

Financed by

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Working together for a **green** Europe

2020 - 2021

Program operator



LOW Plast

*The Art of Reducing Plastic*

Promotor



Partners





# PERSPECTIVE

**Rivers** are becoming “silent” dumps and  
flow channels of our

land-based sources of **litter**

Into the **Oceans.**

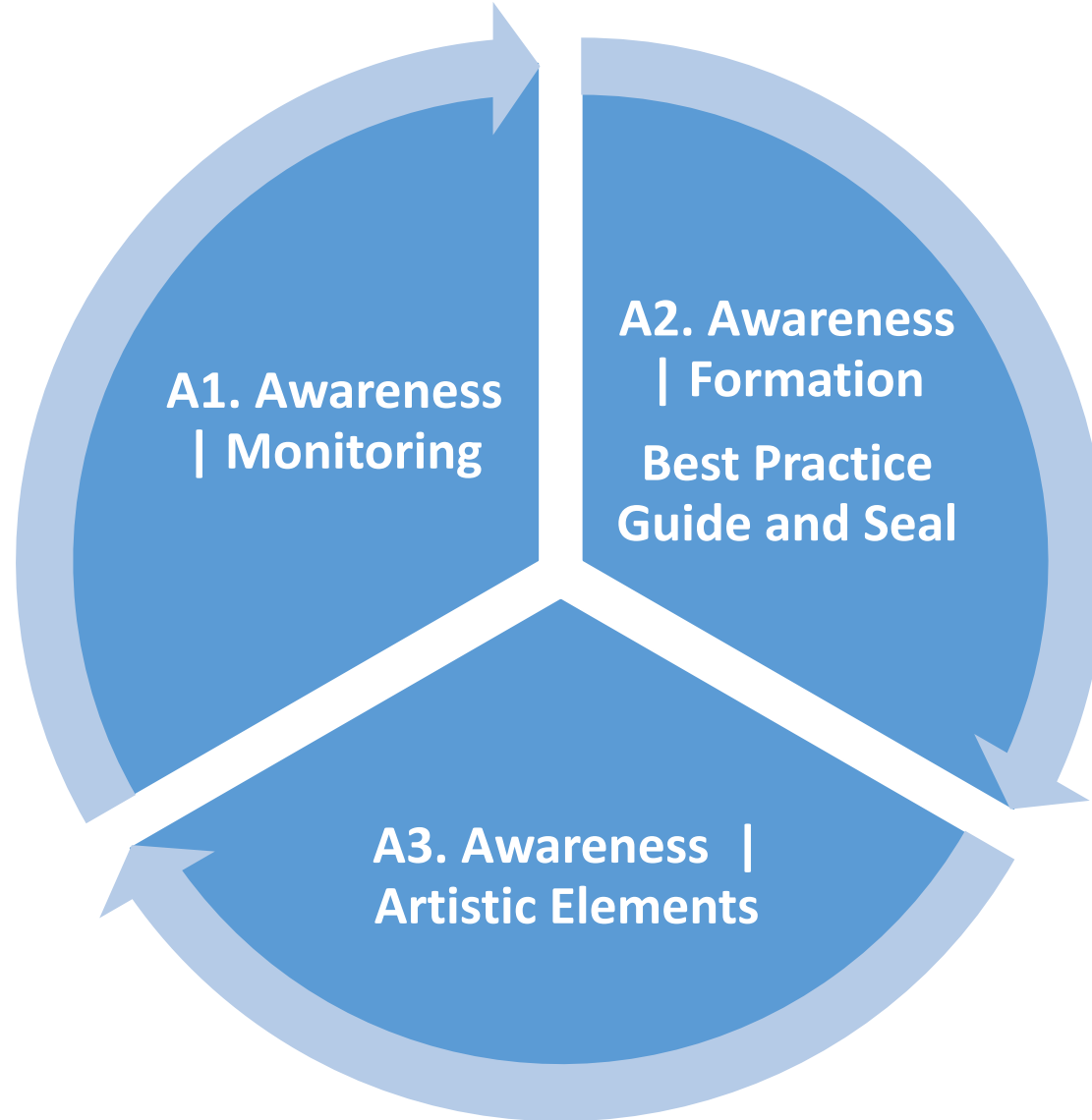
# FOCUS



**Awareness raising** to reduce and prevent plastics from land-based sources of in aquatic environment

**Expansion of Circular Economy**

# ACTIONS



# SEVERAL STAKEHOLDERS

*Fast-food*

**Local markets**

**Restaurants**

**Beach / river bars**

**Hotels and local accomodation**

**Fisherman and shelfish collectors**

**Users of public areas, riverine beaches and coastal areas**

Vila Nova de Cerveira



**Estuary of Minho river**

© Carlos Antunes

# 2 GEOGRAPHIC AREAS

Setúbal



**Estuary of Sado river**

© experitour



# EXPECTATIONS

Active: **citizen participation** in Monitoring actions

Engagement: **different stakeholders** towards Best Practices

Massive awareness: **beach seasons** with Artistic installations

Dissemination: **digital channels, national and international events**

A1. Awareness  
| Monitoring

# EXPECTED OUTCOMES

**24** monitoring actions in rivers and riverbanks

**500** participants actively involved

**700** plastic items selected from field work to communication and dissemination actions



# EXPECTED OUTCOMES

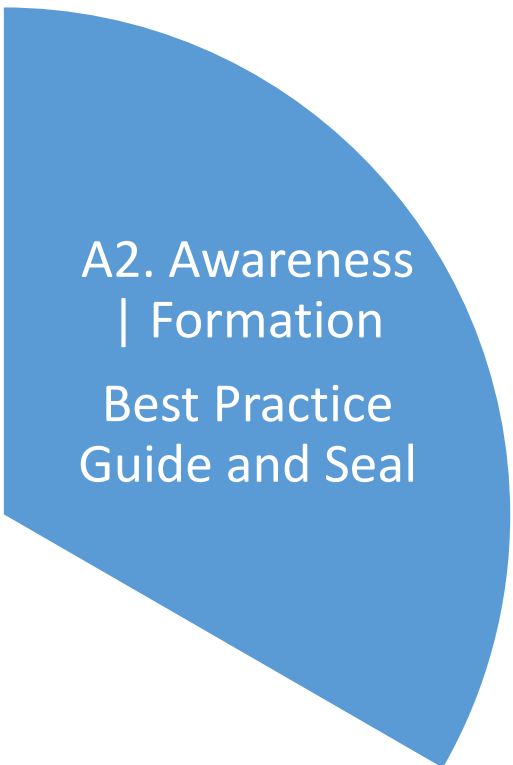
**14** formative actions

**100** best practice seal adherence

**5000** best practice guides distributed

**30%** ↑ plastic collection for recovery

**50%** ↓ single use packaging and plastic bottles



A2. Awareness  
| Formation  
Best Practice  
Guide and Seal

# EXPECTED OUTCOMES

**20000** interactions with informative contents > Aquamuseu

**40000** interactions with artistic elements > Bienal of Cerveira

**250000** interactions with information and art > public areas, riverine beaches and coastal areas

**500000** interactions with information and art > digital channels



A3. Awareness |  
Artistic Elements

# COMMUNICATION

Communication product / event	2020						2021											
	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Awareness raising campaigns in aquatic environment and on the banks of the Minho and Sado rivers, with the involvement of participants in sampling, sorting and quantification of plastic litter. Information about sources, impacts and alternatives.																		
Awareness / training on marine litter with a focus on reducing and preventing plastic from land based sources, namely single-use packaging and plastic bottles. Proposal for voluntary adherence to a seal of good practices.																		
Production of artistic and audiovisual elements to raise awareness for the prevention and reduction of plastics in the aquatic environment of terrestrial origin and fishing activities. Installation at the Bienal de Cerveira , Aquamuseu, public spaces, river beaches and coastal areas of the Municipalities of Vila Nova de Cerveira and Setúbal.																		
Communication in LowPlast web page and Partners social media.																		
Communication in events in Vila Nova de Cerveira and Setúbal Municipalities and in Norway																		