



VARNA REGION



ACTION PLAN

Marine litter management on Varna coastal areas



Part I – General information

Project: **CAPONLITTER, CAPITALISING GOOD COASTAL PRACTICES AND IMPROVING POLICIES TO PREVENT MARINE LITTER, PGI06172**

Partner organisation(s) concerned: **Union of Bulgarian Black Sea Local Authorities (UBBSLA)**

Country: **Bulgaria**

NUTS2 region: **Severoiztochen, North-East region**

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Part II – Policy context

The Action Plan aims to impact:	<input checked="" type="checkbox"/>	Investment for Growth and Jobs programme
	<input type="checkbox"/>	European Territorial Cooperation programme
	<input checked="" type="checkbox"/>	Other regional development policy instrument

Name of the policy instrument(s) addressed: **Regional strategy for development of Varna region 2014-2020**

The proposed Action plan aims to influence:

- Investment for Growth and Jobs programme
- European territorial cooperation program;
- Regional plan for the development of North East region for period 2014-2020;
- Regional strategy for development of Varna Region 2014-2020;
- Others



Based on the Regional strategy for development of Varna region and participation in CAPonLitter project, UBBSLA propose number of actions, aiming to improve the Regional strategy for development of Varna region 2014-2020 by developing an Action plan for marine litter management

There are two Regional Associations for Waste Management (RAWM) in Varna region – RAWM Varna and RAWM Provadia. All households in Varna region are served by municipal waste collection systems. Most municipalities in the district report full or near full coverage of the population with recycling infrastructure. Therefore, the recycling infrastructure needs to be expanded in some selected municipalities so that it covers the entire region's population.

In addition, the separate collection of waste streams such as biodegradable and green waste from households, textile waste, construction waste, hazardous waste, and bulk waste need to be improved.

Plans for the prevention of waste generation, repair and re-use of waste, as well as transitioning to a circular economy are missing in the region. Moreover, effective implementation of such plans or any other progressive waste management measures requires awareness rising among the population for the need of moving up the waste management hierarchy.

Existing initiatives in sustainable waste management:

The main activity in Varna region in terms of sustainable waste management is the established system of separate collected waste implemented by waste collecting companies in each of the 12 municipalities located in the region. The amount of separately collected waste and the quality of useful waste that can be recycled depends largely on the equipment of each area. The most efficient system is certainly the collection on the doorstep, which is currently established in the region. This system involves disposing of plastic and metal packaging in yellow containers, and paper and cardboard in blue containers. Glass is collected through containers in public areas. Containers for the collection of clothing and textiles have been set up at 6 locations in Varna, which has contributed to the development of a system for the selective collection and separation of another fraction of waste from municipal waste.



Goals

In Varna region the waste management system is organized in accordance with the national and EU regulations and aiming to the prevention and reduction of waste generation, increasing the utilization of useful waste, as well as preventing its harmful impact on the environment.

Prerequisites for the effective functioning of a comprehensive waste management system are the existence of a good legal and efficient institutional framework, as well as technical prerequisites and economic instruments, i.e. financing and construction of necessary capacities and facilities for waste collection, transport and recovery or disposal, as well as “polluter pays” billing scheme.

An important element also is the involvement and information of the public about the waste management and in particular the marine litter management.

As a main problem of Varna area in terms of waste management we can identify the low rate of collected separate waste, lack of disposal capacities for bio-waste, inability to recover separately collected waste and the lack of public awareness on waste issues, primarily related to plastics and packaging waste.

To tackle the above-mentioned problems, the proposed actions in this Action plan aim to reach the following goals:

- Increasing the share of separately collected waste
- Education and communication with local population
- Waste avoidance and reduction measures
- Increase of the waste flow control
- Reducing the share of biodegradable waste that should be disposed
- Improving waste recycling and recovery

Within the frame of the CAPonLITTER project the project partner UBBSLA is proposing Action plan for marine litter management for Varna region, which aims introduction of practices that can help in preventing marine litter resulted from coastal tourism and recreational activities. More specifically, the Action plan focus on key fractions of waste, such as plastic food and drink containers and cigarette butts originating from beach facilities and recreational events, due to improper behaviour of consumers but also to lack of incentives and structures for prevention, collection of marine litter and recycling of plastic waste.



The Action plan implementation will involve various stakeholders, for which coastal tourism is a key economic activity, which is not only highly impacted by marine litter but can also put significant pressure on local infrastructure,.

The Action plan is divided into **two main lines of action**. The idea is to target the actions according to the sector of activity, in order to adapt the good practices shared during the ILEs to the specificities of each sector.

More specifically, the Action plan intends to:

1. Reduction of plastic use at festival & events on the beaches and coastal area. Improve waste performance at pilot zone in Varna coastal area and promote better waste performance at beach facilities and services associated to recreational events taking place in coastal areas.

Good practices observed and used for the Action plan development are:

- Zero Beach - Let's recover the quality of our beaches, Spain
- Plastic free events - Experiences and examples of good practices, Croatia
- Music Festivals - How to make a difference and create solutions, Portugal
- Mutualized and reusable dishes: a platform for sharing reusable tableware, France

2, Public engagement & campaigns to reduce plastic waste. Engage key stakeholders, raise awareness and promote responsible conduct among coastal authorities, users and business, in particular related to tourism and recreation at bathing areas.

These include e.g. restaurants & snack-bars, shops and retailers at the beach and surrounding areas; coastal events like music and maritime sports festivals – all of which can generate large amounts of plastic waste, such as drink & food containers.

