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MARLESS (MARine Litter cross-border awareN ESS and innovation actions)

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D4.2.6: Digital tool box sensitizing the touristic sector of the Adriatic Area

4.2. Sensitising the touristic sector

WP4

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Content:

1. Introduction
2. Digital brochure/leaflet
3. Poster design “No cigarette butts” on beaches
4. Design for carton ashtray that can be used on beaches

1. Introduction

The Adriatic Sea and its coastal systems are threatened by intense anthropogenic pressures including rapid accumulation of marine litter by diverse human activities. The region, which is the leading touristic destination, has to face a seasonal increase of waste generation due to the seasonal influx of visitors. The beaches, extremely crowded during the summer, are particularly vulnerable since they are proven to be concentrated accumulation zones and one of the main gateways of litter to enter the marine ecosystem. At a global scale, beaches are one of the main land-based sources for litter to enter the marine environment through inadequate waste management, littering and illegal dumping. The cleanliness of the beaches being one of the main factors considered by the tourists, along with the scenery, the safety, the facilities and the water quality, marine litter can represent, in addition to its negative environmental effects, a shortfall for local economies which often depend on this financial windfall. For example, in many countries, including those from the Adriatic region, the absence of litter dictates visitors' choice and the probability to return to a given beach is strongly associated to the quality of the coastal environment.

This Digital tool box is created to sensitize and raise awareness in touristic sector, tourists regarding the issue of marine litter. It is comprised from (1) digital brochure that provides short information's about problem of marine litter, gives results of MARLESS monitoring and prescribes best practices/measure that are very simple to implement by anyone in programme territory, (2) a poster that can be installed on beaches to reduce pollution from cigarette butts (one of most common items on our beaches) and (3) design of carton ashtray that can be used on beaches.

MARLESS

MARine Litter cross-border
awareNESS and innovation
actions

**Digital tool box sensitizing the touristic
sector of the Adriatic Area**



BACKGROUND

Tourism and the environment are intrinsically linked. The natural and cultural environment is part of the tourism product. Coastal areas in particular are especially attractive to tourism as they provide the ideal environment in which many tourists want to spend their holidays. However, despite its development potential, tourism rarely lives up to its sustainability expectations. Adverse impacts include excessive and inequitable resource use, habitat destruction and fragmentation and littering.

Alongside the 8 million tonnes of plastic that enter the ocean every year, 300 million tonnes of new plastic are created annually, utilizing non-renewable resources such as oil, gas and coal, and contributing to climate change. If growth in plastic production and incineration continue, cumulative emissions by 2050 will make up between 10 and 13 per cent of the total remaining global carbon budget. As a result, the implications of plastic overconsumption extend even further than the litter that is visible in the ocean.



Many stakeholders in the tourism industry have been acting against plastic pollution—moving away from single-use plastics, reducing consumption of unnecessary plastics, and moving towards circularity through better recycling and reusing schemes. However, in order to tackle the enormity of the plastic problem, equally enormous action is needed, across the entire tourism value chain.

These brochures proposed list of actions that can be adopted by touristic sector, tourists and general public with the goal of reducing pollution on coastal area.



RESULTS OF MARLESS PROJECT MONITORING ACTION

In order to have a clear overview of the marine litter issue in the Adriatic Region the following result, represent what have been collected during the touristic season in the MARLESS project study area (Veneto Region, Friuli Venezia Region, Emilia-Romagna Region, Puglia Region and Istria Region).It is well known that beaches under concession are cleaned daily which is allowing a considerable amount of data concerning quantity and composition of marine litter to be collected.

The most frequent type of waste is filtered tobacco products followed by the category of other waste. Only in third place we find plastic food packaging followed by objects related to recreational activities on the beach. The amount of tobacco products with filter is equal to the sum of all other waste.

For a deeper look at the results, in the frame of the MARLESS project, the volume of data collected and the detail of the information harvested cannot be fully explored according to a static approach, that is with a report, even if in digital format. So, an interactive tool has been developed and let available to the whole community by way of a World Wide Web service.



BEST PRACTICES FOR THE CONSERVATION OF MARINE ENVIRONMENT

SMOKE-FREE BEACH

Looking at the results of the project, cigarette butt are the most common items found on a beach. In some locations, investigated by the MARLESS project, the beach concessionaries adopted a "simple as effective" solution: SMOKE FREE BRACH. Comparing the results of the number of cigarette butt between two similar area it's clear that this solution it's really effective reducing the number of items found in the sand up to the 80%. Moreover, this initiative has been well accepted by most of the tourist of the area.



LID ON THE BINS

As simple as effective: Put a lid over the bins to avoid dispersion of waste. This "uncontrolled dispersion" can be caused both by atmospheric conditions ad by animals, mainly birds (Seagulls). As for the lid, having an heavier bin can avoid that during windy day or storm the trash will fall down reaching the sea and the beach.

BEST PRACTICES FOR THE CONSERVATION OF MARINE ENVIRONMENT

Networks of water fountains in cities, tourist areas and at beaches (or any other high footfall area) can be installed, along with running of information campaigns, in order to avoid the need for bottles at all. Drinking fountains are available in most cities, but at a density where consumers can quickly find them. To enable and encourage consumers to use refillable bottles, mobile applications can be developed to indicate to consumers where the nearest available refill points are, to ensure they are used. Retailers could install carbonating machines for use with refillable bottles, rather than selling SUP bottles. Consumers would then bring refillable bottles to the outlet and purchase the volume of drink they require for their bottle.

