

# MARLICE 2024

## III INTERNATIONAL FORUM ON MARINE LITTER AND CIRCULAR ECONOMY

22 - 24 may 2024 | Valencia - Spain

"Circular solutions for clean oceans"



**AEBAM**

ASOCIACIÓN ESPAÑOLA  
DE BASURAS MARINAS



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# 1. ATTENDANCE AND SPEAKERS



207 attendance



110 speakers



126 participating entities



10 projects presented



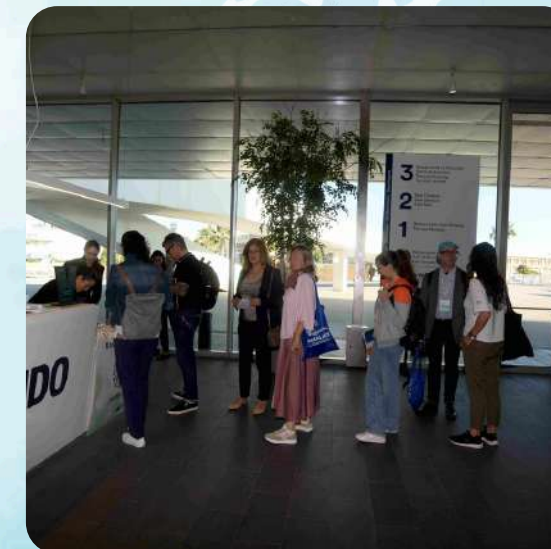
Attendees from 18 countries



6 activities at  
MARLICE4PEOPLE

BELGIUM  
DENMARK  
FINLAND  
FRANCE  
GREAT BRITAIN  
GREECE  
ITALY  
LITHUANIA  
NETHERLANDS

POLAND  
PORTUGAL  
RUSSIA  
SPAIN  
SWEDEN  
SWITZERLAND  
TUNISIA  
TURKEY  
UNITED STATES



## 2. SESSIONS

The III International Forum on Marine Litter and Circular Economy - MARLICE 2024 was held in Valencia, bringing together leading national and international experts in the field of marine litter.

Throughout the three days of the forum, plenary sessions with experts, round tables, and dynamic conversations on key topics coexisted, where all stakeholders, citizens, the productive sector, public administration and research, shared knowledge and experiences to find solutions to marine litter. The MARLICE 2024 program revolved around three major thematic blocks: governance, circular economy and innovation, and conservation.

The opening ceremony featured the presence of Itziar Martín, Deputy Director General for Marine Protection at the Ministry for the Ecological Transition and the Demographic Challenge, Vicente Martínez Mus, Director General of Coasts, Ports, and Airports at the Department of Environment, Water, Infrastructure, and Territory of the Regional government of Valencia, and Pilar Zorzo, President of the Spanish Association of Marine Litter (AEBAM).

The second day began with keynote speakers Joan Marc, founder of Zero Waste Europe, and Begoña de Benito, Director of External Relations at ECOEMBES.



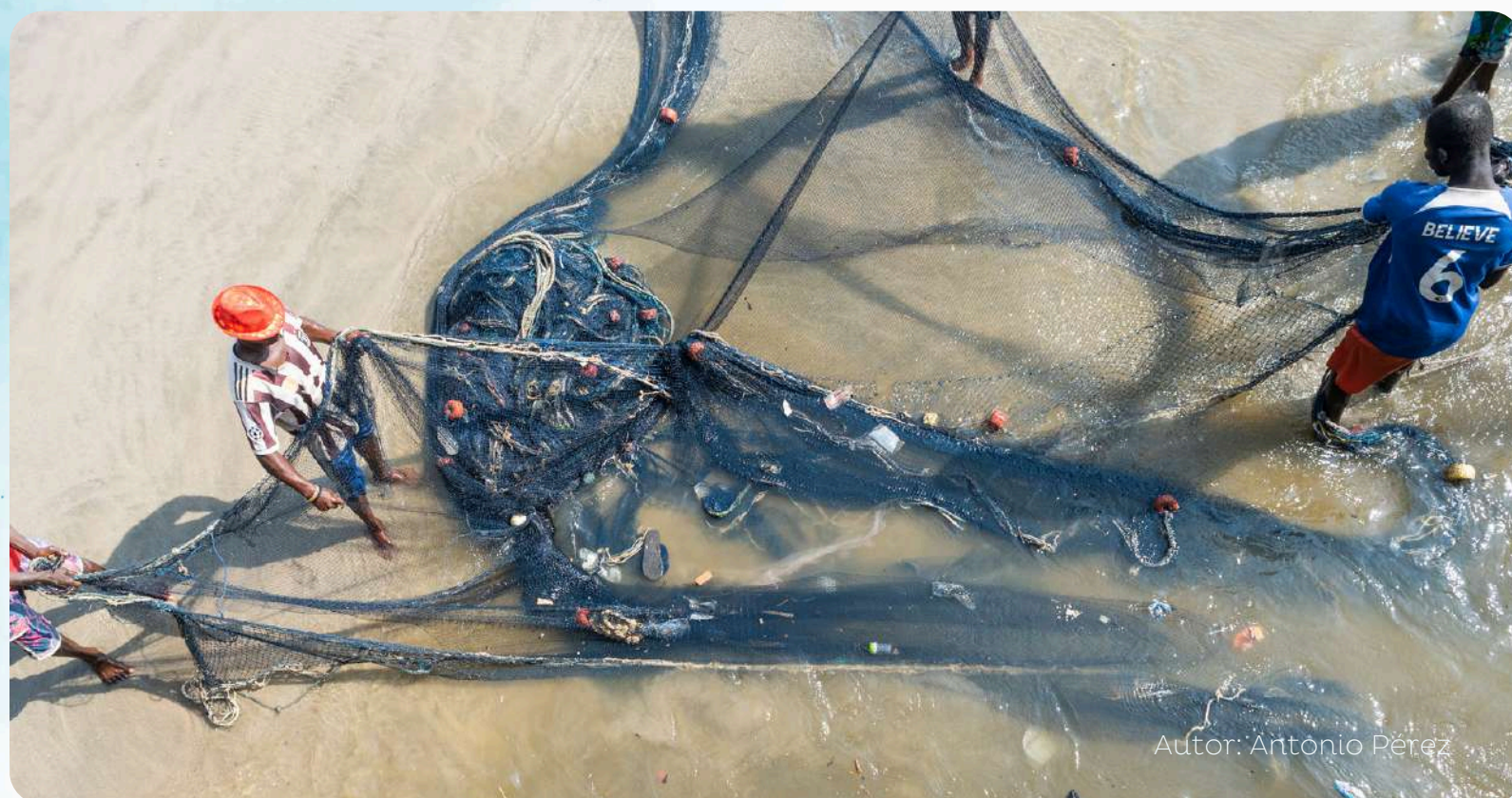


Additionally, the MARLICE 2024 award, which recognizes a career dedicated to the protection of the marine environment, was presented to Cristina Fossi, a professor of Ecology and Ecotoxicology at the University of Siena (Italy), who has made a decisive contribution to the development of the biomarker approach in terrestrial and marine ecotoxicology.

The third day began with keynote speeches by Iryna Makarenko, Pollution Monitoring and Assessment Officer of the Black Sea Protection against Pollution (Bucharest Convention), and Manuel Arias Ballesteros, Earth Observation Scientist at the Institute of Marine Sciences (ICM-CSIC).

The closing ceremony of MARLICE 2024 featured Rafael Escamilla Domínguez, General Secretary of the Valencian Institute for Competitiveness and Innovation (IVACE), Pilar Zorzo, president of AEBAM, and Sonia Albein, vice-president of AEBAM.

During the ceremony, the first prize in the second MARLICE Photography Contest "Objective: Clean Oceans" was awarded to Antonio Pérez for the photograph "Believe".



## Day 1 | 22.may

CONNECTING SEAS: REGIONAL ASSESSMENTS ON MARINE LITTER AND THE GLOBAL FRAMEWORK

TOWARDS A GLOBAL PLASTICS TREATY

MICROPLASTICS IN THE ENVIRONMENT, THE GREAT UNKNOWN

PELLET SPILLAGES: AREA WE READY TO TACKLE THEM?

IMPACT OF MARINE LITTER ON BIOTA AND MARINE ECOSYSTEMS

MONITORING OF BIOTA AND ECOSYSTEMS AS INDICATORS OF MARINE LITTER

PROTAGONISTS' SESSION I: RECOVERY OF LOST FISHING GEAR (ALDFG)

COFFEE PROJECT PRESENTATION

MARLICE4PEOPLE: SOCIAL MEDIA AS A TOOL TO HELP SAVE OCEANS

## Day 2 | 23.may

CIRCULAR ECONOMY STRATEGIES AS A SOLUTION TO MARINE LITTER

EXAMPLES OF MEASURES TO MINIMISE LITTERING

EXTENDED RESPONSIBILITY OF PRODUCER, AN OPPORTUNITY TO IMPROVE COMMITMENTS

SYSTEMIC TRANSFORMATIONS TO ADDRESS MARINE POLLUTION – BlueMisionMED. Spanish Hub Workshop at MARLICE 2024

THE ROLE OF COASTAL MUNICIPALITIES AS A SOURCE OF SOLUTIONS

TOURISM AND MARINE LITTER: STRATEGIES FOR A POSITIVE IMPACT

INTEMARES - PROTAGONISTS' SESSION. FISHING FOR LITTER

COFFEE PROJECT PRESENTATION

MARLICE4PEOPLE: TELEVISION AS A TOOL TO SAVE THE OCEANS

## Day 3 | 24.may

NEW TECHNOLOGIES: DATA ANALYTICS AND AI APPLIED TO MARINE LITTER – IS IT THE FUTURE?

