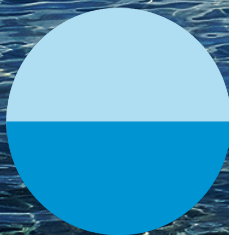


2021

Clean Blue Paros Impact Report
By



**Common
Seas**



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Executive summary

This report contains a summary of the work and impact of Common Seas' lighthouse initiative, Clean Blue Paros. It includes an introduction to the plastic problem, our approach to solving it, a timeline of our work, a description of each phase and project, and how we are preparing to take our learnings to share with coastal communities beyond Paros.

The problem: Plastic pollution is already at critical levels, but it's on track to get much worse. Despite widespread consensus on the need for upstream and downstream solutions to tackle the plastic crisis, there has been little global progress implementing a system change approach.

Our approach: Clean Blue Alliance exists to validate this system change approach to tackling plastic pollution, providing 'living system' laboratories to test and demonstrate solutions. Following a three-phase methodology – Investigate, Intervene and Influence – Clean Blue projects analyse the problem, form stakeholder partnerships, devise and implement interventions, and then take them to scale.

Each Clean Blue project location was chosen because it had a big, complex plastic problem, and because it presented an opportunity to demonstrate significant impact. For example, size and complexity: Greece leaks 1.1kg of plastic waste per person into the sea every year, compared to an EU average of 0.03kg. The island of Paros relies on tourism yet sees a 5000% increase in plastic waste during high season. And opportunity: the Paros municipality was eager to act on recommendations from our research.

Timeline: Common Seas first set foot on Paros in 2018. Common Seas and the Municipality of Paros agreed to work together in March 2019 – just 12 months before COVID hit. Following a staggered start, all three phases of the Clean Blue methodology are now up and running.

Phases and projects: There are three projects in the Investigate phase, seven in the Intervene phase and four in the Influence phase. We present these in order, summarising their journey from conception to August 2021 (we include more recent impact data where available), and describing how the projects are now scaling beyond Paros – across Greece and around the world.

18 PROJECTS
DESIGNED
AND
DEMONSTRATED

345'342 PEOPLE
REACHED

341 VOLUNTEERS
TRAINED

125 PARTNERS
COLLABORATED



CEO's welcome

Welcome to the impact report for Clean Blue Paros.

As Pew's landmark report Breaking the Plastic Wave showed, we can cut annual flows of plastic by 80% by applying solutions that already exist. Despite this, plastic production and pollution are at record levels and rising. What's going on?

Through my two decades of tackling plastic, I have seen first-hand the gulf between the conception of solutions and their real-life application. Clean Blue Alliance bridges this gap. It's a practical methodology to help the world's most precious places break free from plastic pollution, while inspiring and equipping other coastal communities to follow in their wake.

We run Clean Blue Alliance projects in three countries: Greece, Indonesia, and the Maldives, each chosen for the complexity of their plastic challenge and their appetite for change.

Clean Blue Paros is our lighthouse project. In the three years since we first stepped foot on the island, I feel hugely proud of what our team has accomplished. Zana, our Project Lead, joined full time in 2019 and the team is now equivalent to 3.5 full time employees. As you read this report, I hope you share my respect for what they have delivered – especially considering the disruption caused by COVID.

Clean Blue Paros' incubation of concepts, campaigns and pilot programs has laid the groundwork for Clean Blue Alliance to scale globally. We're rolling out our business engagement and tap water campaigns in the Maldives. We're developing a plastic reporting tool for the global hospitality sector. And we're about to launch the Clean Blue Promise – an invitation to other islands to become 'Clean Blue' and access whatever tools and guidance they need to tackle plastic on their shores.

Paros has aptly demonstrated how Greece could become a leader in the fulfilment of EU targets and a pioneer in tackling the plastic crisis. As we enter the final decade for action on environmental and climate health, it is places like Paros that must become the beacons of hope for the better world we know is possible.



"We are proud of our ongoing collaboration with Common Seas, WATT and other partners. To see the impact this partnership is already having on how our beautiful island tackles plastic is inspiring and very exciting."

- Mr. Markos Koveos,
Mayor of Paros

Partners

To shift from a linear to a circular economy requires communication and collaboration from key decision-makers at every stage of the value chain. Only with their buy in and support can we implement solutions and scale them beyond Paros.

We are proud of our partnerships: when we started Clean Blue Paros, no other organisation was bridging silos to bring together such a diverse range of stakeholders. Three years in, and all our founding and project partners are still actively involved and contributing to Clean Blue Paros.

Founding partners



WATT



Supporting partners



UNIVERSITY OF THE AEGEAN



VASILIOPOULOS



HELLENIC REPUBLIC
MINISTRY OF EDUCATION
AND RELIGIOUS AFFAIRS



ZEUS-AIGONE
HELLAS

"Without action, the annual flow of plastic into the ocean will nearly triple by 2040, to 29 million metric tons per year, equivalent to 50kg of plastic per metre of coastline worldwide."

Pew, Breaking the Plastic Wave

The plastic problem

Plastic is already causing untold damage to our world, but the impact of this projected growth will be devastating – for our health, environment, economy and climate. In a business-as-usual scenario, the production of plastic will account for nearly a fifth of our 'allowable' carbon emissions if we want to stay beneath 1.5C of warming.

Greece is particularly vulnerable to plastic pollution. The Mediterranean is a semi-enclosed basin with almost half a billion inhabitants, attracting over 340 million tourists annually. Densely populated coastal cities, tourism and inefficient waste management systems are driving plastic pollution up and up. Greece leaks 1.1kg of plastic waste per person

into the sea every year, compared to an EU average of 0.03kg. 95% of total floating litter is plastic, and more than 50% of seabed litter are plastics.

Greece's economy loses €26M annually because of this addiction to plastic. What's more, while tourism contributes 1 in 4 euros to the country's GDP, it is also responsible for an annual surge in single-use plastic waste. On Paros, the tourist season brings a 5000% increase in waste.

How do we solve the plastic problem?

The EU Directive on SUP has paved the way for Greece to reduce its plastic consumption and invest in circular solutions. The Ministry of Tourism set recent targets to reduce plastic waste by 50% by 2030.

However, despite this legal framework for limiting plastic pollution, implementation is poor because of a lack of transparency, training and information.

So what's the answer? As Pew's report puts it: "There is no single solution to end ocean plastic pollution. Upstream and downstream solutions should be deployed together."

Clean Blue Alliance provides the framework for this kind of systemic change. As a lighthouse project, Clean Blue Paros is applying this methodology to break free from single-use plastics, while inspiring and supporting other island communities, in Greece and around the world, to chart a course to healthy seas.

