



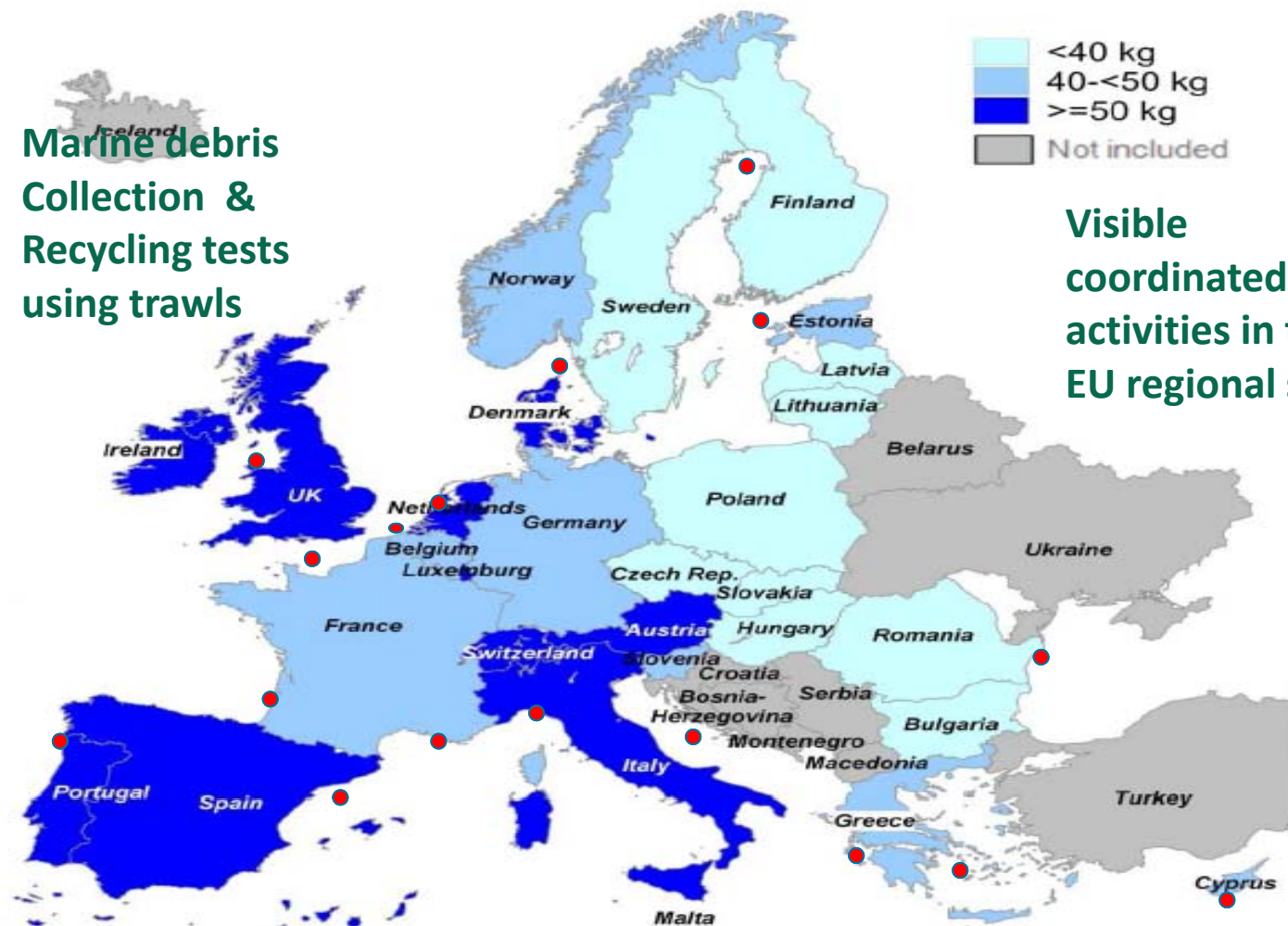
WFO GERMANY
‘DIALOGFORUM MÜLLKIPPE MEER’
BERLIN 29 FEBRUARY 2012

PUBLIC-PRIVATE PARTNERSHIP

- SINCE ITS LAUNCH AS an EuPC Project the WFO FOUNDATION HAS BEEN ESTABLISHED BY NOTARY IN BRUSSELS IN JUNE 2011
- BANK ACCOUNTS, EMAIL ACCOUNTS, TELEPHONE NUMBERS ETC ARE IN USE
- CHAIRWOMEN : **MRS ANNA ROSBACH (MEP)**
- DIRECTOR : MR ALEXANDRE DANGIS
- *PROJECT MANAGER* : *MR BERNARD MERKX*
- COMMUNICATIONS : MRS AGNIESZKA DETKO
- PROJECT SUPPORT : MR PADRAIG NOLAN
- PROJECT SUPPORT : **MR PELLE CHRISTY GEERTSEN (EP)**
- PROJECT SUPPORT : MR ANTONINO FURFARI
- ADMINISTRATION : MR HANS BOON
- POLITICAL SUPPORT EU COMMISSION DG MARE MARIA DAMANAKI