NEW TECHNOLOGIES: DATA ANALYTICS AND AI APPLIED TO MARINE LITTER – IS IT THE FUTURE?

RIVERS AS A SOURCE OF MARINE LITTER INPUT

## SESSIONS PER DAY



Day 1 | 22 May | 09.00 - 10.30h. | Mar Auditorium

## CONNECTING SEAS: REGIONAL ASSESSMENTS ON MARINE LITTER AND THE GLOBAL FRAMEWORK

### DESCRIPTION

This round table, featuring representatives from the HELCOM, OSPAR, BARCELONA, and BUCHAREST conventions, explored the importance of regional assessments in contributing to a global framework, with specific consideration of marine litter assessments, the mandate of Regional Sea Conventions, contribution to marine litter Sustainable Development Goals and the UN's legally binding agreement on plastic pollution. The speakers also highlighted the current efforts of the Regional Sea Conventions surrounding Europe to collaborate on marine litter in general, and specifically the work being done on riverine litter.

### MODERATOR

- Ms. Itziar Martín - Deputy Director for the Protection of the Sea | Ministry for Ecological Transition and the Demographic Challenge

### SPEAKERS

- Mr. Philip Stamp Deputy - Secretary | OSPAR Commission
- Ms. Tatjana Hema - Coordinator | UNEP/Mediterranean Action Plan- Barcelona Convention
- Ms. Iryna Makarenko - Pollution Monitoring and Assessment Officer | Protection of the Black Sea against pollution (Bucharest Convention)
- Ms. Marta Ruiz - Professional Associate Secretary | HELCOM Secretary





## CONCLUSIONS

As Spain is a country sharing coastline between two seas, we have brought together the four Regional Sea Conventions surrounding Europe (i.e., UNEP/MAP, OSPAR, HELCOM, BSC) in a very special session called "Connecting Seas". The session explored the importance of regional assessments on marine litter recently carried out by the RSCs and their contribution in the global context, as well as towards an international legally binding instrument on plastic pollution, currently under negotiation at the UN level.

The speakers highlighted the enormous importance of the Global Plastics Treaty building on the work already done by the Regional Sea Conventions, particularly with regard to monitoring the state of the marine environment based on common indicators, as well as regular assessments, such as the Quality Status Reports (QRSs and HOLAS3).

Moreover, the added value of collaboration was also highlighted, especially in terms of riverine inputs of marine litter, where the four conventions are currently focusing their efforts, and for the first time jointly organised a dedicated meeting at the kind invitation of Spain, towards harmonizing approaches and methodologies. This meeting took place on May 23 at the Edificio del Reloj as a parallel event of MARLICE 2024.



## TOWARDS A GLOBAL PLASTICS TREATY

### DESCRIPTION

This session had the objective of outlining and explaining the work done by the INC to develop an international legally binding instrument on plastic pollution. The goal was to engage the audience and discuss the challenges and requirements associated with this international multilateral environment agreement.

#### Objectives:

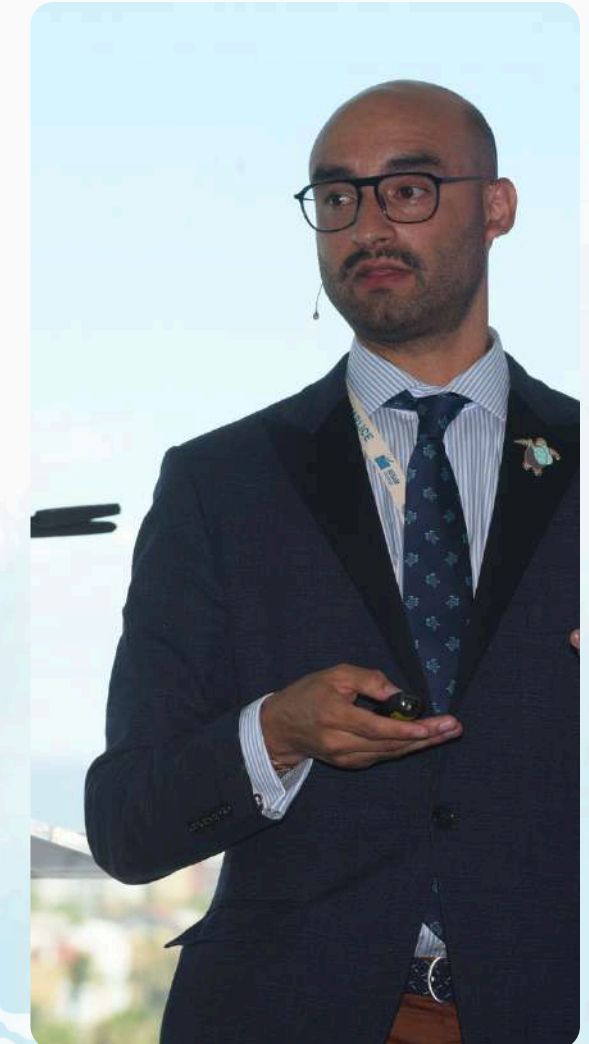
- Inform about the work done by the INC for an international legally binding instrument on plastic pollution.
- Share the point of view of NGOs, research, administrations and private sector involved in the INC sessions.
- Explain the objectives of the plastic Treaty.
- Discuss challenges associated with this instrument.

### MODERATOR

- Mr. Ignasi Mateo Rodríguez - Project manager | MedWaves, the UNEP/MAP Regional Activity Centre for SCP (former SCP/RAC)

### SPEAKERS

- Mr. Andrés Del Castillo - Senior Attorney | Center for International Environmental Law
- Mr. Felipe Victoria - Senior Manager, Multilateral Affairs, International Plastics | Ocean Conservancy



- PhD. Carmen Morales - Researcher and assistant professor | University of Cádiz (Spain)
- Mr. Juan María Ruiz Alarma - Public Affairs and Sustainability Manager | Plastics Europe

## CONCLUSIONS

### AEBAM and Its Position on the Legally Binding International Instrument on Plastic Pollution (Plastic Treaty)

At AEBAM, we believe that a strong and ambitious legally binding international treaty on plastic pollution will be a key tool to establish common foundations and clear global objectives to effectively combat the generation of plastic waste and reduce marine litter.

AEBAM believes the treaty should:

- Address the entire lifecycle of plastics, from extraction to waste management, to focus on sustainable plastic production and consumption.
- Include targets for reducing the production and consumption of primary plastic polymers (both globally and nationally).
- Additionally, avoid the production of single-use plastic products.
- Prevent false or misleading alternatives to single-use plastics and center the debate on the concept of single-use.
- Regulate and eliminate chemicals of concern used as additives in plastics, taking into account the increasingly clear scientific evidence in this regard.
- Promote a true circular economy for plastics, which requires ensuring harmonized criteria and standards for the design of plastic products that guarantee their durability, reuse, repair, and recyclability. The circular economy is much more than waste management.
- Include a clear and harmonized definition of Extended Producer Responsibility (EPR) as a key element to ensure that companies take responsibility for managing their waste, especially in countries without waste management infrastructure. This EPR should consider the situation of waste pickers currently performing these tasks to achieve a just transition.
- Promote international cooperation, the exchange of best practices, awareness, education, and research as key tools to achieve a reduction in the entry of plastic into the marine environment



Día 1 | 22 May | 15.00 - 16.30h | Auditorio Mar

## MICROPLASTICS IN THE ENVIRONMENT, THE GREAT UNKNOWN

### DESCRIPTION

Primary and secondary microplastics have become the focus of global concern due to their pervasive nature and omnipresence in different environmental compartments and human bodies. Despite significant policy and research efforts made in the last few years, there is still an urgent need to standardise methodologies and have harmonised guidelines to sample, quantify, and report microplastics in different matrices (water, sediment, biota) so that comparisons can be made and actions and measures can be implemented. Moreover, major knowledge gaps in the scientific understanding of their risks and impacts still remain, calling for additional research to enhance the knowledge on potential health impacts and establish proper measures.

This session aims to exchange knowledge related to the presence of microplastics in the environment. To this end, a series of presentations have been made related to the potential impact of microplastics; the progress that has been made so far in monitoring and sampling; the main identification and analysis techniques being used; the need to harmonize methodologies and the main knowledge gaps in the field.

These presentations laid the groundwork for a participatory debate to share lessons learned and identify the main challenges and needs, as well as the potential for improvement.



