



Public awareness campaigns to persuade the public to change to the solid waste route for the disposal of their domestic sanitary waste (e.g. cotton bud sticks, tampons (applicators), disposable nappies)

Case Studies collected by the International Conference on Prevention and Management of Marine Litter in European Seas

| North-East-Atlantic | |
|--|---|
| Geographical area targeted: | Cases from UK & Spain (Mediterranean Sea also targeted) |
| Scale of Implementation: | European |
| Commencement Date: | |
| End Date | |
| Objectives: | Raising Awareness |
| Type of Initiative: | Education and Outreach |
| Type of Marine Litter targeted: | Bathroom waste |
| Location of the litter targeted: | Coastal area; Seashore/Beach; River banks Sea surface Water column |
| Land based sources targeted: | Individuals |
| Sea based sources targeted | None |
| Brief Description of the Initiative: | <p>Public awareness campaigns to persuade the public to change to the solid waste route for the disposal of their domestic sanitary waste. For example:</p> <ul style="list-style-type: none"> • Nation wide campaigns: e.g. 'Bag-it-and-Bin-it' campaign: to encourage the disposal of domestic sanitary waste away from the sewerage route into the solid waste stream. • Local campaigns: Think Before You Flush Towns: to stimulate Porthleven Town residents not to throw sanitary waste into the toilet. + Summer campaign sensibilisation: "Litter is a threat to the sea". Catalan Water Agency. Barcelona (sanitary waste is only one of the litter categories targeted with the campaign) • Information on packaging of sanitary items: e.g. logo and text "don't throw in the toilet". Important to assign what will be the harmful effect of throwing garbage into the toilet. |
| Responsible organizations: | Local government, ngo's, industries (producers of sanitary products) |
| Partner organizations: | |
| Financing: | |
| Project URL and other sources of information: | |
| Contributor and further contact person for request | |
| First name: | Stijn |
| Last name: | Lambert |
| Organisation/Affiliation | Arcadis Belgium nv |

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Stopping Marine Litter Together

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|-------------------------------------|---|
| Job Title: Organisation Address: | Koningsstraat 80 1000 Brussel |
| Pdf document: Literature: | <p>ACA. (2005). Summer campaign sensibilisation: "Litter is a threat to the sea". Catalan Water Agency. Barcelona</p> <p>Ashley R.M., Smith H., Gouda H. (2003). Domestic Sanitary Waste: the sustainability of different disposal strategies. University of Bradford. UK</p> <p>Le Grenelle de la Mer. (2010). Fonds macro-déchets . Groupe 14 « fonds déchets aquatiques. Ministère de l'Ecologie, du Développement durable et de l'Energie. La Défense (FR)</p> <p>Questionnaire Catalan Water Agency (ACA), 2012; Maria José Cardell</p> <p>Questionnaire CLABSA, company responsible for Barcelona's sewage system management, 2012; Enriquer Gutiérrez Diez, Head of Advanced Development Services</p> <p>Surfers Against Sewage. (2012). "SAS Celebrates Porthleven as the World's First Think Before You Flush Town!", online available at http://www.sas.org.uk/news/2012/04/16/sas-celebrates-porthleven-as-the-worlds-first-think-before-you-flush-town/</p> <p>Water UK. (2012). "The Bag It & Bin It campaign", online available at http://www.water.org.uk/home/resources-and-links/bagandbin</p> |