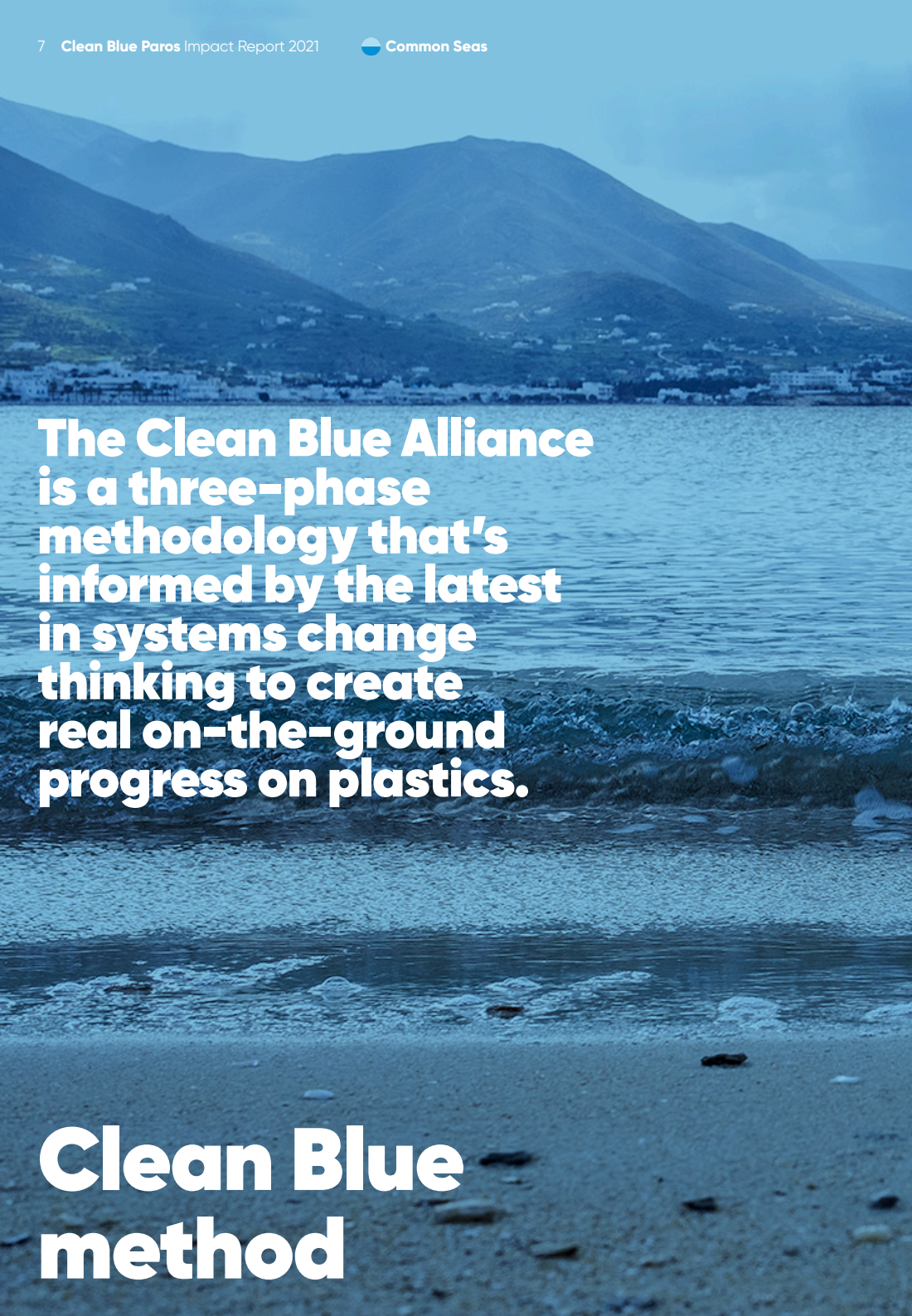
Vision for Paros

We want Paros to have clean beaches and abundant waters, protected and respected as they should be.

We want every resident and visitor to understand their role in reducing plastic waste, and to feel proud to be part of something so pioneering.

We want Paros to keep testing and demonstrating innovative solutions.

And we want Paros to be recognised as a world leader in circular economy solutions, continuing to inspire and guide other coastal communities towards better.



The Clean Blue Alliance is a three-phase methodology that's informed by the latest in systems change thinking to create real on-the-ground progress on plastics.

**Clean Blue
method**

INVESTIGATE: Identify waste streams and leakage

To solve a problem, we must first understand it. The Investigate phase is about building a complete picture of Paros' plastic ecosystem so that we can identify the best levers for change and create the right foundations to monitor progress, measure impact and reinforce action.

For example, we conducted marine, social, and waste audits to explore how residents and tourists on Paros perceive plastic, how it currently 'flows' around the island, and to identify which items are found where.

INTERVENE: Invest in, incubate, and accelerate solutions

Real solutions to plastic pollution don't exist in isolation. By partnering with the municipality, local businesses, waste and recycling organisations, community groups, and other stakeholders, we have delivered creative, joined-up interventions that remove problem plastics from the economy and prevent plastic from becoming waste.

For example, off the back of insights from the Investigate phase, we are building a community of Clean Blue Businesses (see page 15) that are committed to phasing out key single-use plastics. The technical advice we gave to local waste management organisations has also allowed for a dramatic optimisation of existing services (see page 21).

INFLUENCE: Replicate and scale

A successful solution is one that can be replicated. We have identified several exciting opportunities to scale our solutions across Greece and coastal communities globally:

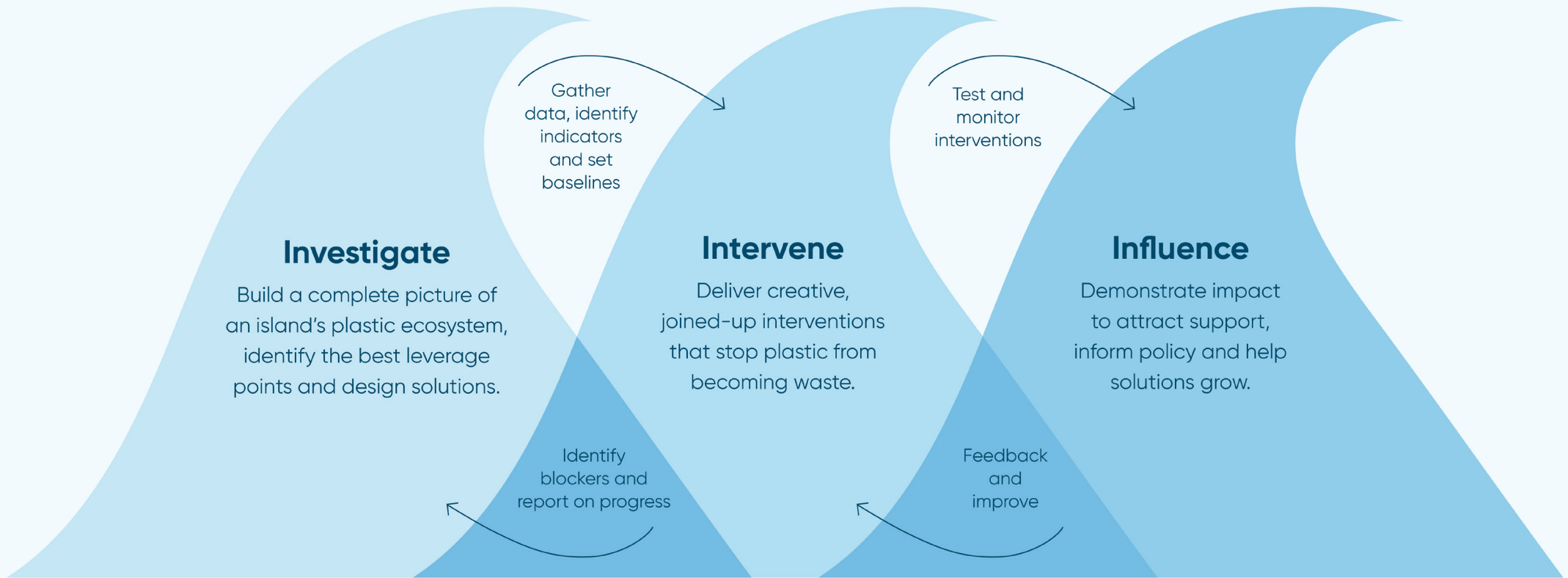
- Our investigations told us hospitality businesses leak a high proportion of the island's SUP waste. In light of the Ministry of Tourism's recent target to reduce SUP waste by 50% by 2030, the plastic reporting tool piloted on Paros will help the hospitality sector nationally to act (see page 26).

- Having learned cigarette butt litter is Paros' most prolific polluting item, we successfully implemented GOPA, a gamified ashtray intervention. Legislation will soon make tobacco firms responsible for cigarette waste, and we can scale GOPA by targeting these companies (see page 18).

- Knowing the potential of young people to drive change, but seeing they were not provided the knowledge and experience to address plastic pollution, we piloted our education resources on Paros and in several international schools. We've now introduced our full education programme - Ocean Plastics Academy - to the Education Ministry to scale across Greece (see page 16).

- Our investigation revealed almost no one on Paros trusted the tap water was safe to drink - even though it was. We successfully rebranded the water refill systems on Paros to increase their use. We're now supporting TEMAK (the machine manufacturer) to roll this branding out to the 17 islands they serve (see page 17).

- The Clean Blue Promise consolidates all the incredible work from Clean Blue Paros, bringing together our tools, resources and case studies to support coastal communities to respond to the EU Single Use Directive and break free from plastic waste.



Clean Blue method

Key features:

- In built feedback loops to ensure ongoing evolution and improvement, including the development of practical and scalable tools and processes.
- Highly adaptable for any coastal community – which is why it's currently working in Greece, the Maldives and Indonesia.
- Designed to prioritise action over theorising, preferring a 'learn by doing' approach rather than endless deliberation and expensive consultation.

