

www.lifebluelakes.eu / info@lifebluelakes.eu



NO MICROPLASTICS JUST WAVES

Involve businesses, NGOs and people to actively engage in the prevention of microplastics
Bettina Schmidt, Global Nature Fund



BENEFICIARIO COORDINATORE



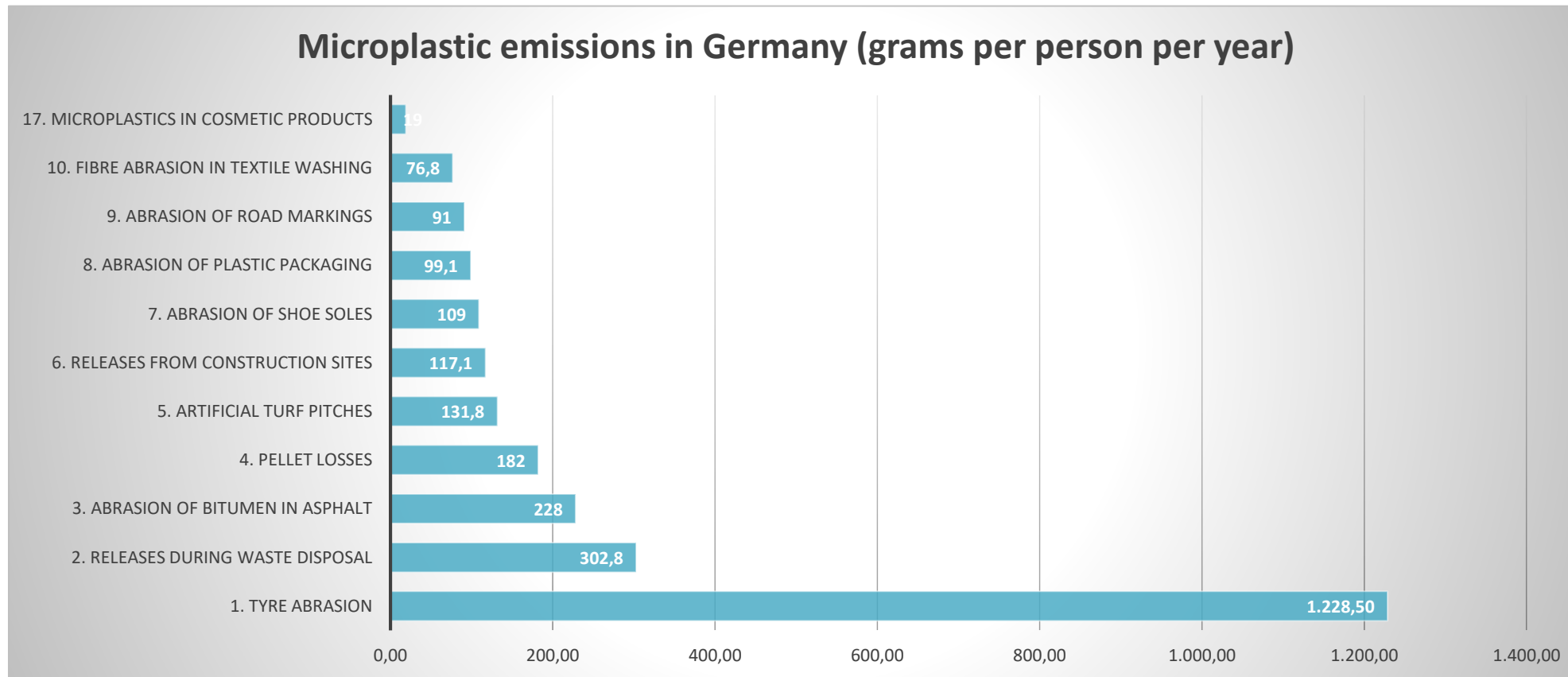
BENEFICIARI ASSOCIATI



PROGETTO COFINANZIATO DA



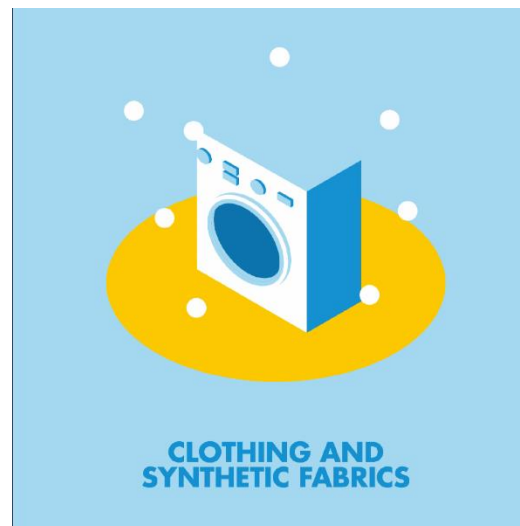
Sources of microplastics – Top 10



Source: Microplastics Consortium Study (2018) of the Fraunhofer Institute for Environmental, Safety, and Energy Technology UMSICHT, Germany.

