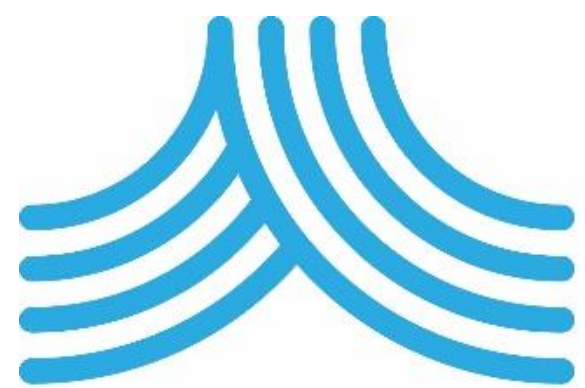


The plastic pollution challenge in the Mediterranean and communication aspects

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www.medwaves-centre.org

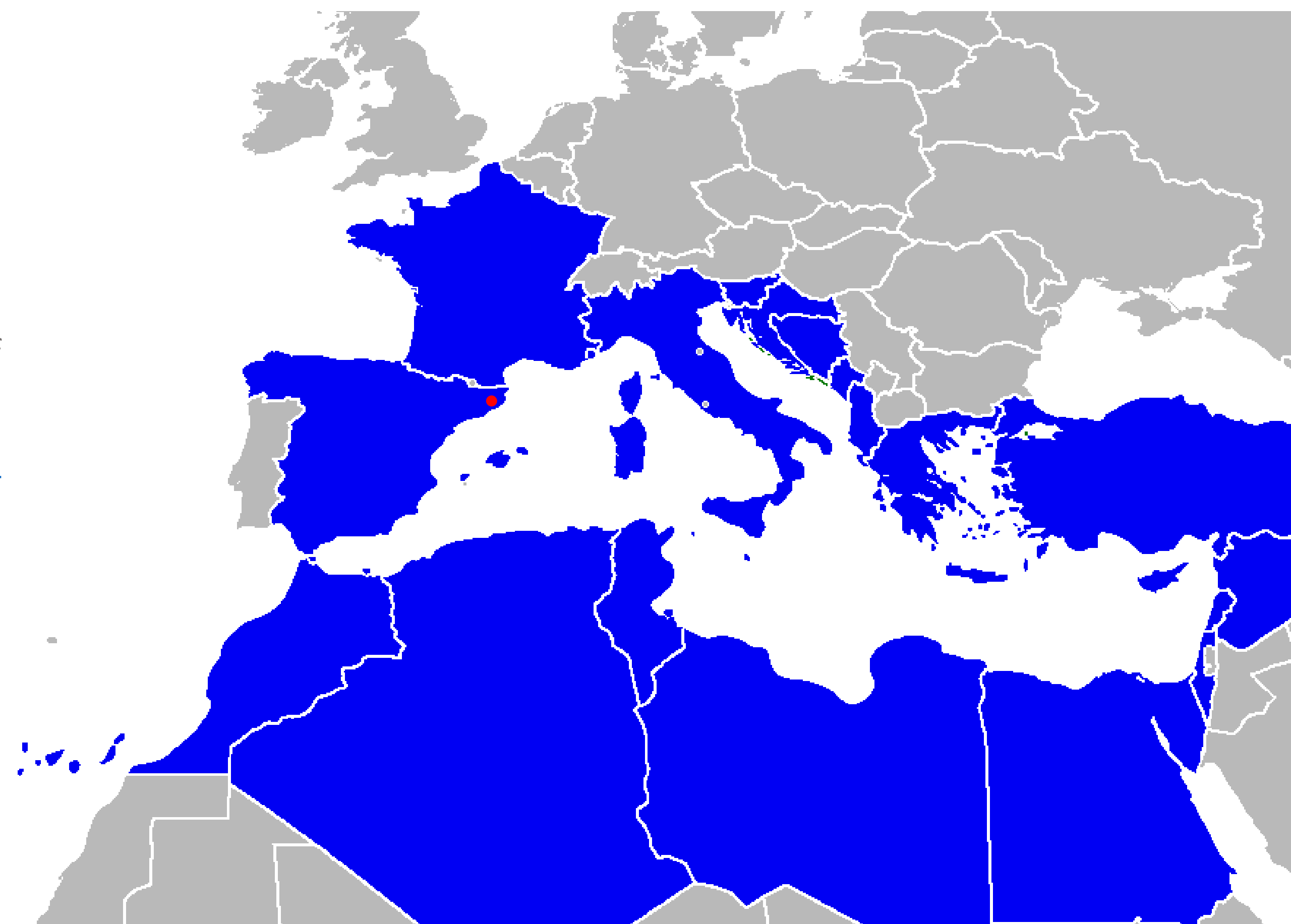
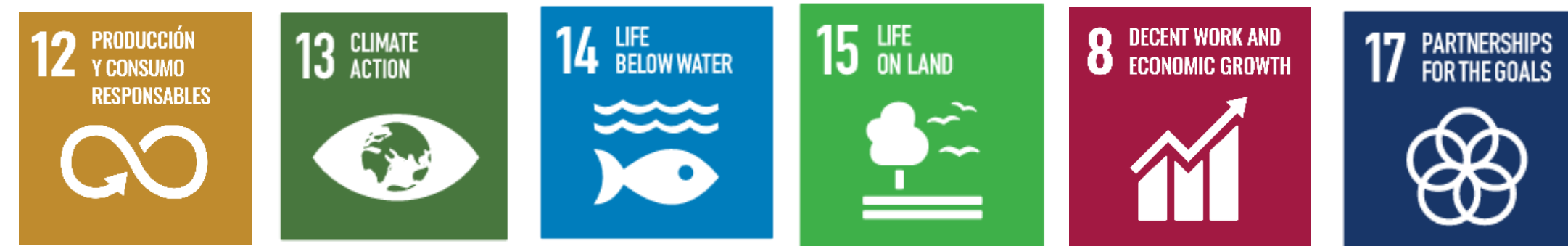


MedWaves, the UNEP/MAP Regional Activity Centre for SCP

MedWaves is a centre for international cooperation which works to establish more sustainable and toxic-free consumption and production patterns and circular economy.

