



Development and implementation of innovative model for reduction of the amount of plastic waste in the marine environment from land - based sources

Plastic waste is a worldwide problem, polluting the environment, and most of it ends up in the ocean via waterways. To solve this problem, the municipality of Beloslav, in partnership with Ecoinvest Assetsq, Green industry Innovations and technology transfer Foundation and and the Norwegian consulting company International Development Norway, which will contribute to the implementation of good practices from Norway, will develop and implement a pilot model for reducing the amount of plastic waste in the marine water.

The target groups of the project are the local citizens, local and regional authorities, media, as well as non-governmental organizations working in the field of environmental protection.

The model is based on good practices from Norway and is a combination of people, machines, platform and knowledge to create an alternative system for recycling and recovery of plastic waste based on small local initiatives multiplying globally in the Precious Plastic system.

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The results will be achieved through the following activities:

- Development of an innovative local plastic recycling system in Beloslav municipality as part of the global Precious plastic system, which will include a municipal center, a separate collection system for plastic waste, coordinated by the municipal center and implemented by local population and business, and a mobile workshop for recycling plastic waste in material or reusable items.
- Awareness campaigns for prevention of marine pollution by plastic waste.
- Educational Campaign for the Circular Economy. The implementation of the project will reduce the amount of plastic waste in marine waters and will gain experience, knowledge and good practice from Norway.