

Reduction of plastic use in coastal municipalities in Latvia

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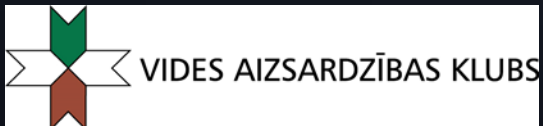
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TĪRAI LATVIJAI!



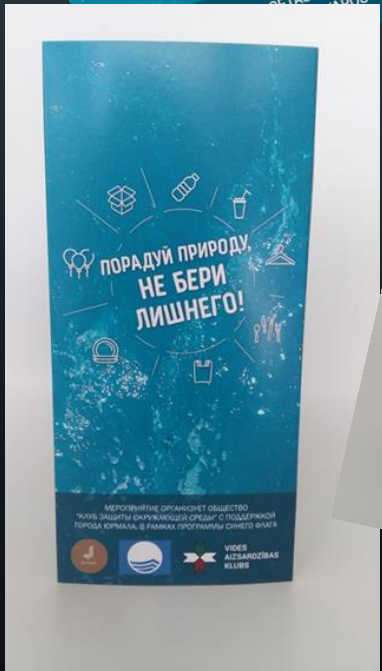
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The campaign «Whatever you buy or taste, make no waste»

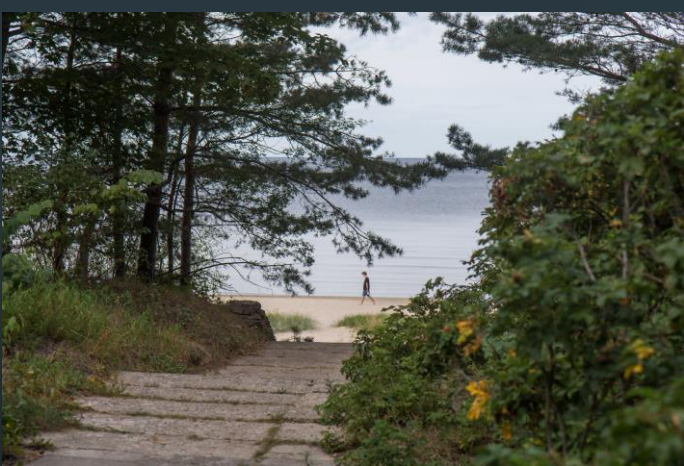
The campaign was implemented in Jurmala city as pilot project for service providers caterers, merchants, tourist information centers, etc

THE AIM OF CAMPAIGN

- ENCOURAGE TO REDUCE OF SINGLE USE DISPOSABLE PRODUCTS,
- PROMOTE INTRODUCTION OF ENVIRONMENTALLY FRIENDLY HABITS



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3 DIFFERENT TYPES AND CONCEPTS OF EVENTS:

- Green Campaign for Public Utilities “Whatever you buy or taste, make no waste”

(posters, leaflets and cardboard table racks in 3 languages)
- Free Green Hiking Cycle “Nature and Man in Jurmala”
- Educational Seminar and Workshop for Coastal municipality teachers “Integration of Environmental Actions and Coastal Pollution Monitoring Principles into School Programs”
- By participating in the campaign, the merchant (cafe, shop, museum) places the campaign materials on its site, informs its employees and its clients about the principles of environmentally friendly behavior in the context of their activities.



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CONCLUSIONS



- The public service providers should be approached with the issue of single use plastic products and the importance of this issue should be explained and discussed;
- necessity to take serious steps for changing to more sustainable and environmental friendly habits in entrepreneurship (demand for this);
- Waste sorting containers should be established at seacost, not in a distance in the town;
- All cafeterias supported idea of deposit system for plastic glass