The Centre develops its activity under the Barcelona Convention/[Mediterranean Action Plan \(MAP\)](#) for the Protection of the Marine Environment and the Coastal Region of the Mediterranean. It belongs to the [United Nations Environment Programme \(UNEP\)](#) and acts as one of the Regional Centres of the [Stockholm Convention on Persistent Organic Pollutants \(POPs\)](#).

MedWaves was established in by means of a collaboration agreement between the [Spanish Ministry of Environment](#) and the [Government of Catalonia](#) and it is legally hosted by the Catalan Waste Agency and is based in Barcelona.

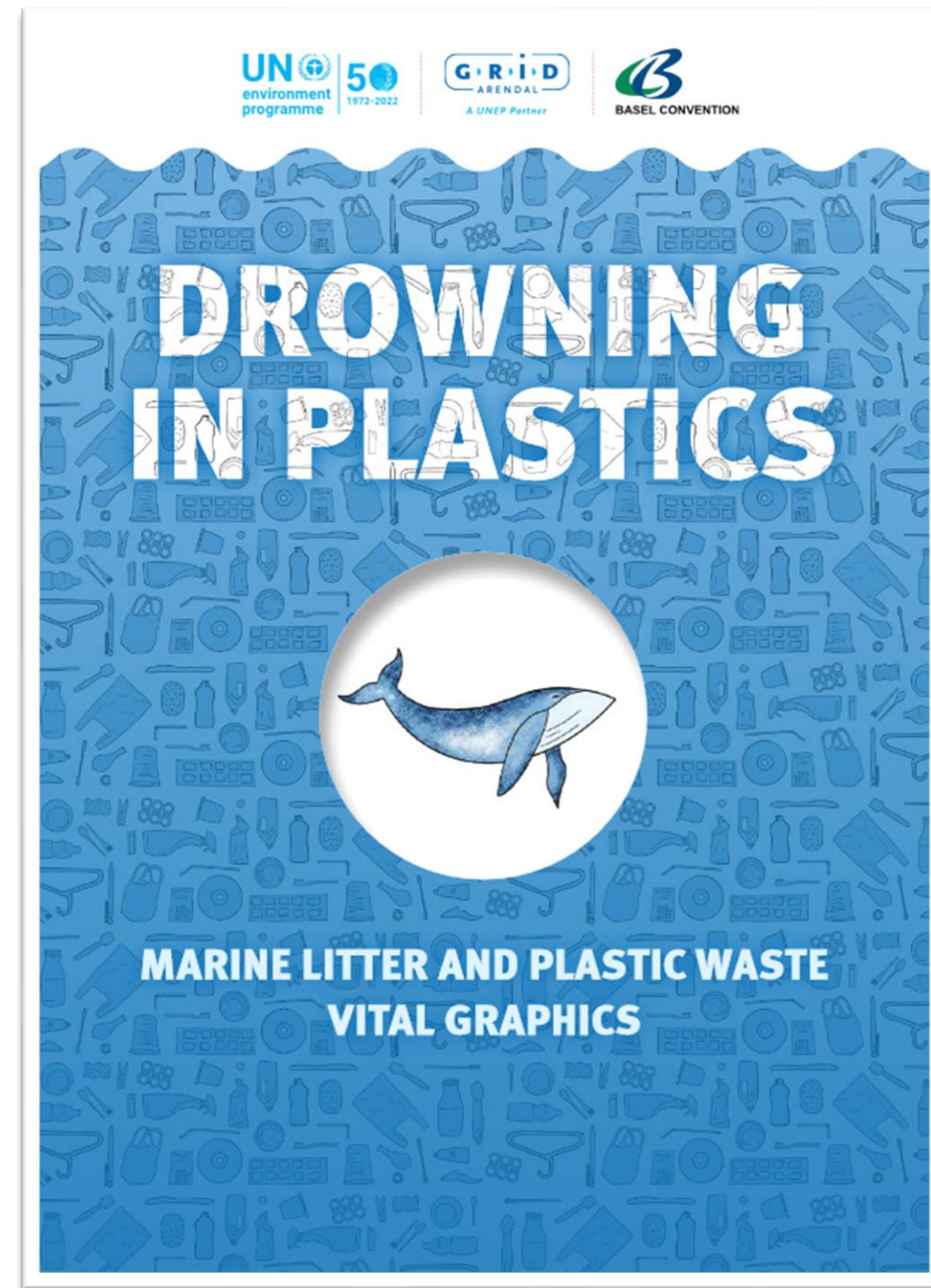


Marine Litter in the Mediterranean: facts & figures

- The Mediterranean is **one of the world's most affected regions by plastic, accounting up to 95-100% of total floating marine litter and more than 50% of seabed marine litter**
- Concentration of **microplastics on the surface** of the Med Sea exceeds the maximum threshold and reaches **more than 64 million floating particles per km²**
- The analysis of 33 **beaches** indicated that only 5 types of debris, mostly **single-use plastics** (cutlery/trays/straws, cigarette butts, caps/lids, plastic bottles and shopping bags) represent **more than 60% of the total recorded marine litter on beaches**
- For **marine turtles** it may reach up to 80% of individuals affected in some areas around the Mediterranean