### MODERATOR

- PhD. Marisa Fernández Cañamero - Head of Department | Centro Tecnológico del Mar – Fundación CETMAR

### SECRETARY

- Ms. María Plaza Arroyo - Chemical Researcher | CEDEX – Centre for Ports and Coasts Studies

### SPEAKERS

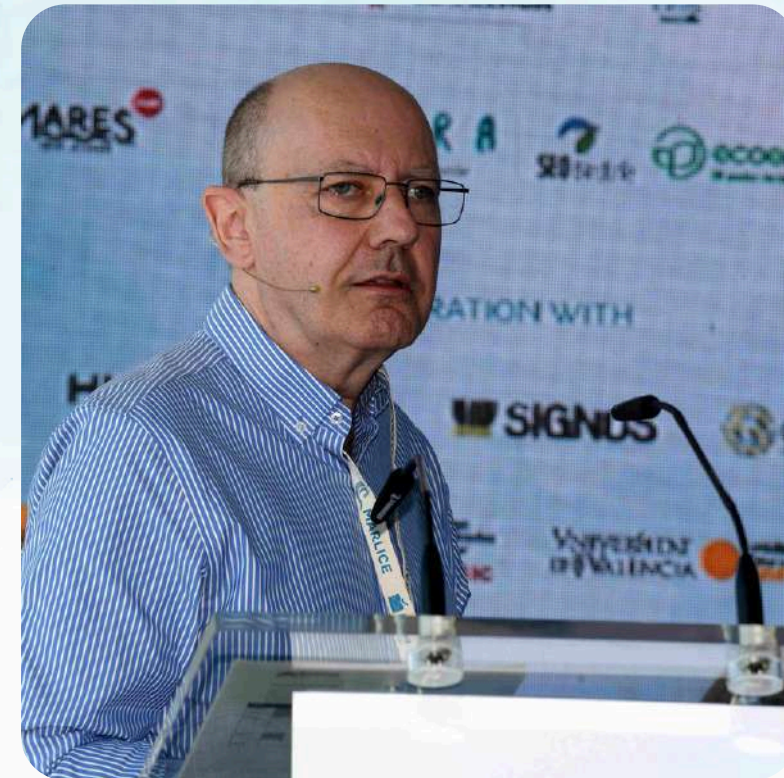
- PhD. Soledad Muniategui-Lorenzo - Full Professor in Analytical Chemistry. Head of the Unviersitary Institute in Environment at UDC | University of A Coruña (Spain)
- PhD. Marisa Ribeiro de Almeida - Team Leader | CIIMAR
- PhD. Ethel Eljarrat Esebag - Director | IDAEA/CSIC
- PhD. Roberto Rosal - Professor of Chemical Engineering | University of Alcalá (Spain)

## CONCLUSIONS

The session addressed the impact of microplastics and their potential effects on human health, showcasing the latest advancements in polymer and additive analysis methods and the complexity of the various processes associated with their detection and quantification.

Key conclusions highlighted included the high level of exposure to microplastics and their accompanying additives through multiple pathways, the need to develop guidelines with sampling procedures to monitor microplastics and nanoplastics in water, sediments, and biota, and protocols with sample preparation strategies focused on the analysis objective. Additionally, the need to combine different methodologies for polymer characterization was emphasized.

The importance of conducting interlaboratory exercises and having reference materials for microplastics and nanoplastics was also stressed. To advance in risk assessment, the need to make precise exposure estimates in units of mass, to advance knowledge on exposure-effect relationships, and to clarify the mechanisms of internalization was highlighted.



## PELLET SPILLAGES: AREA WE READY TO TACKLE THEM?

### DESCRIPCIÓN

Plastic resin pellets are the raw material for the manufacture of plastic products. Due to their size and shape, they can be spilled throughout the supply and use chain or during transport, leading to plastic pellets being omnipresent in most coastal environments. Although different regulatory and preventive approaches are being promoted and implemented from governmental agencies and the plastic industry at international, EU and national levels, operational and accidental losses occur and there is still a lot of room for improvement in terms of prevention and response.

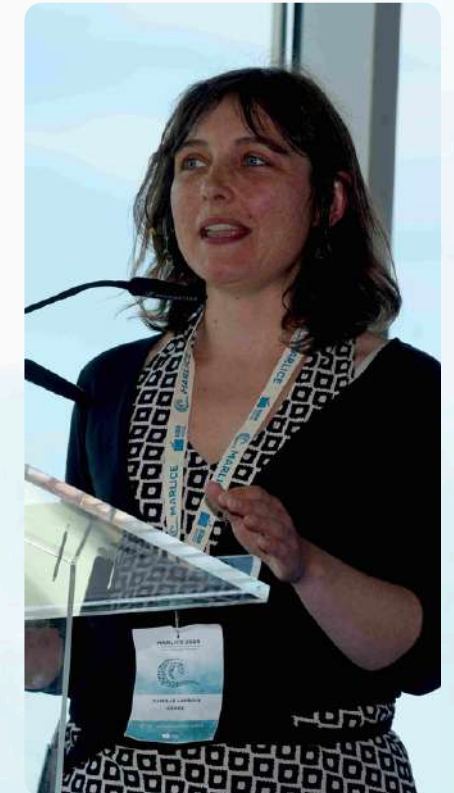
This session aims to present and discuss key issues associated with pellet spillages. After setting the scene and the regulatory framework, two pollution events from sea and land-based sources and an example of measures taken by the plastic industry were presented and set the basis for a participatory debate to share lessons learnt and identify main challenges and gaps as well as the potential for improvements.

### MODERATOR

- PhD. Marisa Fernández Cañamero - Head of Department | Centro Tecnológico del Mar – Fundación CETMAR

### SPEAKERS

- PhD. Garbiñe Ayensa - Head of Documentation and Scientific Support Unit | INTECMAR



- Mr. Ignacio Arnau del Amo - SHEQ Manager | PAÑALON S.A.
- PhD. Megan Jensen - Technical Officer | International Maritime Organization (IMO)
- PhD. Camille Lacroix - Head of Aquatic Litter Monitoring and Studies Department
- PhD. Marisa Fernández Cañamero - Head of Department | Centro Tecnológico del Mar – Fundación CETMAR
- Mr. Jordi Oliua Farriol - Co-founder & Projects director | Good Karma Projects



## CONCLUSIONS

The session on pellets addressed the current state of knowledge about pellets and the initiatives and recommendations regarding packaging, reporting, and stowage developed by the International Maritime Organization to reduce the environmental risks of maritime pellet transport. Lessons learned from the "Toconao" cargo ship spill, extensive monitoring efforts carried out in recent years due to operational spills from the industry around Tarragona (Spain), and examples of measures applied by land transport companies to prevent pellet losses were also presented.

The session highlighted the need to generate more knowledge and best practices regarding cleaning techniques (when to stop cleaning, impact of cleaning), to make advances in remote monitoring and modeling of pellets, and to adapt and complement contingency plans for pollution to include responses to this type of spill. Emphasis was placed on the importance of training and raising awareness among personnel involved in transport operations, which significantly reduces pellet spills during unloading operations.



Day 1 | 22 May | 11.00- 13.00h | Ocean Room

## IMPACT OF MARINE LITTER ON BIOTA AND MARINE ECOSYSTEMS

### DESCRIPTION

The main objectives of this session were to identify the effects of marine litter on sea life, assess the extent of these impacts on different habitats and species, and propose strategies and solutions to mitigate and prevent these effects. Participants shared recent research and data, discuss best waste management practices, and explore new technologies and policies that can help address this global issue.

These presentations led a participatory debate to share lessons learned and identify the main challenges and needs, as well as the potential for improvement.

### Objetives

- Evaluate the effects of marine litter on biota
- Identify challenges to drive effective actions to protect the oceans and their biodiversity

### MODERATOR

- PhD. Cristina Fossi - Professor in Ecology and Ecotoxicology | University of Siena (Italy)
- PhD. Eve Galimany - Researcher | ICATMAR/ICM-CSIC

### SECRETARY

- Mr. Patricio Peñalver - Project coordinator | Asociación HyT



### SPEAKERS

- Ms. Mar Izquierdo Serrano - Senior Research Technician for the LIFE-MEDTURTLES project. Pre-doctoral student at the Marine Zoology Unit | University of Valencia (Spain)
- Mr. Andreu Dalmau Elorza - Project technician | SUBMON
- PhD. Michela Angiolillo - Researcher | ISPRA
- Ms. Laura Corredor Matías - Vertidos Cero Association | Project Technician
- PhD. Montserrat Solé Rovira - Senior Researcher | ICM-CSIC
- PhD. Cristina Fossi - Professor in Ecology and Ecotoxicology | University of Siena (Italy)
- PhD. Eve Galimany - Researcher | ICATMAR/ICM-CSIC

## CONCLUSIONS

The main objectives of the session "Impact of marine litter on biota and ecosystems" were to identify the effects of litter pollution on marine life and assess the extent of these impacts on different habitats and species. Participants shared recent research studies on a wide range of topics, including cetaceans, seagulls, or turtles, and ecosystems as diverse as coral reefs, seagrass meadows, or beaches.

The main take home messages from the session were that we need integrated approaches to monitor the species, such as biomarker approaches. Monitoring protocols and units need to be homogenous within a same species or ecosystem. Moreover, there is a need for collaboration among different research areas to facilitate knowledge transfer and optimize sampling.



## MONITORING OF BIOTA AND ECOSYSTEMS AS INDICATORS OF MARINE LITTER

### DESCRIPTION

The main aim of this session was to share experiences of monitoring the incidence of marine litter on marine fauna, especially in those species defined as part of the monitoring methodologies and data analysis feeding into the Regional Sea Conventions Monitoring Programs, a key aspect for assessing the impact of marine litter on the biodiversity of our seas and oceans.