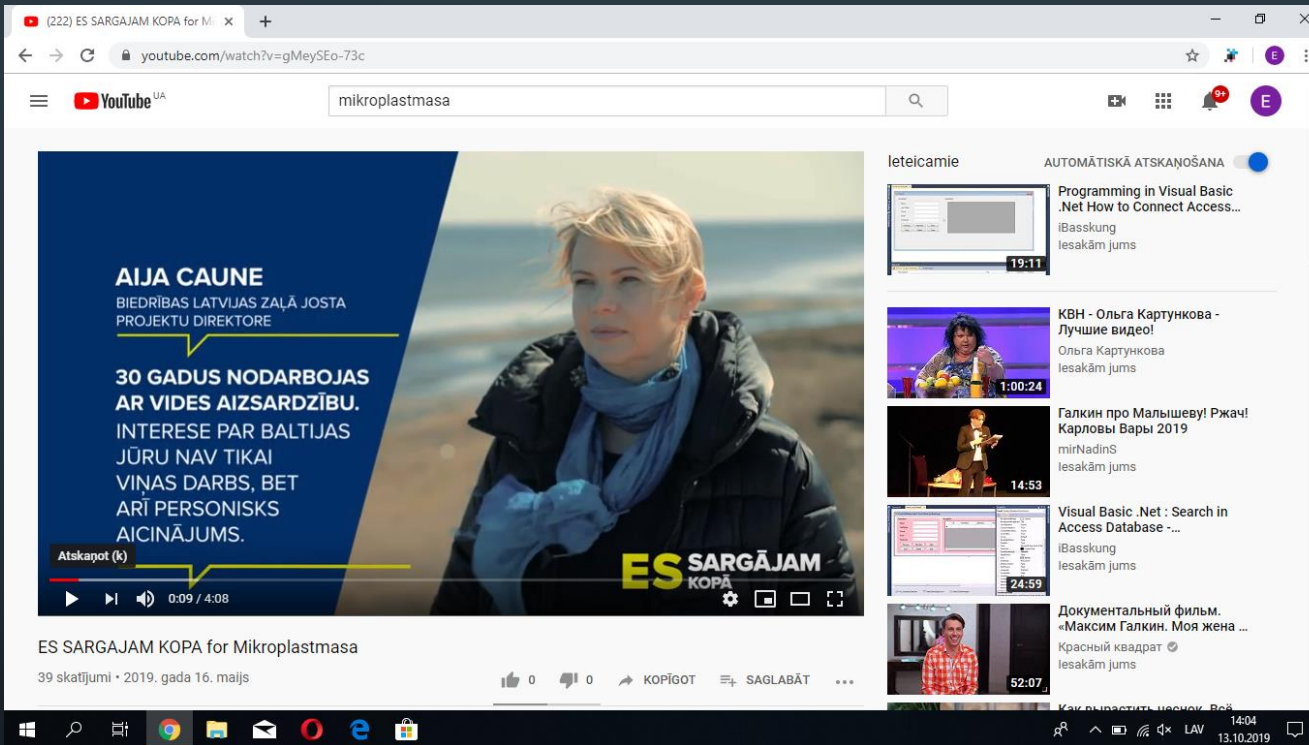
OTHER ACTIVITIES

- Educational sustainable bag contest on alternatives to single use plastic bags
- 180 education institutions involved
- 1200 design bags submitted
- 4 regional contest events, around 250 participants in each event
- Exhibitions in several big shopping malls

OTHER ACTIVITIES

Gave an interview regarding (micro)plastic pollution that was implemented in the TV story "Microplastic in Cosmetics" broadcasted in Latvia TV regarding environmental protection chosen by Latvia European Commission representatives.

It is one of five TV stories called "EU-protects". Prepared by "TV Production" together with the European Commission Representation in Latvia.





TĪRAI LATVIJAI!

6 veidi, kā mazināt vienreizlietojamās plastmasas patēriņu ikdienā



1

Aizstāj plastmasas pudeli ar atkārtoti uzpildāmo pudeli



2

Kafiju dzer savā termokrūzē



3

Aizstāj plastmasas maisiņus ar auduma somu



4

Izvēlies iespēju neizmantojot plastmasas salmiņus



5

Balonus aizstāj ar dekorācijām no auduma vai papīra



6

Plastmasas vienreizējos traukus aizstāj ar mazgājamiem vai biopolimēru traukiem

www.zalajosta.lv

ACTIVITIES IN SOCIAL MEDIA AND AWARENESS RAISING MATERIALS

IZAICINĀJUMS

“Atkritumiem NĒ”

Valsts izglītības satura centrs

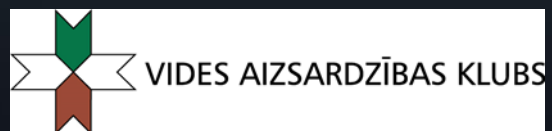
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ACTIVITIES ON SINGLE USE PLASTICS AND ALTERNATIVES IN SHOPPING MALLS



THANK YOU FOR YOUR ATTENTION!



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