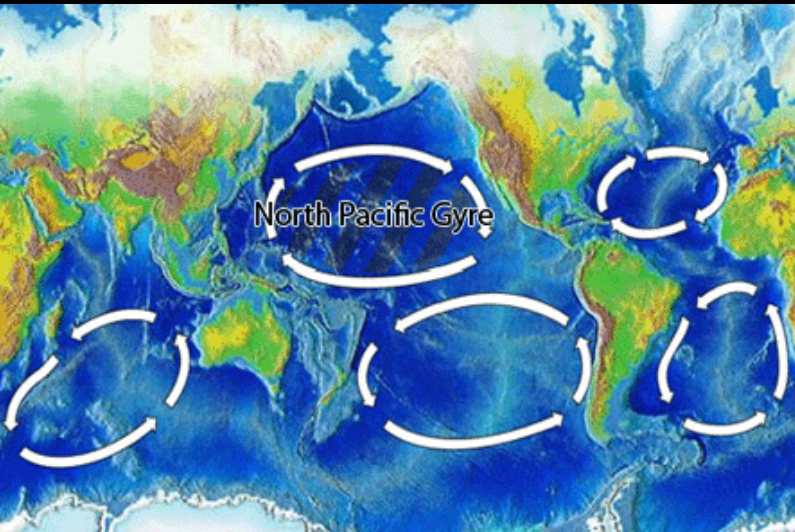


Marine litter,
cigarette butts and
bottle bills

Be part of the solution!

daniel.gomes@tararecuperavel.org

Where is the Marine Litter?



Far away on the “Plastic Islands” of the Pacific?

Marine Litter is at our door in Portugal

First plastic tide reaches Baleal in 2014 (Peniche, Portugal)

https://youtu.be/bJ0plbA4jS0?list=PL7-uDWndCrxagaRr9tDS4_zwnKRjA_0ux

In the winter, most of the beautiful Portuguese beaches look like this

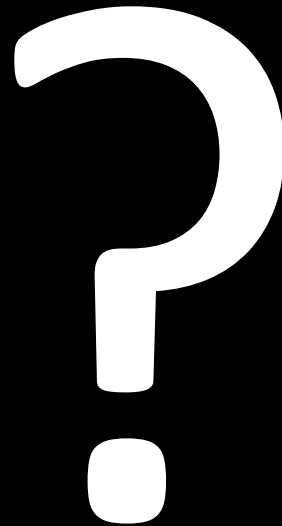
This scenery is usual at our wild beaches (Ferrel, Peniche, Portugal)

<https://youtu.be/-iQKs4Q7r0o>

How does Marine Litter affects us?

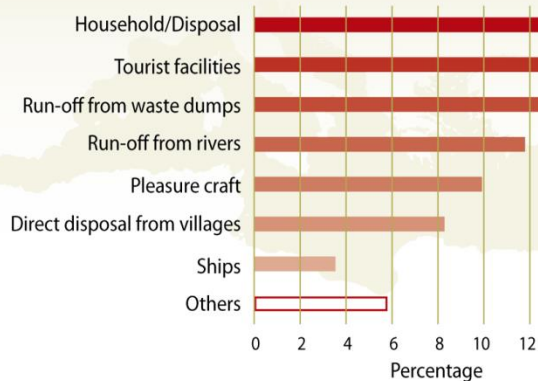
- Ecosystem
 - Traps and kills birds
 - Contaminates fish
 - Habitat destruction (ex. dune vegetation)
- Society and Economy
 - Fishing: ship damaging, less fish
 - Tourism: who loves to promenade along the garbage?
 - Taxes: beach cleaning paid by municipalities
 - Public health: accidents with trash (broken glass, needles)

What is Marine Litter



Origins of Marine Litter

Sources of marine litter



Source: UNEP/MAP - BP/RAC, 2009.

Quais são os 10 tipos de lixo mais encontrados nas praias?

Top-10 do lixo encontrado



Fonte: Ocean Conservancy, International Coastal Clean up 2012

Os plásticos
constituem 60
a 80% de todo o
lixo marinho
encontrado nos
Mares Europeus.

Cigarette butts: an underestimated environmental issue



DID YOU KNOW



Cigarette butts are the most frequent waste on beaches worldwide.

Today cigarette butts are not biodegradable!



Birds and fish mistake cigarette butts with food and die.