- Project Scaling
- Education

- Clean Blue Businesses
- Marine Audits & GOPA

- Waste Management
- Tap Water

Paros Municipality, CS, WATT signed MoU to commit to Clean Blue Paros



Water filters installed in all Paros schools

Ocean Plastics Academy pilots in Greece



3000 bottles gifted to all students & teachers



Clean Blue Schools educational activities reach **6,750** inhabitants

Suite of tools and process developed to support other island communities to become Clean Blue

Clean Blue Coastal Communities: Promise launched

Support from Greek Prime Minister's Office to scale Clean Blue Greece

20 Clean Blue Communities promise to take action to reduce plastic pollution guided by CS tools

Ocean Plastics Academy Greece launched with Ministry of Education

70% of people surveyed expect businesses to tackle plastic pollution

100 Clean Blue Businesses committed to reducing plastic

Clean Blue Paros presents work to Minister of Tourism

Common Seas plastic reporting tool for hospitality sector in Beta

300 businesses using CBH reporting tool and guides to reduce SUP

2019

2020

Covid Lockdown

2021

2022

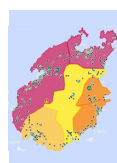
2023

4,000sqm of coast audited

16% of items in the landfill are recyclables



15 beach-side businesses pilot separate collection of SUP bottles & cups, achieving **65%** purity



Mapped distribution of all **1,292** bins

Beach Godparents initiative launched

HERRCO scale separate collection of SUP bottles & cups - reach **95%** purity

326 bins rebranded along pilot collection route; **19.5 tons** less waste in landfill each month



17 voting ashtrays installed for cigarette butt disposal



55,000sqm of coast audited; **18,500** pieces of marine litter analysed

45,000 cigarette butts prevented from entering environment

33% of people surveyed think tap water is not safe to drink

Handbook on how to deliver marine audits

Recycling bins redistributed and comms campaign to promote use

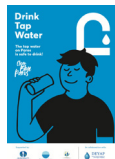
GOPA project replicated on other Greek islands

Rebranding recycling collection trucks

2nd Landfill Audit to evaluate interventions (subject to WATT & Municipality funding)

DEYAP and TEMAK take #DrinkTapWater to other islands

100% of people surveyed think tap water is not potable



#DrinkTapWater campaign launched

6 research projects conducted

185 volunteers trained

3,322 people reached

4 research partners

7 interventions informed by findings

In this section:

Marine litter audits

Social audits

Waste audits



INVESTIGATE

Identify waste streams and leakage

Project: Marine litter audits

What: We conducted beach litter audits to understand the plastics entering Paros' marine environment. The audit determined: volume and type of plastics, as well as seasonal variation, sources and littering hotspots. We also trained citizens in running these audits independently.

Activities:

- Partnered with Marine Sciences Department, University of Aegean.
- Trained **155** people to conduct marine audits, building capacity for the longterm.
- Conducted **55** audits: **4** per year at **4** sites (plus a few extra), covering **55,000SQM** of coastline.
- **18,500** pieces of marine litter collected, sorted, and recorded.
- Engaged **1,550** people (**12%** of islands population).
- Used research findings to inform **7** interventions.
- **8** 'Beach Godparents' - volunteers trained to lead citizen scientists for audits.

"The team has trained over 150 volunteers to apply their methodology and transfer that knowledge to others. The "Beach Godparent" concept is brilliant, giving responsibility to islanders. This citizen science approach has delivered impressive impact and created a ripple effect."

- **Dimitra Marmara**,
PhD in Marine Sciences,
University of Aegean, Mytiline,
Lesvos



Findings

Plastic makes up 75% of marine litter, most of which is single-use plastic items

During high season, marine litter on the coasts of Paros increases eight-fold

Cigarette butts are the most prolific polluting item (20%)

Teaching people how to run a beach audit inspires further volunteering

Insight

Clean Blue Paros should focus on single-use plastics

Tourism is a major source of pollution

Current disposal methods are not working

We can increase long-term capacity and engagement

Interventions

Clean Blue Businesses (p.15)

Ocean Plastics Academy (p.16)

Drink Tap Water (p.17)

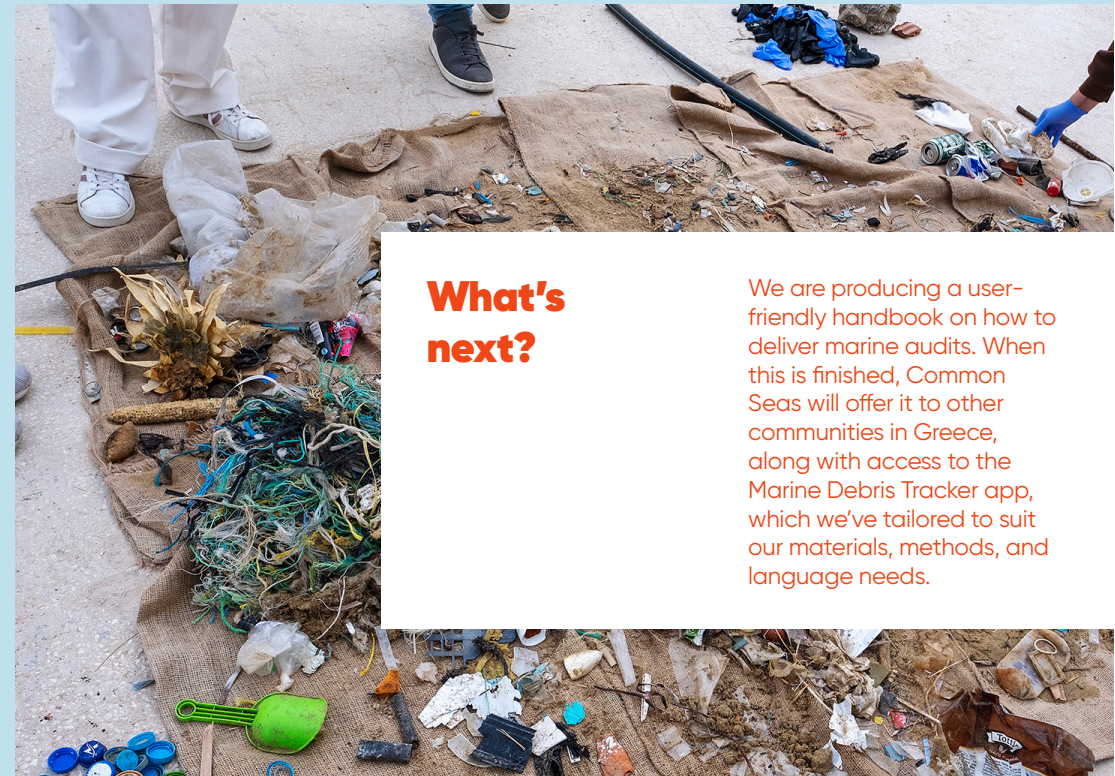
Community dishes (p.19)

Tote bag workshops (p.20)

Improve waste management (p.21)

GOPA project (p.18)

Citizen science approach to marine litter audits - 'Beach Godparents' initiative



What's next?

We are producing a user-friendly handbook on how to deliver marine audits. When this is finished, Common Seas will offer it to other communities in Greece, along with access to the Marine Debris Tracker app, which we've tailored to suit our materials, methods, and language needs.

Project: Social audits

What: We conducted surveys to learn how people use and dispose of plastics, what change they want to see, and what inspires them to act. We also conducted 11 focus groups to more deeply interrogate specific issues that had been identified. Again, all these findings fed into our intervention strategy.