WFO Pilot tests for collection and recycling of floating marine debris in the EU 2011-2013

- Marine debris Collection & Recycling tests using trawls



OPERATIONAL ISSUES

- **THINK GLOBAL ACT LOCAL**
- **IN EACH COUNTRY WE FIND STAKEHOLDERS FROM DIFFERENT PARTS OF INDUSTRY TO JOIN THE LOCAL / REGIONAL TEAM**
- **FROM PLASTICS INDUSTRY**
- **FROM FISHING INDUSTRY**
- **FROM INSTITUTES**
- **FROM MEDIA**
- **FROM NGOS : BOTH INTERNATIONAL BODIES AND REGIONAL ACTIVE NGOS. → COMBINING WFO ACTIVITIES WITH LOCAL INITIATIVES WHERE AVAILABLE.**
- **FROM AUTHORITIES : NATIONAL AND REGIONAL GOVERNMENTS AND LOCAL COMMUNITY, PORTAL AND MARINE AUTHORITIES**

OPERATIONAL ISSUES

- ALL WASTE COLLECTED WILL BE TAKEN TO A PRE SELECTED WASTE SORTING CENTERS WHERE MONITORING AND REPORTING OF THE CATCH WILL TAKE PLACE.
- WHERE POSSIBLE THE PLASTICS SORTED OUT OF THE CATCH WILL BE SENT TO LOCAL PLASTICS RECYCLING COMPANIES WHERE THEY WILL BE TURNED BACK INTO RAW MATERIALS.
- THERE WHERE CONTAMINATIONS LEVELS ARE TOO HIGH OR FOR SOME OTHER OPERATIONAL REASONS, THE CATCH WILL BE TAKEN FOR ENERGY RECOVERY
- LANDFILL OF MATERIAL COLLECTED FROM THE MARINE ENVIRONMENT IS EXCLUDED (SOME POORLY MANAGED LANDFILLS ARE CAUSE OF LITTER ISSUES)

TRAINING / MONITORING

- ALL SELECTED FISHERMEN CREWS WILL BE TRAINED TO CORRECTLY WORK WITH THE **WASTE FREE OCEANS TRAWLS** BY EXPERIENCED (EX) FISHERMEN ORGANISED AND SUPERVISED BY WFO PARTNER THOMSEA
- ALL CAPTAINS WILL GET INFORMATION ON HOW TO FILL IN LOGBOOK AND HOW TO REPORT IN **DATABASE MARLIREC**
- ALL CAPTAINS ARE REQUESTED TO GIVE A REGULAR UPDATE ON THEIR FINDINGS, SIGNAL ADDITIONAL **HOTSPOTS** AND INFORM ON ANY POTENTIAL IMPROVEMENT ON THE EQUIPMENTS USED
- ALL FISHERMEN ARE REQUESTED TO COMMUNICATE IN THEIR LOCAL COMMUNITIES ON THE PROJECT AND THE IMPORTANCE OF WORKING IN A MORE SUSTAINABLE WAY

INNOVATION

- THOMSEA IS CONTINUOUSLY LOOKING FOR FURTHER IMPROVEMENT OF THE TOOLS
- UNIVERSITIES, DESIGNERS, FISHERMEN AND OTHERS STAKEHOLDERS ARE REQUESTED TO SUPPORT FURTHER INNOVATION ON THE PRODUCTS COLLECTED (**DESIGN FOR RECYCLING**) AND ON IMPROVEMENT OF COLLECTION SCHEMES WHICH IS PART OF PREVENTION MEASURES



