





















HOW LONG UNTIL IT'S GONE?

Estimated decomposition rates of common marine debris items


 GLASS BOTTLE UNDETERMINED	 TIN CAN 50 YEARS	 STYROFOAM CUP 50 YEARS
 WOOL SOCKS 1-5 YEARS	 FISHING LINE 600 YEARS	 PLY WOOD 1-3 YEARS
 ALUMINIUM CAN 200 YEARS	 WAXED CARTON 3 MONTHS	 PLASTIC BOTTLE 450 YEARS
 PLASTIC BEVERAGE HOLDER 400 YEARS	 PHOTO DEGRADABLE BEVERAGE HOLDER 6 MONTHS	 DISPOSABLE DIAPER 450 YEARS
 NEWSPAPER 6 WEEKS	 COTTON SHIRT 2-5 MONTHS	 FOAMED BUOY 50 YEARS
 APPLE CORE 2 MONTHS	 PLASTIC GROCERY BAG 10-20 YEARS	 CARDBOARD BOX 2 MONTHS
 PAPER TOWEL 3-4 YEARS	 CIGARETTE BUTT 1-5 YEARS	

IN THE MEDITERRANEAN

8 million tonnes 
of waste ends up in the ocean


BY 2050
almost every marine bird will have ingested plastic!

17000 
marine species


115 000
micro-plastic particles per square kilometre

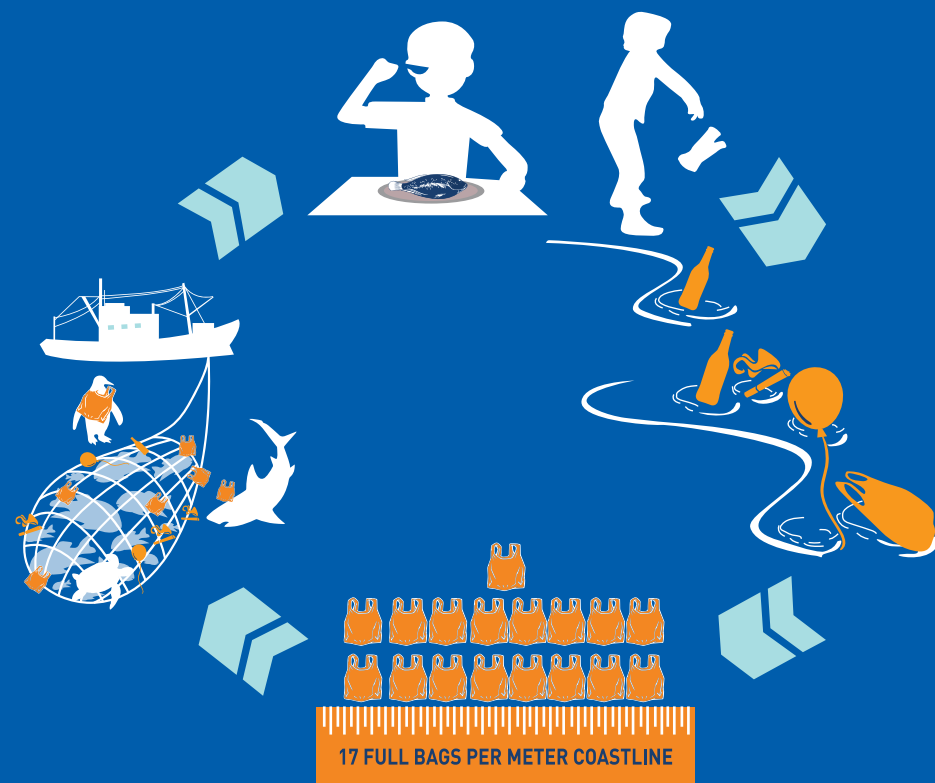
30 % 
of global marine traffic

40/km² 
of plastic macro waste in the most contaminated areas


MED FREE OF PLASTIC


**PREVENT PLASTIC
IN THE
MEDITERRANEAN SEA**

THE FISHY BUSINESS OF PLASTIC POLLUTION



HERE'S HOW YOU CAN REDUCE PLASTIC POLLUTION

- Carry reusable shopping bags with you.
 - Use a glass or metal water bottle.
 - Invest in a reusable coffee / travel mug.
- Refuse plastic straws, utensils & excessive packaging.