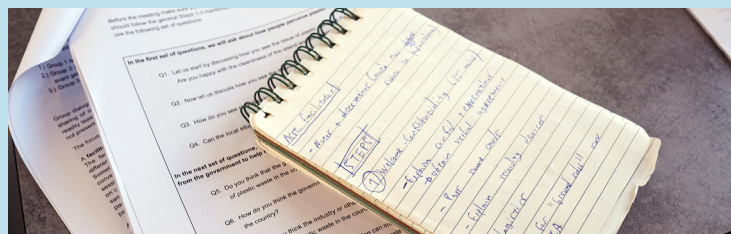
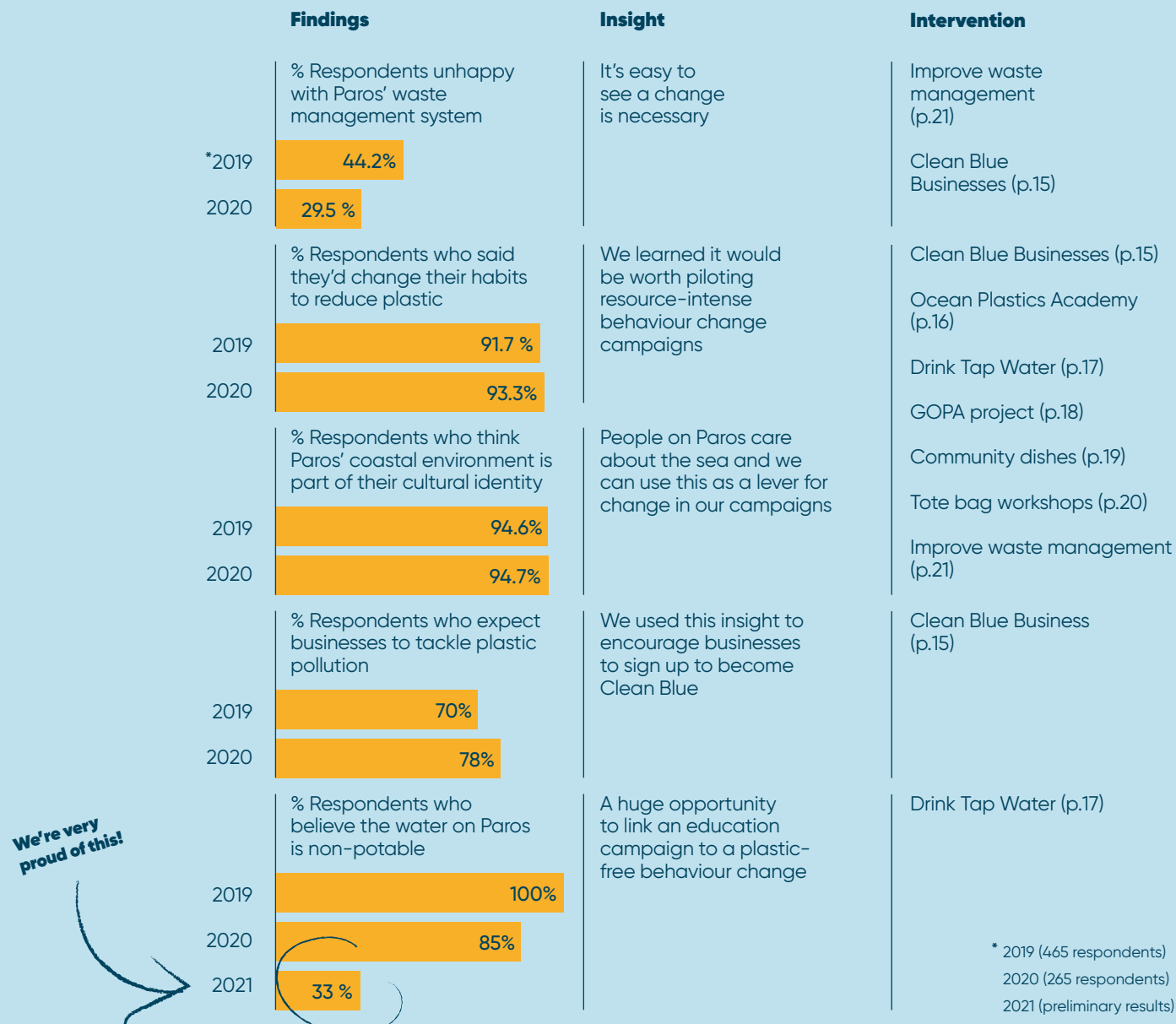
Activities:

- **1,130+** residents and visitors completed social surveys.
- **11** focus groups with **42** residents validated the findings from the survey and explored issues in more depth.



"The social audits have helped us understand the drivers and barriers to behaviour change on Paros. The data gathered through this process has informed the team's choice to focus on business engagement, education, cigarette butts, water potability and redesigning waste management."

– **Dr. Spyros Bofylatos**, Adjunct Lecturer, Department of Product and Systems Design Engineering, University of The Aegean



What's next?

We are developing the social audit handbook to share with islands committed to taking the Clean Blue Promise.

Project: Waste audits

What: We combined three studies to quantify Paros' plastic waste, identify the most impactful plastic items to target, and map waste infrastructure to understand material flows.

Activities:

- Conducted Waste Composition Analysis on trucks headed for the landfill to:
 - Quantify the volume of recyclable material that ends up in the landfill
 - Set a benchmark so we can measure reduction over time
- Mapped the waste collection system on Paros – **one of only 20 municipalities globally** to report this level of data.

This involved:

- Marking the location of **1,292** bins in Google Maps
 - Analysing current collection routes
 - Piloting an optimised collection route in Paroikia
- Designed a household audit that was piloted with eight families, providing detailed information on the quantity and types of plastic waste produced in a week. This will be rolled out across the island by the end of 2021.

"Thanks to the work Clean Blue Paros did to map all bins on the island, we are able to plan & optimise collection routes. I am optimistic for the future of this collaboration, that will establish Paros as a pioneer not only in Greece, but also the EU and globally."

– **Ioannis Ragoussis, Paros Municipality, Director of Planning for Urban Development, Building Authorities, and the Environment**

Findings

Recyclable waste made up 16% of total landfill waste

Organic waste made up an average of 25% of total landfill waste

Uneven distribution of grey and recycling bins

Challenging access to recycling

Overflowing bins and more than 80 illegal dump sites

Landfill is full

Insight

The current system was allowing a lot of unnecessary waste into landfill

Recycling bins are not positioned on the roadside with safe access



Responding Intervention

Improve waste management (p.21)



Families	Categories	How to deal with them
Compostable	Biowaste	Paros Agricultural Cooperative
	Food waste	1. Home compost 2. Green or Metal bin**
Recyclables	Non-petrol organic waste	
	Metal packaging	
	Plastic packaging	Blue bin
	Paper packaging	
	Tetrapack	
Construction waste	Glass packaging	Glass bins
	Clothes & fabrics	Recycling containers
	Bricks	
Other recyclables	Construction material	Unsorted disposal spaces: 1. Waste Recycling 2. Landfill (2018 & 2019) (2019) (2019) 3. Storage Containers 4. 2019-2019, 2019-2019
	Metals etc.	
	Cooking oils	ECORANGE: organic products 2019-2019, 2019-2019, 2019-2019
Fishing gear	Engine oils	All Gas stations
	Pharmaceutical waste	All Pharmacies
	Batteries	All Electronics stores
	Light bulbs	
	Electrical and electronic devices	Warehouse of Paros Municipality: 22842 24039
Other waste	Mattresses	
	Car batteries	All Car workshops
Fishing gear	Fishing gear	Argosin Fisheries marine waste collection station, part of of Paros and Naxos Municipality (in the port of Agi)
	Non-compostable organic waste (Bones, cooked meat, etc.)	
Other waste	Skipped packaging, sanitary waste, diapers etc.	Green or Metal bin**

What's next?

Common Seas is developing a waste audit handbook to share with islands that are committed to taking the Clean Blue Promise.



12 projects implemented
342,020 people reached
48 products delivered
156 people trained to intervene
121 project partners
11 projects planned for scaling
146 media features

In this section:

Clean Blue Businesses
Ocean Plastics Academy
Drink Tap Water
GOPA
Community dishes
Tote bag workshops
Improve waste management

INTERVENE

Invest in, incubate and accelerate solutions

Project: Clean Blue Businesses

What: A 100+ network of hospitality businesses on Paros that are committed to radically reducing their use of single-use plastics.

Why: We know that tourism is key to the Greek economy but brings a surge in single-use plastic waste. Our audits showed that 75% of beach litter on Paros is plastic and the landfill is full; meanwhile, people expect businesses to lead the change. We also learned that the hospitality sector was unaware of the new EU SUP targets that came into effect in July 2021, despite being directly affected by them.