EDUCATION

- WFO CHAIR SCHEDULES TO BRING OUT A **BOOK ON MARINE LITTER** ISSUES (EARLY 2012) IN WHICH AN EDUCATIONAL PART IS FORESEEN
- UNIVERSITIES, HIGH SCHOOLS ARE REQUESTED TO PARTICIPATE IN PROGRAMS WHERE STUDENTS OF DIFFERENT NATURE (FROM FUTURE ENGINEERS TO MICROBIOLOGIST TO MARKETEERS TO STUDENTS ON NAVY ACADAMIES) ARE TO BE INVOLVED IN PROJECTS (IN THE NETHERLANDS WE HAVE GOOD EXAMPLES ON THAT ALREADY)
- INDUSTRIES REPRESENTATIVES TO GIVE CLASSES / LECTURES ON UNIVERSITY
- WITH CONVERTERS NPAS WE CONSIDER TO BRING OUT SPECIAL KITS TO SHOW THEM THE BENEFITS OF PLASTICS (THE NETHERLANDS HAD A SUCCESSFULL PROGRAM SOME YEARS AGO)
- GRAMMAR SCHOOL KIDS PROGRAMS ON ENVIRONMENTAL ISSUES ARE BEING CONSIDERED (UK HAS SOME GOOD EXAMPLES OF THAT)

COMMUNICATION

- VIDEOS WILL BE MADE DURING SEVERAL WFO EVENTS AND WILL BE PUT ON WASTE FREE OCEANS WEBSITE AND I.E YOU TUBE
- DOCUMENTARIES WILL BE MADE BY MEDIA EXPERTS INVOLVING ALL STAKEHOLDERS ACTIVITIES (CLOSE THE LOOP)
- SOCIAL NETWORKS LIKE LINKEDIN, FACEBOOK, TWITTER ETC WILL BE USED AS COMMUNICATION TOOL TO CONSUMERS
- BRANDOWNERS AND MARKETTERS WILL BE REQUESTED TO ASSIST IN BRINGING MESSAGES ACROSS TO THE CONSUMER
- WFO FORESEES TO GIVE A YEARLY INNOVATION AWARD MADE FROM MARINE LITTER TO PARTICIPANTS OF A CONTEST TO THAT RESPECT



WFO website

<http://www.wastefreeoceans.eu>



<http://www.youtube.com/watch?v=3YfjT2e44Wo>

http://www.youtube.com/watch?v=4NglowtlXg4&feature=player_embedded



WFO Facebook account

<http://www.facebook.com/pages/WFO-Waste-Free-Oceans/17874888851341?sk=wall>



COMMUNICATION

- PRESENTATIONS DURING PLASTIC INDUSTRY EVENTS AND PARTICIPATION ON OTHER STAKEHOLDER EVENTS
- SALE OF MERCHANDISE MADE OUT OF 100 % RECYCLATES (I.E. MARINE LITTER BASED OR AT LEAST OUT OF POST CONSUMER COLLECTION SCHEMES)
- USE OF MEANS OF TRANSPORT AND PACKAGING IN THE PLASTIC INDUSTRY AS COMMUNICATION TOOL
- ORGANISE SPECIAL EVENTS IN THE EUROPEAN PARLIAMENT AND IN NATIONAL REGULATORY BODIES

COMMUNICATION

WASTE FREE OCEANS BEACH BOX



WasteFreeOceans

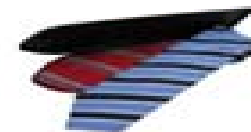
WFO WASTE FREE
OCEANS

COMMUNICATION

TIE TRAVELLER



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with your customized branding & communication permanently connected!



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WasteFreeOceans





- PROGRAMME -

Waste Free Oceans – a time to work together

European Parliament, Rue Wiertz 43, 1047 Brussels
Room A5F-2

Tuesday 18th October 2011 10.30 - 12.30

10:30 -	Welcome by WFO Chairwoman	Mrs. Anna Rosbach MEP
10:45		
10:45 -	Overview of Waste Free Oceans activities	Mr. Bernard Merkx WFO
11:15		
11:15 -	Joining forces with "Fishing for Litter"	Mr. Albert de Hoop KIMO INTERNATIONAL
11:45		
11:45 -	Views of the EU Commission and possible action by Fishermen in Europe	Mr. Iain Shepherd EU Commission DG Mare
12:00		
12:00 -	How to motivate fishermen in Europe to join the schemes?	Mr. Pat the Cope Gallagher MEP
12:15		
12:15 -	Closing comments	Mrs. Anna Rosbach MEP
12:30		
12:30 -	Sandwich lunch	
13:30		

www.wastefreeoceans.eu
Av de Cortenbergh 71, 1000 Brussels, Tel: +32 2 739 63 72, e-mail: bernard.merkx@wastefreeoceans.eu or agnieszka.detko@wastefreeoceans.eu

Marine Litter We can take care of it!

Different kind of marine litter can be found in the seas: from kitchen waste through fishing nets to drifting oil. Not all waste can be recycled but there is definitely high potential in marine litter.