Children do not understand why they should not play or put cigarette butts in the mouth



1 cigarette butt can contaminate up to 2L of water with about 4700 toxic substances



7000 cigarette butts per minute are thrown to the ground in Portugal.

These are washed away by rainwater and go to the Sea



For a better environment,
Let's spread this message!

Tara
Recuperavel
org



A huge sociological and psychological problem in Portugal



Easy to solve: wanna bet?

- Reduce at least by 50% the amount of cigarette butts on the surroundings of this container.
- Spending at most 0.05 €



Add a stickers with a visible awareness
message

Did you know that cigarette butts
are also garbage?

It works!

A business opportunity?

- Pre-built garbage containers with awareness messages
- Low production and investment costs
 - Existing containers with cheap stickers
- Easy to demonstrate effectiveness
 - Annoying problem that frustrates people
 - Try and buy
- Immediate perception of return of investment by clients
 - Reduces visible garbage
 - Reduces cleaning costs



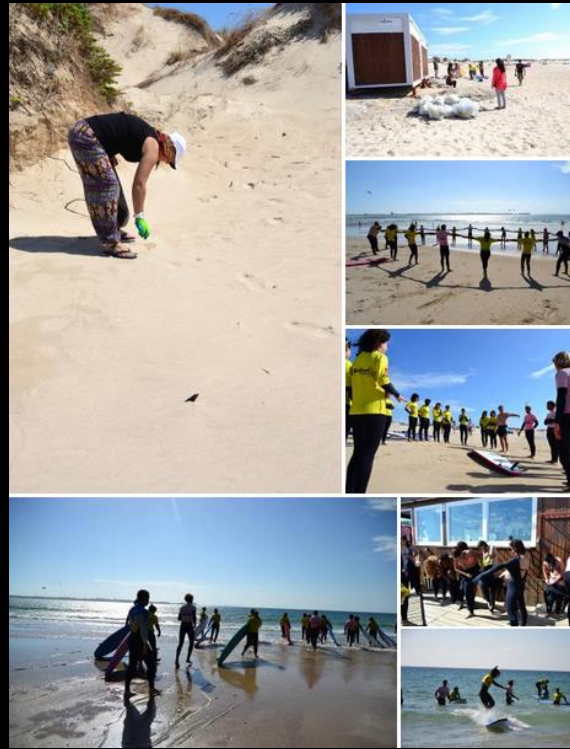
My voluntary project to fight **Marine Litter** (and other problems)