Activities:

- Developed and prototyped a [plastic reporting tool](#).
- **110 businesses** became 'Clean Blue' and committed to reducing plastic use.
- **70** business completed our plastic audit.
- Consultancy and portfolio of Plastic Solutions Coaching materials delivered to respond to the business' needs, including:
 - Plastic foot printing tool, report, and pledge
 - Single-use plastic reduction and waste management guidelines
 - Single-use plastics [EU Directive explainer](#) for Hospitality Sector
 - [COVID-19 & Reusables guidelines](#).



BUSINESSES HAVE SIGNED THE CLEAN BLUE PLEDGE, COMMITTING TO REDUCE THEIR PLASTIC FOOTPRINT AND:

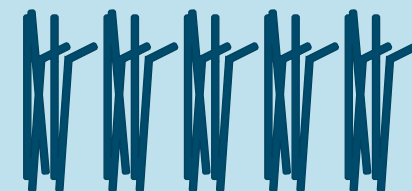
- Stop using plastic and biodegradable straws
- Stop using plastic bags
- Offer tap water first, informing customers it's safe to drink
- Reduce plastic water bottles by at least 10%
- Reduce plastic cups by at least 5%
- Reduce takeaway containers by at least 5%

200'000

SINGLE-USE SMALL PLASTIC WATER BOTTLES AVOIDED FROM **ONE** CAFÉ ALONE, EACH YEAR

120'000

STRAWS PREVENTED ANNUALLY



"Common Seas informed us of incoming legislation for plastic reduction and management. The plastic reporting tool was enlightening, and the offered solutions made all the difference! This has inspired us to implement our own sustainability plan."

- **Dimitris Alexakis**, Paros Area General Manager, Kanava Hotels, Paros & Santorini Parilio, a member of Design Hotels, Paros



What's next?

Common Seas is developing our plastic reporting tool and Plastic Solutions Coaching materials to share with hospitality operators across Greece and then in Maldives.

Project: Ocean Plastics Academy

What: A suite of curriculum-aligned resources plus practical activities to equip young people with the knowledge, skills and confidence to lead a plastic waste revolution in their school and beyond.

Why: Young people are powerful agents of change but are not provided the knowledge and experience to address plastic pollution.

Activities:

- Piloted Clean Blue Schools on Paros, supporting school children to learn and act against plastic pollution.
- Installed water filters in all **13** schools and gifted **3,000** reusable bottles to students and teachers.
- Produced and disseminated **500** copies of educational resource [Paros: An Island Without Plastic](#) in collaboration with WWF, to include plastic audit of school.
- Delivered train the trainers workshop.
- Produced Greece Without Plastic material and submitted to the Ministry of Education to be adopted into national curriculum.
- After success of Clean Blue Schools pilot, started to scale through Ocean Plastics Academy – our core education programme.
- Produced **14** [teacher resource packs](#), contextualised for the Greek education system.
- Piloted these in three international schools and submitted them to the Ministry of Education for review.



EDUCATORS TRAINED

46%

**OF THE POPULATION REACHED
WITH EDUCATIONAL CONTENT:
2,500 STUDENTS, PLUS A FURTHER
3,750 FAMILY MEMBERS**

1'560'000

**SINGLE-USE
PLASTIC BOTTLES
AVOIDED**

14

**TEACHER
RESOURCES
PRODUCED**

240

**SCHOOLS
PILOTING OPA
RESOURCES**

94

**MEDIA
ARTICLES
FEATURED
PROJECT**

"It is my personal belief that the programmes that Common Seas offer should be implemented in every single school on the planet, no matter their location, as the problem of ocean plastics affects us all. We will be using this programme as the cornerstone of our environmental education. I can think of no better organization to support the work of schools around the globe."

- **Matthew Williams**, Headteacher Byron College, Athens



What's next?

The Ministry of Education's (MoE) 21st Century skills platform is hosting Ocean Plastics Academy and has piloted with 240 schools. The MoE is currently reviewing resources for nationwide dissemination. If approved, they will become a part of the Greek curriculum.

Project: Drink Tap Water

What: Campaign in collaboration with DEYAP (Municipal Water and Sewage Company) is driving down use of plastic water bottles by communicating that tap water on Paros is safe to drink.

Why: Our social survey showed that even though the water on Paros is clean and safe to drink, most residents and visitors believe it's not and rely on bottled water instead.

Activities:

- Researched and translated complex information on water quality into user-friendly content, including a leaflet that was sent to every home and business on the island in the November 2020 water bill.
- Delivered communications materials, including a map of water refill points to hotels, restaurants, bars, and car rental companies in August 2021.
 - **30,000** bilingual leaflets
 - **300** stands used by a quarter of hotels on the island
 - **10** large street banners to be placed in key locations
 - Produced [expert guide on water filters](#) for residents looking to invest.
- Rebranded five water refill machines in high traffic locations to promote their use.
- Launched a [web page](#) to host #DrinkTapWater campaign.
- Ran ongoing social media on Clean Blue Paros Facebook page and Paros Life page communicating the campaign messaging.

PRELIMINARY
RESULTS FROM 2021
SOCIAL SURVEY
SHOW A

67%

DROP IN NUMBER OF
RESPONDENTS WHO BELIEVE
TAP WATER ON PAROS IS
NOT SAFE TO DRINK

270'000

PEOPLE
ENGAGED IN
THE CAMPAIGN

DEYAP
COMMITTED

€23'000

PLUS MAINTENANCE
OF SCHOOL
WATER FILTERS

80%

REDUCTION IN COMPLAINTS
ABOUT WATER MACHINES AND
SIGNIFICANTLY LESS VANDALISM

"The results of our project have by far surpassed our expectations. Common Seas has a vision for the future but at the same time the project delivers results, and we feel that those are our common characteristics. We hope our successful collaboration continues into the future."

- **Nikos Karamanes**, MSc
Mechanical Engineering,
General Director DEYAP Paros
Municipal Water & Sewage
Company



What's next?

We aim to replicate our Drink Tap Water campaign on five islands with similar water characteristics as Paros.

Project: GOPA

What: A gamification campaign that's stopping the littering of cigarette butts on Paros and piloting a scalable solution.

Why: Our marine audits highlighted that cigarette butts are the island's most littered item. Cigarette butts contain plastic and other harmful materials, and just one can pollute up to 1,000 litres of water. As of 2023, EPR schemes will mandate that producers of tobacco waste must cover the cost of waste management. If this project is a success, there is a source of finance to scale.

Activities:

- Installed **17** voting-ashtrays at highly frequented locations, including beaches, ports, and the airport.
- These ashtrays are specially designed to appeal to the local audience, with questions comparing local beaches and island specialities.
- The ashtrays also raise awareness of the toxicity of cigarette butts to further motivate action.
- We're demonstrating the validity and value of a separate stream of collection and recycling for cigarette butts.

"The ashtray at Paros Airport, containing 1,500 cigarette butts, was full in just 10 days. We see that people are ready to engage when provided with the right solutions, and we think this is very encouraging."

- **Alekos Liapis**, Founder of the 'GOPA' project, Athens



1'500

**BUTTS COLLECTED FROM
FULL AIRPORT ASHTRAY
IN JUST 10 DAYS**

25'500

**CIGARETTE BUTTS (17 X 1,500)
PREVENTED FROM ENTERING
THE ENVIRONMENT EVERY
TIME ASHTRAYS ARE EMPTIED**

45'000

**PEOPLE
REACHED**

**16
MEDIA
ARTICLES
FEATURING
PROJECT**



What's next?

Ahead of the incoming EPR legislation, Common Seas is seeking funding from the tobacco industry to scale this project across Greece.

Project: Community dishes

What: A central store of reusable tableware to reduce single-use plastics at community events across the island.

Why: Millions of pieces of single-use plastic tableware are still used at cultural events across Greece. In July 2021, the EU Directive banned the use of single-use plastic plates and cutlery.

Activities:

- We bought **400** sets of metal crockery and **1000** sets of cutlery.
- Demonstrated reuse system at the Kapetaneika event (2019) and the Nautical Club New Year Party.
- **20** fetes agreed to use our community dishes (delayed by COVID).
- The resources were repurposed for private events during COVID.

"I was extremely impressed when I attended an event at the nautical club of Paros and I saw my grandchildren use metal plates and cups. I would like to say thank you to Common Seas for promoting a culture of 'rethink, reduce, reuse', and for all the lovely unique things it does for my island."

