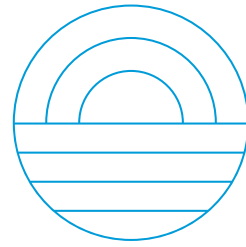


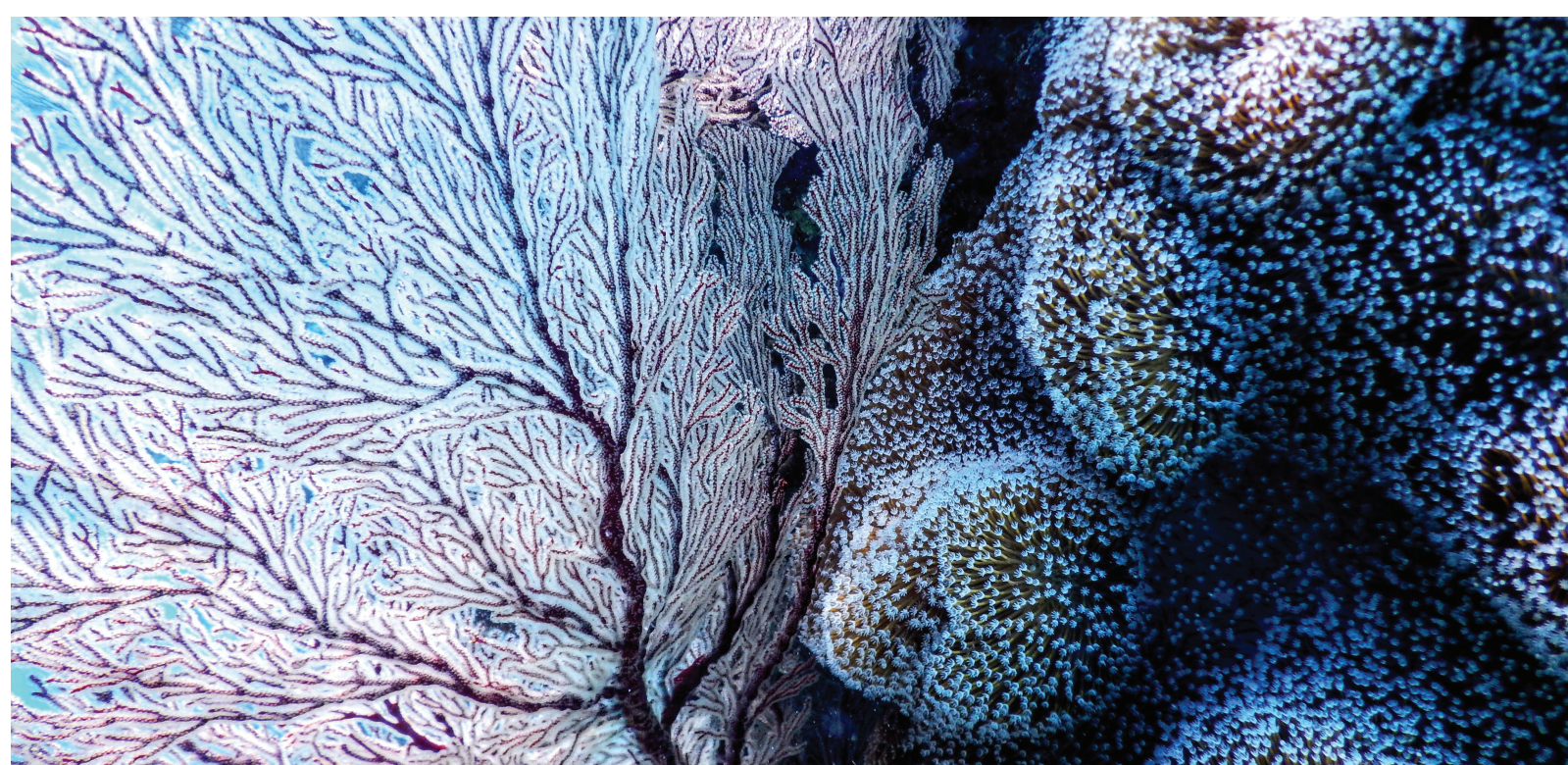


**Clean Blue  
Alliance**  
Paros  
April 2019



# Clean Blue Alliance

Island focused collaborative change program for plastic-free seas



Clean Blue Alliance works top down and bottom up with island communities - including government, councils, businesses and local changemakers to understand plastic waste flows and impacts from source to sea. Then identify and accelerate solutions with the biggest impact potential in reducing plastic leakages into the ocean.