### Objectives

- Identify indicator species and monitoring programs
- Discuss the need, identification, and effectiveness of species and their programs
- 

### MODERATOR

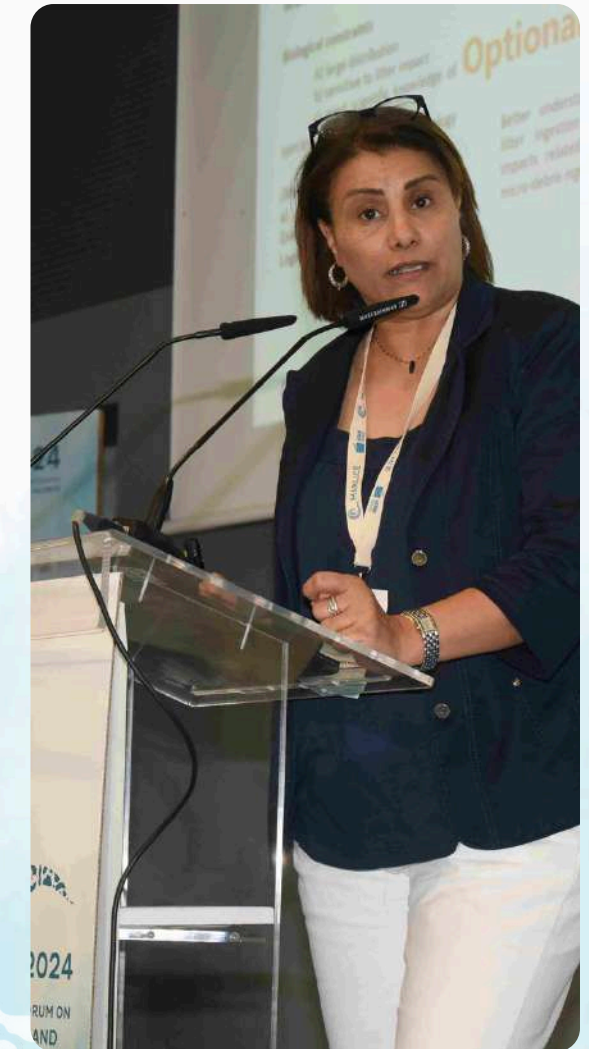
- PhD. Eve Galimany - Researcher | ICATMAR/ICM-CSIC
- PhD. Christos Ioakeimidis - Associate Programme Management Officer | UNEP/Mediterranean Action Plan-Barcelona Convention

### SECRETARY

- Mr. Patricio Peñalver - Project coordinator | Asociación HyT

### SPEAKERS

- Mr. Jesús Tomás - Associate professor | University of Valencia (Spain)



- PhD. Thomais Vlachogianni - Senior Programme/Policy Officer | MIO-ECSDE
- PhD. Lobna Ben Nakhala - Programme Officer - Species Conservation | UNEP-MAP SPA/RAC
- PhD. Christos Ioakeimidis - Associate Programme Management Officer | UNEP/Mediterranean Action Plan-Barcelona Convention



## CONCLUSIONS

The main aim of the session “ Monitoring of biota and ecosystems as indicators of marine litter” was to share experiences of marine litter monitoring as part of the methodologies and data analysis feeding into Regional Sea Conventions Monitoring Programs, a key aspect for assessing the impact of marine litter on the biodiversity of our seas and oceans.

The main take home messages from the session were that we understand and acknowledge the importance of the multidisciplinary and transboundary nature of the marine litter issue and that regional actions are key to improve the health of ecosystems.. However, despite being on the right track to get all stakeholders working together harmoniously, we still need to continue working towards data homogeneity and strengthening collaborations.



Day 1 | 22 May | 16.30- 17.30h | Ocean Room

## PROTAGONISTS' SESSION I: RECOVERY OF LOST FISHING GEAR (ALDFG)

### DESCRIPTION

The objective of this session was to explore the need to improve the management of lost or abandoned fishing gear, encompassing the different stages of possible loss, location, assessment, necessity and feasibility of removal, and management options.

The debate focused mainly on the complexities of handling the removal both logistically and administratively, with special focus on the example of the Intemares-Lost Gear Project presented in this session, the products of which served as a guide for the discussion phase.

The session brought together experts from different fields, who contributed their vision of this complex problem, where there are different points of view.

### MODERATOR

- Ms. Marta Martínez-Gil - Head of Area - Subdirectorato General for Sea Protection - Directorate General for the Coast and the Sea | Ministry for Ecological Transition and the Demographic Challenge

### SECRETARY

- Mr. Patricio Peñalver - Project coordinator | Asociación HyT

### SPEAKERS

- PhD. Andrea Spinelli - Researcher | Oceanogràfic Foundation



- Mr. Raúl Álvarez - Chairman | Ghoist Diving Spain
- Mr. Felipe Victoria - Senior Manager, Multilateral Affairs, International Plastics | Ocean Conservancy
- PhD. José Luis Gómez Gesteira - Technician | Centro Tecnológico del Mar - Fundación CETMAR
- PhD. David León - Projects Coordinator | Asociación HyT



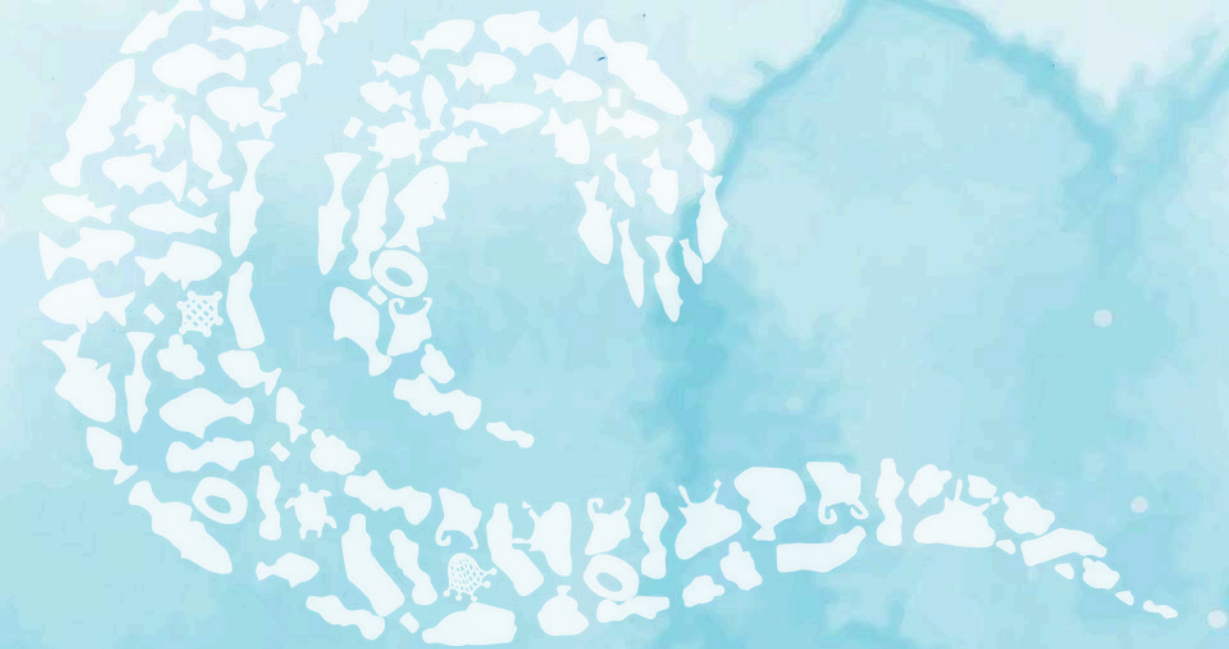
## CONCLUSIONS

The management of lost or abandoned fishing gear (ALDFG), including its detection, alert, analysis, evaluation, potential recovery, and subsequent management, requires comprehensive planning. The session placed special emphasis on the tools generated and made available through the Lost Gear initiative ([www.artesperdidos.es](http://www.artesperdidos.es)), part of the Life ÍNTEMARES Project.

Among the most relevant reflections and points arising from the session, the significant consensus achieved around the general criteria document included in Lost Gear was highlighted, emphasizing the importance of continuing its dissemination and reinforcing specific training and communication actions involving all stakeholders.

Additionally, the session noted the growing number of initiatives addressing the issue and emphasized the need to strengthen the national database. This database, besides being useful as a repository and consultation area, has the capability to be exported for international initiatives and databases.

Finally, the value of the session as a generator of alliances must be highlighted, and the potential of Lost Gear as a demonstrative initiative for other regions with similar needs was also emphasised.



## CIRCULAR ECONOMY STRATEGIES AS A SOLUTION TO MARINE LITTER

### DESCRIPTION

To meet the UN 2030 Agenda for Sustainable Development, full implementation of the circular economy and cooperation between all stakeholders is essential. Through eco-innovation, the circular economy system enables a rethinking of business that incorporates sustainability into all business operations along the value chain. Products and materials are designed to be reused, remanufactured, recycled, recovered and kept in the market for the long term, as well as avoiding or minimising the generation of waste, especially litter, with a consequent reduction in greenhouse gas emissions. The session was a brief sample of the activities currently underway in Spain. From the discussion, participants established recommendations for coordinated action to accelerate the transition of the business model along a downstream and upstream value chain.

### MODERATOR

- Ms. Eva Verdejo - Head of the Recycling and Biotechnology Cluster | AIMPLAS
- Ms. Sonia Albein Urios - Circular Economy and Environment Cluster Leader | AIMPLAS

### SPEAKERS

- Mr. Julio Pérez - Project Manager | ACTECO PRODUCTOS Y SERVICIOS, SL
- Mr. Adrià Tallada - Co-Founder | Plàstic Preciós la Safor
- Mr. Timon Skoddow - Senior Consultant | CIM
- Mr. Jose Maria Fernandez Alcalá - Head of circular economy | Ihobe, Basque Environmental Agency



- Ms. Beatriz Arribas - Senior Sustainability Manager | Coca-Cola Europacific Partners
- Mr. Juan María Ruiz Alarma - Public Affairs and Sustainability Manager | Plastics Europe

## CONCLUSIONS

The main conclusion drawn from this session is that it is necessary to continue working to increase the circularity index both in Spain and in Europe. It was concluded and reiterated that the circular economy must be considered in all key aspects such as product and process eco-design, waste management and waste recovery.

The Digital Product Passport (DPP), which will be introduced in the coming years, was also discussed along with the benefits associated with the incorporation of information on products/materials and the need for traceability and certification of marine litter.