To finish bottle
littering
everywhere

Daniel Gomes

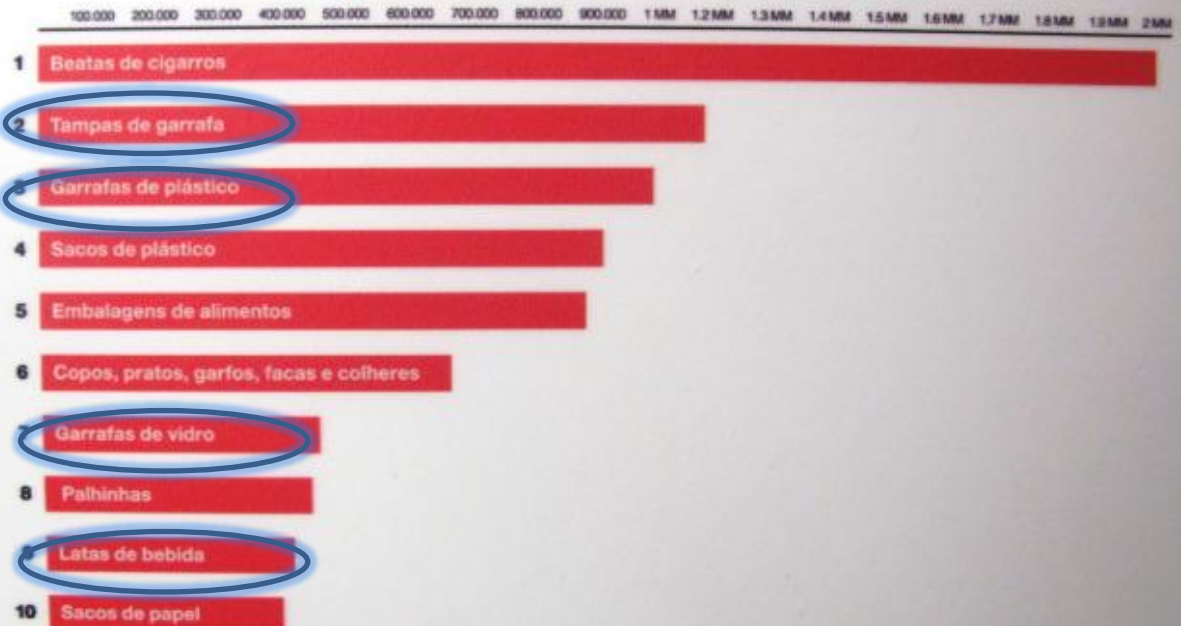
daniel.gomes@tararecuperavel.org



Beverage containers are the origin of 4 prevalent types of Marine Litter

Quais são os 10 tipos de lixo mais encontrados nas praias?

Top-10 do lixo encontrado



Fonte: Ocean Conservancy, International Coastal Clean up 2012

And this is not just “theory”

11 A 25 DE MAIO 2016

LIMPEZA DA COSTA MELIDES-TRÓIA

Desde 2009 que a **BRIGADA DO MAR** reúne centenas de voluntários de todo o país e de outros pontos da Europa para fazer aquela que é provavelmente a maior limpeza de praias do Mundo - em 8 anos já recolheu mais de 150 toneladas de lixo das praias do Concelho de Grândola.

CONTAMOS CONTIGO?

INSCRIÇÃO OBRIGATORIA
 brigadadomar@gmail.com
 f/brigadadomar

GRÂNDOLA

YAMAHA

VINHEIRO

humo+compul

extrusões

NAVEGANTES

M&M

ocean alive

Associação de Municípios da Costa Alentejana

Brigada do Mar

Presidência da República

But used bottles are not just
Marine Litter.

They litter every place in
Portugal

Sidewalks



Monuments



Gardens



Children playgrounds



Roadways



Forests



Rivers



How to solve this
problem?

If bottles and cans would worth
money they would **not** be
thrown away.

Nobody throws money at the floor.

Bottle Bill policy:

It is mandatory that every bottle (even plastic ones) has a deposit bill.

Those who pollute lose money



Those who clean are rewarded



Eduard Lüning fought poverty by catching bottles in Germany. feines-buch.com

It works in 23 countries

Bottle Bill Resource Guide

Add this waste counter to your site!

About Bottle Bills Current & Proposed Laws Resources Support this site

Beverage Container Deposit Laws Worldwide

Many European countries, and others around the world, have refillable beverage systems and deposit-refund laws, or taxes and fees on non-refillable beverage containers. Each star on the map represents a country with a national or state deposit law. Click on a star to view its profile page.



Countries with Deposit Laws

<ul style="list-style-type: none">• Australia• Austria• Barbados• Belgium• Canada• Croatia• Denmark• Estonia	<ul style="list-style-type: none">• Fiji• Finland• Germany• Guam• Iceland• Israel• Kiribati• Micronesia	<ul style="list-style-type: none">• Netherlands• Norway• Palau• Sweden• Switzerland• Turks and Caicos• USA
---	--	--

“It pays to recycle”



More advantages
of bottle bills

Cleaner environment



Protects animals from plastic poisoning by ingestion



Reduces oil imports

EVERY SINGLE PLASTIC WATER BOTTLE REQUIRES 25% OF THE VOLUME IT CONTAINS OF PETROLEUM TO MAKE:



Makes products cheaper to the consumer that recycles (don't have to pay for the bottle)



Cerveja com Álcool Tara Perdida Classic Mini Super Bock emb. 10 x 20 cl

€ 4,99 € 2,50 / lt

0 + no Caminho
- na Lista

Cerveja em garrafa de tara recuperável é 24% mais barata



Cerveja Com Álcool Tara Retomável Super Bock garrafa 20 cl - Clique no artigo p/ mais informações

€ 0,38 € 1,90 / lt

0 + no Caminho
- na Lista

Makes material separation more effective for recycling



tonhoc7.blogspot.pt

Join us to implement bottle bills in Portugal



Wrap-up

- Beach clean-ups to become aware of the Marine Litter problem
- Awareness messages reduce cigarette butt pollution
- Bottle bills reduce plastic pollution
- The previous 2 measures will mitigate the 5 major sources of Marine Litter