

Preventing Plastic Pollution Project IMMERSE Project 5th Teel

Kim Goonesekera
Plastics and Sustainability Team
Environment Agency
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Introduction

- ...
- ...
- ...
- Plastics and sustainability team
- Project area
- Project partners
- Enabling transformational change from first use to end of life
- Reducing and removing the legacy of plastic pollution
- Understanding plastic pollution from source to sea
- Communication
- Questions

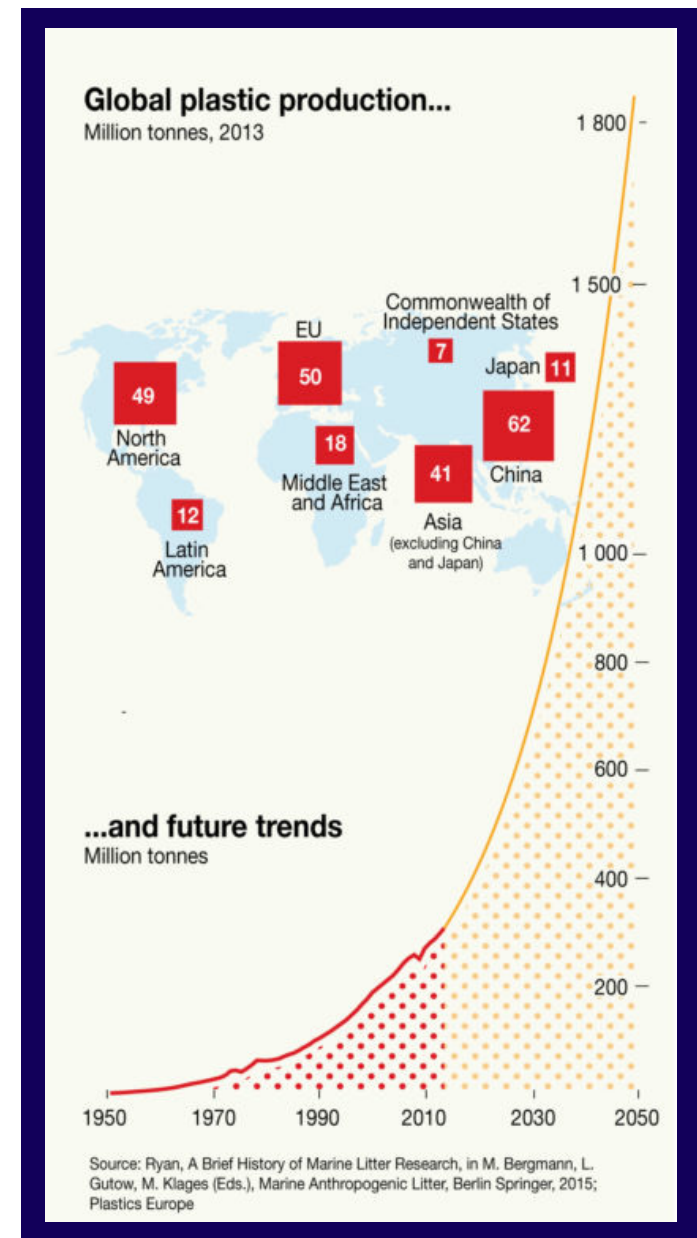
Plastic can be fantastic



Why be concerned?

What's the big deal with plastic?

- Approximately 12 million tonnes enters the ocean annually
- 50% of plastic is used for single-use products
- Every piece of plastic ever made still exists (unless burnt, contributing to CO₂)



Why be concerned?

What's the big deal with plastic?

Entanglement



Ingestion



Microplastics



Emerging risks*



*New risks may be emerging from micro-plastics and chemicals introduced into the air we breathe, the water we drink and food we eat.

Plastics and climate change

- Most plastic is made from fossil fuels
 - Non-renewable
 - Important carbon stores
- Plastics share of global oil consumption
 - 20% by 2050
 - Up from 6% in 2014
 - Move towards renewable energy sources e.g. wind, solar



UK Government and policy

What has been done?

- Ban on microbeads in rinse-off personal care products
- Ban on plastic straws, stirrers and cotton buds
- Charge on single-use plastic bags
- Upcoming ban on single-use plastic plates, cutlery, balloon sticks and expanded & extruded polystyrene food and drink containers



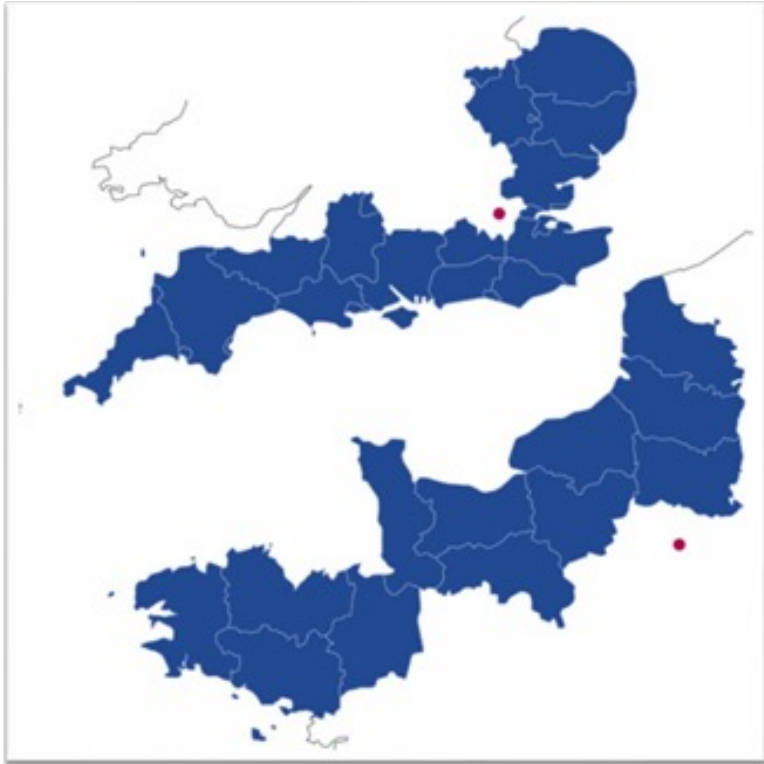
Government and policy

The future

- Plastic packaging tax
- Deposit Return Scheme
- Extended Producer Responsibility schemes
- Consistency in household and business recycling in England
- More single-use items to be banned