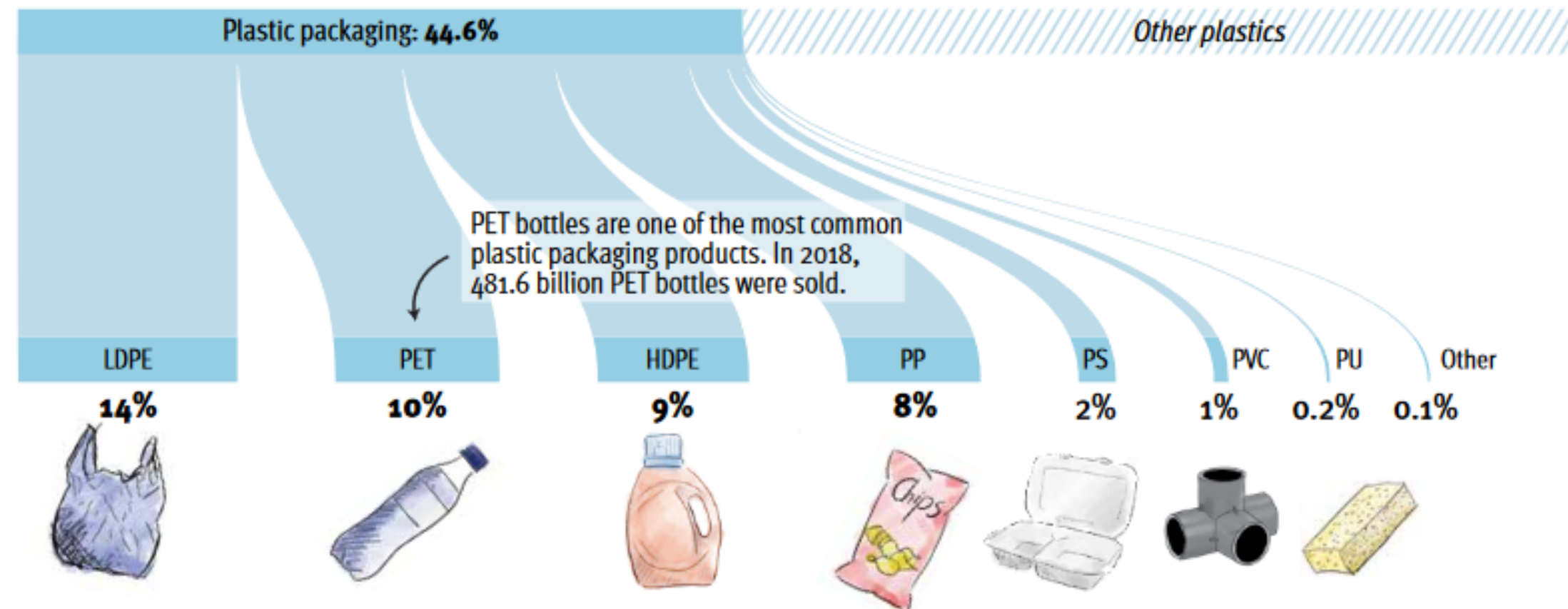


The scale of the problem: graphic representations



Plastic packaging consumption

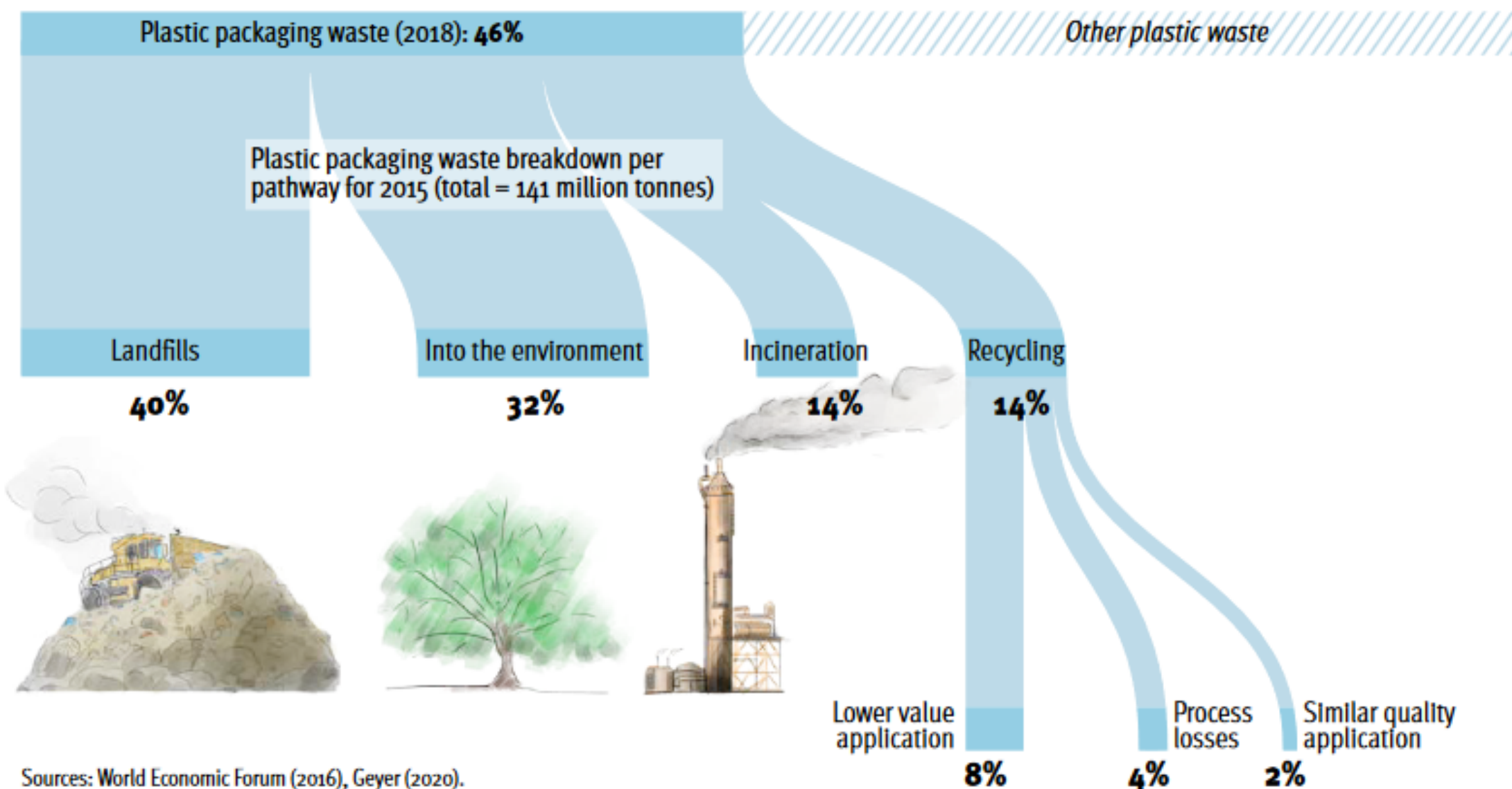
% of total plastic consumption, and per polymer type (2002-2014)