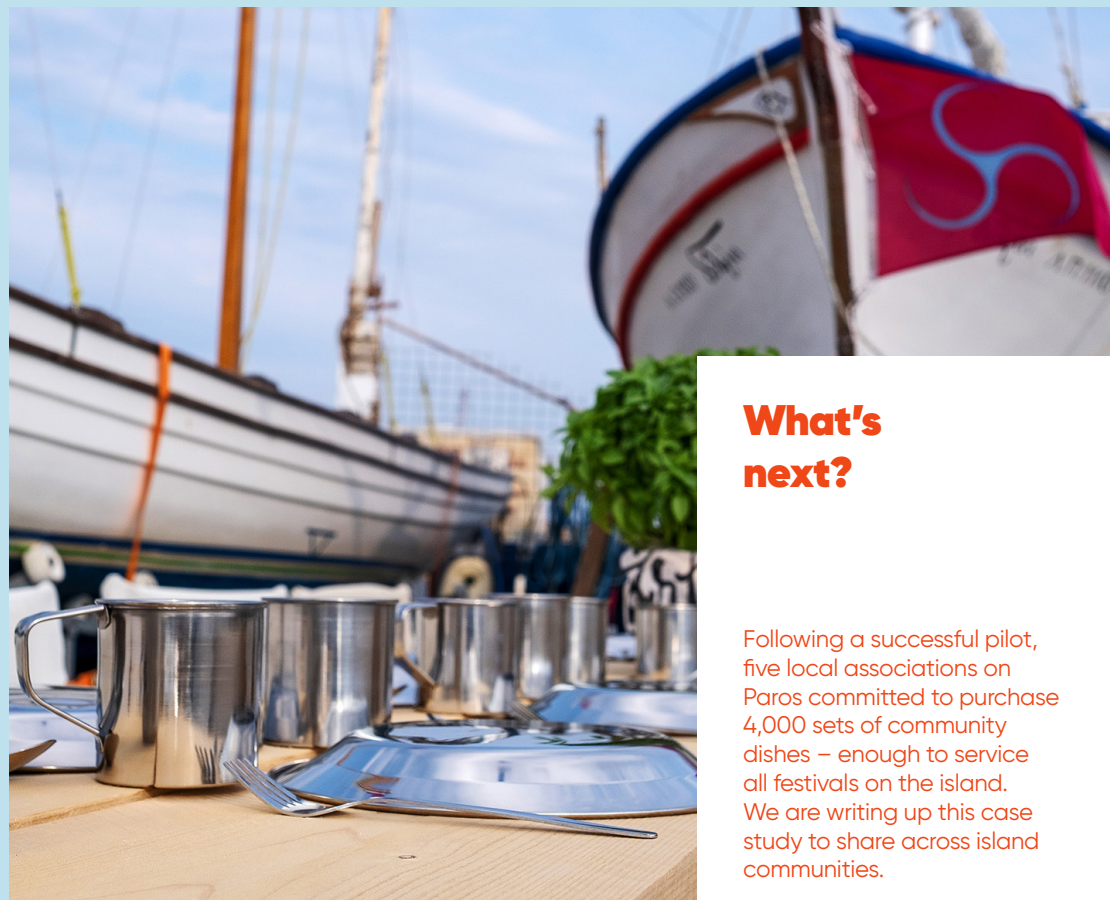
Eftychia Ragoussi, Business Owner, Naoussa, Paros

8'000

**PIECES OF SINGLE-USE
PLASTIC AVOIDED AT
KAPETANEIKA EVENT**

2'500

**PEOPLE
ENGAGED**



What's next?

Following a successful pilot, five local associations on Paros committed to purchase 4,000 sets of community dishes – enough to service all festivals on the island. We are writing up this case study to share across island communities.

Project: Tote bag workshops

What: Eliminate the use of plastic carrier bags on the island by encouraging people to make and use their own bags from upcycled materials.

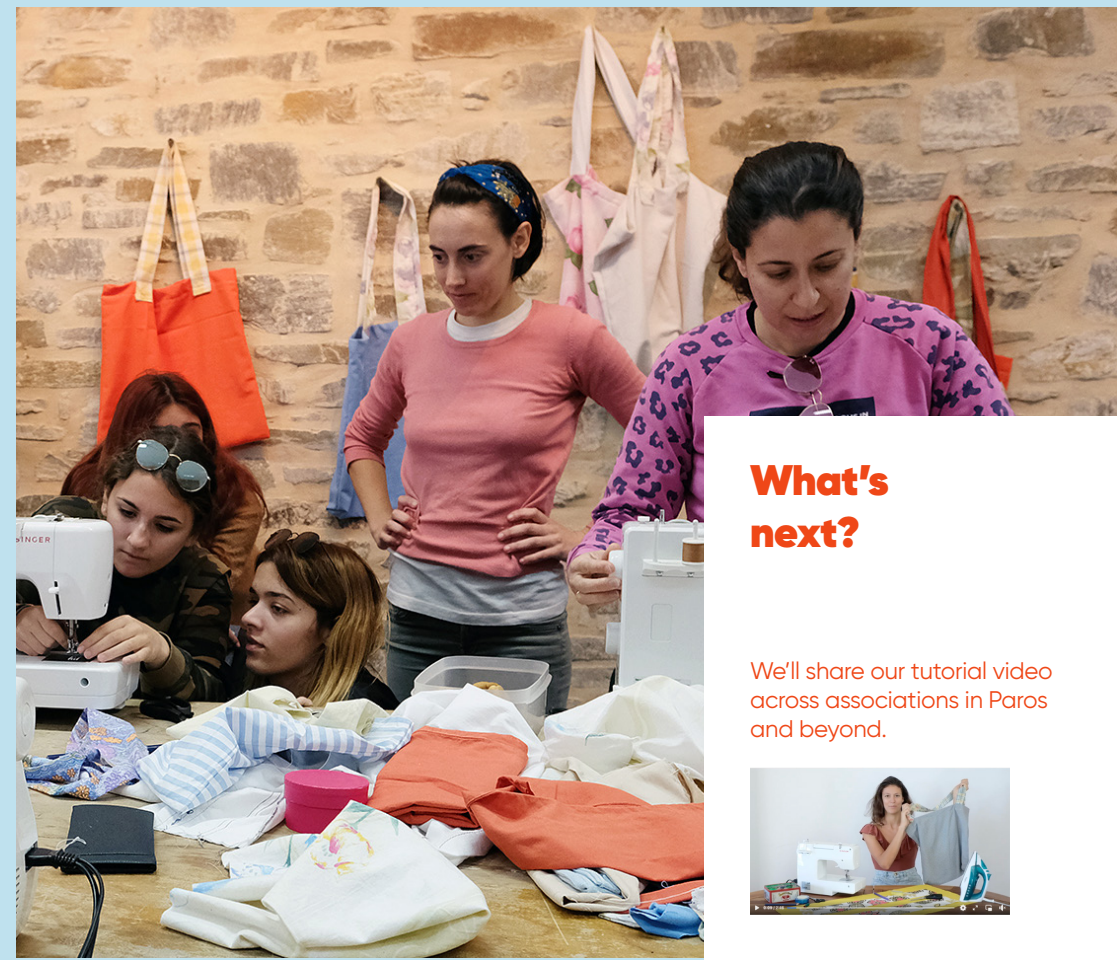
Why: On average, people on Paros use 300 plastic bags per person per year. These are not recycled and many blow into the environment. Although there's been a tax of 9c per bag since 2015, it's often not charged to customers in practice.

Activities:

- Partnered with laundry services to source 'end of life' linen, diverting material from landfill.
- Facilitated a series of **15** tote bag workshops, training **60** volunteers.
- Reached new audiences through NAIAS sailing team, the Women's Association of Naousa, and local schools.
- Created a [tutorial video](#) to support continuation of project during COVID lockdown – **873** views.

"Common Seas' team believe in the capacity of each one to contribute to change. They are really investing in the fact that everyone can do simple and easy things to rethink, reuse, reduce, to avoid using plastic, minimise waste production, and therefore protect the island environment."

Marie-Astrid Herault Bourget, Vineyard Owner & French Language tutor, Mother of two, Paros.