Regarding recovery options, the different recycling techniques currently available were explored and the work undertaken to date as well as demonstrators that help to raise public awareness were examined. One of the key points to emerge was the need to continue working throughout the chain for the implementation and scalability of marine litter treatment in the value chain in order to achieve environmental and economic sustainability.



## EXAMPLES OF MEASURES TO MINIMISE LITTERING

### DESCRIPTION

Litter dispersed or abandoned in natural environments and urban areas poses multiple environmental threats. From the pollution of rivers, seas and soils to the disturbance of natural and urban habitats, this problem is a reflection of irresponsible consumption habits, lack of awareness, uncivic behaviour, inadequate infrastructure or misinformation.

Litter can severely affect the natural beauty of landscapes and ecosystems. The different types of materials that make up litter can take hundreds of years to decompose, during which time they persist in the environment, affecting local flora and fauna. These wastes are not only an aesthetic nuisance, but can also be ingested by animals, causing serious problems for wildlife.

Much of this waste ends up in rivers and seas, contributing to the pollution of rivers and seas, affecting aquatic life and the quality of water for human consumption.

During this session, several experts shared concrete and effective examples of strategies to minimise litter. These examples illustrated solutions applied in various contexts to address this environmental problem, which manifests itself as litter or abandoned waste in both natural and urban environments. Through their presentations, speakers highlighted the importance of education, effective waste management policies, community participation and the promotion of sustainable consumption and production practices.



### MODERADOR

- Mr. María Cabrera Fernández - Responsible for Communication | Paisaje Limpio
- Ms. Núria Felis Reig - Environmental inspector | Gandia City Council (Spain). Eucrante Association

### SPEAKERS

- Mr. Javier Grau - Research staff of the mechanical recycling group | AIMPLAS
- Mr. Xavier Abril - Public use technician | Ebro Delta Natural Parc
- Ms. Els Gommeren - Project officer monitoring | Mooimakers
- Mr. Javier Sanchis Carbonell - Manager Actuacions Ambientals Integrals | Global Omnium
- Ms. Sara Güemes Santos - Coordinator | LIBERA

## CONCLUSIONS

This session featured a series of innovative presentations focused primarily on the concrete and effective actions being developed within the framework of managing and minimizing litter in both natural and urban environments. The examples presented highlighted the importance of addressing litter with an integrated approach of technological innovation, community participation, sustainable management policies, and environmental education in different contexts, emphasizing the need to act urgently and effectively to mitigate this serious environmental problem.

The foundations were laid for understanding the urgency of implementing effective measures to address this environmental challenge:

- Aguas de Valencia shared an example of significant innovation in waste interception using special nets placed at strategic points to prevent waste from becoming marine litter. This technique represents a crucial advancement in preventing aquatic pollution.
- The Libera Project presented the minimization measures they have implemented in natural spaces, highlighting that not only is the waste quantified, but communities are also actively involved in the cleanup and identification of critical accumulation points, increasing public awareness of the issue.
- The Mooimakers expert committee in Flanders illustrated practices for measuring and managing litter in urban environments, emphasizing specific actions such as awareness and cleanup campaigns, demonstrating that effective management is possible and replicable.
- AIMPLAS showed how the circular economy can transform marine litter into resources, giving materials a second life and turning this environmental problem into an opportunity for sustainable development.
- Awareness activities in the Ebro delta natural park (Spain) were addressed, focusing on environmental education with schools and volunteers and the importance of continuous waste monitoring to direct cleanup and prevention efforts.



## EXTENDED PRODUCER RESPONSIBILITY, AN OPPORTUNITY TO IMPROVE COMMITMENTS

### DESCRIPTION

The Circular Economy (CE) has become a common framework to which all activities in society must conform. Although the CE covers much more than waste (energy and water are often forgotten), it is clear that waste has become the main focus of actions undertaken by public authorities and the private sector. For this reason, the legal figure of Extended Producer Responsibility (EPR) must be a basic component of any action within the framework of the CE and producers must strive to align and integrate EPR with their global strategies.

Producer Responsibility Organisations (PROs) allow producers to address the requirements set out in legislation with the defined scope. In this sense, responsibility for the waste that ends up in seas and on beaches is diffuse, due to the disparity of sources, materials and destinations.

This is why the latest edition of MARLICE featured a round table with the participation of individual companies, associations and the PROs that represent them. The aim was to provide a status update on the current situation and illustrate the degree of progress achieved with specific examples.

### MODERATOR

- Mr. Francisco Javier Miranda - Waste management Expert. Technical team | Asociación Vertidos Cero

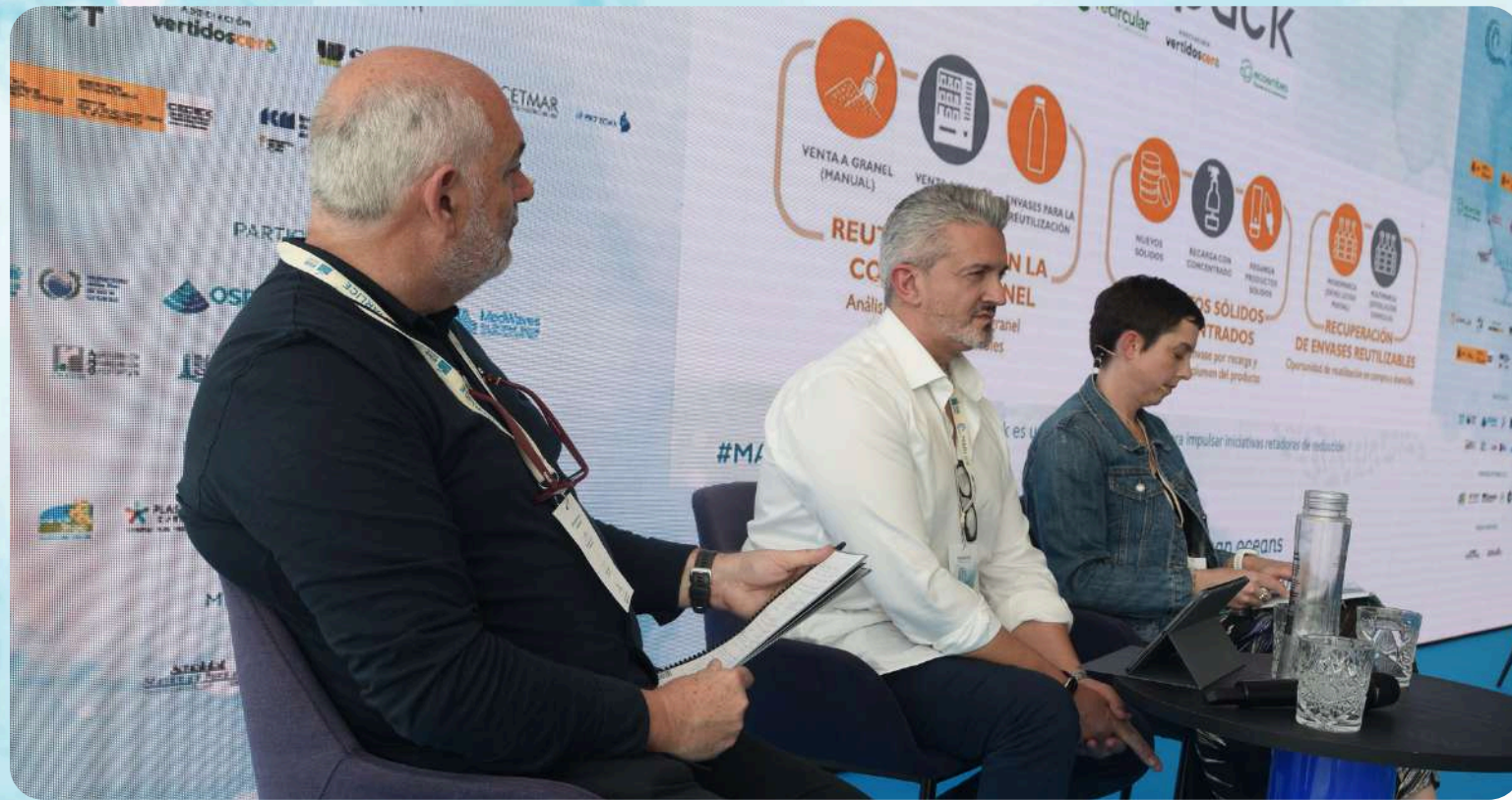


### SPEAKERS

- Ms. Emmanuelle Bautista - Head of European and international affairs | CITEO
- Ms. Nancy Villaluenga - Institutional Affairs | ECOEMBES
- Mr. Óscar Hernández Basanta - General manager | Spanish Association of Plastic Recyclers.
- Ms. Beatriz Arribas - Senior Sustainability Manager | Coca-Cola Europacific Partners
- Mr. Juan Ramón Meléndez Agudín - Director | Beverage Can Makers Association
- Ms. Isabel L.-Rivadulla Sáñez - Communication Manager | SIGNUS

## CONCLUSIONS

During the session, different initiatives promoted by responsible organizations from France and Spain (such as Ecoembes, SIGNUS, CITEO), product producers (Coca-Cola Europacific Partners), and trade associations (Beverage Can Makers Association and Spanish Association of Plastic Recyclers - ANARPLA) were showcased. These initiatives aim to comply with new European regulatory changes, which include increasingly stringent targets for waste prevention, reuse, and recycling. Additionally, they aim to address a society more aware of environmental issues, seeking to prevent litter abandonment in the environment, improve the management of plastic, cardboard, glass, metal packaging waste, and used tires, ensuring these wastes do not end up reaching and impacting coastal and marine areas as marine litter.



