

WASTE FREE OCEANS FOUNDATION

Concept and project description for real clean up operations in Europe as a follow up to EU Life+ LIFE10 INF/BE/000715 programme submission 1/9/10

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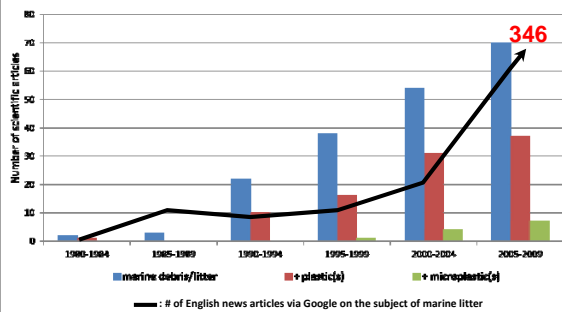
**ACT NOW AND START HELPING
TO SOLVE THE MARINE LITTER PROBLEM IN EUROPE**

Alexandre Dangis
EuPC Managing Director
November 2010

Marine Litter Challenges

- Ships, fishermen, and fishing boats losing or dumping equipment & waste at sea
- Poor waste management practices in ports and marinas and at landfill sites
- Plastic pellets lost in transit or down factory drains
- Plastic floats and is therefore visible, but litter is not only a plastics issue if we also look at the sea beds
- General public behaviour & culture regarding litter
- Potential health implications
- Global issue but EU must show leadership
- <http://www.electrolux.se/Innovation/Campaigns/Vac-from-the-sea/>
- <http://fr.euronews.net/nocomment/2010/11/23/les-cotes-croates-envahies-par-des-detritus/> (Garbage infests Croatia coast)
- http://envoye-special.france2.fr/index-fr.php?page=reportage&id_rubrique=1781

Scientific and Public attention



EuPC Initiatives & Activities 2010

Launch and initiation of WP9 campaign for plastics industry in Europe (Jan 2010)

New Research launched (Feb 2010)

- We have initiated a study with the University of Ghent into the effects of micro plastics in mussels and lugworms in France, Belgium and the Netherlands
- We welcome the EU Commission, European Parliament, NGOs, and the Scientific community in joining the Peer Review committees
- Work commenced on 1st September 2010 and should be completed in one year
- An Interim report will be presented in January 2011

MSO

Draft Position paper on Marine litter with Surfrider Foundation Europe (SFE) and other stakeholders (NGOs)

Participation in the marine litter workshop of the EU Commission; European Marine Days in Gijon (May 2010)

Participation at the GESAMP (UNEP) meeting on micro plastics in Paris (June 2010)

WFO Project under the Life+ submission in September 2010 to raise awareness

CIPAD meeting in Düsseldorf – global converters group (Nov 2010)

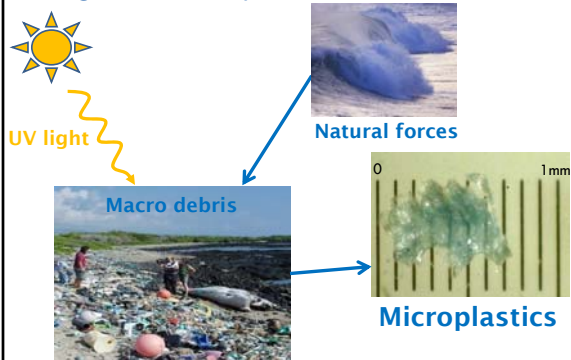
EU Marine litter workshop with EU Commissioner Potocnik (Nov 2010)
Start of EU prevention measures on Plastic Footprint and Plastic Tsunami

Concept of Waste Free Oceans

- Following the Life+ project the creation of an **Independent Foundation** supported and initiated by the plastics industry and EU authorities should be promoted
 - Under the **Patronage of EU ENV Commissioner Janez Potocnik and MEP Anna Rosbach**
- Embark on reducing the floating marine debris in EU waters which are polluting European beaches
- Use the **support of fishermen** to clean up/bring back floating marine debris
- Stop floating marine debris from reaching the seas
- Close the loop for the recovery of collected waste
- Help develop **equipment to recycle & collect** marine debris

Need for Sustainable Marine Litter Management in Europe!