Project area



Catchment

Tamar

Poole Harbour

Test and Itchen

East Hampshire

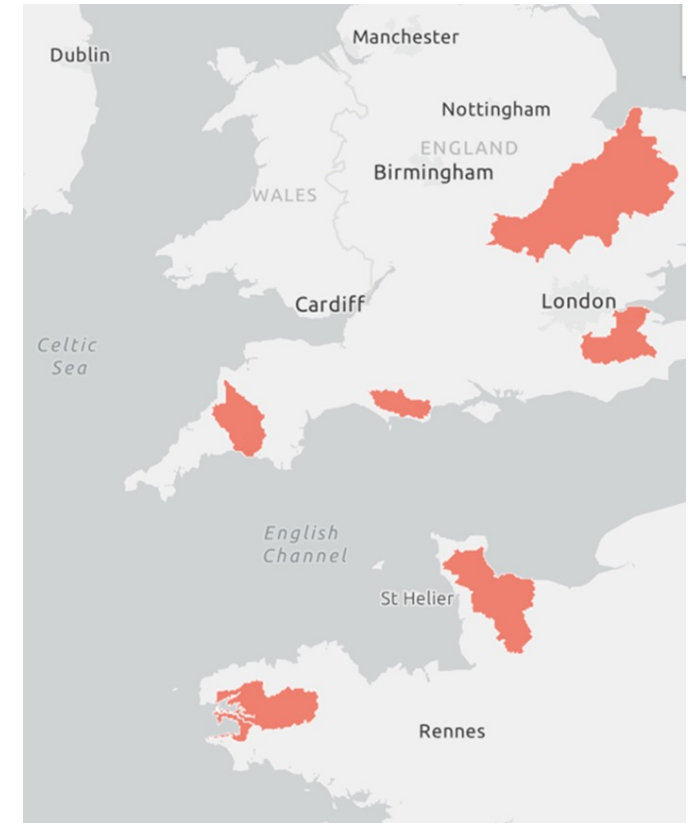
Medway

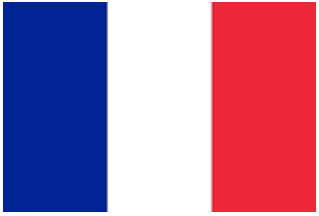
Great Ouse

Baie de
Douarnenez

Rade de Brest

Baie des Veys





Partners



European Regional Development Fund

France



Laboratoire public
Conseil, Expertise et Analyse en Bretagne



Tous engagés
pour la biodiversité



England



Department
for Environment
Food & Rural Affairs



UNIVERSITY OF
PLYMOUTH

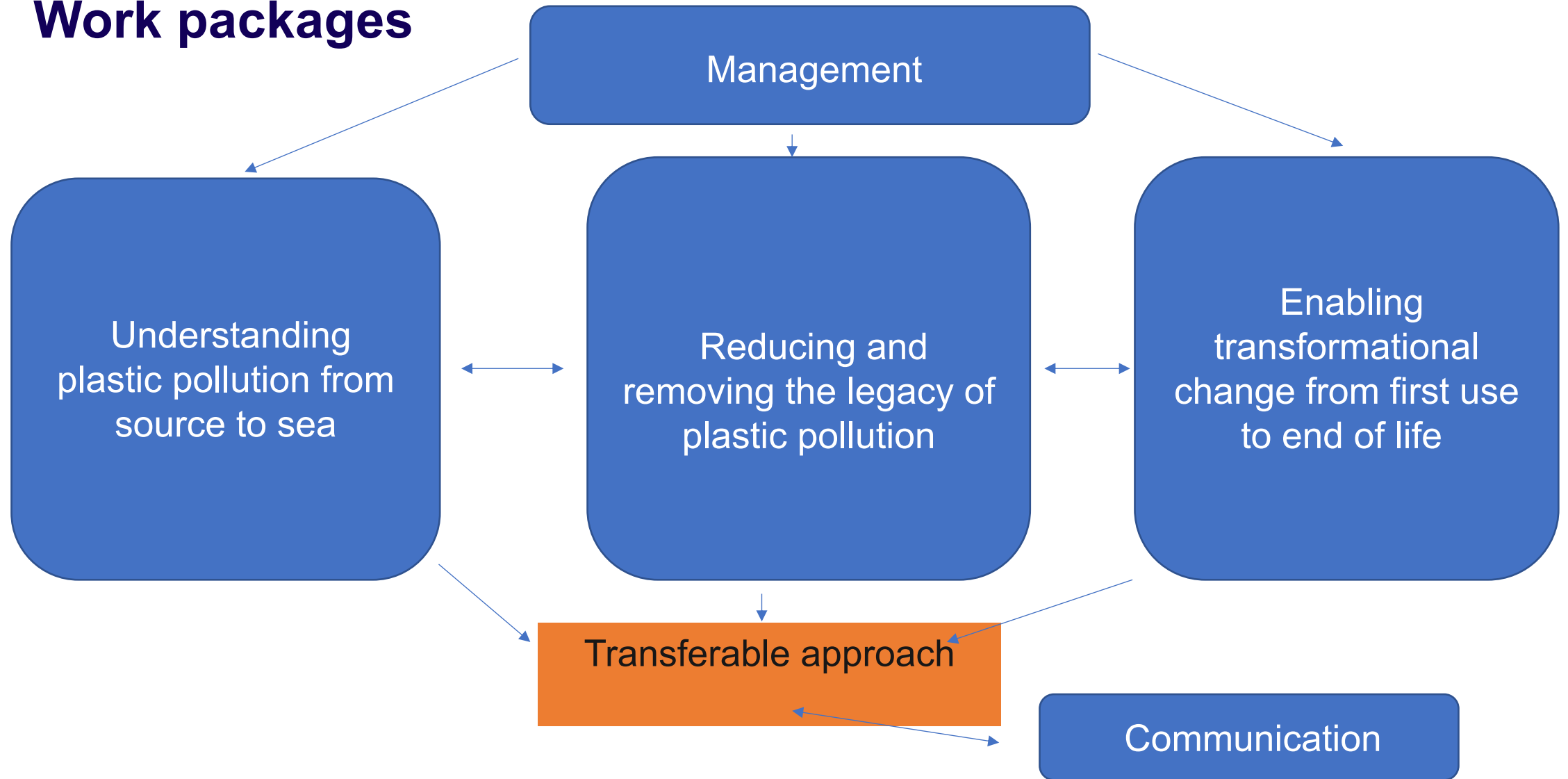


The
Rivers
Trust



Environment
Agency

Work packages



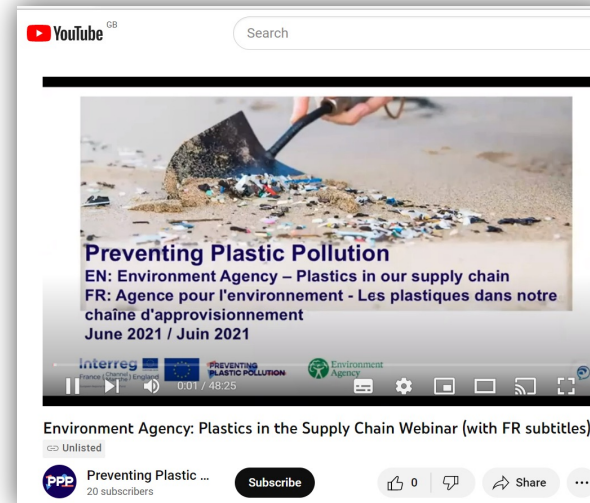
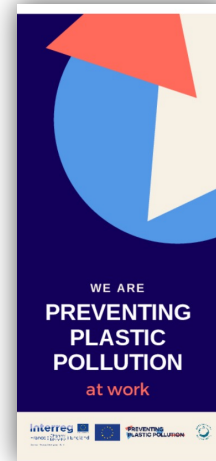
Business and retail engagement approaches

- Visits
- Webinars
- Business networks
- Training course
- Exhibitions
- Conferences
- Newsletters
- Resources
- Case studies
- Charters
- Business directory
- Activities
- Collaboration



Resources

- Waste audit tool
- Packaging guidance
- Guide on setting up a plastic champion network
- Webinar recordings
- Sector specific advice
- Posters on the 5Rs
- Case studies



Agriculture and fishing

Agriculture

