

WASTE-FREE OCEAN

PORTO SANTO

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Secretaria Regional
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ARM - Águas e Resíduos
da Madeira, S.A.

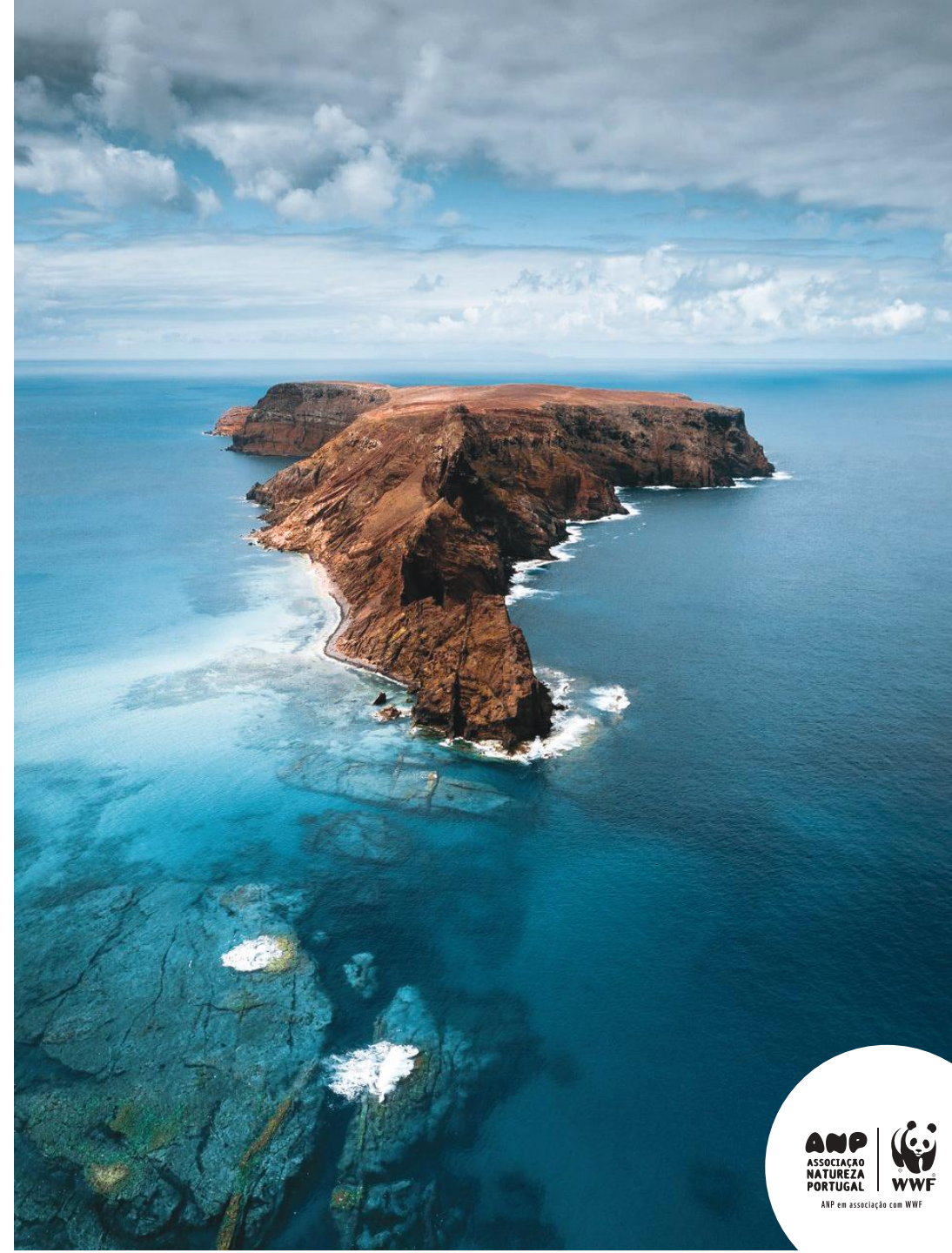


agência regional para o
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PORTO SANTO

- Located in the Atlantic Ocean. 50km away from the Island of Madeira
- Approved by UNESCO as part of the Biosphere Reserve
- On-track to become a pioneer territory in sustainability
- Resident Population: »5000 inhabitants
- Tourism: 500.000 annual stays



Because of these attributes,

Porto Santos is an ideal location to develop the first nationwide initiative to declare Porto Santo a plastic-free island – WASTE-FREE OCEAN PORTO SANTO

Through integrated efforts to stop the propagation of plastics in the ocean, this project will contribute to the overall strategy development for the differentiation and valorization of the island of Porto Santo.