DRINK BOTTLES



STRAWS AND STIRRER



For many drinks, straws and stirrers are not needed at all, and could simply be eliminated. Straws and stirrers are also available made out of glass or metal. Another option could be to innovate packaging design to build-in 'straws' to the pack itself, rather than have a separate disposable straw that could be littered – such as 'Straw Pak'. Paper or bamboo alternatives are also very common and highly available. For stirrers, if consumers found Single Use options necessary, wooden stirrers are commercially available.

BEST PRACTICES FOR THE CONSERVATION OF MARINE ENVIRONMENT

CLEAN UP ACTIONS

Clean up-actions can have a double positive effect of beached waste. The first one, and more evident, it's of course to collect the waste along the beach, keeping it clean and avoiding a direct impact on the ecosystem. The second, and less directly evident effect, can be the awareness and knowledge increase in the people that are performing the action or even just looking at it, on the beach or on the social media. Be conscious of the problem could be the first step for an effective solution.



BEST PRACTICES FOR THE CONSERVATION OF MARINE ENVIRONMENT

SPREAD THE WORD

Stay informed on issues related to plastic pollution and help make others aware of the problem. Tell your friends and family about how they can be part of the solution, or host a viewing party for one of the many plastic pollution focused documentaries, like A Plastic Ocean, Garbage Island: An Ocean Full of Plastic, Bag It, Addicted to Plastic, Plasticized, or Garbage Island.

MAKE IT FUN

Many actions can be performed in many different ways, and most of the time if there is a prize behind it more people will like to do it. The beer challenge has been shared between many beach bars in Italy and Spain. The action was as simple as effective and the people took up the challenge. One beer for one cup full of cigarette butts.

TAKE CARE OF WASTE MANAGEMENT AT HOME

The 80% of the Marine Litter comes from Land sources activities. Nowadays this sentence has been shared a lot and for some regions can be quite true. For sure the northern Adriatic Sea, especially on the Italian side, it's quite affected by the rivers as source of waste flowing up to the sea. This means that the "ocean-care" should start within the cities, with a correct waste management that can boost the recycling rate and avoid dumping in the environment.

Many communication activities have started in many cities all around the world reaching a wide target of populations.



CLEAN ADRIATIC SEA FOR FUTURE GENERATIONS



Agenzia Regionale per la Prevenzione
e Protezione Ambientale del Veneto



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



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Molimo da NE ostavljate opuške cigareta na plažama!

Opušci cigareta jedan su od najčešće pronađenih predmeta na obalnim područjima i u morima diljem svijeta pa tako i na ovom području. **Filteri opušaka** cigareta proizvedeni su od vrste plastike koja nije biorazgradiva te sadrži štetne kemijske spojeve.

Količinu opušaka na plažama može-mo smanjiti korištenjem **BESPLATNIH KARTONSKIH PEPELJARA** koje se nalaze na ovome stalku. Opuške cigareta nakon korištenja **ugasite, spre-mite** u pepeljaru, **zatvorite i odložite** u najbliži spremnik za otpad.

Brigom o našim plažama i obali osigurajmo **Čisto Jadransko more za buduće generacije!**



Si prega di NON lasciare mozziconi di sigaretta sulle spiagge!

I **mozziconi di sigaretta** sono uno degli oggetti più frequentemente trovati nelle zone costiere e nei mari di tutto il mondo, anche in questa area. I **filtri dei mozziconi di sigaretta** sono realizzati in un tipo di plastica che non è biodegradabile e contiene composti chimici nocivi.

Il numero di mozziconi di sigaretta sulle spiagge possiamo ridurre utilizzando il **GRATUITO POSACENERE DI CARTONE** disponibile presso questo stand. Dopo l'uso, **spegnere** i mozziconi di sigaretta, conservare in un posacenere, **chiudere e mettere** nel contenitore per rifiuti più vicino.

Prendendoci cura delle nostre spiagge e della nostra costa, assicuriamo un **Mare Adriatico pulito per le generazioni future!**



Please DON'T leave cigarette butts at the beaches!

Cigarette butts are one of the most frequently found items in coastal areas and in seas around the world, including this area. **Cigarette butt filters** are made of a type of plastic that is not biodegradable and contains harmful chemical compounds.

We can reduce the number of cigarette butts on the beaches by using the **FREE CARDBOARD ASHTRAYS** that are available at this stand. After use, please put out the cigarette, store cigarette butts in the ashtray, **close**, and **dispose** of the ashtray in the nearest waste container.

By taking care of our beaches and coast, let's ensure a **Clean Adriatic Sea for future generations!**



LOGO

LOGO

Beach cleanup • Use - Close - Dispose •
 Opodijuran za plažu • Skupiti - Zatvoriti - Odložiti •


 European Union
 European Regional
 Development Fund

Clean Adriatic Sea for future generations

LOGO



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Čista Jadransko more za buduće generacije


 Interreg
 Italy - Croatia
 MARESS
 European Regional Development Fund
 EUROPEAN UNION