Clean Blue Alliance connects islands with the latest and most effective best practice, through shared research, assets, guidance and dynamic tools to build a network of plastic waste free islands globally.

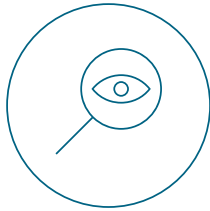
The Clean Blue Alliance is currently active with islands in Greece and Maldives and is in discussion with partners in Indonesia.



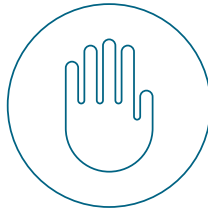
# The Process

## How we stem the flow of plastic into rivers and seas

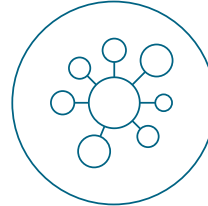
Clean Blue Alliance involves a three-stage process



### 1 Investigate



### 2 Intervene



### 3 Influence



#### 1 Investigate: Identify waste streams and leakage

We start with robust investigations to thoroughly understand an island's plastic ecosystem, gather baseline data on social factors, marine litter and waste audits for ongoing evaluation, and identify opportunities that can stop plastic waste leaking into the rivers and seas.

Using the Plastics Drawdown approach, we model the national policy landscape and highlight the volume and characteristics of the plastic leakage for the country and the effectiveness of policy interventions that could be demonstrated on the island.



#### 2 Intervene: Incubate and accelerate solutions

In this next phase, using co-design approaches we support communities to respond to opportunities presented by the research phase, incubating and accelerating viable, socially inclusive initiatives that produce a lasting impact in tackling marine plastics.

The focus is on demonstrating on-the-ground solutions to transition towards a plastics circular economy and through local systems which radically reduce consumption of single-use plastics.

With remaining waste, we seek to optimise circular resource management to achieve highest post-market material value, phasing-out materials that have low economic post-use value.



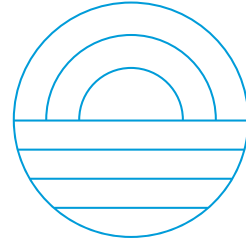
#### 3 Influence: Replicate and scale best practice

The final phase is scaling up viable initiatives and measures that could be adopted nationally and replicated across the Clean Blue Alliance.

This involves investing in sustainable enterprises and showcasing successful solutions to inform and inspire policy to scale nationally.

The Clean Blue Alliance aims to connect islanders globally to share experiences, combine strengths, develop assets and build on models that work. Proven solutions brought to life at the island scale will provide insights for geographies with more complex material flows.





# Clean Blue Alliance Paros



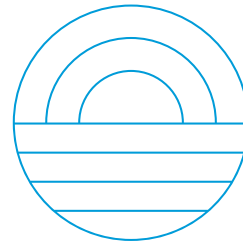
## Why Islands

Islands tend to have a more intimate relationship with the ocean and plastic pollution is often more visible; they are easier to engage in whole system change when it comes to material waste flows.

We see islands as a microcosm of larger human settlements, so breakthroughs at an island level offer accelerated learnings to larger geographies with more complex material flows.

Tourism is usually critical for the economy, so governments are engaged in the issues of plastic and marine pollution. The Clean Blue Alliance will build a powerful brand to celebrate the communities that strive to become plastic waste-free, to attract tourists who are aligned with the values.





# Clean Blue Alliance Paros

## Why Greece and Why Paros?

Europe is responding to the increase in consumption of single-use plastics and the tide of marine litter washing up on beaches across the continent through new policy and regulations for member countries. The EU Strategy for Plastics in a Circular Economy has set the target of 55% recycling of plastic packaging waste by 2030. In Greece, it is estimated that only 7% of plastic packaging is currently recycled. The Greek National Waste Management Strategy has committed the country to recycle 50% of municipal waste by 2020. Currently, Greece recycles about 17% of municipal waste. The EU Single-Use Plastics Directive requires member states such as Greece to introduce bans on the ten plastic items most commonly found on Europe's beaches and seas. By 2025 EU member countries will be requested to collect 90% of single-use plastics drinks bottles. It is recommended schemes such as Extended Producer Responsibility (EPR) and Deposit Return Schemes (DRS) are implemented.