Join us and make a difference

WFO will be present at the coastal water all over Europe. Our sponsors will have visibility and a chance to identify themselves with an initiative that represents joint forces of several European countries. That will help us to broaden our activities in different European regions, raise awareness and improve WFO impact.

We hope to have you with us in the near future.

If you are interested in becoming a WFO sponsor please contact us directly: agnieszka.detko@wastefreeoceans.eu

PARTNERS



Av. de Cortenbergh 71, 1000 Brussels, Tel: +32 2 739 63 72
www.wastefreeoceans.eu

AN INDUSTRY LED
EUROPEAN-WIDE INITIATIVE
TO CLEAN UP EUROPEAN
COASTAL WATERS



WFO WASTE FREE OCEANS

WFO ACTIONS HAVE HIGH VISIBILITY !! PERFECT COMMUNICATION TOOL



HIGH VISIBILITY WASTE CONTAINERS IN PORTS



VARIOUS WFO PROJECTS IN PREPARATION

- FRANCE (ROLLED OUT MAY 2011)
- BELGIUM (ROLLED OUT NOVEMBER 2011)
- SPAIN (ROLLED OUT NOVEMBER 2011)

WASTE FREE OCEANS FRANCE

- FOUR 'HOTSPOTS' IDENTIFIED IN COOPERATION WITH IFREMER
- NEAR HONFLEUR (SEINE DELTA), NEAR BASTIA, NEAR TOULON AND NEAR BIARRITZ/ST JEAN DE LUZ
- DISCUSSIONS WITH LOCAL FISHERMEN AND NATIONAL FISHERY BODIES HAVE TAKEN PLACE
- JOINT MEETING WITH MINISTRY OF ENVIRONMENT AND MINISTRY OF FISHERY TOOK PLACE. BUDGET ISSUES TO BE CLARIFIED BY LATEST 15 MARCH NEXT.
- DG MARE HAS UPDATED MEMBER STATES ON HOW TO USE EUROPEAN FISHERY FUND ON OCTOBER 21ST IN BRUSSELS

WASTE FREE OCEANS FRANCE



WasteFreeOceans



WASTE FREE OCEANS BELGIUM

- FORMALLY LAUNCHED ON NOVEMBER 8TH 2011
- EU COMMISSIONAIR DG MARE MRS MARIA DAMANAKI AND DANISH MEP MRS ANNA ROSBACH WERE PRESENT DURING THE LAUNCH
- MRS DAMANAKI PUBLICLY EXPRESSED HER FULL SUPPORT TO WASTE FREE OCEANS' FISHING FOR LITTER INITIATIVE IN OSTEND AND REPEATED IT IN BELGIAN PRIME TIME TV PROGRAM TERZAKE
- MR JOHAN VANDE LANOTTE. BELGIAN MINISTER OF STATE. FORMER MINISTER OF THE NORTH SEA AND PRESIDENT OF COASTAL AND MARINE UNION (EUCC) ALSO SPOKE DURING THE EVENT

WASTE FREE OCEANS BELGIUM



<http://www.deredactie.be/cm/vrtnieuws/mediatheek/programmas/terzake/2.18622/2.18623/1.1150966>



WasteFreeOceans



PARTNERS BARCELONA EVENT



Port de Barcelona



WASTE FREE OCEANS PROJECT SPAIN

- PREPARATION OF SETTING UP PILOTS IN OTHER PARTS OF SPAIN ARE IN STARTING PHASE
- LIFE PLUS PARTNER CETMAR WILL ASSIST IN FINDING ADDITIONAL HOTSPOTS



- ONE LOGIC PLACE SEEMS TO BE GULF OF BISKAYA NEAR BILBAO AND SAN SEBASTIEN (JOINT ACTIVITY WITH FRENCH INITIATIVES IN BIARRITZ, ST JEAN DE LUZ)
- IN GALICIA WE FIND ABOUT 50% OF THE SPANISH FISHING FLEET
- THEY HAVE A PROGRAM CALLED NADA PARA BORDA WHERE WE WILL ADD THE WFO PROJECT

WASTE FREE OCEANS 2T TRAWL COMPACT & PRAGMATIC CLEANING TOOL



VARIOUS WFO PROJECTS IN PREPARATION

- PORTUGAL (PORTO 28 MARCH 2012)
- BELGIUM (RIVER LITTER 12 APRIL 2012)
- THE NETHERLANDS (IJMUIDEN APRIL 2012)
- NORWAY (OSLO 5 MAY 2012)
- SWEDEN (GOTHENBORG 21-22 MAY 2012)