Day 2 | 23 May | 11.00- 13.00h | Ocean Room

## SYSTEMIC TRANSFORMATIONS TO ADDRESS MARINE POLLUTION – BlueMisionMED. Spanish Hub Workshop at MARLICE 2024

### DESCRIPTION

Mobilisation of Spanish staff for the implementation of transformative innovative solutions for the EU Mission Oceans and Waters in the Mediterranean Basin

Context: The BlueMissionMed national HUBs are multistakeholder territorial communities that implement the activities and priorities of the BlueMissionMed project in alignment with the overall EU mission Restore Our Oceans and Waters. Their main role is to facilitate and support individuals and organisations by engaging public and private actors, experts and institutions, facilitating knowledge exchange and playing a key role in providing them with the necessary content and expertise, enabling participants to develop and implement their ideas effectively.

Between May and June, BlueMissionMed is organising a series of events, in collaboration with the BlueMissionMed national and regional HUBs in France, Greece, Italy, Malta, Spain, Tunisia and Turkey.

Objectives:

- To showcase and demonstrate transformative innovative solutions selected in line with the EU Zero Pollution Hierarchy, to prevent and reduce pollution in the Mediterranean Sea and its waters;
- Gather stakeholder views and input on the selected transformative innovative solutions;



- Facilitate the adoption and implementation of the solutions in order to achieve the EU's mission objectives.

### MODERATOR

- Ms. Francina Moya - R&D&i Technician | Spanish Institute of Oceanography, IEO-CSIC
- Mr. Ignasi Mateo Rodríguez - Project manager | MedWaves, the UNEP/MAP Regional Activity Centre for SCP (former SCP/RAC)

### SPEAKERS

- Ms. Irene Alonso - Consultant – Public Policy & Research | ECORYS
- PhD. David Ponce - Head of European projects | FUNDACION AITIIP
- Ms. Stefania Campogianni - Project Manager on Plastic Pollution | WWF Mediterranean
- Mr. Tupa Rangel - Coordinator of Plastic Free Balearics | Save the Med
- PhD. Oihane C. Basurko - Senior Researcher | AZTI
- Mr. Andreu Dalmau Elorza - Project technician | SUBMON

## CONCLUSIONS

The session was conceived as a participatory working session within the activities of the Spanish Hub of the BlueMissionMed project.

The objective of the session was to present and promote the selection of the most suitable innovative and transformative solutions for implementation in the framework of the EU Mission Oceans and Waters in the Mediterranean Basin. To this end, during the session:

- The innovative and transformative solutions previously selected by the Spanish Hub for this event were shown and demonstrated.
- All the doubts, comments and contributions from the public and the speakers were collected.
- Through the Mentimeter App, all those attending the session carried out an interactive exercise by answering a series of questions that helped to gather information on the key points of each of the solutions presented:
  - barriers or resistances to their implementation.
  - opportunities or facilitators for the success of the solution.
  - needs for implementing the solution.

Finally, questions were asked to try to determine which solution would have the greatest impact on the industrial sector and which would be easier to implement in terms of resource efficiency/time/effort.



Day 2 | 23 May | 15.00- 16.30h | Ocean Room

## THE ROLE OF COASTAL MUNICIPALITIES AS A SOURCE OF SOLUTIONS

### DESCRIPTION

Almost three-quarters of the world's population lives within 50 km of the sea, originating multiple stressors that have negative effects on coastal zones. Marine litter pollution, particularly plastic debris, is a global concern, which is why the international community has declared the need for urgent action. Cities and coastal communities are associated with land-based marine pollution, which can result from run-off, sewage overflows, littering, poor waste disposal and management, and industrial activities. To a lesser extent, marine debris comes from the sea, with plastic pollution coming mainly from fishing activities, recreational boating and aquaculture, among others. Local authorities also play a role in the solution by promoting policies for prevention, reduction and recycling, supporting new technologies and innovation as well as encouraging citizens to become involved in actions. Currently, the institutions emphasize the need for coordinated action among countries, supported by regional and international conventions. Emphasis should be placed on instruments to reduce and eliminate marine plastic pollution at all levels of the value chain, by discouraging plastic use and educating to achieve sustainable consumption.

Science, policy and society are essential to support the transformative change in the socioeconomic system required to create the coastal cities of the future. This session focused on the experiences of researchers, local authorities and citizens in addressing plastic pollution and establishing dialogue regarding best practices and experiences, mainly on Mediterranean coasts.



### MODERATOR

- PhD. Vanessa Sarah Salvo - Institutional & International Relations and Knowledge Transfer Unit ICM-CSIC Scientific Director Posidonia Green Project | Instituto de Ciencias del Mar (ICM-CSIC)
- Ms. Carolina Pérez Valverde - Project Officer | MedCities

### PONENTES

- Mr. Marc Balcells - Researcher | ICATMAR/ICM-CSIC
- PhD. Aida Ovejero Campos - Project technician | CETMAR
- Ms. Stefania Campogianni - Project Manager on Plastic Pollution | WWF Mediterranean
- Mr. Josep Canals-Molina - Secretary General | MedCities
- Mr. Andrés Del Castillo - Senior Attorney | Center for International Environmental Law
- PhD. Vanessa Sarah Salvo - Institutional & International Relations and Knowledge Transfer Unit ICM-CSIC Scientific Director Posidonia Green Project | Instituto de Ciencias del Mar (ICM-CSIC)
- PhD. Eve Galimany - Researcher | ICATMAR/ICM-CSIC

## CONCLUSIONS

In addition, human rights associated with stakeholders in UN decisions on plastic were discussed, particularly regarding indigenous populations. The role of cities and municipalities was analyzed using tools identified by BlueMissionMed, and successful cases, such as the collaboration with the Barcelona Fishers Guild and the Plastic Smart Cities Program were presented. Examples were also presented from the Galician coast, highlighting cleaning activities involving shellfish gatherers, among others. The discussion underscored how local field actions must be accompanied by an ambitious regulatory framework that is defined in a coordinated and participatory manner, involving all local stakeholders across different levels from intergovernmental to local.



Day 2 | 23 May | 16.30- 18.00h | Ocean Room

## TOURISM AND MARINE LITTER: STRATEGIES FOR A POSITIVE IMPACT

### DESCRIPTION

The Mediterranean, one of the world's most iconic and visited tourist destinations, attracts millions of tourists every year. However, we know that this large tourist influx also presents significant challenges related to sustainability and the conservation of nature, particularly in coastal areas, which boast a unique marine environment in global terms.

The impact of marine litter in the Mediterranean is alarming, with a high concentration of plastics and other debris affecting not only marine biodiversity, but also the health and experience of tourists visiting these areas. In this context, tourism is a source of marine litter generation, but it can also be a crucial catalyst for innovation and the adoption of sustainable practices.

In this session, we explored how various actors in the tourism sector are adopting innovative and sustainable approaches to combat plastic pollution in the Mediterranean. We presented examples of best practices that not only help mitigate the environmental impact of tourism, but also boost the local economy and improve the quality of the tourism experience.

We analyzed the changes generated over the last few years, identifying the practices already adopted and consolidated and the social, economic and regulatory barriers that still persist. We also heard speakers' views on medium-term trends and what is needed to accelerate the transition to positive impact.



### MODERATOR

- PhD. Pedro Fernández Bautista - Chair of Policy Advocacy | AEBAM

### SPEAKERS

- Mr. Ángel Peiró Signes - Lead researcher of the Lab Hot-EC project | Universitat Politècnica de València (Spain)
- Ms. Francesca Antonelli - Head of Cruises and Marketing | Port Authority of Valencia (Spain)
- Mr. Xavier Abril - Ebro delta natural park (Spain) | Public use technician
- Mr. Mayte García Córcoles - General Secretary | HOSBEC

## CONCLUSIONS

The following conclusions can be drawn from the session:

- Regarding single-use plastics, while most companies have implemented changes largely due to legislation, the options chosen may not always be the best environmentally. This is often due to operational issues that result in higher costs for companies. Alternatively, it may be due to the difficulty of changing practices with employee participation.
- To be able to determine environmental improvements and avoid greenwashing, it is important to have a clear and sector-accepted reference framework.. However, this requires additional efforts to enable it to become common practice.
- Regarding consumers, resistance to changing habits has been found. Therefore, economic instruments (such as the payment of a deposit for single-use containers) provide good results.



## INTEMARES - PROTAGONISTS' SESSION. FISHING FOR LITTER

### DESCRIPTION

This session aimed to examine and discuss experiences with fishing for litter in the European context, with a particular focus on new challenges posed by the European Commission for the onshore management of marine litter collected unintentionally by fishermen.

The dialogue highlighted best practices using the General Criteria Document for Marine Litter Fishing, developed as part of the INTERMARES Project, entitled Clean Fishing Grounds.

Structured as a dissemination session for this document on an international level, experts from national and international backgrounds gathered for a roundtable discussion. They explored the pros and cons of litter fishing actions, current status, and contributions of the General Criteria Document for future development.

### MODERATOR

- Ms. Marta Martínez-Gil - Head of Area - Subdirectorato General for Sea Protection - Directorate General for the Coast and the Sea | Ministry for Ecological Transition and the Demographic Challenge

### SECRETARY

- PhD. Estibaliz López-Samaniego - Project Management | Asociación Vertidos Cero



### SPEAKERS

- Mr. Dimitris Alexopoulos - Business Partnerships Manager | ENALEIA
- Mr. José Basilio Otero - President | National Federation of Fisher Guilds
- Ms. Marta Gómez Lahoz - Head of Blue Growth Department | Puertos del Estado
- Ms. Alena Petrikovicova - Policy Officer - Marine litter, Maritime Innovation, Marine Knowledge and Investment | EUROPEAN COMMISSION - Directorate General for Maritime Affairs and Fisheries
- PhD. Estibaliz López-Samaniego - Project Management | Asociación Vertidos Cero



## CONCLUSIONS

During the session, the importance of working comprehensively and harmoniously was highlighted, with the fishing sector playing a central role as part of the solution. The objective should be to involve 100% of the sector in these activities.

