

MEETING MINUTES OF MARCH 21 2014

Skype meeting on marliso webdocumentary key messages

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General Feedback

As reported by Eva, general feedback from several reviewers at Cefas is good, and so far the material prepared was found 'inspiring and innovative'. Eva recognized that there has been a lot of work involved to produce the material and mindmap. The ideas planned for additional shootings and editings could provide a coverage of a very wide range of aspects involved in the subject.

General comments from Thomie and Richard were also positive and encouraging. Both emphasized though on carefully editing the headings and the text.

Regarding the importance of the focus on the waste hierarchy model, Isabelle explained how it will be integrated in the film. The disposal of litter properly is covered by the sequences « It's a start, but a good one » in Marseille, and by « Let's spread the model » in Tuscany. Reducing material use, will be addressed in the sequence « Overconsuming/Overproducing » that still has to be produced. And it was suggested that re-using materials could be shown in a sequence about the re-using of plastic bags. Recycling and cleaning up what has entered the sea are already covered, and will be reinforced by the sequences on "Fishing for litter".

Overall, everyone agreed that the final editing should ensure to obtain the right balance and avoid mixed messages, and make sure the key messages are integrated into each sequence, be it in the video itself and within the text narration & additional information layers ("read more") to be contextualized in each sequence.

Specific feedback on Key Messages

Eva, Richard and Thomie went through each of the 28 sequences listed in the working document to share their feedback and give suggestions when necessary, if something was missing or if any key message was to be clarified or changed.

From earth to sea

(to be shot) Marine litter (ML) is human-created waste that has deliberately or accidentally been released in a lake, sea, ocean or waterway. This sequence will show, through a montage of images of landfills near the coasts, rivers and canals flowing into the sea, wastes escaping to float, glide or fly from the land towards the sea, showing the origin of the waste in our seas.

Ok / no specific comment

Waste is not my problem!

Waste in the city - a number of which ends up in the sea - is a problem that affects everyone. Waste is not "someone else's fault," as suggested by the people filmed in this sequence, but the responsibility of all.

Ok / no specific comment

All responsible?

Many resources are required to clean the beaches in Europe, including the goodwill of citizens who have developed a conscience with respect to waste and marine litter. This sequence raises the question of the liability of polluters, and the possible cleaning our seas.

Thomie found difficulties to link the video content with the suggested key message in the heading 'all responsible'. The title might be improved to introduce better this sequence.

Old habits die hard

Changing attitudes and behaviors is sometimes difficult, even for the street workers in charge of cleanliness, with what appears to be futile: never ending wastes and their management. Example of Marseille.

Ok / no specific comment

It's only a start but a good one

So the Urban Community of Marseilles has set up an "Action Plan for Cleanliness" that involves everybody. This sequence shows that in the

framework of this "*Plan Propreté*", it is essential for employees of the city, to show people how to better manage their waste, taking the time to explain what is available as tools for recycling, and answering their questions.

Ok / no specific comment

Spain: a "win win" contest

The valorization of initiatives and best practices is more effective than putting guilt on citizens facing the problem of waste. In Spain a national competition closely followed and appreciated by the public, promotes the efforts of the cleanest snacks on all Spanish coasts, thereby highlighting the best practices of traders and beach users.

Ok / no specific comment

The winning town of 0 Waste!

In Capannori in Tuscany, a teacher, Rossano Ercolini, decided to improve the management of waste by the city, inviting all local residents to participate in the European program "0 Waste." Over the past ten years, citizens, elected officials, and industrialists have been working together to reduce waste across the region. Results: 80% less waste today!

Richard suggested to edit the heading of the sequences about "0 waste" as 0 waste is not possible – only a goal. It was agreed that the title could be slightly edited. But Isabelle emphasized that the titles were written to attract the viewers, and that they should not be taken as a summary of the ideas addressed. Additionally, Isabelle and Arnaud stressed that they will make good use of the "Read more" page on this sequence to better explain what "zero waste" is and is not!

A civic micro revolution !

In Capannori, the Deputy Mayor explains that a small revolution took place in the city, causing a real social change and creating a bond of solidarity among residents throughout the region. All are now involved in a program to implement and achieve the objectives the European program "0 Waste." Behavior change towards better practices gives a feeling of pride and solidarity within the entire community.

Ok / no specific comment

Let's spread the model across Europe

This sequence shows that the transmission of "0 Waste" system is a necessary educational work, which allows more and more citizens of European cities to progress in waste management.