Good practices observed and used for the Action plan development are:

- Volunteering as support in the management of marine waste collection on the coast of the Fuerteventura Biosphere Reserve
- Observatorio de Basura Marina: stakeholders' involvement for monitoring marine litter in Fuerteventura Biosphere Reserve.
- Waste Reduction Strategies: developing source reduction and raising awareness in the territory of Marseille Provence



Part III – Details of the actions envisaged

ACTION 1:

Name of the action: **Improving and establishing facilities for separate waste collection, expanding recycling infrastructure and capacity**

1. Relevance to the project

During the study visit in Portugal the partners from NOVA university introduced to us the good example of using wooden made containers for waste collection which are measured by electronic system and when reach 70% of their capacity, the collecting machine passing and taking the waste, taking it to the recycling point.

2. Nature of the action

Development and introduction of a pilot innovative local system for plastic recycling in the municipality of Beloslav. This activity will be implemented as pilot action by the Municipality of Beloslav and the partner – recycling company Ecoinvest Assets AD:

The following activities will be performed:

1. Organization of a system for collecting plastic waste - Containers for separate collection of household plastic waste will be distributed to the local community. The recycling company Ecoinvest Assets AD will organize an open day at the company, and a visit will be organized in order to promote separate waste collection.

2. Creation of a recycling kiosk and a place for sorting and storage of the collected plastic waste; Study visit of other municipalities located on the territory of Varna region for exchange of experience and good practices.

3. Stakeholders involved

The organisations in the region who are involved in the implementation of the action1 and their role are:

Municipal experts lead and coordinate the activities implementation

Campaign with students during the Green Week in June-July 2022. The campaign is aimed at students who are identified as the main drivers of change in the local community - on the one hand future citizens and on the other hand affect older family members.

4. Timeframe : 01 June 2022 – 31 December 2022



5. Costs : 20 000.00 BGN

6. Funding sources: Municipal budget

ACTION 2

Name of the action: **Awareness raising and support for recycling and reduction of beach littering**

1. Relevance to the project

On the Bulgarian Black sea coastal area, marine litter is a strategic issue due to both the structure of the economy and the population density of the coastal zone.

The tourism sector is particularly sensitive to the quality of the environment, to degradation of which, by the very nature of its activity, it often contributes significantly. Tourism, as the most important economic sector in Bulgaria, is therefore of particular interest in changing existing waste management practices. In Varna region, as the most tourist-intensive region in Bulgaria, the problem is particularly pronounced.

In 2021, more than 2,58 million overnight stays were recorded in the hotels located in Varna region (mainly at Golden sands and St. Constantine and Helena tourist resorts).

With this in mind, Action II - Awareness raising and support for recycling and reduction of beach littering, was devised in order to influence:

Regional development plan for Varna region for the period 2021 - 2027 and more particularly measure “Improving the waste management system through construction of recycling and composting facilities”, and the sub-measure “Raising the level of public awareness about waste recycling opportunities and available infrastructure” influences policy instruments by implementing new action under the existing framework. This action is based on exchange of experience deriving from interregional cooperation during the study visit in Crete island and in Fuenteventura Biosphere reserve.

The project is well aligned with several proposed actions, but it is mostly dealing with awareness raising campaigns with focus on problem of waste management, more specifically cigarette butts, that are present on beaches in significant number. Aside of this, project also supports installations needed for collection of such waste.



2. Nature of the action

Beach waste management in heavy tourism-oriented location is a complex activity. Some items that are frequently identified during beach litter surveys are especially problematic. One of them is cigarette butts, which total degradation is up to 10 years. Even then, they degrade into micro-plastics causing permanent environmental hazard, both to the land and to the ocean ecosystem.

In order to deal with this issue on the beaches of Varna region, UBBSLA, in cooperation with regional stakeholders (mostly hotel and beach bar owners) undertook the task of identifying good practices that could be replicated within the entire Bulgarian Black sea coastal region.

Good practice was well observed and studied during the two study visits – one in Crete island: “Smart green bin for beaches” and the second in Fuerteventura: ES03: Volunteering as support in the management of marine waste collection on the coast of the Fuerteventura Biosphere Reserve: “Playa pellet initiative on the beach, Clean Ocean project”.

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”).

It was decided that both good practices will be transferred directly to Varna region and also providing visibility to CAPonLITTER project.

The following activities will be performed:

1. Selection of 2 pilot beaches for installation of ashtray containers
- 2 Design, production and pilot placement of 10 pcs ashtray containers and 10 ashtrays on the beaches of St. Constantine and Helena tourist resort (cafes, hotels, and restaurants that volunteer for the good practice).
- 3 Awareness rising campaign - Visitors and residents of Varna region will be informed (by signs on the beaches), encouraged and motivated to use the ashtrays for cigarette butts as well as to voluntarily collect marine litter and use the ashtray containers.

3. Stakeholders involved

Public Centre for Environment and Sustainable Development

Institute for Youth Initiatives and Innovations

St. Constantine and Helena resort management

Black Sea Energy Cluster



4. **Timeframe** : 01 July 2022 – 31 July 2023

5. **Costs**: 5 000.00 BGN

6. **Funding sources**: Local budget

The scope of the action plan is to improve the waste prevention and management on coastal areas reduce the litters on the beaches in Varna region and finally to promote the CAPonLitter project worldwide.

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.

Date: 25 June 2022

Name of the organisation(s) :

Union of Bulgarian Black Sea Local Authorities (UBBSLA)

Institute for Youth Initiatives and Innovations

Public Centre for Environment and Sustainable Development

Black Sea Energy Cluster

Signatures of the relevant organisation(s):