

## Partners Search – Recherche de partenaires

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Specific Objective / *Objectif spécifique* : 3.2 Écosystèmes côtiers et des eaux de transition  
Améliorer et protéger les écosystèmes côtiers et des eaux de transition

3.2 Coastal and Transitional Water Ecosystems -To enhance and protect the coastal and transitional water ecosystems.

Project goals (1/2 page max)/ *Objectives du projet (1/2 page max)* :

### PLASTIC FREE CITIES

Un projet qui souhaite impliquer des villes des deux côtés de la Manche afin de définir et mettre en œuvre conjointement un plan pour réduire la pollution plastique et empêcher le plastique d'atteindre la mer, via l'accompagnement des communautés et des acteurs clés pour aller vers un changement de comportement, et à travers le soutien et le renforcement de l'économie circulaire.

Potential partners sought (skills wanted) / *Partenaires potentiels recherchés (compétences recherchées)* :

Partenaires Français principalement :

> Villes /Municipalités / Métropoles / Agglomérations

pouvant démontrer une ambition pour réduire le plastique qui se retrouve dans l'environnement marin

Avec une population entre 30,000 et 300,000 habitants

> Instituts de recherche marine avec une Expertise en observation des plastiques en milieu marin, une Capacité à mener des observations physiques du plastiques, une capacité à s'accorder une méthodologie transmanche et sur un process de rapport

> Association/organisation qui implique les communautés et citoyens, avec une expérience du travail avec des groupes de citoyens pour encourager le changement de comportement et/ou une expérience dans la gestion de projets sur la réduction de la pollution plastique

Provisional Application Date / *Date de dépôt prévue*:    5th April 2019

Project type / *type de projet* :    Targeted project/ Projet ciblé

# PARTNER SEARCH

## WHICH PROGRAMME?

The project is being developed to bid into the Interreg France (Channel) England programme under Objective 3.2 Coastal and Transitional Water Ecosystems which aims to enhance and protect the coastal and transitional water ecosystems under the Plastic Pollution Targeted project. <https://www.channelmanche.com/en/news-and-media/latest-news/call-for-interest-on-plastic-pollution-targeted-project-now-open/>

## WHY IS THE PROJECT NEEDED

Of the 8.3bn tonnes of plastic that has been produced over the last 60-70 years, 6.3bn tonnes has ended up in landfill or the natural environment – just 21% has been recycled or reused. By 2050, scientists have predicted that plastic will outweigh fish in our oceans, with around 8m tonnes of plastic being released into our oceans each year – this is the equivalent of between 1.5 to 4% of global plastics produced each year ending up in the oceans. It is estimated that this figure is around 150,000-500,000 tonnes of plastic in the EU.

UNEP has estimated that up to as much as 95% of marine litter found on coastlines, sea surface and the ocean floor is plastic. With 80% of plastic that ends up in our oceans originating from land-based sources it is clear that cities and towns have a major role to play in reducing one of the most pressing environmental challenges of our generation.

Global cities, such as London and Paris are already playing a vital role in reducing plastic pollution, they have the capacity and financial resources to implement city-scale plastic reduction programmes that actively engage citizens and businesses, or implement a large-scale deployment of infrastructure that supports the collection of or reduction of plastic (eg coffee recycling schemes, or water fountains to reduce the need for single use plastic bottles) and initiating circular economy solutions.

The Interreg VA France (Channel) England Programme is financed by European Regional Development Fund. *Le Programme Interreg VA France (Manche) Angleterre est financé par le Fonds Européen de Développement Régional.*

## SUMMARY

A project in which three small Channel cities in England (Peterborough, Southend and Plymouth) will work with three in France to co-design and implement a scalable Plastic-Free Prospectus to reduce plastic pollution through behavioural change whilst supporting the circular economy.

## WHICH EU PROGRAMME?

The project is targeted to the Interreg France (Channel) England programme under the Plastic Pollution Targeted project.

