports associations.

FR11: Sea trekking: collecting waste while swimming, Watch The Sea

FR06: The South Region's commitment to zero plastic waste territory

2. Nature of the action

- **Support of one major zero-waste sporting event on land or at sea** (nature or city trails, regattas, rowing and kayaking races...): raise awareness and put in place information campaigns on a "zero waste" major sporting event; combined with an effective reduction of waste during the event (reusable cups, rehydration belts), optimised management of the waste produced (sorting, recycling). The zero-waste event should encourage the development of an "eco-events charter" or a label, containing good practices that organisers must respect, with label communication.

Or

- **Waste prevention and reduction on regular sport practices:** partnership between water sports clubs and associations active in waste prevention, innovative communication to raise marine litter awareness among sportsmen/women, schoolchildren or employees during sports activities, sport activities combined with sea clean-up, ...

3. Stakeholders involved

For the implementation of a large-scale zero waste sports event:

- **sports club, federation** or organiser of the sports event
- **association** active in waste prevention to support event organisation
- **structures providing solutions** to supply reuse material and support the logistics of the event
- **public service** (the Region)
- **The Region** that will fund and follow the good practice, in partnership with **MerTerre. The Region** could also help for the drafting of an "eco-event sports" charter, as she has already done it for "éco-manifestations" (good practice FR06).

For waste prevention and reduction on regular sport practices:

- **sports clubs and/or federations**
- **schools' groups, employees**
- **associations** active in marine waste reduction and awareness
- **the Region**, that will fund and follow the good practice, in partnership with **MerTerre**

4. Timeframe

Implementation of the good practice will begin in early 2023. Several temporal phases have been established.

For the organisation of a large-scale zero waste sports event:

- **Launching phase:** the association or structure that coordinates the implementation of the good practice establishes a diagnosis of the waste produced (type, quantity) during major sporting events, and an inventory of local solutions and alternatives to single-use equipment and their costs: **3 months.**
- **Implementation phase:** the association or structure that coordinates the implementation of the good practice starts to implement it with the different actors involved (sports clubs, structures providing solutions), and organises the event (logistics, budget, etc.). A "zero-waste sports event" charter can be developed in parallel with the help of the Region: **6 months.**

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- **Follow-up phase:** the association or structure that coordinates the implementation of the good practice analyses and reports quantitative and qualitative results of the zero-waste event and evaluates its capacity for replication: **3 months**.

In total we evaluate the implementation of a large scale zero waste event at **12 months**.

For waste prevention and reduction on regular sport practices:

- **Launching phase:** the association or structure selected diagnoses the target audiences and develops a partnership with them in order to develop marine litter awareness activities. It organises meetings between structures to prepare the future actions: **6 months**.
- **Implementation phase:** the association or structure selected for the good practice builds educational awareness contents and organises “sport & waste days” with the associations involved and the target audiences. The “sport & waste days” will combine sport activity and marine litter awareness (sea clean-up and nautical sport, virtual game, etc.). These days will be organised by the associations active in waste prevention, and the offer may vary depending on the associations: **12 months and more**.

In total we evaluate the implementation of a partnership and its consolidation through repeated actions at **18 months**, and more given that the partnership should be established in the long term.

ACTIONS	2022					2023												
	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	
Cooperation with the Region to prepare and define the call for projects																		
Diagnosis of the waste produced during major sporting events and inventory of solutions																		
Diagnosis of target audiences and organises meetings to prepare actions																		
Organisation of a “zero-waste sports event”																		
Creation of educational awareness contents and organisation of “sport & waste days”																		
Report and analysis of the events																		

5. Costs

For the organisation of a large-scale zero waste sports event:

The Region estimates the cost of organising a large-scale zero waste sports event at **15 000 euros**.

For waste prevention and reduction on regular sport practices:

The estimated budget is evaluated at **15 000 euros** as well, considering that several “sport & waste days” must be funded to have a real impact in the sport sector.