- Farmer behavioural research
- Treeguard recycling
- County shows
- Agricultural events
- Waste management advice leaflet
- Training staff



Fishing

- Guidance for ports and harbour masters
- Fishing charter
- Angling shop charter sign-up



Key recommendations

- Tailored support
- Relevant expertise and professional networks
- Partnerships and collaborations
- Existing support and certification opportunities
- Resources and tools
- National and cross-border engagement
- Explain business benefits



Business and retail in figures...

215

Businesses signed up to a plastic reduction commitment

383

Businesses supported through training, events and workshops

16

Training materials produced

Tourism and leisure resources

Kicking plastic out of sport

- Leaflets and guidance for sports clubs and venues
- Social media pack for Plastic Free July
- Event protocol
- Campsite guidance

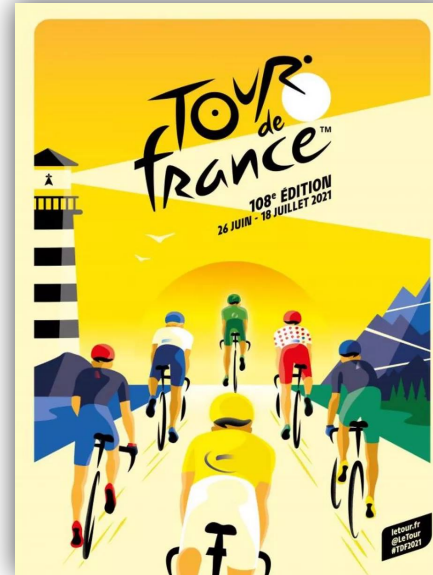


Events

Great Britain Sail Grand Prix Plymouth 2022



Tour de France Saint-Nic 2021

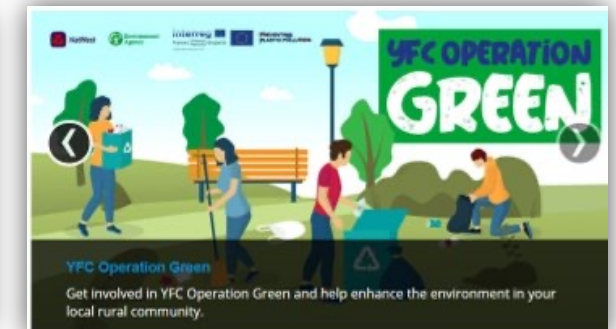
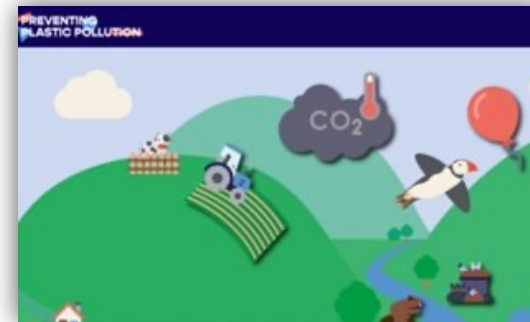
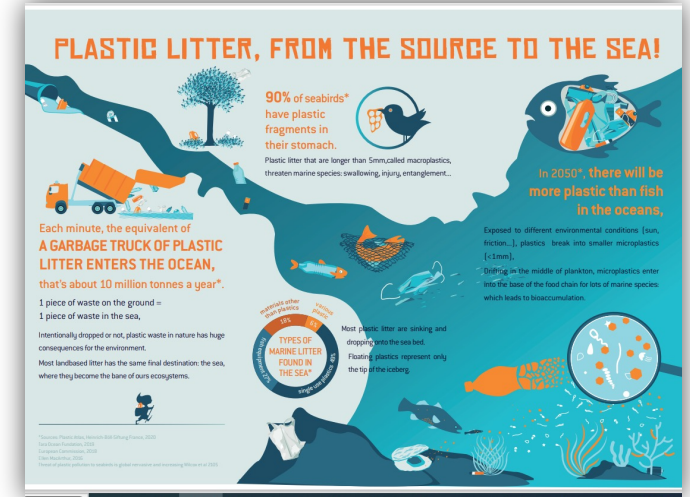


