



# ***Healthy Plastic-free Mediterranean Sea BLUEMED Pilot Initiative***

*UfM Regional Stakeholders Conference on Blue Economy - Thematic Workshop on  
Marine Litter*

*Barcelona, UfM Secretariat, 10-11 March 2020*



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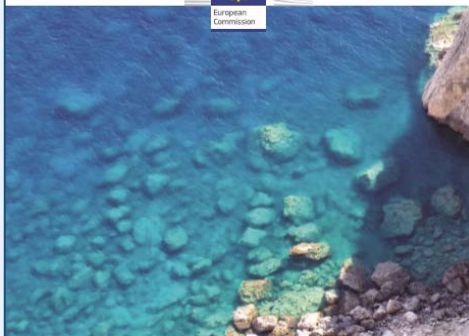


Proposal and agreement to launch the Pilot Action on Healthy Plastic-free Med Sea addressed @ the Euro-Med GSO BlueMed Working Group during the BlueMed Week, UfMS, Barcelona, October 2018





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- A vertical timeline on a dark blue background with a white line and circular markers. The milestones are listed in two columns: dates on the left and descriptions on the right. The date 'October 2018' and its corresponding description are highlighted with a red rectangular border.
- May 2014** ○ BLUEMED Initiative set-up in the framework of the EU Blue Growth Strategy
  - December 2014** ○ BLUEMED Vision Document endorsed at the Competitiveness Council
  - October 2015** ○ Venice declaration launching the BLUEMED SRIA
  - November 2015** ○ Union for Mediterranean Declaration on the blue economy adopted, non-EU countries invited to join the BLUEMED Initiative
  - October 2016** ○ BLUEMED Coordination and Support Action begins to support the BLUEMED Initiative
  - April 2017** ○ BLUEMED high-level conference "A Basin of Research and Innovation for sustainable growth". First update of the BLUEMED SRIA
  - May 2017** ○ Valletta Declaration on strengthening Euro-Mediterranean cooperation through Research and Innovation
  - February 2018** ○ Group of Senior Officials BLUEMED Working Group established as initiative's steering body
  - October 2018** ○ Launch of the pilot action for a healthy plastic-free Mediterranean Sea
  - July 2019** ○ Research Infrastructures Roadmap, Data Policies and Accessibility Plan and Blue Careers Plan
  - September 2020** ○ Implementation Plan



## Bluemed

Research and innovation initiative  
for blue jobs and growth in the Mediterranean area

*Strategic research and innovation agenda*

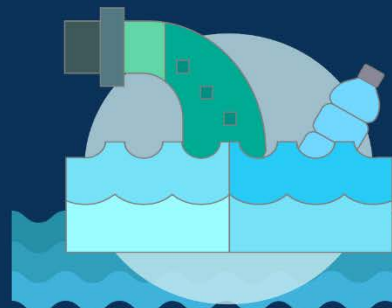
# 4 pillars, 13 priority goals

Key enabling  
**knowledge** for  
the Med  
(ecosystems,  
dynamics,  
pollution,  
coastal areas...)

Key **sectoral**  
**enablers** in the  
Med (tourism,  
clusters, MSP,  
bioresources,  
...)

Enabling  
**technology** and  
capacity creation  
for the Med  
(transport,  
observing  
systems, off-  
shore platforms,  
cultural  
heritage)

**Cross-cutting**  
**enablers** for  
blue jobs and  
blue growth  
(open science,  
skills, ...)



understanding

**pollution impacts, mitigation  
and remediation**



DENSELY POPULATED AREA

WITH **INTENSE HUMAN ACTIVITY**

+ 208-760kg/year per capita of solid urban waste  
produced by 150 million people

**OVER 200 MILLION TOURISTS**

+40% marine litter  
during summer

INADEQUATE

**WASTE POLICIES**

Out of the 27 million tonnes/year  
of plastic waste produced  
**only a third is recycled**

THE MEDITERRANEAN

**"PLASTIC TRAP"**

DEBRIS CARRIED TO SEA

BY **POLLUTED RIVERS**







## Pilot Action for a plastic-free, healthy Mediterranean Sea

### Joining forces to address marine litter in the Mediterranean

The **BlueMed Pilot Action** consists in **mapping and assessing the actions** on place regarding **marine plastic pollution** in the EU and non EU countries of the Mediterranean in order to share of **good practices, R&I actions** but also **demonstration, communication and education** activities.



credits: Legambiente, photo by Anna Paola Montuoro

### Why a Pilot Action on plastic litter in the Mediterranean?



About **8 million tons of plastic litter enter the ocean every year**, threatening marine wildlife and ecosystems, affecting indirectly the human health and the sea based economies.

