

Waste Management

Good EU
Practices



Problem detected



According to the EC, Europeans use almost 100 billion of plastic bags every year – with 8 billion ending up as litter



Plastic bottles are one of the biggest contributors to the plastic pollution crisis, having a strong impact on marine biodiversity



80% of of marine litter is estimated to come from land-based sources, i.e. poor waste management



Single-Use Plastics Directive (January 2019)



Plastic Free Market project



-  Location: Farmer's market in the County of Zadar
-  Pilot project "Plastic Free Market" aiming to reduce the negative impact that plastic has on the environment and sea
-  Problem: Increased demand for fresh and domestic food products and therefore increased usage of single-use plastic bags
-  Solution: substitution of single-use plastic bags with Eco friendly bags

Plastic Free Market



Specific objectives:

- 1) Eliminate plastic bags and packaging on Zadar County Farmer's market
- 2) Educate and inform consumers/customers about the importance of single-use plastic bag reduction
- 3) Raise awareness about the importance of environmental protection

 The main objective is to replace single-use plastic bags with the ones that are suitable for multiple usage, and to raise awareness amongst consumers



Results

-  Reduce single-use plastic bags per 260.000 pieces/year
-  20.000 consumers/customers informed about the negative impacts that plastic has
-  Raised awareness of 100.000 citizens related to the environmental protection



START TODAY, SAVE THE PLANET BY THROWING AWAY ALL SINGLE-USE PLASTIC BAGS



Good practice example from Croatia



-  Since 1st of January 2006 – deposit return scheme for plastic and glass bottles
-  The concept of the deposit return scheme: systems where consumers buying a product pay a small amount of money, which will be reimbursed when they bring the container to a collection point once they have finished using it

Good practice example from Croatia



The system of the deposit return schemes:

1. A person buys 0,5 l of water in plastic bottle, and after drinking it
2. A person goes to the store (it doesn't have to be the one where you bought water) and returns the bottle
3. The bottle is worth 0,5 HRK (approximately 0,07 €)
4. In some stores you may get the money, but in other you get a voucher with the value of returned bottles, to spend it in the store





Benefits

-  ENVIRONMENTAL - more materials can be kept in the system and therefore, less in the environment
-  QUALITY – high quality outputs as they rely on separate collection, and therefore provide high-quality materials, allowing bottle-to-bottle recycling
-  FINANCIAL INCENTIVES - producers can lower
-  their production cost by using recycled materials



Reference list

 <https://www.governmenteuropa.eu>

 <https://ec.europa.eu>

 *A European Strategy for Plastics in a Circular Economy,*
Brussels, 16.1.2018