Sources of microplastics – focus sectors

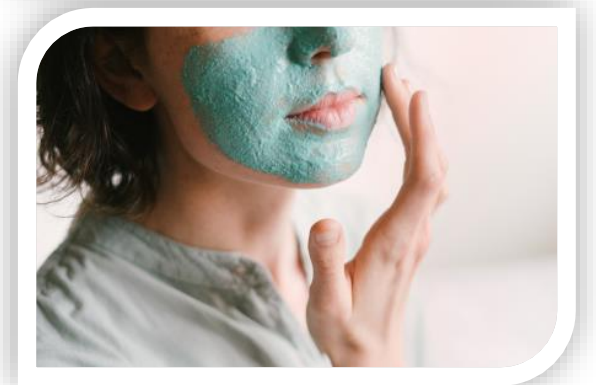
- Abrasion from vehicle tyres and road surfaces
- Microfibres are released when synthetic textiles are washed or worn
- Microplastics as additives in cosmetic and cleaning products
- Plastic litter that decomposes into microplastics through weathering



Project objectives, target groups, measures

Business companies

- Involvement of companies from the **cosmetics**, **outdoor** and **tyre industries** in a participatory dialogue;
- **Factsheets** on avoidance of microplastics and alternative solutions for the three business sectors including best practice examples.



Project objectives, target groups, measures

Business companies

- Organisation of **Round Table** for the three business sectors
- Goal: Development of a **Memorandum of Understanding** to strengthen the commitment of companies



Project objectives, target groups, measures

Environmental Organisation

- Development of **Factsheet on microplastics in waters**
- **Disseminate** information through our networks, newsletters and mailing lists
- Offer series of **Capacity Building Workshops** (recordings available on GNF-website)
Next Capacity Building Workshop in autumn 2022



Project objectives, target groups, measures

Awareness-raising campaign

- Raising awareness of the public (citizens, schools, tourists)
- **Information flyers, postcards and brochures** with background information on microplastics and tips how to reduce (micro)plastic waste in everyday life



Project objectives, target groups, measures

Awareness-raising campaign

- What can we do in everyday life to reduce plastic and microplastic waste?
 - Highlight consequences of littering of plastic waste
 - Drinking of tap water in refillable bottles
 - Buying unpacked goods and food where possible
 - Check cosmetic products with the app to see if they contain microplastics

Demand determines supply!



Project objectives, target groups, measures

Awareness-raising campaign

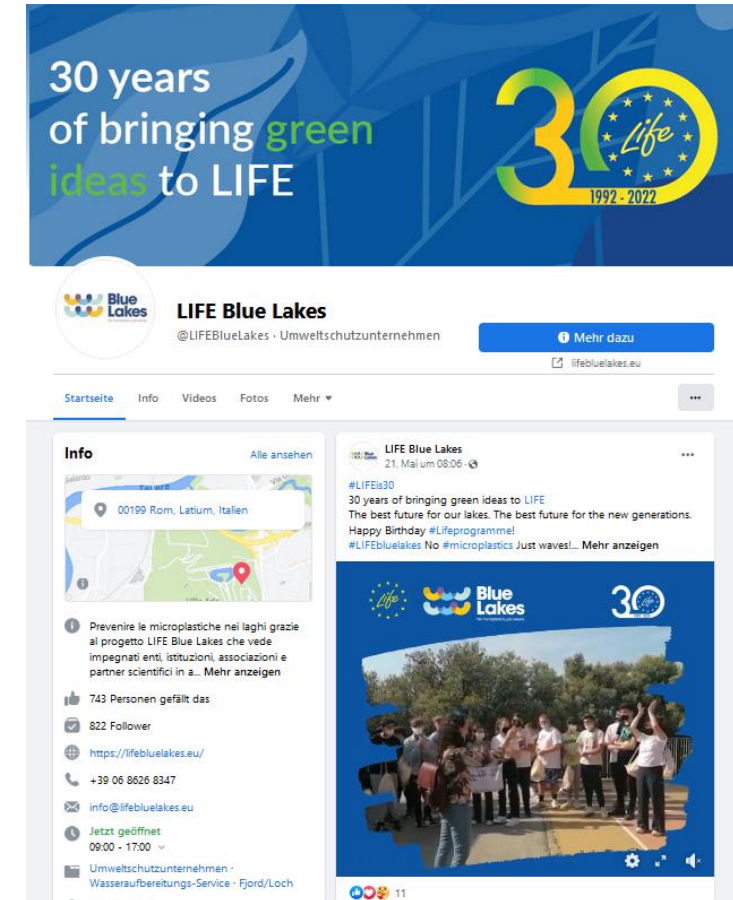
- Information stands at public events and festivals
- Publish articles in newspapers and online and consumer magazines



Project objectives, target groups, measures

Awareness-raising campaign

- Social Media Campaign
- Interactive information platform



Thank you very much for your attention.

Follow us



www.facebook.com/globalnaturefund/

Contact

Global Nature Fund (GNF)

Bettina Schmidt

+49 7732 9995 -84

schmidt@globalnature.org

www.globalnature.org



**Global
Nature
Fund**