Plastic pollution represents a **transboundary problem** and thus it requires global coordination and long-term multiple approaches to develop shared solutions.

Currently, Mediterranean is now one of the more plastic polluted seas at world scale, with record levels of microplastics. With only **1% of the world's waters**, Mediterranean Sea concentrates **7% of all global microplastics**, earning the "plastic trap" appellation.

### Which actions to take forward?

Reduce the generation of plastic waste	Prevent littering and leakage of plastics into environment
Collect and use plastic already in the environment	Overarching actions

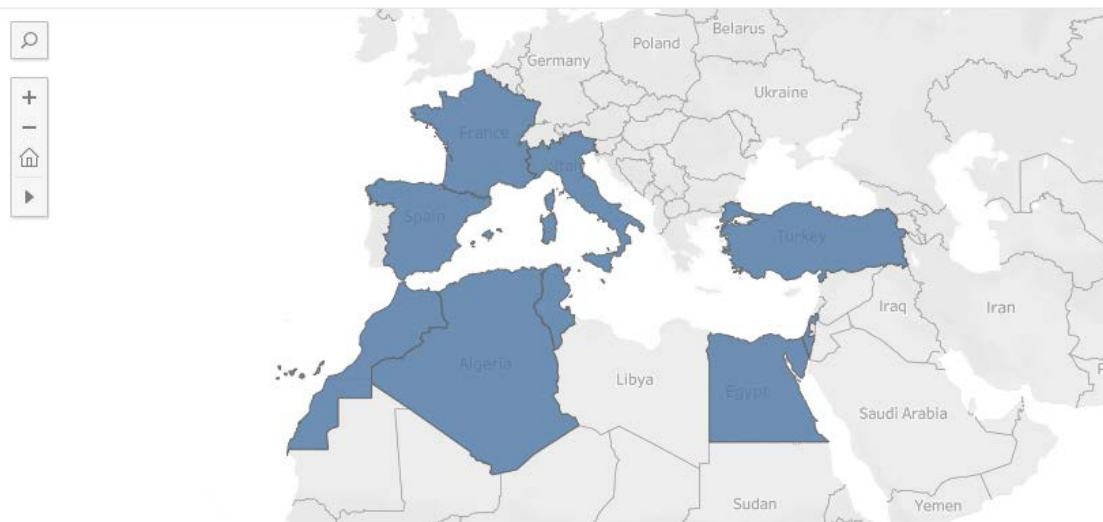
### A multiperspective approach



[www.bluedmed-initiative.eu/pilot-action-on-a-healthy-plastic-free-mediterranean-sea/](http://www.bluedmed-initiative.eu/pilot-action-on-a-healthy-plastic-free-mediterranean-sea/)

The BlueMed Pilot action, launched in 2018, consists in **mapping** and **assessing** the actions on place regarding marine plastic pollution in the EU and non EU countries of the Mediterranean area to promote the **circulation of good practices, R&I actions but also demonstration, communication and educations actions** specifically addressed to face the challenges posed by marine litter in the Mediterranean Sea as a whole.

BlueMed Pilot on plastics - National Hubs map





Dissemination and engagement:

- ❖ BlueMed Young Comm Ambassadors
- ❖ e-training course on marine litter (in progress)
- ❖ tailored gadgets

## BlueMed *plogging* bag

"plogging"= jogging picking up litter

1. go jogging on the beach;
2. use the bag to collect the litter you find on your way;
3. bring the litter back home and throw it in the correct recycling bin;
4. wash the bag if needed;
5. start again from point 1. ☺

**blueMed** Pilot Action for a plastic-free, healthy Mediterranean Sea

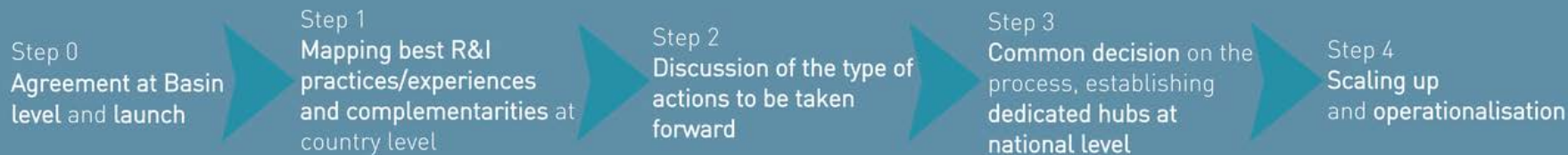






Official launch event  
@ Ecomondo exhibition,  
Rimini (Italy), 07 Nov 2019

## THE PILOT ACTION PROCESS



Two working groups with  
experts and stakeholders  
organized in Brussels in 2019