Sources: Geyer et al. (2017), Euromonitor (2019).

Plastic packaging waste generation

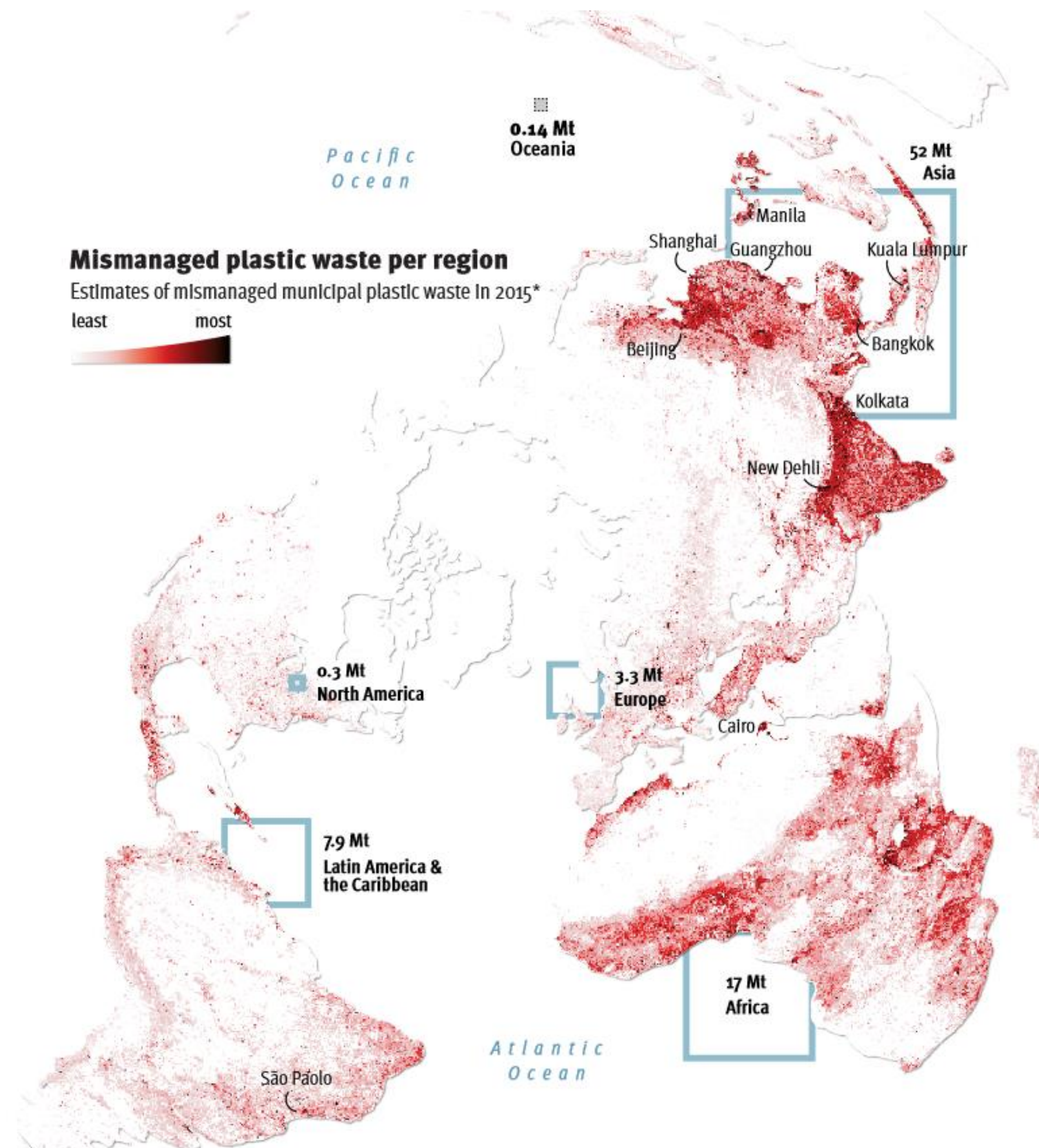
% of total plastic waste, and end of life fate



Sources: World Economic Forum (2016), Geyer (2020).