Recycle plastic, glass, paper and metal



Dispose of your waste in the bin, not on the street or beach



Pledge to spend a couple of minutes picking up litter when you visit the beach

BEYOND PLASTIC MED

Considering the impact of the plastic pollution on marine ecosystems and resources, as well as on the quality of waste and human health, the Prince Albert II Monaco Foundation, the Surfrider Foundation Europe, the Tara Expeditions Foundation, the Mava Foundation and IUCN decided to join forces within the 'Beyond Plastic Med' (BeMed) Task Force to mobilize and raise the awareness of civil society through specific actions.

The goal here is to create a Mediterranean network of local stakeholders (NGOs, groups, private stakeholders) committed in the fighting against plastic pollution in order to develop exemplary projects.

Thus, in January 2016, BeMed launched an invitation for micro-initiatives involving all the countries in the Mediterranean basin in order to provide financial support to local projects aiming to reduce plastic pollution on shores and in the sea.

The Cyprus Sustainable Tourism Initiative (CSTI) is one of the eleven winners of the BeMed project in the Mediterranean. The initiative 'Prevent Plastic in the Mediterranean Sea' was developed by the CSTI to support the overall aim of the BeMed to address the challenge of Mediterranean plastic free. The focus of the initiative is to disseminate best practices, regarding the management of plastic waste and implement alternative actions in order to change the social behaviour and the behaviour of the tourism industry regarding the unsustainable use of plastics.

The aims of the initiative are to:

- Inform local authorities and operators involved in the tourism industry about the regulations and procedures required to protect beaches from plastic litter
- Organize workshops to inform the hotel industry about sustainable management practices for plastic waste
- Inform and encourage tourists to reduce the use of plastics during their stay in Cyprus

The topics of the initiative are as follow:

- Raising awareness of both the public and institutions concerning the sources and consequences of plastic pollution
- Sustainable management of tourism and its relation vis-à-vis plastic
- Awareness and involvement of sea users to limit the use of plastic in their activities

The scheduled kick-off date of the initiative is in September 2017 and the completion date is in November 2018 (15 months). It will take place along the coasts of the Republic of Cyprus - Larnaca, Limassol, Paphos, Ayia Napa and Protaras.

KEEP THE MEDITERRANEAN SEA CLEAN

Fish, sea turtles, birds and many other marine animals mistake our litter as food and end up dying because they cannot digest the plastic.

Plastic pollution is considered as one of the most menacing issues influencing the Mediterranean Sea, which represents less than 1% of the global ocean area. The 10% of marine species occur in the Mediterranean

Sea with fishing and coastal tourism to be considered the main source of income for the people living in the Mediterranean region.

Did you know that the Mediterranean Sea - from the Strait of Gibraltar to Cyprus - is full of plastic? Specifically, at the surface waters of the Mediterranean Sea, there is an average of 1 plastic item per 4m², and 1000 - 3000 tons of small pieces broken off from plastic objects.

The hospitality sector of Cyprus, contributes significantly to the generation of plastic waste. The goal of the initiative 'Prevent the Plastic in the Mediterranean Sea' developed by the Cyprus Sustainable Tourism Initiative (CSTI) is to minimize the amount of plastic litter, reaching the Mediterranean Sea. The CSTI will work to achieve this by providing the hotel industry and the beach/sea users with opportunities to get involved in the prevention of plastic pollution.

ALL VISITORS TO OUR BEACHES WANT TO ENJOY AN EXPERIENCE FREE FROM LITTER AND WASTE!

Please help us to keep our beaches clean!

- Place all litter in the appropriate recycling bins. Litter, attracts birds and other wildlife to the beaches resulting in water contamination.
- Participate in local beach clean-up campaigns.
- Buy products with little or no packaging, and products made from recycled materials.
- Bring re-usable bags to the grocery store.
- Pack your lunch in containers that can be washed out, rather than plastic sandwich bags that must be thrown away.
- Avoid burning wood pallets with nails on the beach. Do not bury your fires, to avoid hot coals and nails underfoot and out of sight.
- Be a responsible boater/fisherman. Dispose of your litter and recyclables properly and follow discharge regulations in your area.
- Dispose of your waste in an environmentally safe away.
- Inform others about the BeMed project!
- One person can make a difference, but think how much greater an impact you will have if you recruit your friends to the cause!



*Based on a qualified study by the University of Georgia, USA