DEFRA Sports Day London 2022



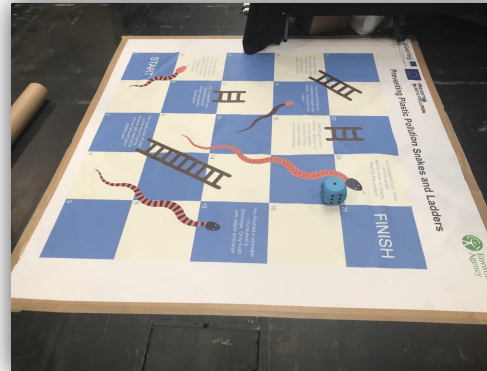
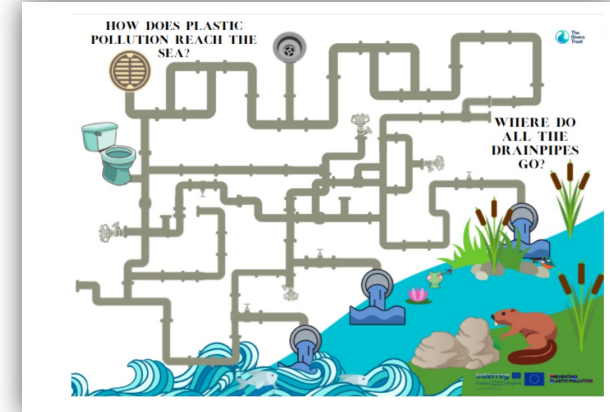
Education resources

- Resources for land-based colleges
- Module for Young Farmers Club
- Bound for Beijing snakes and ladders game
- Interactive catchment map
- Analysis of approaches used to transform schools
- Plastic at home
- Catchment model



Education resources

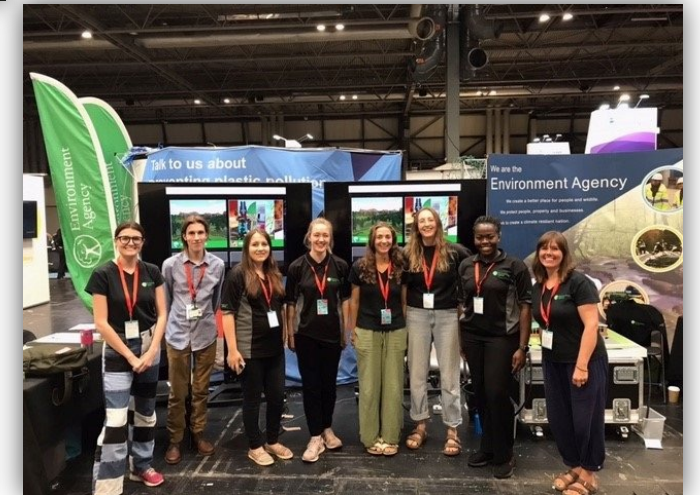
- Snakes and ladders game
- Virtual reality headsets
- Plastic free bingo
- Lesson plans
- Activity sheets
- Films
- Factsheets
- Quizzes



Education events

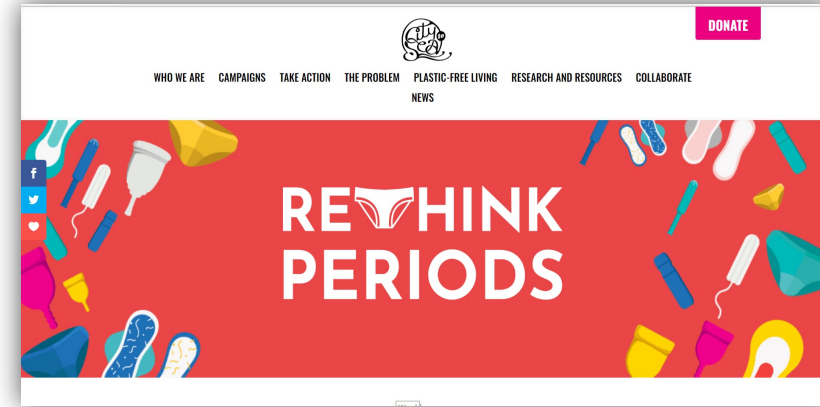
Over 470 events, including:

- Big Bang Fair
- World Ocean Day kids' conference
- Live online webinars
- Retention net activity
- Theatre production
- Young reporters in the arts, sciences and environment event