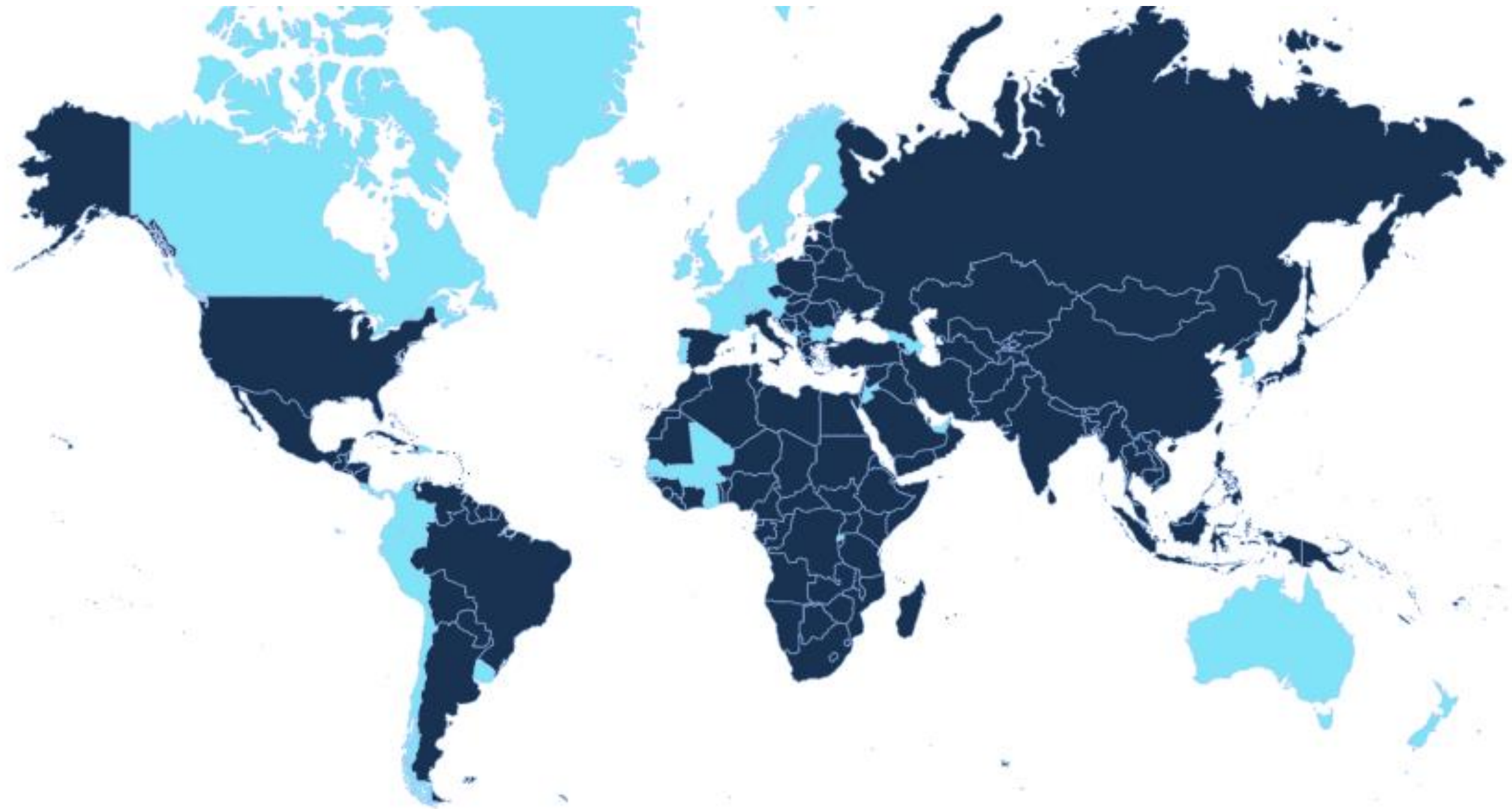
<http://www.basel.int/Portals/4/Basel%20Convention/docs/plastic%20waste/UNEP-CHW-LEAFLET-PUB-Brochure-DrowningInPlastics-2021.English.pdf>

The scale of the problem: graphic representations



The global response: towards a Plastics Treaty

The “high-ambition coalition” (dark blue)



Developing country voices will be excluded at UN plastic talks, say NGOs

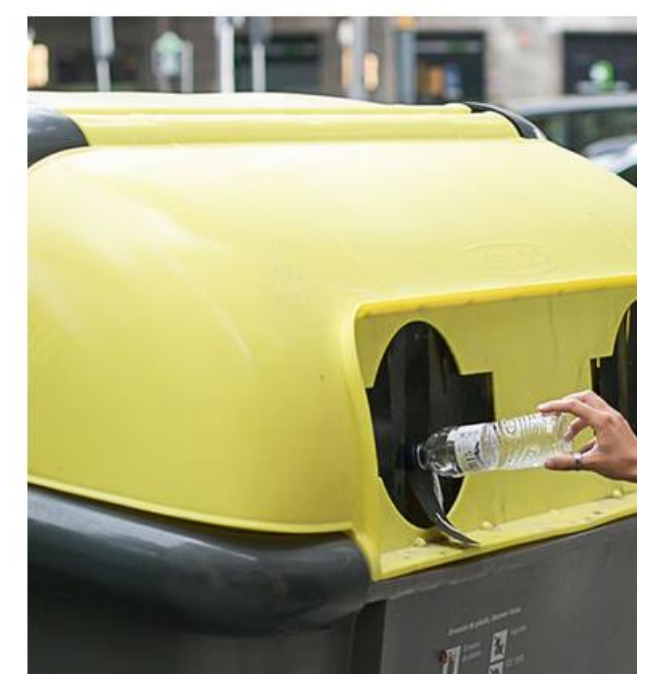
Limits on numbers at Paris summit mean some of those 'most needing to be heard' will not be in attendance



Clima y Medio Ambiente

Un tratado global sobre plásticos que sea ético, científico, inclusivo y transparente

Investigadores en salud ambiental analizan las negociaciones para sacar adelante un acuerdo internacional que intente poner fin a la contaminación plástica



The Barcelona Convention response

- Regional Plan on Marine Litter Management in the Mediterranean (2013): a legally binding instrument addressing monitoring, prevention, removal, cooperation, etc.