From Macro to Micro Plastics...to be avoided Fragmentation of plastics in the environment



Slide 4

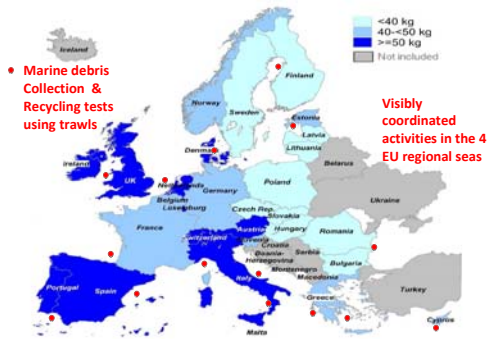
MSoftware We welcome....in joining the Peer Review committee?

OR

We welcomed the.... to the Peer Review Committee?

; 9/11/2010

Pilot tests for collection of floating marine debris in the EU 2011-2013



Bringing reality to Brussels and its politicians

- Engage in real life **testing** by doing something
- Lead & coordinate floating marine debris volumes & composition **knowledge** in the EU
- Work with **local** authorities and politicians
- Stimulate the **fishing community** in Europe to improving their environmental status
- Develop **scientific media** campaigns and promote innovation









Collection of floating Marine debris



Collection of floating marine debris



















ACTIONS & BENEFITS

- Within the next 3 years start in **15-20 EU Member States with 1 trawl per country** and get active media attention:
 - Innovative plastic products provide solutions!
- Lobby EU and National authorities
 - Use the **European Fisheries Fund** to subsidise fishermen who collect floating debris (2013 new budget of € 50 billion to be approved)
- Explore potential for a future structure & voluntary agreement to **share costs for training** and **use of trawls all over Europe**
 - 2013 to 2020 if volumes are sufficiently available after 3 years of testing
- If sufficient volumes are not available, action from the industry will have resulted in a positive outcome
- **High level visibility (incl. website presence) of an ACTIVE industry** all over the EU with strong media attention and NGO involvement
- Alternative organisations want to stop plastics outright
www.stopoceansplastics.org

FACT SHEET

European Fisheries Fund

The European Fisheries Fund (EFF) began operating in January 2007. It is one of the largest EU financial instruments for rural development, with a total budget of € 50 billion over the period 2007-2013. The EFF is managed by the Member States and the Commission. It is designed to be an important tool for the development of the fisheries sector, to improve the competitiveness of the sector and to support the sustainable management of the fisheries resources.

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Key objectives:

- Support the development of the fisheries sector
- Improve the competitiveness of the sector
- Support the sustainable management of the fisheries resources

Key actions:

- Support the development of the fisheries sector
- Improve the competitiveness of the sector
- Support the sustainable management of the fisheries resources

Key results:

- Support the development of the fisheries sector
- Improve the competitiveness of the sector
- Support the sustainable management of the fisheries resources

European Fisheries Fund

Technical assistance sub II

Technical assistance sub II is a specific measure of the EFF, which is designed to support the development of the fisheries sector. It is managed by the Member States and the Commission.

Regulatory framework

The regulatory framework for the EFF is established by the European Union. It is designed to ensure that the EFF is managed in a transparent and accountable manner.

Key results

The key results of the EFF are as follows:

- Support the development of the fisheries sector
- Improve the competitiveness of the sector
- Support the sustainable management of the fisheries resources

Foundation Organisation

- **EU Management Board**
 - EU Commission, MEPs, NGOs, ...
- **Operational Structure National (start with pilots)**
 - NPAs+ Fishermen associations+ waste industry
 - Incentives from EU Fishery Funds for waste recovery
- **Training Committee**
- **Innovations Committee**
- **Waste Recovery Committee**
- **Communications Committee**