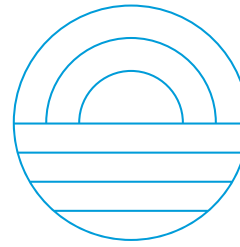
Political and public attention is responding to the growing threats of plastic pollution. However, real-life practical examples as to how communities, islands, cities and countries will turn the tide on plastic waste and meet the demands of the new regulation are limited. The Clean Blue Alliance has launched - to support island communities to deliver on the ground solutions from source to sea, that demonstrate Nationally and Internationally how together we can eradicate plastic pollution, influence national policy and inspire replication on other islands.

Greece's population triples in the summer contributing €35b to the economy, almost 20% GDP in 2017. Tourists flock to the Greek islands to appreciate the beautiful beaches and clean seas of the islands. The increasing volume of plastic waste on beaches and in the sea pose significant environmental and economic risk to the country.

The Greek Government spent €48m on fines for illegal dumpsites between 2014- 2018, so the cost of not recycling is dear to the taxpayer. Paros experiences 350% increase in the volume of waste between April and October and the landfill on the island is alarmingly limited in capacity.

Clean Blue Alliance shortlisted islands against a set of criteria including investigating the community's interest, governance, finance, waste infrastructure and profile, demographics, accessibility, local partners and influencers, the potential for replicability and scaling-up. Clean Blue Paros was established in April 2019 with three founding partners; Common Seas, The Municipal Authority of Paros and WATT.





## Objectives of Clean Blue Paros

Figure 1: Overview of objectives for Paros, Greece.

1	Common Seas Plastic Drawdown tool kit to identify the optimum policy interventions for Greece.	Collaborate with the Ministry of Environment to model Greece's forecasted plastics leakage until 2030 against a portfolio of optimal reduction policy interventions – to be demonstrated at Island scale.
2	Thoroughly understand the island's plastic ecosystem.	Baseline studies across marine, waste and social to identify solutions and measure success.
3	Radically reduce the consumption of single-use plastics.	Island significantly reduces consumption of the plastic items most commonly found on beaches of Paros.
		Best practice guidelines for tourism and recognition for compliance adopted by hotels, cafes, restaurants across the islands.
4	Separate collection of plastic waste aggregates valuable materials for re-use market.	Islands' PET, HDPE and fishing net is effectively aggregated for post-use market and none is sent to landfill.
5	Transition aggregated material to achieve high-value new products and post-consumer recycled resins.	The aggregated material achieves – post use value. For example: return back to the island in for of upcycled product i.e. Stand up paddle boards.
7	Scaling to a national level and replicating to other islands.	Systems demonstrated influence Government policy: - i.e. Deposit Return Scheme / ERP.
		More islands are inspired to become members of the Clean Blue Alliance.
8	Eliminating marine plastic litter.	Plastic marine litter on the beaches of Paros reduced by 80%.



# The Voyage Towards Plastic Waste Free Paros



## 1 Investigate: Identify waste streams and leakage

### Step one: Plastics Drawdown

Using best available data this modelling approach illustrates the countries forecasted plastics leakage until 2030 against a portfolio of optimal reduction policy interventions.

Solutions demonstrated on Paros will be informed by the national policy analysis in order to accelerate implementation of key policies identified by the model.

### Step two: On-the-ground research investigations

Local research investigations delivered by independent specialists will help Clean Blue Alliance understand the ecosystem of Paros' plastic waste, to identify interventions to reduce plastic pollution. Research across these three areas will also produce the baseline data required to test and evaluate solutions against:

1. **Social:** How do people use and dispose of plastics, what change do communities want to see and what inspires them to act?
2. **Waste:** What is the volume and type of problem plastics that come onto the island, how does plastic flows around the island, what plastic goes to landfill?
3. **Marine Litter:** What are the items most often found in the environment and where are the island's hot-spots for marine litter?



## 2 Intervene: Incubate and accelerate solutions

The following activities are being launched in Paros Spring 2019 and will be refined to respond to the findings of the research investigations.