MedWaves focuses on prevention:

- National roadmaps to **phase out single-use plastic products** – technical support for implementation
- Promotion of **Extended Producers Responsibility (EPR)**, focusing on packaging waste
- **Green entrepreneurship**
- Awareness and capacity building on **toxic additives**



<http://www.cprac.org/en/news-archive/general/guidelines-to-tackle-single-use-plastic-products-in-the-mediterranean-region-a->

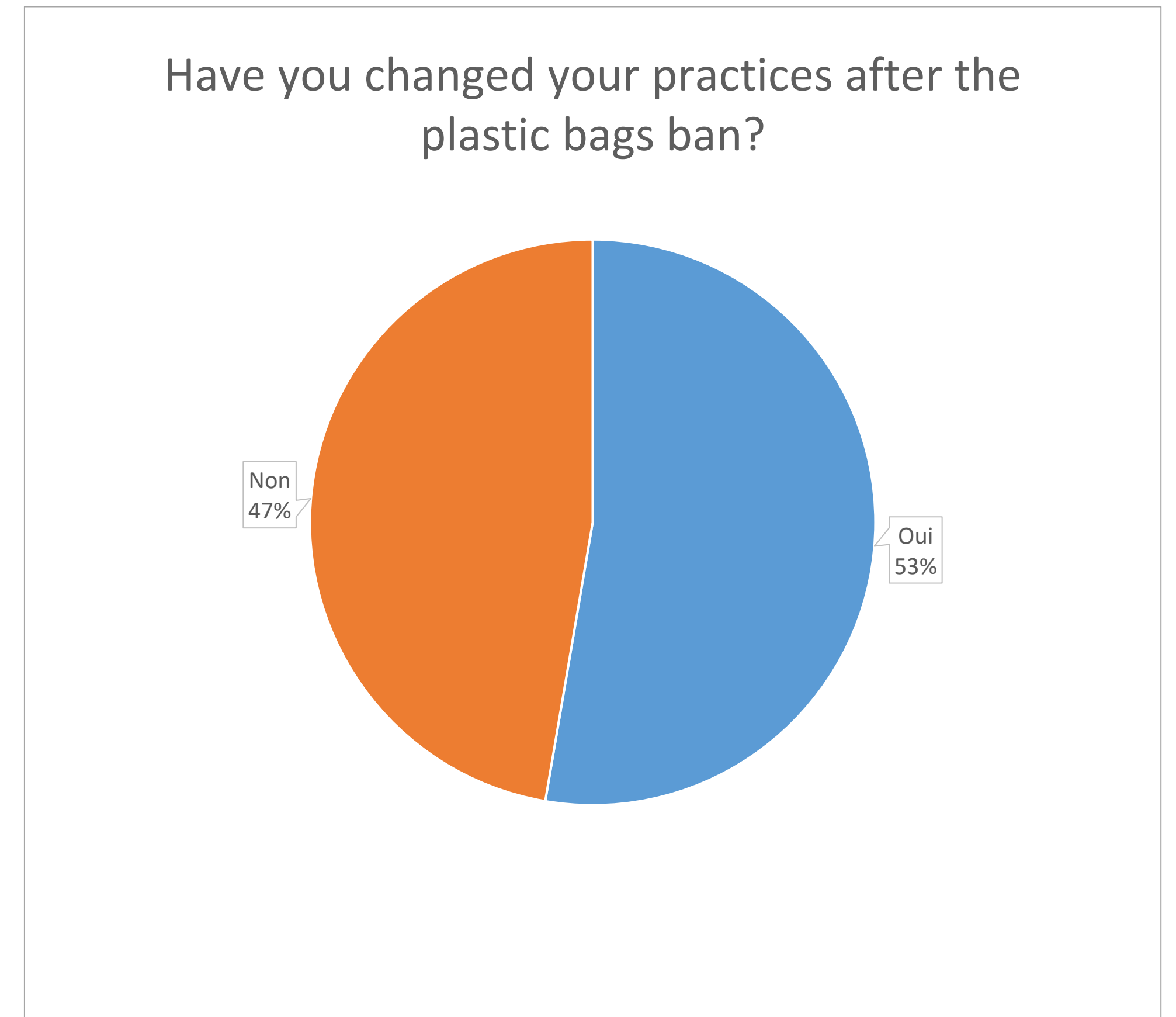
Some concrete examples on communication

*Bearing in mind our main target audience are policy-makers of the Contracting Parties of the Barcelona Convention