Regarding fishing professionals, it was concluded that their participation should be incentivized through awareness and training of the fishing professionals of the future. In this regard, channeling projects through a harmonized scheme would help prevent confusion among fishing professionals. Similarly, the importance of avoiding negative messages that devalue seafood products was mentioned.

Additionally, the importance of data for policymaking was highlighted. Mechanisms for the harmonized collection and reporting of data must be established to inform policy decisions effectively.

A key point is the financing of the management of unintentionally caught waste, which should be obtained through alternative mechanisms (FEMPA funds, PROs...) to avoid financially penalizing fishing professionals or ports. The application of extended producer responsibility presents significant challenges due to the varied and cross-border origin of marine litter.



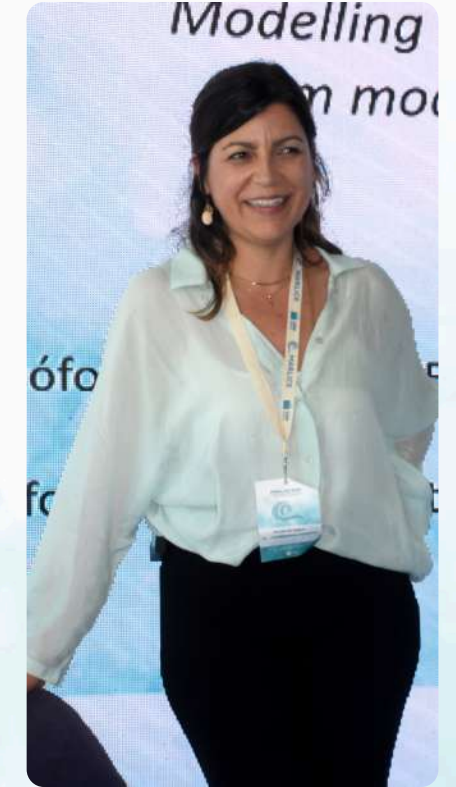
Day 3 | 24 May | 10.30- 12.00h | Mar Auditorium

## NEW TECHNOLOGIES FOR TRACKING AND DETECTION OF HOTSPOTS AND MONITORING

### DESCRIPTION

Although monitoring approaches have already been developed to measure marine litter in different compartments in compliance with the Marine Strategy Framework Directive (MSFD) obligations, seafloor and floating litter still represent important challenges. Moreover, the issue of detecting and mapping hotspots is still lacking proper systems that can be applied by those in charge of implementing measures and there is a strong need to develop tools and technologies to detect and/or predict areas with a high accumulation of marine debris. These issues also apply to riverine litter. In this regard, having proper technologies will facilitate the planning and execution of marine litter retrieval operations in hotspots when the potential impact of accumulated litter makes such operations advisable.

This session aimed to review and discuss new technologies for tracking and detection of hotspots and monitoring in those compartments that are most difficult to access. The speakers provided key content and information on advantages and limitations of different approaches and facilitated further discussion with the audience on main gaps and needs and on the necessary steps for these new technologies to be transferred and used by competent authorities in complementing monitoring plans and measures to be implemented.



### MODERATOR

- Mr. Manuel Arias Ballesteros - Earth Observation Scientist | Instituto de Ciencias del Mar (ICM-CSIC)
- PhD. José Luis Gómez Gesteira - Technician | Centro Tecnológico del Mar - Fundación CETMAR

### SPEAKERS

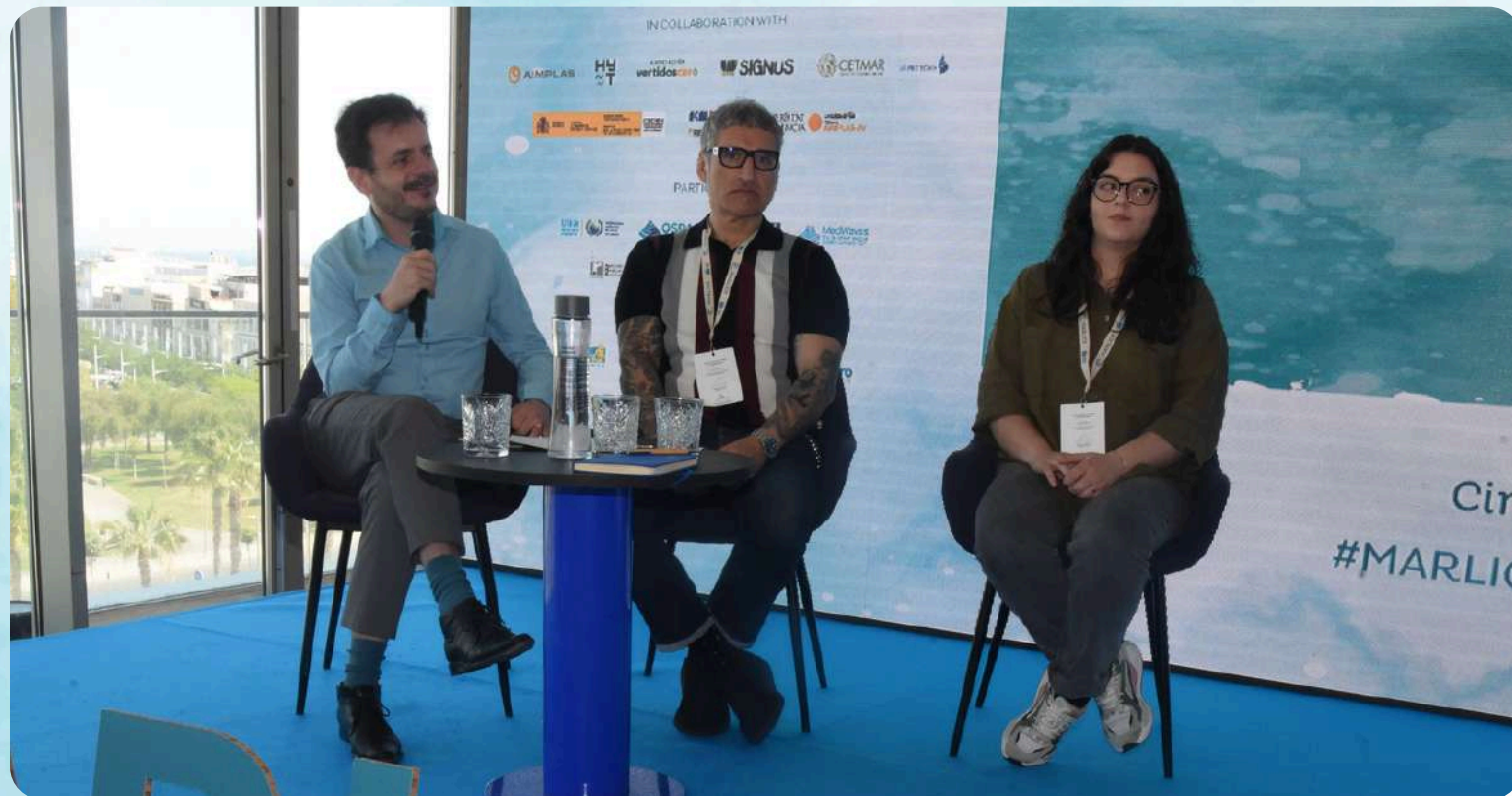
- PhD. Sara Freitas - Assistant Researcher | INESC TEC
- PhD. Oihane C. Basurko - Senior Researcher | AZTI
- Mr. Hilda de Pablo - Professor - Researcher | FE - Lusófona University (Portugal)
- Ms. Liesbeth De Keukelaere - R&D | Vlaams Instituut voor Technologisch Onderzoek (VITO)
- Mr. Oscar Bergasa - CEO | elittoral SL

## CONCLUSIONS

The session addressed a review of new technologies being developed and employed by various institutions and companies, both Spanish and international, for the detection and monitoring of marine litter, especially in areas where this type of waste accumulates.

The main conclusions highlighted the diversity of tools currently available for the remote sensing of litter, both in marine compartments and in river courses and estuaries. This technology is currently supported by predictive models, which are a fundamental aid in relation to both monitoring and the evaluation of corrective measures. The applicability of artificial intelligence in this field was also emphasized, associated with the existing set of techniques.

Finally, the limitations still to be observed in these new developments and possibilities for improvements were discussed. The need to facilitate the transfer of knowledge generated within the framework of initiatives and projects to end users, especially public authorities, was highlighted. This would enable technologies that have already been tested to be incorporated into existing marine litter monitoring programs in the different marine compartments, as well as into monitoring programs of litter carried by rivers.



Day3 | 24 May | 12.00- 13.30h | Mar Auditorum

## NEW TECHNOLOGIES: DATA ANALYTICS AND AI APPLIED TO MARINE LITTER – IS IT THE FUTURE?

### DESCRIPTION

The session on “NEW TECHNOLOGIES: DATA ANALYTICS AND AI APPLIED TO MARINE LITTER – IS IT THE FUTURE?” explored the new possibilities of data collection and how the data must be analyzed to get a snapshot of the current situation and future evolution in order to achieve our goals.