### Radically reduce consumption of single-use plastics

- Best practice guidelines and targets for cafes, bars and restaurants to reduce use of single-use plastics and optimise clean aggregation of high-value post use plastics.
  - Support businesses to radically reduce plastic bags, straws, drinks bottles, coffee cups, takeaway containers.
  - Celebrate and promote businesses that demonstrate measurable commitment to work towards the targets outlined.
  - Incentivise engagement through the award scheme.
- Community refill and reuse systems to reduce water bottles and coffee cups.
  - Install water refill stations in schools and gift all children on the island Clean Blue Paros water bottle.
  - Increase the distribution and use of the public purified drinking water systems.
  - Activate transport companies to seize the opportunity of a captive audience travelling to the island via ferries and airports:
    - Adverts to celebrate the ambition of the Clean Blue Island and how visitors can act.
    - Companies committing to reducing and reuse awareness and alternatives.
- Short films and events to raise awareness of the initiative.



- Activities and social media campaigns to engage thousands of people. To include education of the end destination of most commonly used plastics items. Demonstrating there is no away for plastic. Promoting responsible and transparent resource management of materials that are currently in the system and not designed for recycling. Such as **#awayishere**.
- School resources and events to inspire and educate the next generation Sea Champions.

### And with the remaining plastics... Optimise waste management

Demonstrating a plastics circular economy by aggregating valuable materials for re-use market in order to develop new products and post-consumer recycled resins.

Align with European Union policies systems to demonstrate on Paros include Deposit Return Schemes (DRS) and Extended Producers Responsibility (EPR) identified to support the transition towards the EU's recycling targets. Activities will consist of incentivising collection and aggregation systems of PET, HDPE, and fishing nets. Identifying post-use markets for these items through better understanding the volume, economics and opportunities of the aggregated materials. The project will trace and track the aggregated materials to the re-use recycling facility, with the ambition of turning the 'waste' into high-value products that eventually end up back on the island. For example, turning what would have been waste into stand-up paddle boards and swim shorts that can be sold to holidaymakers to reinvest in the reduction campaigns.

The only plastic materials currently achieving an attractive market value are PET and HDPE. With this in mind, Clean Blue Alliance will initially focus on making a clean aggregation of these materials to sell. Ideas discussed with the municipality include placing Beverage Bins in high traffic locations, such as beach bars. The material collected from the beverage bins would be sorted and bailed in the local Mixed Recycling Facility. Clean Blue Alliance would initially support the island to achieve the highest value on the market.



### 3 Influence: Replicate and scale best practice

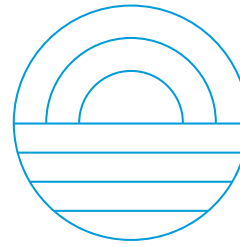
To support the lasting reduction of plastic waste on the island, The Clean Blue Alliance will:

- Invest in incubating and accelerating viable enterprises developed on the island, creating local jobs.
- Amplify systems demonstrated on the island to inspire National Government to introduce ambitious but yet necessary policy measures (e.g. Deposit Return Schemes (DRS) and Extended Producers Responsibility (EPR) policies).
- Support other islands in the Cyclades, Mediterranean and beyond, growing The Clean Blue Alliance network.

In addition to activities on Paros, Clean Blue Alliance will convene business from across the plastics value chain, to include members of the Hellenic Recovery Recycling Corporation and the Greek government to shine a light on the systems demonstrated on Paros and support and accelerate the eradication of marine plastic pollution in Greece.