WASTE-FREE OCEAN PORTO SANTO

- Over a period of 18 months, we intend to:

Optimize plastic waste management that remains in the island.

Reduce significantly the volume of single-use plastic through a campaign targeting all interested parties.

- Partners:



AGIR
INCLUIR
DESENVOLVER



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- Supporters:



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OBJECTIVES

- Establish a foundation for a thorough understanding of the plastic ecosystem of Porto Santo Island by:

IDENTIFYING
FLOW AND DISPOSAL
OF WASTE

Phase 1: Referential data collection from marine waste and its corresponding hotspots or critical zones

OPTIMIZING WASTE
MANAGEMENT

Phase 2: Waste management optimization through the mobilization of involved parties for the creation of a community waste management plan (public, private, with establishment of measures and goals)

DRASTICALLY
REDUCING
CONSUMPTION OF
SINGLE USE
PRODUCTS

Phase 3: Communication campaign to reduce and sensitize about usage of single use plastic that would end otherwise up in the ocean

ACTIONS

1. Identify flow and disposal of waste:

- Initial study to determine the existing situation in relation to sources, production, composition and waste management
- Monitoring of flow and disposal of waste
- Establish indicators for plastic waste identified in the project
- Determine a basis of reference in order to obtain comparative and progressive data in relation to the impacts generated by implemented measures



Foto: Michael Murray

ACTIONS

2. Waste management optimization:

- Creation of an online app that identifies plastic pollution hotspots in Porto Santo, allowing a direct communication channel with public and private entities that are responsible for the cleanup of waste.
- Create a system that urges voluntary return of plastic bottles by compensation for its users
- Development of a community plan for waste management 2020/2025 to prevent and sensitize populations on the benefits of ocean waste reduction. Plan that will be advanced through the implementation of 4 hands-on workshops and a presentation of good habits already implemented in other countries (through the participation of WWF Norway)
- Presentation of the community plan for waste management and presentation commitment document for the involvement of the entities.

ACTIONS

3. Drastically reduce the usage of single use products:

- Creation of a stamp for the entities that sign the commitment document for the Community Waste Management Plan.
- Reinforcement and extension of the initiative 'Amigos do Mar' (Friends of the Ocean) for ocean cleanup; including the HORECA sector (employees and tourists);
- Meetings and continued contact with local fishermen, tourism workers and local businessmen for the identification and cleanup of plastic waste in the ocean and dunes.
- Communication campaign "Acabar com o plástico no mar do Porto Santo" (Ending plastic waste in Porto Santo's ocean) – including presence of local communities (residents and tourism workers)

EXPECTED OUTCOME



Phase 1: Mapping of current situation and zones displaying large concentrations of ocean plastic in Porto Santo

Progressive and comparative data in relation to the impacts generated by implemented measures



Phase 2: Usage of app for the identification of critical plastic pollution hotspots.

Usage of voluntary system of single use plastic bottle return.

Making of Community Waste Management Plan 2020/2025

Presentation session for the of Community Waste Management Plan

Presentation of the commitment document



Phase 3: Making and usage of the Stamp 'Plastic Free Island Porto Santo' (Participation of +40 parties)

Reinforcement and extension of the initiative 'Amigos do Mar' (Friends of the Ocean) (+300 involved volunteers)

Waste cleanup by local fishermen, tourism workers, and local businesses (+750 kg of plastic cleaned from nature)

Communication campaign "Acabar com o plástico no mar do Porto Santo" (End ocean plastic in Porto Santo) (5,000 people reach)



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