15 000 euros would fund at least 5 “sport & waste days” which means 3 000 euros per day. This amount will be for the association that organises the event: mobilisation of one employee at least, material and preparation of the event, as well as development of awareness content.

6. Funding sources

Financial funds will be provided by the Region through the “Zero Plastic Waste in 2030” program.

ACTION 3 targeted by the Zero Plastic Waste in 2030 Program:

Waste awareness and prevention among consumers

1. Relevance to the project

The Region wants to maintain and develop the actions already undertaken to promote a consumer behaviour change and encourage them to reduce their waste production, as well as to switch from single use to reusable items.

CAPonLITTER good practices that have influenced this axis:

- DE05:** Municipal Pilot Action: The Statute of the City of Niebüll on Waste Prevention at Events
- FR09:** Mutualized and reusable dishes: a platform for sharing reusable tableware (Elementerre)

2. Nature of the action

The good practice selected will have to help the consumers **to switch from single use items to reusable ones by improving logistics and access to reuse and bulk** (*en vrac*): setting up relay points for used dishes, communication on existing reuse platforms and facilitating their access, mapping to identify bulk stores. A call for projects will take place at the end of the year to select the action that will be implemented, for an implementation in 2023.

3. Stakeholders involved

The structures involved in the implementation of these good practices will be defined by the project calls but should include the following ones:

- **Associations active in reuse** to coordinate the good practice and help in its implementation and its follow-up
- **Bulk shops** that volunteer, to be integrated in the good practice
- **Consumers**, the public targeted by the good practice
- **Public services** and local authorities to support the project financially, to co-construct the good practice and to evaluate the results of the good practice, in partnership with **MerTerre**

4. Timeframe

Implementation of the good practice will begin in early 2023, once the call for projects is closed. Several temporal phases have been established.

- **Launching phase:** the association or structure that will coordinate the implementation of the good practice establishes a diagnosis of bulk shops of the region, the available reuse platforms, and any structure providing solutions in plastic waste prevention: **6 months.**
- **Implementation phase:** the association or structure in charge will start to implement the good practice that will help the consumer to use reusable items, in partnership with the volunteer bulk shops. A communication campaign focusing on consumers is done in order to make the good practice more visible: **6 months.**
- **Follow-up phase:** the association or structure that coordinates the implementation of the good practice starts to report quantitative and qualitative analysis of the good practice results to the Region: **6 months.**

In total we evaluate the implementation aiming to help consumers in the logistics to switch to the reuse at **18 months.**

ACTIONS	2022					2023											
	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Cooperation with the Region to prepare and define the call for projects																	
Diagnosis of bulk shops of the region, the available reuse platforms, and any structure providing solutions in plastic waste prevention																	
Implementation of the good practice and launch of the campaign (<i>before and during tourist season</i>)																	
Report quantitative and qualitative analysis of the good practices results to the Region																	

5. Costs

We estimate the cost at a half-time project manager of a structure active in reuse and waste prevention, who will coordinate the implementation of the good practice and accompany the professionals (volunteer bulk shops) for **12 months** (6 months for the launching phase, and 6 months for implementation phase), while the results phase is valued at a half-time project manager of a structure active in reuse for **3 months**. The total evaluation is therefore **18 months of a half-time project manager**, with a salary value of **36 000 Euros** gross pay, including employer costs.

Additional costs must be added to produce communication content and develop materials for an awareness campaign (video, graphic items), estimated at **6000 euros**.

Total budget: **42 000 euros**

6. Funding sources

Financial funds will be provided by the Region through the “Zero Plastic Waste in 2030” program.

Date: 08/07/2022

Name of the organisation: MerTerre

Signature of the relevant organisation:



MerTerre
 Association loi 1901
 28 Rue Fortia
 13001 MARSEILLE
 09 86 78 79 02
 N° SIREN : 434 963 088