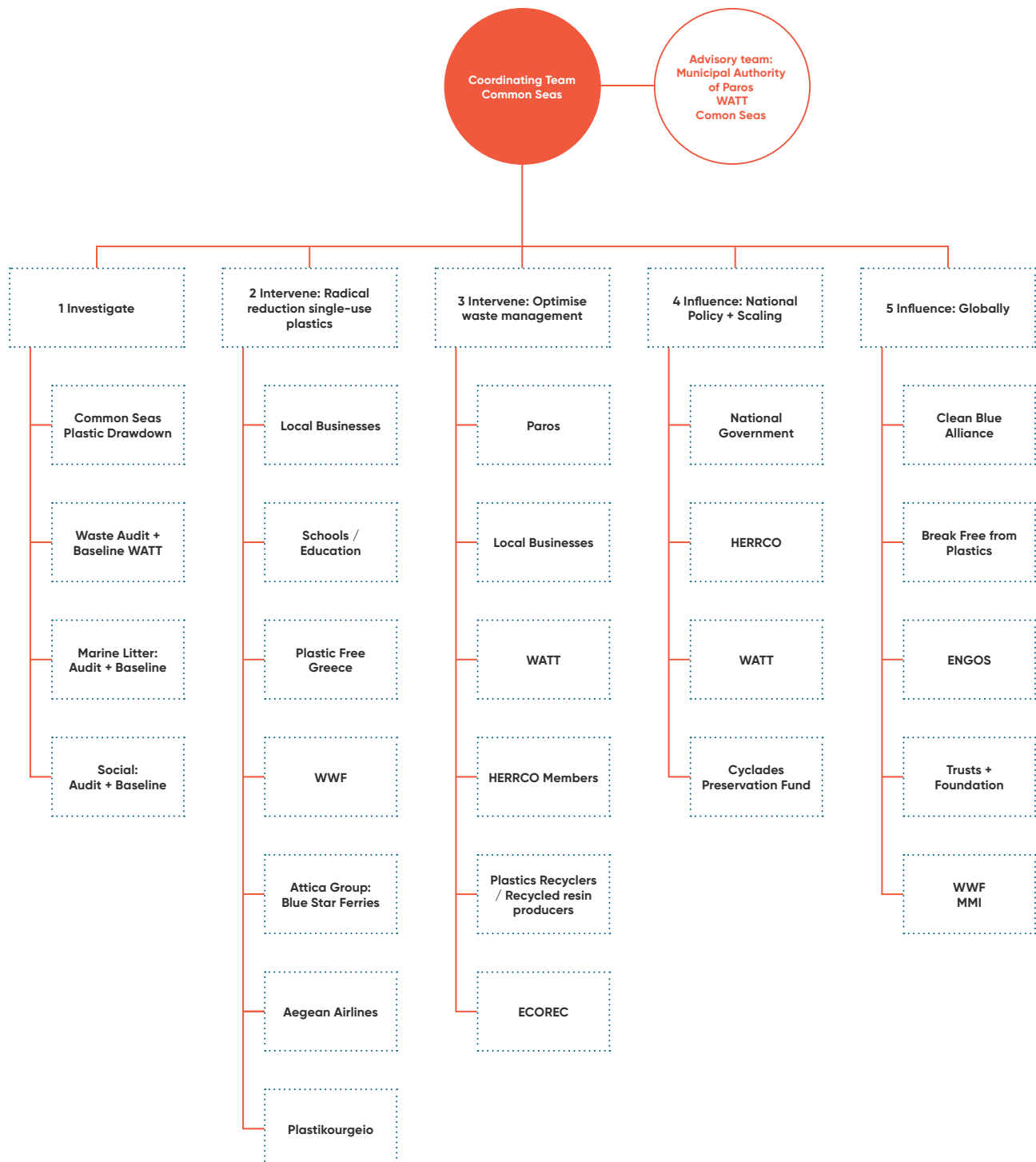


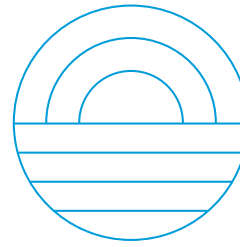




# Clean Blue Paros

A collaborative change programme





## Timeline Overview

Common Seas are delighted to have secured an Agreement with the Municipality of Paros and WATT waste management company. Three people have been recruited in Greece and the first activities are well underway ready for the holiday season.

With plastic production forecast to quadruple by 2050, we need urgent action that responds to the scale and complexity of this issue.

Island selected	November 2018
Invited work on Paros	February 2019
Recruited team and finalised partnerships	March 2019
Sign Agreement with municipality and founding partners	April 2019
Finalise local interventions plan	March 2019
Commission baseline studies	April 2019
Launch of Clean Blue guidelines to support a radical reduction	April 2019
1st wave of system demonstration	June 2019
Summer event	July 2019
Second baseline study	August 2019
Separate collection of 'high-value plastics.'	October 2019

*Please contact us to explore collaborations Clean Blue Alliance in Greece, Maldives, Indonesia, or elsewhere*

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Thank You