Education and schools plastic reduction commitments

- Cross-border network
- Rethink Period training for schools
- Green Edge Award



Communities resources

- Waste reduction kits
- Litter picking kits
- Guidance documents



Resources

ਬੰਦੀ ਫੋਡ ਦਿਵਸ ਬੰਦੀ ਫੋਡ ਦਿਵਸ ਦੀਆਂ ਮੁਹਾਰਾਂ

ਲੰਗਰ ਤੋਂ ਬਰਬਾਦੀ ਨੂੰ ਘਟਾਉਣ ਦੇ ਮੁੱਖ ਸੁਝਾਅ

ਟਿਕਾਉ ਰਹਿਣਾ ਅਤੇ ਵਤਾਵਰਣ ਦੀ ਮਦਦ ਕਰਨਾ ਤੁਹਾਡੀ ਸੈਚ ਨਾਲੋਂ ਕਿਤੇ ਜ਼ਿਆਦਾ ਸੁਖਾਲਾ ਹੈ। ਲੰਗਰ ਵਿੱਚ ਇੱਕ ਵਧੇਰੇ ਜਾਗਰੂਕ ਚੋਣ ਕਰੋ, ਅਤੇ ਇਹਨਾਂ ਸਧਾਰਨ ਸੁਝਾਵਾਂ ਦੀ ਪਾਲਣਾ ਕਰੋ:

- ਮਿੱਠਾਈ ਅਤੇ ਚਿਕਨ ਦੀ ਵਰਤੋਂ ਨੂੰ ਘਟਾਓ
- ਮਿੱਠਾਈ ਅਤੇ ਚਿਕਨ ਦੀ ਵਰਤੋਂ ਨੂੰ ਘਟਾਓ

POUR PROTÉGER L'EAU, NE BALANÇONS PAS NOS MÉGOTS !

Les mégots jetés par terre finissent directement dans la mer

Un mégot pollue 500 L d'eau

Un mégot pollue 500 L d'eau

What's in your plastic footprint?

Tampon applicator
May have entered the ocean when it was flushed down the toilet.

Shotgun cartridge
May have been lost into a river when somebody was shooting.

Secondary microplastic
The most common type of plastic found on our beaches. Once in the ocean plastic breaks up into smaller and smaller pieces.

Bottle cap
Could have been blown out of an overflowing bin.

Golf tee
May have fallen into a drain near a golf course.

Children's toy

PROJET EUROPEEN INTERREG « PREVENTION DE LA POLLUTION PLASTIQUE »

L'EPAB, Etablissement public de gestion et d'aménagement de la baie de Douarnenez, s'est engagé depuis janvier 2020 avec 17 autres organismes dans un projet Interreg France (Manche) Angleterre sur la prévention de la pollution plastique à l'échelle des bassins versants.

7 baies pilotes engagées pendant trois ans à :

Comprendre la pollution plastique : de la

Ramadan Mubarak

Celebrate the Islamic Festival of Eid-al-Fitr and help the environment by making sustainable choices

JE DÉPASSE MES LIMITES, PAS CELLES DE LA PLANÈTE !

Comment devenir un-e sportif/te sportive éco-responsable ?

Réduire ses déchets lors d'événements sportifs, quel impact pour la planète ?

En moyenne, un événement rassemblant 5000 personnes génère jusqu'à 2,5 tonnes de déchets, 1000 kWh d'énergie et 500 kg de papier.

Je repense mon mode de transport :

- Je privilégie les transports en commun, le co-voiturage, la marche ou le vélo

Je m'équipe éthique :

- Je privilégie la seconde main : en boutique (Recyclerie Sportive, ressourceries) ou en ligne (Vinted, Geev, Le bon coin, etc.)
- Je choisis des marques de sport éthiques fabriquées en France
- Si besoin, je répare ou fais réparer mon équipement

AVANT LA COMPÉTITION

J'anticipe mes ravitaillements :

- Je porte mon eau dans des mini-gourdes, un CamelBak, ou j'apporte mon contenant réutilisable (gobelet, gourde)
- Je ramène quelques fruits secs ou oléagineux achetés en vrac
- J'apporte des barres de céréales faites maison

Sur la ligne d'arrivée ou le podium :

- Je refuse les équipements (ex. : T-shirts) ou cadeaux promotionnels offerts par l'organisation
- Si l'organisation propose cette option, je les refuse dès l'inscription en ligne !

PENDANT LA COMPÉTITION

Je poursuis ma démarche chez moi :

- Je lave mes affaires de sport avec une lessive maison ou achetée en vrac
- J'utilise du shampoing et du déodorant solide, facile à faire soi-même

Je sensibilise mes proches à ma démarche :

- J'interpelle les organisateurs en leur suggérant des pistes de

HOW DOES PLASTIC POLLUTION REACH THE SEA?

WHERE DO ALL THE DRAINPIPS GO?

Mais pourquoi prévenir la pollution par le plastique ?

En 2050
Il pourrait y avoir plus de déchets en plastiques que de poissons dans les océans

50 %
DES DÉCHETS MARINS SONT DES OBJETS À USAGE UNIQUE

PRODUCTION MONDIALE DE PLASTIQUE EN 2019:
368 millions de tonnes

Les microplastiques

DEFINITION
Morceaux de plastique de taille inférieure à 5 mm

MICROPLASTIQUE PRIMAIRE

- Les fibres synthétiques de vêtements
- Les produits de soins
- Les microbilles

MICROPLASTIQUE SECONDAIRE

Fragmentation d'objets en plastique soumis à des pressions mécaniques, chimiques...

De la terre à la mer

Plastic Free July travel bingo

Make these changes to reduce your plastic pollution on your summer holiday. Tick the box for each action you complete and check out the next page for more information.