Tunisia: “Let us be responsible” campaign



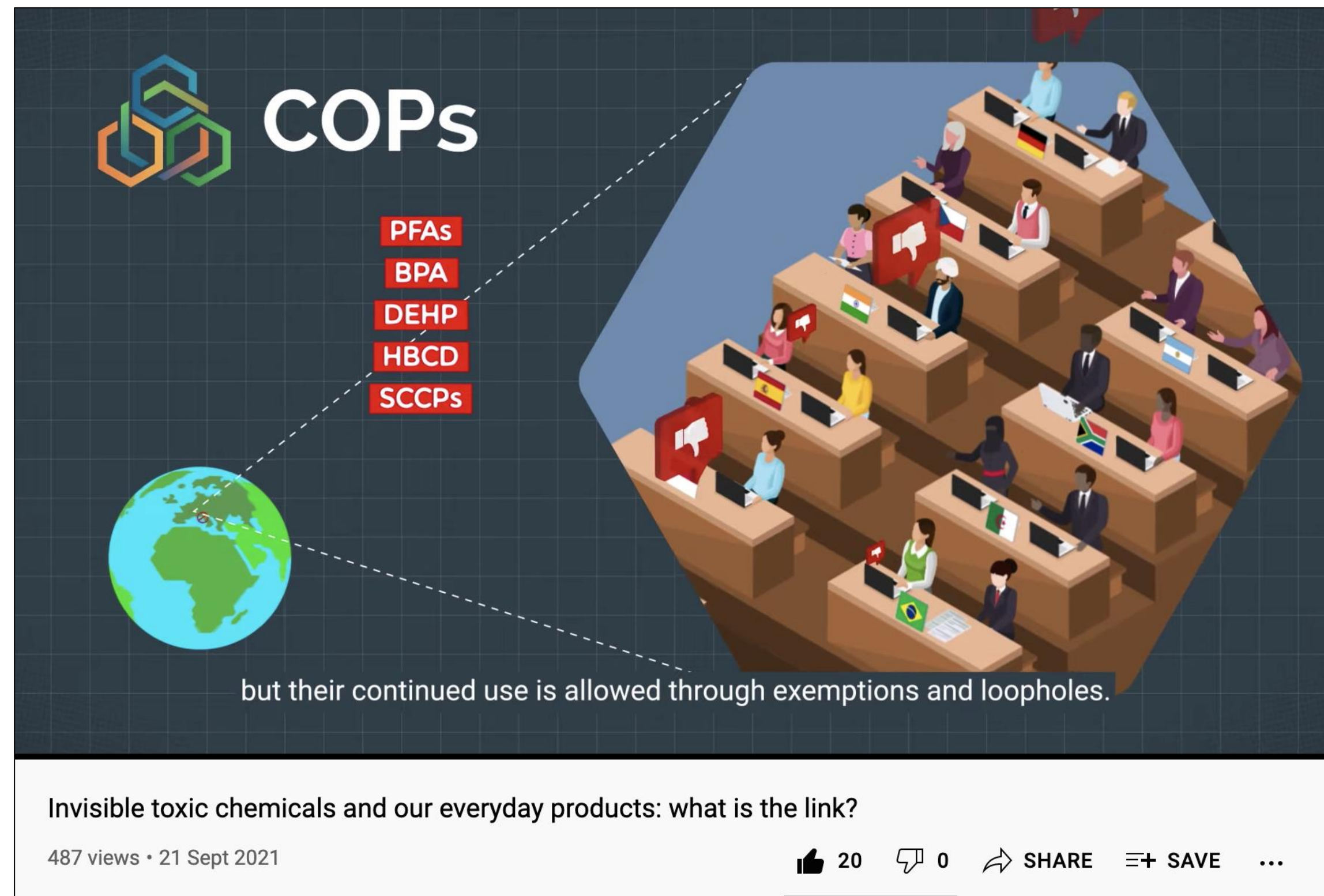
COP27 negotiations must reconcile demand for action while progressing synergies across all pillars of sustainable development. MedWaves showcases stories from the ground, demonstrating the collective will to take action, drawing attention to what is working. Now more than ever, it is important to share practices and scale these solutions.



Some concrete examples on communication

Many of the chemicals used to produce everyday plastic products are known to be toxic, causing allergies and hypersensitivity, damage to the nervous system, reproductive disorders, and disruption of the immune system - some are recognized as **endocrine-disrupting chemicals** or as **persistent organic pollutants**. Actions must be taken to protect the environment, as we see impacts in both humans and wildlife, we strive to raise awareness among population finding ways in which citizens can engage in this effort.

Invisible toxic chemicals and our everyday products: what is the link?



The infographic features a globe on the left with a dashed line pointing to a list of chemicals: PFAs, BPA, DEHP, HBCD, and SCCPs. To the right, an isometric illustration of a conference room shows people at desks with laptops, each with a small flag representing a different country. The text at the bottom of the infographic reads: "but their continued use is allowed through exemptions and loopholes."

COPs

- PFAs
- BPA
- DEHP
- HBCD
- SCCPs

but their continued use is allowed through exemptions and loopholes.

Invisible toxic chemicals and our everyday products: what is the link?