**Start up with EWFO Pilot Project cost 2011-2013
(European Waste Free Oceans)**

- **€ 1.3 Million for pilot clean up operations in EU**
 - Media campaign in 15-20 countries with real facts on how we can help in solving part of this problem
 - **Estimated cash needed € 150.000**
 - Proposal to subsidise these trawls in year 1-3 in order to get local authorities interested in purchasing tools and use the EU Fisheries Fund for collecting debris
 - **Estimated cash needed € 550.000**
 - Pilot projects and tests to recycle/recover batches of 20 tons of plastics fractions from the marine debris into resource efficient products
 - **Estimated cash needed € 150.000**
 - **Usage of 20 trawls during 12 months € 500.000 (incl fuel+team) EFF**
 - European Project Management Costs € 75.000 (in kind)
 - Regional partners to monitor during 3 years € 300.000 (in kind)
 - Search for a « **Champion of the Waste Free Oceans** » to lend support with media attention and increase the visibility of industry led action and funding

Theoretical 10 year cost developments Answers to provide after testing phase

- Estimated EU Coastline to be protected= 40.000 km
- 1 tool serves 30 km coastline
- **Theoretical protection EU Coast= 1333 tools in 2020**
- Cost per tool € 20.000 (incl training)
- Total budget needed to equip the EU € 26.660.000
- Total fuel costs € (EU Fisheries Fund)
- Total recovery costs € (Recovery Organisations)
- **PARTNERSHIP WITH EU COMMISSION**
 - All Industries 33% €
 - EU 33% €
 - National funding 33% €

} Voluntary Agreement with EU institutions

10 year plan (€ per year from plastics industry)

Slide 26

MSoftware17 ... to lend support with media attention and increase the visibility of industry led action

; 10/11/2010

Conclusion

- Plastic products provide **innovative solutions** for man made problems .
- Project will help the reconversion of the fishing community in Europe and help save jobs and/or **create new green jobs in the EU**
- Strong **positive message to the media** for a proactive European approach by acting NOW
- Start up financials should be covered by company and association contributions
- Signature of **partnership with EU Commission** and European Parliament in WFO Foundation Charter

Possible Objectives of the WFO Foundation to be considered in 2015

- 20% reduction in floating marine litter by 2016
- 30% reduction in floating marine litter by 2018
- 40% reduction in floating marine litter by 2020
- Training Fishermen and providing them with the equipment to bring back floating marine debris
- Close the recovery loop and ensure the collected waste is treated (eg. the Packaging recovery) in Europe with the financial support of waste organisations in Europe
- Increase of green dots fees to be explored

Potential Corporate Sponsors

- Plastic Producers
- Oil companies
- Plastic Converters
- Waste collectors & recyclers
- Brand owners and retailers
- Fillers and users
- Packaging Producers
- Chemical companies
- Etc..

Next steps

- Search for € 850.000 through corporate sponsors to set up consortium and select pilot tests/regions.
- Engage the **European Fishery Fund** in pilot project (€ 500.000)
- Lobby EU Commission (ENV+MARE) + MSs (EFF)
- Partnership with Fishing For Litter Campaigns (KIMO)
- Organise pilot tests for recovery & recycling of marine debris with plastics recyclers and waste operators
- Demonstration & launch of project at **Annual Event EuPC GA 2011 on May 19 (Nice, France)**
- EU Communication plan to be developed
 - Search for partner!
- Negotiate **longterm partnership with EU Institutions**
- Convince Pro Europe members and waste industry to join in order to close the loop and develop sustainable marine waste management

Exclusive Corporate Sponsor Conditions*

- **Gold** € 75.000 (5 votes)
 - 3 year campaign with high visibility all over EU
- **Silver** € 45.000 (3 votes)
 - 3 year campaign with specific visibility in 5 countries of choice
- **Bronze** € 30.000 (1 vote)
 - 3 year campaign with specific visibility in 2 countries

Maximum 20 partners and search for funding from 1/12/10 till 30/3/2011

* payment conditions per fiscal year

Interested in joining the **EWFO** Project and becoming a partner?

Contact us by e-mail **BEFORE** 15th March 2011

EuPC

www.plasticsconverters.eu

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Reference EWPO Project

Visit www.ewfo.eu and see who already joined us!