Try a shampoo bar to avoid a single-use plastic shampoo bottle	Pack your reusable on-the-go items	Recycle whilst you're on holiday	Take a photo of you tackling plastic pollution
Dispose of your litter responsibly, including BBQs	Choose toys that will last for years to come	Refill your reusable water bottle	Read an environmental book
Need some holiday clothes? Buy second-hand items	Do a litter pick and log litter on a citizen science platform	If bins are overflowing, take your litter home	Pledge to keep a change you have tried for 2022

DÉFI POLLUTION PLASTIQUE L'ÉCORRIGANS DE L'ÉLORN

De la terre à la mer

Christmas Plastics and Carbon Challenge

Click on a stocking each day to find out how to reduce your plastic and carbon footprint, starting Thursday 1 December 2022

You can help us calculate your impact by filling in

Interreg France | Channel | England

PREVENTING PLASTIC POLLUTION

Equipment installed

- Cigarette voting bins
- Drain plaques
- Information signs



Sculptures & artwork

Artworks exhibition:
Waste of our time
Plymouth

The Waste Whale
Plymouth



Waste salmon sculpture
Elorn



Events

Science festival Brest 2020



World Environment Day Portsmouth 2022



Plastic champions

- Volunteers from 40 different UK governments departments and agencies
- Inspire behavioural change
- Physical and virtual resources
- Litter removed from the environment
- Thousands of single-use plastic items avoided
- LABOCEA started their own network



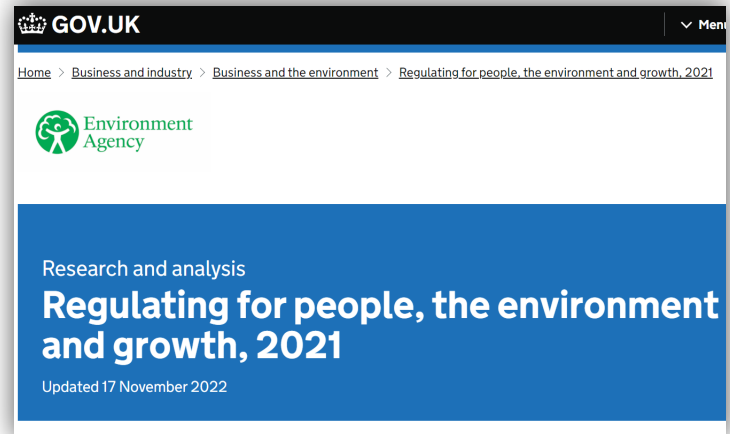
Influencing government policy

Direct engagement with government officials

- EU One Ocean Summit
- DEFRA, EA, PHE and IUCN
- Treeguard recycling

Contributions to government report

- Transformation of plastics regulation and parliamentary report
- Regulating for people, the environment and growth reports
- State of the environment report
- Environmental audit committee's report on water quality in rivers



Influencing policy

Governance

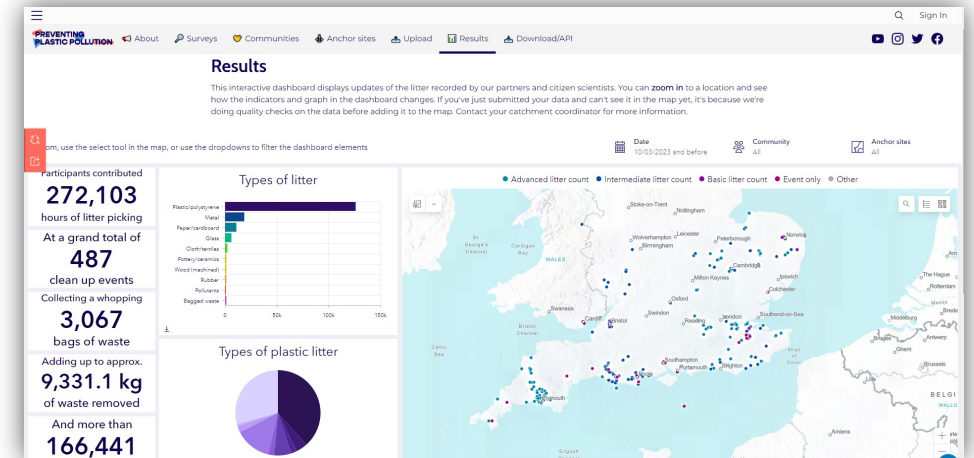
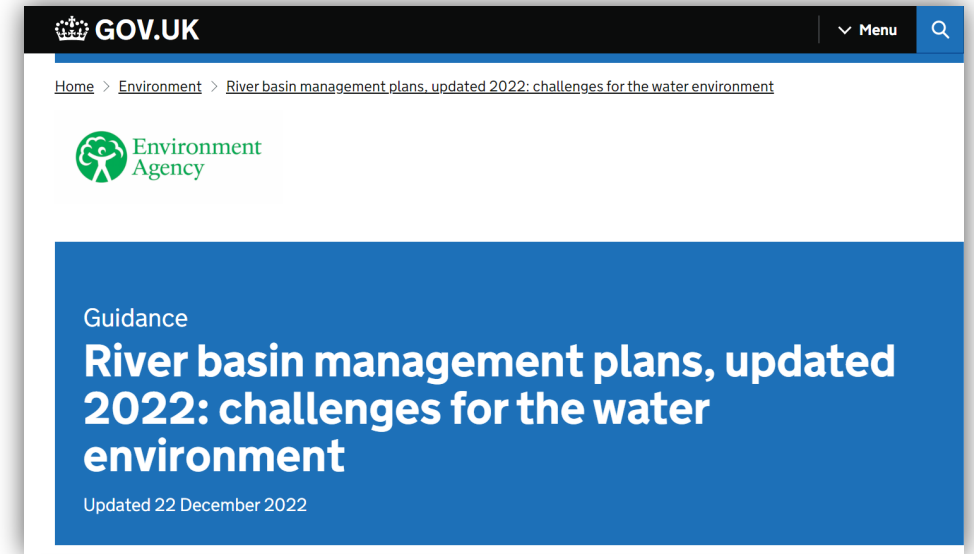
- River basin management plans
- Catchment based approach policy framework