50%

**REDUCTION
OF PLASTIC
BAGS AMONG
VOLUNTEERS**

15'000

**PLASTIC
BAGS
AVOIDED
ANNUALLY**

What's next?

We'll share our tutorial video across associations in Paros and beyond.



Project: Improve waste management

What: A multifaceted project to optimise waste management across the island, focusing on decreasing landfill and increasing recycling.

Why: The Investigate phase revealed that while Paros' landfill is at capacity, 16% of the waste entering it could be recycled. Many residents don't trust or understand Paros' waste collection system, and recycling bins are not well located. Paros will need to meet several incoming EU targets around resource management: for example, by 2025, 77% of plastic bottles up to 3 litres will need to be collected separately.

Activities:

Consultancy to the municipality:

- Mapped the island's **1,292** bins to understand and redistribute recycling bins.

- Empowered municipality to order **200** green bins to differentiate general waste bins from recycling bins.

- Designed and demonstrated separate collection of PET and PP (high value/ food grade).

Citizen education:

- Branded **326** bins along a pilot collection route to increase recycling and reduce landfill.
- Communications on the locations for recycling services for, eg. mattresses, engine oils, electric appliances, clothes, etc. Housed on Municipal website in three languages.

19.5 TONS

**WASTE DIVERTED
FROM LANDFILL EACH
MONTH – AS A RESULT
OF OUR BIN STICKERS**

6'000

**RESIDENTS ENGAGED IN
WASTE OPTIMISATION
COMMUNICATIONS PILOT**

**HERRCO SCALED SEPARATE
COLLECTION OF PET AND PP
ACROSS PAROS, AND BEYOND**

200

**NEW
GREEN
BINS**

95%

**PURITY OF PET ACHIEVED
THROUGH SEPARATE
COLLECTION (UP FROM
65% BASELINE)**

"Our municipal collaboration with Common Seas has completely changed how our island looks and behaves. The recycling collection figures are constantly increasing, our road network and long coastline are both cleaner, and for the first time we have a trilingual waste guide, in Greek, English and Albanian. The new stickers on the general waste and recycling bins are helping promote and educate people on correct waste disposal."

- Ioannis Ragoussis, Paros Municipality, Director of Planning for Urban Development, Building Authorities, and the Environment



What's next?

Secure funding from the municipality and WATT to roll out bin re-branding island-wide. We're creating a case study to share and inspire other island communities.

25 Tools developed to support other island communities to become Clean Blue

4 proposals to work with the Greek Government to scale projects beyond Paros

200 media clippings

210,000 people engaged through social media

In this section:

Clean Blue Promise
National government proposal
Clean Blue Holidays
Communications

INFLUENCE

Replicate and scale best practice

Clean Blue Promise

The next step for Common Seas is to go beyond Paros by inviting island leaders to make a powerful promise announcing their membership of Clean Blue and committing to the radical reduction of single use-plastic waste. The Clean Blue Promise consolidates all the incredible work from Paros, bringing together our tools, resources and case studies to support islands to respond to the EU Single Use Directive and break free from plastic waste.

THE ISLAND OF

1/2

HEREBY COMMITTS TO:

INVESTIGATE THE PLASTIC PROBLEM

Identify effective interventions and set baselines to measure progress



Tools:

How to: Marine litter audit
How to: Social audit
How to: Household waste audit

Related EU Target

Not applicable

ERADICATE STRAWS



Tools:

Alternative products list
Case studies

Related EU Target

Plastic straws banned July 2021

ADVOCATE PLASTIC BAG BAN

Support ban of plastic bags and all biodegradable and oxo-degradable



Tools:

How to: Tote bag workshop
Tutorial Video

Related EU Target

Tax of 9c per bag since 2015

REMOVE SINGLE-USE PLASTICS FROM EVENTS

Provide reusable alternatives to single-use plastic plates, cutlery, and cups at island events, festivals and in municipality buildings



Tools:

Case study: Community dishes Paros

Related EU Target

SUP plates & cutlery banned July 2021
Extended polystyrene cups banned July 2021
€0.04 levy imposed on SUP cups January 2022
At least 30% reduction in SUP cups by 2024; at least 60% reduction by 2026 (by weight)

PROMOTE USE OF REUSABLE CONTAINERS

Encourage the use of reusable containers and provide incentives to businesses who choose to reuse



Tools:

Guidance to support adoption of reusable containers

Related EU Target

Extended polystyrene takeaway food containers banned July 2021
€0.04 levy imposed on SUP food containers January 2022
At least 30% reduction in SUP food containers by 2024; at least 60% reduction by 2026 (by weight)

HELP BUSINESSES REDUCE PLASTIC WASTE

Engage with hospitality businesses to measure and reduce their plastic footprint



Tools:

- Clean Blue Promise for hospitality operators
- Clean Blue Holidays: plastic reporting tool and solutions coaches
- Presentation and members' card
- Single-use plastic reduction and waste management guidelines
- Single-use plastic EU Directive explainer
- COVID-19 & reusables for hospitality guidelines
- Social media templates

Related EU Target

Straws, cutlery, plates, earbuds, & biodegradable plastics: banned July 2021
Plastic cups: January 2022 environmental levy introduced, reduction of 60% by 2026
Plastic bags: Tax of 9c per bag since 2015
The Greek Ministry of Tourism (October 2021) announced a target for a 50% reduction in plastics by 2030

PROMOTE SINGLE-USE PLASTIC-FREE WATER

Restore your community's relationship with tap water* and make water refill accessible. (*Communities with potable water)



Tools:

Case study: Drink Tap Water campaign Paros
Informational leaflets on tap water quality
Design files to create communications materials, including banners and stands
Design files to rebrand TEMAK water refill machines

Related EU Target

Municipalities required to provide water fountains with free drinking water in public areas July 2021

Clean Blue Promise

The next step for Common Seas is to go beyond Paros by inviting island leaders to make a powerful promise announcing their membership of Clean Blue and committing to the radical reduction of single use-plastic waste. The Clean Blue Promise consolidates all the incredible work from Paros, bringing together our tools, resources and case studies to support islands to respond to the EU Single Use Directive and break free from plastic waste.

THE ISLAND OF

2/2

HEREBY COMMITTS TO:

REDUCE CIGARETTE BUTTS LITTERING

Ensuring that cigarette butts do not end up littering beaches and seas



Tools:

Case study: GOPA project Paros

Related EU Target

Tobacco companies must finance waste management of cigarette butts by January 2023

USE THE CLEAN BLUE CITIZEN PROMISE

Asking every visitor to promise to reduce single-use plastic use and protect the natural environment



Tools:

Clean Blue Citizen Promise

Related EU Target

Not applicable

EDUCATE AND EMPOWER YOUNG PEOPLE

Teach schoolchildren about plastic so they understand the problem and what they can do about it



Tools:

Classroom activity: "Greece without Plastic" based on Clean Blue method
Teacher resources: 14 Ocean Plastics Academy

Related EU Target

Not applicable

CELEBRATE SUCCESS TO BUILD MOMENTUM

Tools:

Communications materials:
- Press release announcing Clean Blue Community
- Social media tiles
- Design files – logos, fonts, etc for printed materials

Related EU Target

Not applicable

IMPROVE WASTE MANAGEMENT

Optimising your island's resource management system to increase yield and purity of recyclable materials



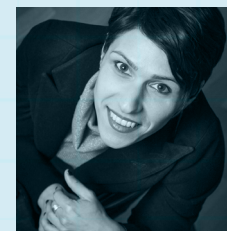
Tools:

Case study: Waste management improvement strategies.
How to: Separate waste collection.
How to: Recycle products for households
Bin stickers to encourage responsible disposal behaviours

Related EU Target

77% (by weight) separate collection of all SUP bottles (<3L capacity) by January 2025
90% (by weight) separate collection of all SUP bottles (<3L capacity) by January 2029

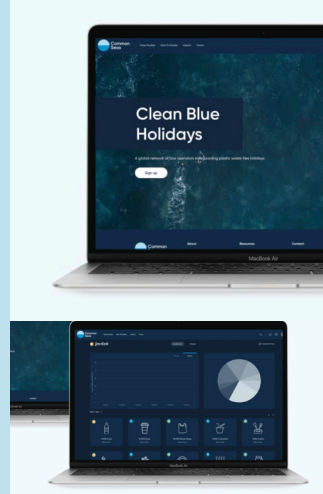
"Clean Blue Paros, besides being a global pilot for Common Seas, is already inspiring other communities in the Cyclades. The positive influence of CBP is clearly visible in the work and approach of many of the local partners supported by the Cyclades Preservation Fund and this makes us very optimistic for the future. This is a total replicable model that we look forward to seeing on other islands, too."