Ok / no specific comment

The map of “0 Waste” European towns

(to be made) Google Map: geo-location of all European cities and regions having adopted so far the "0 Waste" program.

There were some concerns by Thomie that some countries won't show any '0 waste'. It was agreed to consider adding planned "0 waste" initiatives elsewhere in Europe, to better reflect the on-going dynamic.

Also, Thomie mentioned there was a lot of focus on Tuscany. Isabelle agreed there might be a little bit too much, and that she will consider reducing it in the final edit.

Saving the planet one step at a time

When Mr. Ercolini received the Goldman Environmental Prize (honoring grassroots environmentalists in the world), he said in an emotional speech, that the example of "0 Waste" is spreading inexorably and that “one step at a time” the revolution of waste management is underway.

Ok / no specific comment

New European laws on waste to act!

(to be shot) Interviews with the new Commissioner for the Environment - and if possible a Minister of Environment - and filming debates of the European Commission on the implementation of new rules and laws concerning marine environments (MARPOL, MSFD Marine Strategy Framework Directive). This sequence will highlight the importance of policies for better management of ML in Europe.

Isabelle suggested to interview M. Potocnick. Thomie suggested to help schedule the interview in Athens 12-14 May, and, if possible, the minister of environment, concerning actual (and future) european laws and regulations about ML. Plans should be made for that date.

Thomie also suggested revising the title on the European laws related to waste, by taking out the term « New » which was agreed - as there is quite a number of laws, regulations and policies in place, and the key problem is their poor implementation. Points that will be discussed in the interview with M. Potocnick.

A green port in Belgium

(to be edited) Visit of Anvers' harbour, where waste management is highly effective. For sea workers a lot of European ports are not efficient because they ask for a fee from all boats to unload their waste. Things should get better soon thanks to new political directives and the efforts of politicians to harmonize the European legislation on that matter.

Ok / no specific comment

Fishing for litter!

(to be shot) Fishing for Litter's operations in the south of England. With a brand new crew of fishermen in collaboration with KIMO and CEFAS partners. Even if operations of "Fishing for litter" are by no means a panacea to the problem of pollution in our seas and oceans, this sequence shows the reality of fishing "with" litter in Europe today and the responsibility of sea workers in the management of ML.

Richard suggested to use an existing report on « Fishing for Litter ». As discussed, we will see if we will use this film directly into the webdoc. Isabelle stressed the fact the film is not a report but rather focused on scenes of real life, where we will see the fishermen "in action". In any case, Isabelle said we could still include the existing reportage in the clickable sequence "Read more", so people can see it also.

At the school of healthy fishing!

(to be edited) In Oostende, we filmed in very a special school where future sea workers learn how to collect and manage marine litter. This sequence shows the importance of transmission in improving practices at sea.

Ok / no specific comment

Micro waste, big issue!

(to be edited) Meeting with IFREMER director, François Galgani. He took us with his scientific team to a micro-plastic fishing operation in order to make analysis of the particles. This sequence will introduce the public on the issue of plastic micro particles in our seas.

Ok / no specific comment

Saving the Black Sea!

(to be shot) With the Commission on the Protection of the Black Sea Against Pollution, transboundary actions have been implemented since the Odessa Declaration in 1993. We want to film a joint venture between several of our partners in the region of the Black Sea to show that the problems of pollution

have no borders, and therefore action and cooperation between states is absolutely necessary in the management of ML.

Isabelle explained that plans for the shooting in the Black Sea had changed and might have to look at other options. Thomie suggested to use the example of a project dealing with discharges into the Danube river with charismatic character. Thomie will send the details of that project. Any other suggestion is welcome.

Ships by the rules!

(to be shot) With the help of our partner in Cyprus, ISOTECH, we would shoot an inspection of a ship to show how MARPOL works. Indeed, it is in Cyprus that assessments of this International Convention for the Prevention of Pollution From Ships are introduced this year.

Very good idea according to Eva, MARPOL work is very useful. The Marlisco report D1.3 provides context and background information. Thomie highlighted that MARPOL is already in place since a long time, and Isabelle explained that the interest of the case in Cyprus is that it will be improved for the first time. A probable shooting in Cyprus is to be decided and discussed with Demetra.