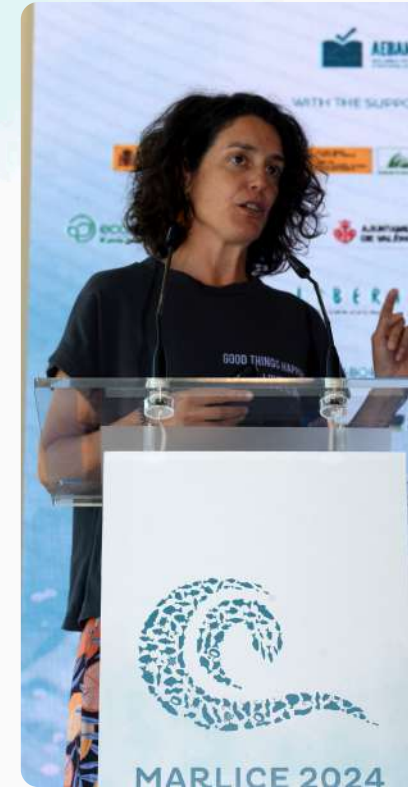
The current status of data analysis was explored, along with the possibilities that new emerging tools (such as neural networks, deep learning, etc.) offer to refine results more precisely and appropriately focus solutions at all levels (local, regional, national, and transnational).

### MODERATOR

- Ms. Izaskun López-Samaniego - Subjet Manager Expert | Globant / Vertidos Cero

### SPEAKERS

- Ms. Sara Güemes Santos - Coordinator | LIBERA
- Mr. Isabel Coletto - Senior Partner | TALANTIA, S.L.
- PhD. Vanessa Sarah Salvo - Institutional & International Relations and Knowledge Transfer Unit ICM-CSIC Scientific Director Posidonia Green Project | Instituto de Ciencias del Mar (ICM-CSIC)
- Mr. Manuel Arias Ballesteros - Earth Observation Scientist | Instituto de Ciencias del Mar (ICM-CSIC)
- PhD. Estibaliz López-Samaniego - Project Management | Asociación Vertidos Cero



## CONCLUSIONS

We wondered if data analytics and artificial intelligence would have an impact in the future on finding solutions to marine litter, and the speakers demonstrated that it is certainly not the future but the present.

The projects presented and MARLICE 2024 as a whole enabled us to understand how teams are collecting and exploiting the information and data they have using different techniques. For them, data is crucial not only to understand the magnitude and nature of marine litter but also to identify and design the most effective measures to address the different issues they encounter.

The presentations in the session highlighted the importance of collaborating across different working groups. (science, technology, and communications) and the need to dispel certain myths about artificial intelligence, such as its lack of maturity to tackle marine litter projects.

If our goal is to address certain challenges, we can include Artificial Intelligence and data analytics among our tools by understanding the problems they solve and their limitations. The examples presented by the speakers underlined this and highlighted the different objectives they aimed to achieve through advanced analytics and/or artificial intelligence techniques:

- Promoting citizen participation with the Minka project presented by Vanessa Shara Salvoy.
- Seeking trends and setting goals with the Observatory of Marine Litter and the challenges of marine litter in the Mediterranean presented by Sara Güemes and Estibaliz López-Samaniego, respectively.
- Identifying patterns and searching for solutions with new tools to understand marine litter and implementing artificial intelligence with Manuel Arias and Isabel Coletto.

And what is the secret of their success? They all agree that the success of their work is based on a process of understanding prior to the application of techniques based on advanced analytics and artificial intelligence. This initial step allows them to take planned steps in their projects by:

- Identifying that the data techniques they really need do not always have to be the most complex.
- Evolving their projects by aligning their objectives with the maturity of the technology.



## RIVERS AS A SOURCE OF MARINE LITTER INPUT

### DESCRIPTION

Rivers play an important role in transporting litter from inland to the sea. However, there are knowledge gaps in monitoring to understand this critical problem, the impacts on freshwater ecosystem communities, and to identify measures to prevent litter entering rivers and these gaps need to be filled.

At European and Mediterranean level, actions to integrate river basin management and coastal water management, in some cases following ecosystem-based approaches, are the basis of a possible regulatory framework.

The objective of the session was: to identify possible gaps in knowledge on the origin, monitoring methods and mitigation measures that can be implemented to prevent riverine inputs of marine litter.

### MODERATOR

- Mr. María Cabrera Fernández - Communications Officer | Paisaje Limpio

### SPEAKERS

- Ms. Andrea Ruzo - Director | Ecoalf Foundation
- Ms. María del Mar Cane - Head of the Wastewater Discharges Department | Júcar River Basin Management Authority (Ministry for Ecological Transition and the Demographic Challenge)



- PhD. Rafael Carballeira - Postdoctoral researcher | University of Valencia (Spain)
- Ms. Núria Felis Reig - Environmental inspector | Gandia City Council (Spain). Eucrante Association
- Ms. Iryna Makarenko - Pollution Monitoring and Assessment Officer | Protection of the Black Sea against pollution (Bucharest Convention)



## CONCLUSIONS

This session brought together a variety of key stakeholders, ranging from public authorities and municipalities to companies, universities, and EU Member States. This diversity of speakers reflects the spirit of the 2030 Agenda, which emphasizes the importance of collaboration among different stakeholders to achieve the Sustainable Development Goals related to environmental protection. The examples and projects presented highlighted that by working together, effective solutions can be developed and implemented, significantly contributing to global sustainable development goals.

The integrated approach needed to address marine pollution from river sources and the importance of collective action were emphasized.

- The actions carried out by the Júcar River Basin Confederation to manage wastewater discharges and stormwater runoff to minimize the entry of pollutants into rivers, especially during rainfall events, were outlined.
- The measures adopted by the Gandía City Council (Spain) to reduce the entry of marine litter into the sea were explained, including local initiatives to improve waste management and raise public awareness.
- Strategies focusing on studying and minimizing pollution implemented in rivers flowing into the Black Sea were presented, and international
- cooperation in these initiatives was highlighted.
- The impact of the “Clean Rivers, Save Oceans” Project, undertaken by the Ecoalf Foundation with the goal of raising awareness of plastic pollution and directly reducing the presence of macro, meso, and microplastics in Spanish rivers was discussed.
- Research results on plastic waste in lakes and reservoirs were shared, emphasizing the need for effective strategies to address this form of pollution in freshwater bodies as well.

### 3. MARLICE4PEOPLE

MARLICE4PEOPLE took place as part of the MARLICE 2024 program and constituted a block of activities aimed at bringing the issue of marine litter to the public.

The program was divided into various actions with the aim of generating knowledge transfer and raising awareness among the population, incorporating aspects such as art, communication, and environmental education into the forum. Thanks to the collaboration of the Valencia Port Authority, a photography exhibition and an environmental education workshop were held at the Edificio del Reloj. The MARLICE 2024 Forum program featured two sessions with the central theme of communicating the issue of marine litter.



#### PHOTOGRAPHY CONTEST AND EXHIBITION

Over 45 photographs were submitted for the II MARLICE Photography Contest "Objective: Clean Oceans", with first prize going Antonio Pérez for his photograph "Believe,"

From May 20th to 24th, two photo exhibitions were presented at the Edificio del Reloj:

- The finalists of the II MARLICE Photography Contest - "Objective: Clean Oceans."
- The exhibition "If It's Yours, why don't you tke it?" by photographer Javier Carrascosa, organized in collaboration with the Asociación Vertidos Cero, AEBAM, and Enviro Networking.



## ENVIRONMENTAL EDUCATION WORKSHOP

Another of the scheduled activities included a space dedicated to environmental education at the Edificio del Reloj on May 24th, featuring a workshop conducted by the organization Plàstic Preciós La Safor. The objectives were to explain the issue of marine litter, the importance of responsible plastic use, and the recycling process.



## SESSIONS

These sessions were part of a block of activities called MARLICE4PEOPLE, which in addition to being aimed at Forum attendees, were also open to the general public.



Day 1 | 22 May | 18.00- 19.30h | Hall

### SOCIAL MEDIA AS A TOOL TO HELP SAVE THE OCEANS

#### DESCRIPTION

This practical and dynamic workshop explained how to use social media, how users interact with social media and the topics that interest them, for the purpose of sharing scientific work with the public in a strategic way. Attendees learnt how to create quality content, establish an online presence and build a target audience.

#### SPEAKERS

- Mr. Sara Güemes Santos - Coordinator | LIBERA
- Ms. Laura Corredor - Marine Biologist and Science Communicator | Lau Corredor Diving
- Ms. Miriam Caba Melchor - Advertising and Digital marketing specialist | Ecoembes

Day 2 | 23 May | 18.00- 19.30h | Hall

### TELEVISION AS A TOOL TO SAVE THE OCEANS

#### DESCRIPTION

Communications professionals were asked to present an example of how to approach the problem of marine litter from their experience and to establish a debate on the challenges and opportunities afforded by television in relation to this issue.

#### MODERATOR

- Mr. Juanjo Pardo - Presentar "80cm" | RTVE

#### SPEAKERS

- Mr. Felix Tena - Journalist | À Punt Mèdia
- Ms. Dunia Ramiro Muñoz - Director of "EL ESCARABAJO VERDE", La 2 TVE | RTVE
- Ms. Lucia Perez Sanagustin - Journalist | RTVE

# 4. MEDIA IMPACT

## SOCIAL MEDIA

122 tweets

4 posts

71 stories

20.4k copies

890 interactions

More than 1,200 accounts reached



## MEDIA

4 press releases sent

4 interviews given

74 media appearances

Regional, national and international coverage

Agencies, digital media and print media

## NEWSLETTERS

6 newsletters sent

563 recipients

65.23% of openings

218 clicks

108 times bounced

3,299 total opens

691 total clicks

WITH THE SUPPORT OF



IN COLLABORATION WITH



PARTICIPATE



FRIENDS OF MARLICE



MEDIA PARTNER