Development of platforms to inform future policy decisions

- Citizen science hub
- Risk mapping methodology

Policy and regulation guidance documents

- Agricultural plastics



Influencing policy

Contributions to government

Consultations

- Proposals to ban commonly littered
- single-use plastic items

Influential communication channels

- State of our Rivers report 2021
- Plastic Champions Network

PPP on a global stage

- COP 26
- Olympics



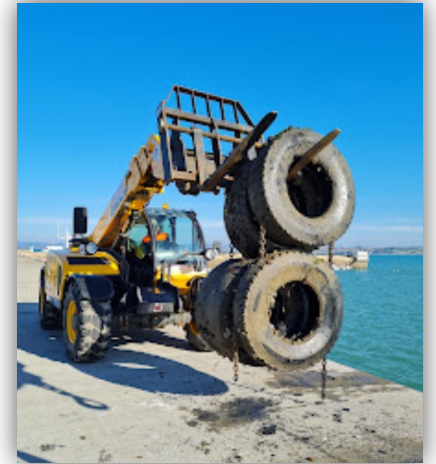
Reducing and removing the legacy of plastic pollution

- Testing of retention nets and traps
- Drain signs



Reducing and removing the legacy of plastic pollution

- Clean-up of beaches and coasts
- 94 tonnes removed
- 1,200 volunteers



Reducing and removing the legacy of plastic pollution

- 19 types of end of life facilities trialled



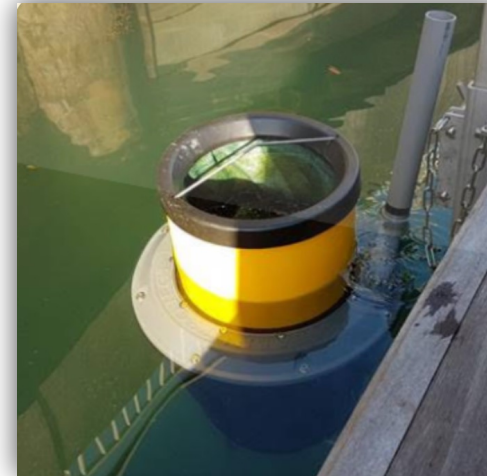
Reducing and removing the legacy of plastic pollution

Passive collectors of plastic litter

- Sea bins
- Waste sharks

Testing effective interventions to reduce the flow plastics into catchments

- Guppy bags
- Washing machine filters



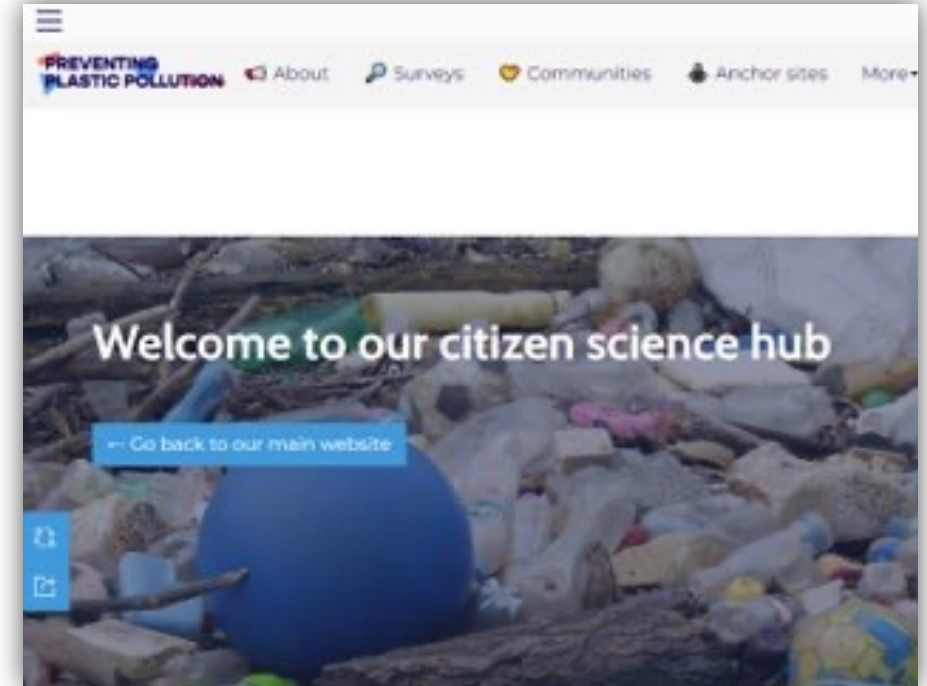
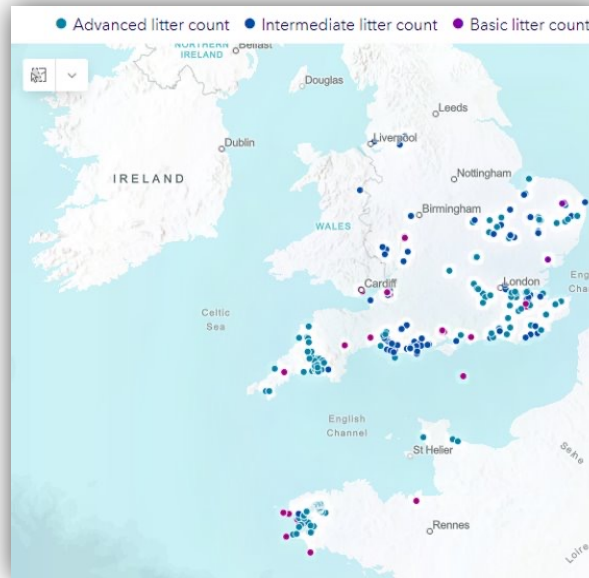
Understanding plastic pollution from source to sea 1

- Develop tools for a transferable approach to the management of plastic pollution in watersheds
- Standardise microplastics sampling and analysis