The Industrial answer

Industries blame the question of waste on the consumer. Consumers are, according to them, free to choose a less polluting product. Moreover, they believe that this issue must be addressed especially downstream, that is to say in terms of recycling. Is it really in these terms that the waste problems should arise? This sequence enables us then to open the film to other ideas and link to other solutions.

Ok / no specific comment

Overconsume? Overproduce?

This sequence will intersect images of overconsumption, and overproduction of objects and packaging. Thus we show that the two situations are related and that all industrials and consumers are responsible for the management of waste generated by the system of consumption.

Ok / no specific comment

Little museum of bad design

Observations from very specific product packaging examples as well as the products themselves which must be designed differently or "redesigned" to actually be recyclable or reusable.

Thomie had difficulties to relate the heading with the message. Isabelle explained how she wrote titles to question the audience – not to give them straight answers. She will consider another title in the final edit though.

Rethinking products design?

(to be edited) Discussion between Arthur ten Wolde - Think Tank "Plastic Marine Litter" associated with our partner EUPC and Ton Emans, Pdt European Plastic about the questions: recycling to produce much better? Or simply produce less potential ML? In this sequence Arthur ten Wolde says that while we will continue to produce as much plastic we should better distribute it. For example, he suggests to put more plastics into cars to make them lighter and less costly in terms of energy expenditure but to put less packaging in food products.

Ok / no specific comment

Industries: raising awareness!

(to be edited) (WFO) in connection with our partners European Plastic Converters (EUPC) and European Plastic Recyclers. at the Conference: "*Marine Litter: Public and Private Solutions Will Make a Change Towards Blue Growth*" : discussion between Bernard Merckx (WFO) and Guido Braam (Kirkman Co Consulting Firms) on the need for businesses to become environmentally and socially oriented.

Richard asked here to ensure that reducing packaging & materials is important but re-use & recycle should be more highlighted...

Reuse, recycle, a success story

(to be shot) Meeting with Tom Domen, Ecover's International Product Manager. In a first sequence Tom Domen will meet the fishermen of Southern England to discuss operations of "fishing for litter". We will then follow the testing and processing of plastic recovered in European seas and finally, the production of real eco-designed bottles being launched on Ocean's day, the 8th of June. This sequence illustrates the entire process of the implementation of circular economy, as well as the concept of eco-designed products.

Richard shared his concern about sending mix messages on bio plastic or eco-friendly plastic insisting it can sometimes contaminate the recycling process.

Isabelle understood and explained that she will make sure to state that very clearly in this sequence as well as stressing that eco-friendly plastic is one among many solutions, and that it is not THE solution.

Eva added that each option has their advantages and disadvantages, and that all options can be explained and included, and to take into account in the final editing to

keeping the balance and clarity on reduce/reuse/recycle. Isabelle stressed the fact that the interview with François Galgani clarifies the issue of bio-plastic well.

MARLISCO's debate

(to be shot) In London, in collaboration with our partner CEFAS, we will film the MARLISCO's debate where a wide range of stakeholders and actors (industry, scientists, policy makers, NGOs, and citizens) will be gathered to discuss marine litter and possible options to tackle the issue. This debate, at the end of the film, will show how the work of MARLISCO has pushed new ideas on ML and how other actions can be conceived in the future.

The debate organised by CEFAS, will be shot in London in the fall.

A complex World!

(to be shot) For the philosopher Edgar Morin there is no Manichaeism but a series of situations that are connected, and, from causes to effects, lead social groups to shift the blame on the others. We can ask ourselves: is there “a” solution, or several solutions that should be combined in order to really solve the problem of ML? We should put our interests and accusations aside and be united in the search for real solutions for the preservation of the universal common good: our marine environment.

Ok / no specific comment

Two toddlers who philosophize on a boat

Aboard a small sail boat, two little boys sitting on the deck overlooking a blue and transparent sea, disserts as adults on the importance of cleanliness and beauty of the sea. The truth comes from the mouths of children!

Ok / no specific comment

Take action

Richard said it was a great idea and that he would be happy to help fine tune this sequence with an updated list of “take action” suggestions. Isabelle and Arnaud agreed it needed some editing, and are open for suggestions.

Finally, Richard asked How best to use him / or not? for the introduction. As discussed, Isabelle and Arnaud said they have not decided if and how we will introduce the film.

In conclusion, Isabelle and Arnaud suggested to gather all the feedback in the meeting minutes to be shared with the group.