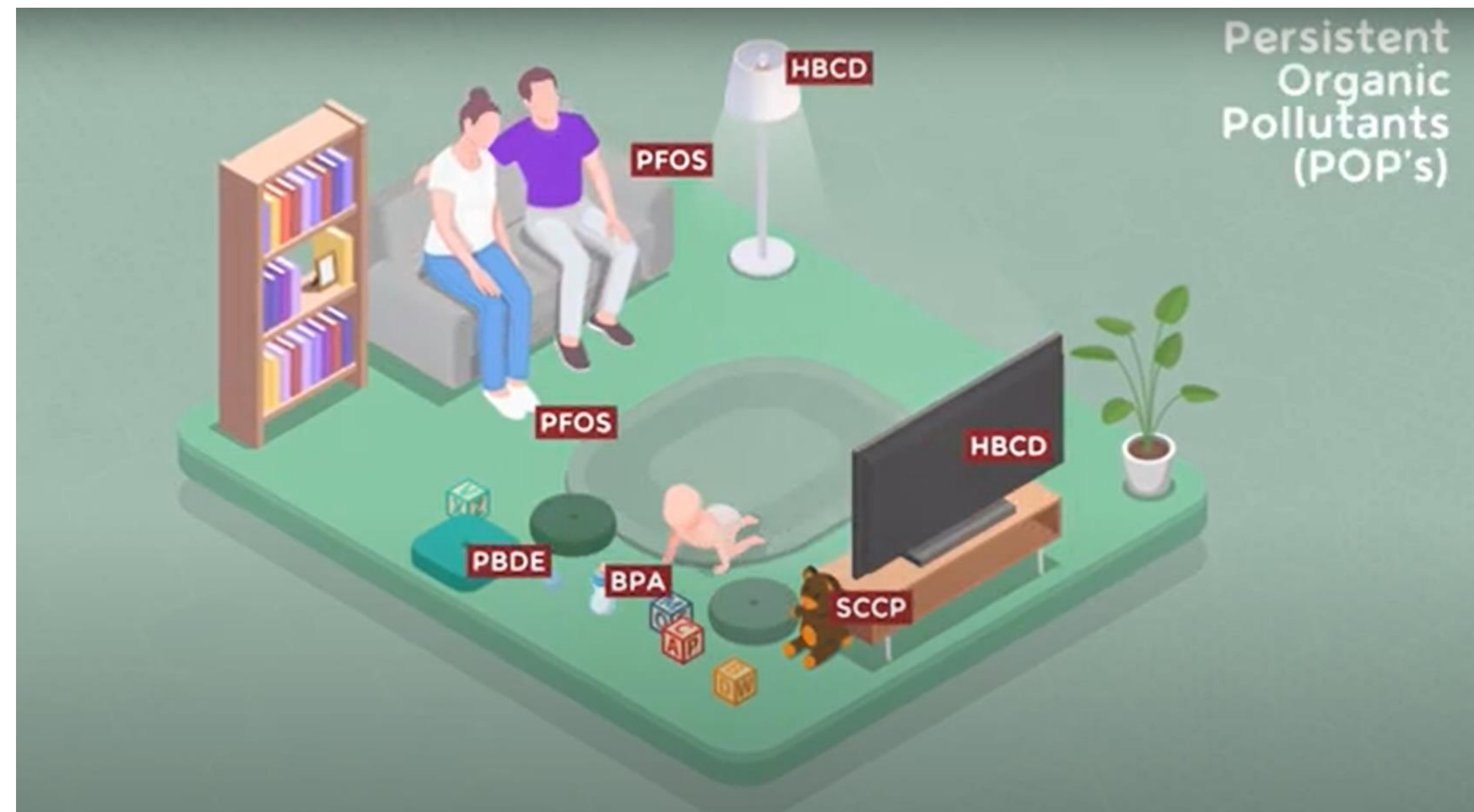
487 views • 21 Sept 2021

20 0 SHARE SAVE ...

Click [here](#) to watch

medwaves-centre.org

Cutting out toxicity: how can we do it in a circular economy?



Soon to be released. Click [here](#) to watch

Some concrete examples on communication



Committed to combatting plastics in Mediterranean islands

Achievements of the BeMed-Islands community

200 businesses engaged
Plastic Free Balearics has certified 67 businesses as Plastic Free Guardian

13 legal texts adopted thanks to the support to public authorities Association Sunce In Croatia supported the city councils of Starigrad and Sali to adopt a legal decision limiting single-use plastics in the operations of the municipalities

7 capitalisation events

to transfer results and impact policies
The Barcelona Convention welcomed the contribution from the BeMed-Island community, and recommended their results and tools for capacity building and peer-to-peer learning

Improved Access to Waste management infrastructure
In Djerba (Tunisia) 3,000 households with access to separate waste collection

175 alternatives to single-use plastics found and promoted, avoiding nearly 22 tonnes of plastic waste
SMILO distributed 35,000 cutlery items made of local giant reed to shopkeepers in Hyères islands, south France

13 tonnes of waste collected through Clean-up actions
Skopelos Dive Center 1,500 kg of plastic waste in Sporades Islands, Greece

<https://www.beyondplasticmed.org/en/the-call-for-projects-in-the-mediterranean-islands/>

Meet the selected projects and heroes who feature in this magazine

This map is a sample of the BeMed-Islands community, made up of 30 projects and 26 beneficiary organisations. In order to illustrate the achievements of the community, a number of beneficiaries have been interviewed in this magazine. You will find all the details from other projects in the section **BeMed supported projects and beneficiaries in the Mediterranean Islands**

Other responses: “Brand audit” by #BreakFreeFromPlastics



<https://brandaudit.breakfreefromplastic.org/>

Other responses: Liquid death



Really????

Liquid Death Recycled Plastic Surgery Center

A screenshot of the YouTube channel page for Liquid Death. The channel name is "Liquid Death" with 24.5K subscribers and 77 videos. The bio states: "Natural mountain water served in ice-cold infinitely recyclable cans. #MurderYourThirst". The navigation menu includes HOME, VIDEOS, SHORTS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. The featured video is titled "Liquid Death Recycled Plastic Surgery Center with Whitney Cu..." with 47,362 views and posted 7 days ago. The video description reads: "Plastic recycling is a myth. Most recycling facilities send our plastic to landfills or oceans because it's not actually profitable to recycle. So what should we do with all of this plastic trash? Introducing the Liquid Death Recycled Plastic Surgery Center. A revolutionary new approach to useless plastic garbage. Learn more at <http://liquiddeath.com/plasticsurgery>". Below the video are thumbnails for other videos: "Liquid Death Recycled Plastic Surgery Center", "Liquid Death x TRANS BARKER", "HOOP HEAD", "Liquid Death Iced Tea", and "Liquid Death THIS COULD BE L...".

Concluding thoughts

- Tendency to put the emphasis on end-of-pipe and consumer behaviour (e.g. Beach clean-up actions)
- Need to further address businesses and policy
- Challenge to switch numbers and “invisible chemicals” into emotions and change
- Illustrations, infographics and videos are just tools, responsibility needed for proper use

Thank you

medwaves-centre.org



Mediterranean
Action Plan
Barcelona
Convention



MedWaves
the UNEP/MAP Regional
Activity Centre for SCP