– **Anni Mitropoulou**, Executive Director, Greece, Cyclades Preservation Fund

National government proposal

Greece has the potential to become a world leader in tackling ocean plastic pollution through the introduction of bold policy. The Government has already made an impressive start by transposing the EU Single-Use Plastic Directive into national law. To make sure this law is well implemented, we propose scaling the following four projects from their successful pilot on the island of Paros.



1. CLEAN BLUE HOLIDAYS

(see page 26)

Common Seas has developed the world's first plastics reporting tool for hospitality businesses, allowing them to set baselines, identify interventions and monitor results. In 2019, tourism generated 21% of Greece's GDP, but also created a massive amount of single-use plastic waste. The hospitality sector is therefore a priority for implementation of the SUP Directive requirements. In October 2021, the Ministry of Tourism set a target for a 50% reduction in SUP across the sector by 2030. Making the Common Seas tool widely available would drive progress. An endorsement from the government would be invaluable to achieving this.



2. OCEAN PLASTICS ACADEMY

(see page 16)

Common Seas has developed a suite of curriculum-aligned, Greek and English language educational resources to teach young people about plastic, with student-led practical activities that help schools radically reduce their reliance on single-use plastics. The resources were well received in the UK and are currently being reviewed by the Greek Ministry of Education. We would welcome any support the Prime Minister can provide in relation to this review: for example, a public endorsement of the materials if approved, and any promotion of the resources to teachers.



3. DRINK TAP WATER

(see page 17)

Common Seas' campaign encouraging people to drink tap water on Paros caused a 67% decrease in the number of people who thought the island's tap water was unfit to drink. In July 2021, the Greek Government legislated the mandatory provision of public water taps at all municipal athletic centres and playgrounds. In January 2023, the Greek government is introducing a Deposit Refund System (DRS) for single-use plastic bottles. Our Drink Tap Water campaign would support the implementation of these pieces of legislation by increasing awareness and access to alternatives to SUP bottled water.

We could also support the design of the DRS policy, using our similar experience with the Government of the Maldives.



4. CLEAN BLUE PROMISE

(see pages 23-24)

Common Seas is developing the 'Clean Blue Promise' to enable and empower local government and local communities to support the Greek Government in becoming a world leader in tackling ocean plastic pollution. Effective national implementation of the Single-Use Plastic Directive across Greece will require the active support of municipalities and communities. Those who make the Clean Blue Promise will gain access to our guidance and support tools. We would welcome the Prime Minister's input into the design of the Promise; his support of the concept will help to us promote it across Greece.

Clean Blue Holidays

What: A group of mid to large tier hospitality businesses that report and reduce their plastic use and waste. The Ministry of Tourism recently announced a target of 50% reduction of single-use plastics by 2030.

Common Seas is taking what we've learned from business engagement on Paros to create a service that provides a business owner with:

- A baseline of their current plastic reliance
- A plan for reduction, with evidence and metrics to make the business case for action
- Sustainability data for external communications
- Best practice reporting

The market is nascent, and the current cost to the user is free. As the market emerges, we might charge a user fee. We're launching in Greece and the Maldives, in partnership with both Ministries of Tourism to incentivise user uptake.

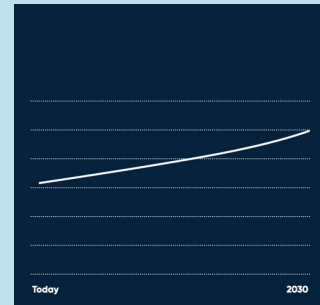
MEMBERSHIP TO CLEAN BLUE HOLIDAYS INCLUDES:

PROMISE

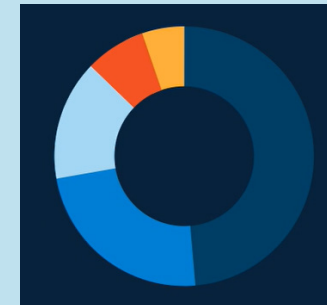
Members first make the Clean Blue Promise to commit to actions to reduce plastic pollution. One commitment of the Promise is to report plastic usage.

REPORTING TOOL

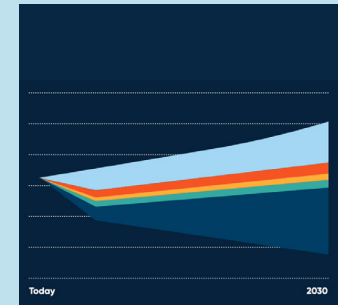
Members answer questions about current usage, sourcing information from procurement and accounts. The tool then delivers data, charts and visualisations to include:



1. BaU: items x growth rate x time (no intervention)



2. Pie chart of volume, item, total plastic waste, CO2



3. Wedges total BaU x solution impact

PLASTIC SOLUTIONS COACHES

(6 X E-LEARNING MODULES)

The reporting tool models the impact of six solutions a business can deliver to reduce plastic waste. For each solution, we provide an e-learning module, a 'Plastic Solutions Coach', which provides knowledge and case studies. Webinars further support users to learn more about delivering plastic reduction (~ 2 per year).

CASE STUDIES

Inspiring stories to share and promote members' action.

What: Raising awareness of our work through a wide range of communications channels. We showcased the work of Clean Blue Paros both on the island and to a national and global audience.

- **11** press releases earning **200** media clippings and **67** influencer posts.
- Coverage included: Clean Blue Paros, educational toolkit, Huskup gifting, partnership with Green Panda, business engagement, Zeus & Dione collaboration and GOPA project.
- Total earned value of publicity **EUR 241,900**, including BBC, Condé Nast, Madame Figaro, VIMA and Fortune Greece.
- **3,800** members of [Clean Blue Paros Facebook page](#).
- **210,000** people reached through social media posts.
- **5** key meetings with government:

"The "Clean Blue Paros" initiative for less plastic with more than 100 participating businesses is currently adding further value to the destination at a time when the coronavirus has strengthened the trend for more green practices in the field of hospitality. The project has elevated Paros to become a "green hotspot" for Greek tourism."

– **Stefania Souki**, reporter for New Money magazine, published April 20th, 2021

Meet the Common Seas team

UK team (HQ)



Jo Royle
CEO



Ben Jack
Programmes
Director



**Anouk Zeeuw Van
Der Laan** Head of
Circular Economy



Sarah Duffy
Project Manager
Education



Shenali Kalawana
Research and Project
Officer



Patrick Mahon
Head of Policy



Stan Moorsom
Researcher



Ant Conlin
Content
Manager



Becky Root
Designer

Clean Blue Paros Core Team



Zana Kontomanoli
Project Lead, FTE,
March 2019



Aliki Lambropoulou
External Affairs, PTE,
December 2019



Kleri Downard
Business
Engagement,
FTE, June 2020



Valia Avgoustidi
Director, FTE,
May 2021

Clean blue
Indonesia
team

Clean blue
Maldives
team

Specialist Contractors



Antoine Olier
Waste Management
Consultant, PTE, June
2020



Dorothy Filioti
Researcher, PTE,
January 2020



Stella Cervello
Zero-Waste
Consultant, PTE,
February 2019



Vasiliki Kloupi
Education -
Greece

Specialist Consultants



**Jamie
Buchanan-dunlop**
Education



Sophie Thomas
Circular
Economy



Lucy Woodall
Marine
Scientist

Advisors



Paul Hawken
Environmentalist
and Author



Kristian Teleki
Director,
Sustainable
Ocean Initiative,
World Resources
Institute

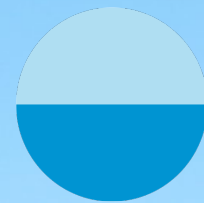


**Richard
Thompson**
OBE Professor
Marine Biology



Dick Vethaak
Professor
Water Quality
and Health,
Ecotoxicology

Thank you



**Common
Seas**