VARIOUS PROJECTS IN PREPARATION

- HUNGARY (BUDAPEST, MAY 2012
WASTE FREE DANUBE)
- AUSTRIA (VIENNA 1 JUNE 2012
WASTE FREE DANUBE)
- TURKEY (MUGLA 5 JUNE 2012)
- DENMARK (BORNHOLM 15 JUNE 2012)
- POLAND (GDANSK, SEPTEMBER 2012)
- CYPRUS (LARNACA, 9 OCTOBER 2012)

(PARTNERS FROM MIDDLE EAST AND NORTH AFRICA WILL BE INVOLVED)

VARIOUS PROJECTS IN PREPARATION

- BLACK SEA *(COMBINED WITH TURKEY AND WASTE FREE DANUBE)*
- BALTIC SEA *(COMBINED WITH A.O. KIMO INTERNATIONAL)*
- POLAND SEPTEMBER
- ITALY SEPTEMBER
- GREECE OCTOBER
- GERMANY ?

WASTE FREE OCEANS GERMANY

- SEVERAL GERMAN PARTNERS WERE AMONGST THE FIRST TO JOIN AND OTHERS HAVE MEANWHILE JOINED.
- A JOINED MEETING WITH DSD, NABU AND WFO PARTNERS HAS TAKEN PLACE LATE 2011 TO DISCUSS POSSIBILITIES TO ALIGN WITH RECENTLY STARTED FISHING FOR LITTER INITIATIVE BY KIMO.
- BOTH PROJECTS ARE COMPLEMENTARY. FINAL DETAILS TO BE COMPLETED.
- WFO ACTIVITY IDENTIFIED FOR NORTH COAST OF GERMANY (FROM BREMEN TO POLISH BORDER) WITH MAJOR ATTENTION TO HAMBURG & BREMEN PORT AND RIVER ESTUARIES
- DURING ECOPORT MEETING IN HAMBURG AREA IN SEPTEMBER 2011 WFO PROJECT HAS BEEN MENTIONED TO THE PARTICIPANTS

WASTE FREE OCEANS GERMANY

- WFO ALSO INTENDS TO SERIOUSLY LOOK INTO PREVENTATIVE ACTIONS IN MAIN GERMAN RIVERS (I.E. ELBE, RHEIN, DONAU) WHERE STATIC WFO TRAWLS CAN BE USED ON IDENTIFIED 'HOTSPOTS'
- GERMAN PLASTICS INDUSTRY STAKEHOLDERS STRONGLY MOTIVATED TO GO FOR PROJECT DURING 2012
- PLEASE ALSO YOU HELP US TO MAKE THIS POSSIBLE

WASTE FREE OCEANS STATIC TRAWL PILOT RIVER LITTER PROJECT FRANCE 2011



FLOATING MARINE DEBRIS



WASTE FREE OCEANS GLOBAL

- **WASTE FREE OCEANS THE AMERICAS**

- 22 FEBRUARY 2012 SUCCESSFULL KICK OFF EVENT DOMINICAN REPUBLIC
- FORMAL LEGAL STRUCTURES IN PREPARATION
- PILOT PROJECTS EXPECTED TO BE LAUNCHED BY Q3-2012

- **WASTE FREE OCEANS INDIA**

- 27 JANUARY 2012 LETTER OF INTENT SIGNED WITH AIPMA
- FEBRUARY STAND DURING PLASTINDIA (LARGEST PLASTIC TRADE EXHIBITION)
- PILOT PROJECTS IN MUMBAI AND NEW DELHI EXPECTED TO BE LAUNCHED BY Q3-2012

- **WASTE FREE OCEANS MIDDLE EAST - AFRICA – 2012**

- **WASTE FREE OCEANS INDONESIA - 2013**

- **WASTE FREE OCEANS ASIA PACIFIC - 2013**



LAST BUT NOT LEAST : THE NETHERLANDS

WE ALWAYS CLAIM OURSELVES AND ARE CONSIDERED BY OTHERS TO BE A CLEAN COUNTRY,

YET

**LIKE IN ANY OTHER COUNTRY ALSO IN EUROPE
THERE IS LITTER AND NEED TO ACT !!**

QUITE A STATEMENT ! CAN THEY LIVE UP TO IT ??



FORGOTTEN END OF SEASON ?



SHOULD ALSO FUNCTION ON A WINDY DAY





PLEASE JOIN !!

Contact by e-mail

bernard.merkx@wastefreeoceans.eu

www.wastefreeoceans.eu