# A Plastic-free healthy Mediterranean Sea: operationalizing the BLUEMED R&I Pilot Action | Venice, January 20, 2020

Back-to-back event with the Mediterranean Regional Workshop preparing the UN-Decade of Ocean Science



Following the special event at Ecomondo in November 2019, the BlueMed Pilot Action “Plastic-free for a healthy Mediterranean Sea” is again on the scene.

Mediterranean countries' experts and stakeholders meet in Venice to continue the cross-border coordination to tackle the threat of plastic litter, stepping from exchanging and learning good practices

From the scaling up....



Legambiente



Marevivo



PlasticsEurope



SurfRider



SeasAtRisk



CISET



CORILA



PANACeA



PlasticBusters



Federpesca



EIT-ClimateKIC



SEMED



Try searching for: Semed testimonials

## About SEMED



### European Parliament

European Parliament Resolution 2018/2160(INI): "[...] a key action to stimulate cooperation on innovation [...]"



### European Commission

Welcome speech by European Commissioner Mariya Gabriel, Patroness of the SEMED launch event.



### Union for the Mediterranean

24th Meeting of the Euro-Mediterranean Group of Senior Officials in Research and Innovation.



### SEMED Mission

We are the digital platform that connects innovation ecosystems of the Mediterranean.

## Join SEMED



### Create a Basic profile

Sign up, create your account and start your free journey.



### Create a Premium profile

Enjoy a full option Business class experience and create your page.



### How to use SEMED/1

Discover the homepage and what you can find in SEMED.



### How to use SEMED/2

Discover the search experience and the other features in SEMED.

..to the global dimension: feeding the  
UN-Decade of Ocean Science for Sustainable  
Development, WGI – A Clean Ocean



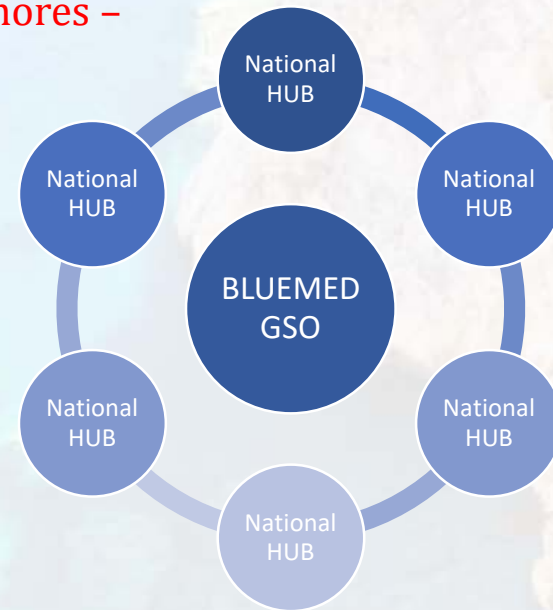


The very last update: presentation @ the Summit of the two Shores –  
Forum of the Mediterranean, World Bank, Paris, 5 Feb 2020

**Proposal: scaling-up** the BLUEMED Pilot Action  
**capitalising** on the BLUEMED Pilot National Hubs

Expected results:

- ❖ **Structuring** the connection among 12-16 National Hubs, sharing knowledge, expertise, infrastructures, and **co-designing a blue print** for tackling Med Plastic Pollution & Circular Economy;
- ❖ **Implement solutions** by involving scientists, private stakeholders, research bodies/public institutions, NGOs/citizens;
- ❖ Favour **joint actions and cooperation**



- 1) Monitoring and Assessment
- 2) Preventing/ Recycling / Circular thinking
- 3) Collection and Valorization
- 4) Education/Trainig/Communication
- 5) Policies/Regulatory framework/Financing





**Thank you!**

**[www.bluedmed-initiative.eu](http://www.bluedmed-initiative.eu)**

**@BlueMedEU**