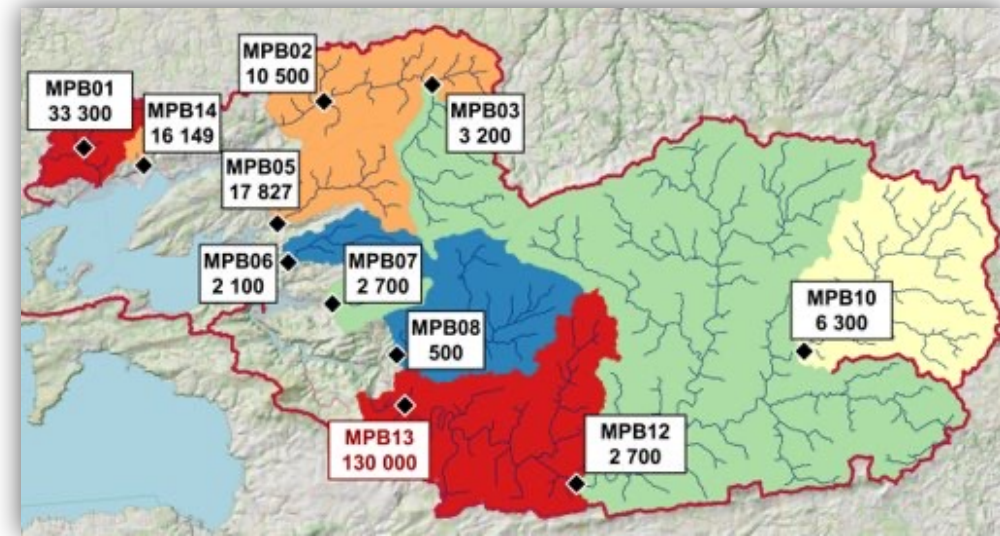
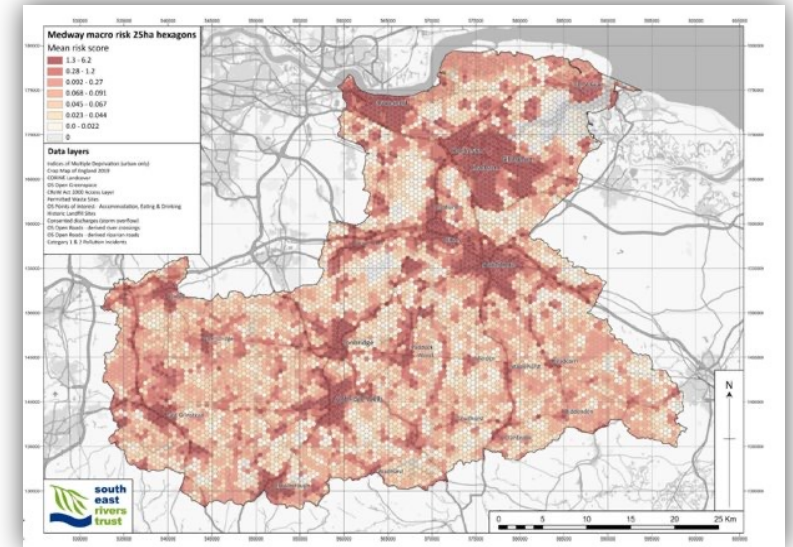
Understanding plastic pollution from source to sea 2

- Creation of databases for macroplastics and microplastics in order to be able to process data from the 7 watersheds and make comparisons of inputs



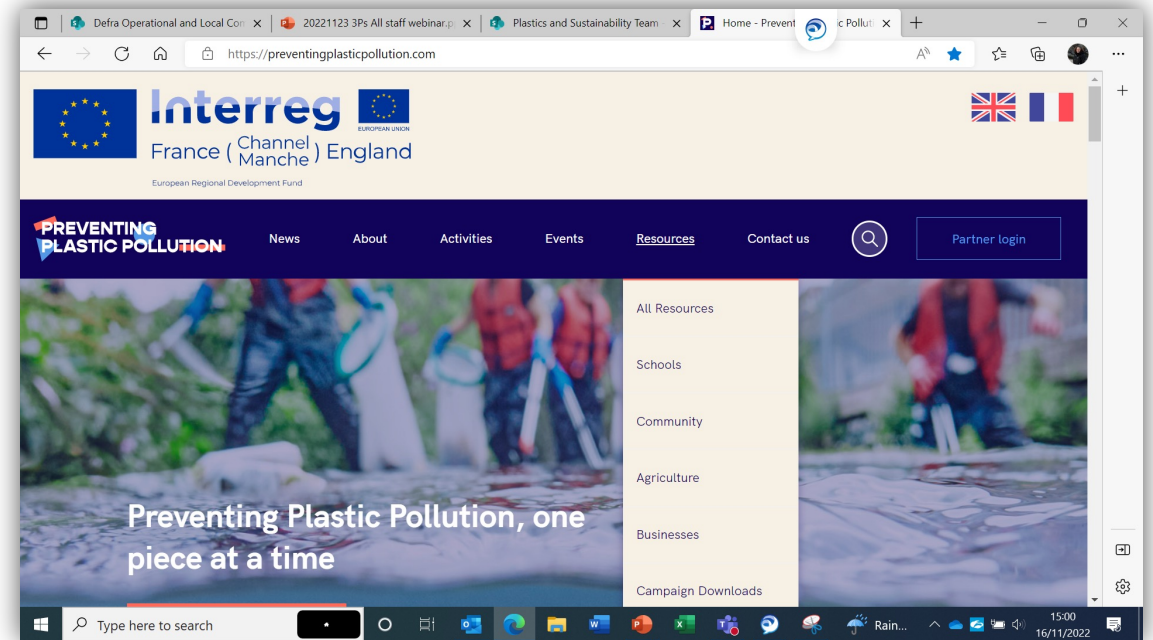
Understanding plastic pollution from source to sea 3

- Catchment models
- Marine models
- Risk model



Resources

- [Preventing Plastic Pollution website](https://preventingplasticpollution.com)
- [Preventing Plastic Pollution](#)
- Instagram and Twitter: **@plastic_eu**
- [LinkedIn: Preventing Plastic Pollution](#)



Questions