<https://www.channelmanche.com/en/news-and-media/latest-news/call-for-interest-on-plastic-pollution-targeted-project-now-open/>

Yet, smaller cities (populations under 300,000) do not have the capacity, nor the financial resources to implement initiatives on a citywide scale that can make a significant impact on plastic waste. Plastic Free Cities (PFC) is a project that acknowledges the essential role that urban authorities can play as urban leaders, decision-makers and influencers in positively addressing the threat of plastic pollution and reducing the environmental impact upon our rivers, coastal waters and oceans. PFC will set out to build the capacity of urban authorities in the UK and France through a co-designed framework to help them understand how they can play an integral role in supporting the delivery of the EU's first-ever Strategy for Plastics in a Circular Economy.

## WHAT IS THE PROJECT ABOUT?

The Partners will co-design and co-create a replicable model for urban areas in France and the UK that demonstrates how they can (1) reduce the threats associated with plastic pollution (this will be via the deployment of a series of highly visible Pilot projects (zero single use plastic buildings, plastic free zones, water refill programmes, water filling station infrastructure, coffee cup/plastic bottle return schemes, highly visible displays etc); and (2) identify opportunities to develop the plastic circular economy and determine a business/financial case for urban areas to enhance plastic recycling rates and enable them to see plastic as a commodity that has an economic value, as opposed to a material that needs to be disposed of.

- Building capacity of small cities to reduce plastic pollution
- Develop a scalable and replicable city-wide framework for reducing plastic supported through a network of plastic-free cities.
- Developing the role of circular economy and behavior change in order to increase recycling, reduce single use plastics and lessen plastic pollution entering our coastal waters.
- Deliver a series of highly visible pilot projects including zero single-use plastic buildings, water refill programs, behaviour change programs and the necessary infrastructure.
- Create long-term strategies for the Urban Partners to set plastic reduction targets to be delivered via a cross-border Plastic Accord which encourages public and private sector institutions to make public commits.
- Create a Plastic Free City Framework as a transferable model for small cities in France and England to utilize, detailing how key actors, stakeholders and target groups can work together to help a city identify the steps it needs to undertake to become a 'plastic-free city'.

## Project Outputs

- New plastic and circular economy strategies;
- Pilot investment programs in urban infrastructure that engage directly with urban citizens and businesses that includes a toolkit;
- Create Plastic Free City Demonstration Projects;
- Development of a Urban Leaders and Influencers Capacity Building Programme;
- Plastic Free City scalable and replicable Framework involving urban stakeholders, key actors and target groups;

- A Channel- Manche Plastic Accord which coordinates a Channel-Manche Region-wide approach to reducing plastic pollution across the Channel involving 500 institutions.

### Project Partners

- Plymouth City Council, together with other councils and universities from the eligible areas.

### Call for further Partners

We are still seeking partners to join us for this exciting project and in particular French partners that can provide the following:

French Partners sought	Expertise/experience
City Partners x 3	<ul style="list-style-type: none"> <li>- Municipality leads</li> <li>- Within the France Channel England region</li> <li>- Able to demonstrate a level of ambition on reducing plastics from entering the marine environment.</li> <li>- Populations of between 30,000 and 300,000</li> </ul>
Marine Research institute(s)	<ul style="list-style-type: none"> <li>- Marine plastics monitoring expertise</li> <li>- Ability to carry out physical monitoring of plastics</li> <li>- Ability to agree cross channel methodology and reporting process</li> </ul>
Community engagement organisation(s)	<ul style="list-style-type: none"> <li>- Experience in working with groups to encourage behaviour change</li> <li>- Experience of running projects on reducing plastics pollution</li> </ul>

### Timescales

15 December 2018:	Finalising the Intervention Logic
7 January 2019:	Submission of Intervention Logic to Programme
5 April 2019:	Submission of full application
2 July 2019	Decision on project approval

### Further information

To express an interest or for further information, please contact [kaja.curry@plymouth.gov.uk](mailto:kaja.curry@plymouth.gov.uk)