

Environment, Climate Change and Low Carbon Economy Programme

'Environment Programme'

European Economic Area (EEA) Financial Mechanism 2014-2021

Final Report

30/6/2022

16_SGS#1_PORTO SANTO WITHOUT MARINE LITTER

*Accordingly, with the Articles 25.2.j) and 29.4 of the 'Applicants Guide for Financing of Projects Supported
by Environment, Climate Change and Low Carbon Economy Programme'*

https://www.eeaqrants.gov.pt/media/2994/applicants-guide-for-financing-eea-grants_environment-projects_28112_019.pdf

Index

i. Detailed description	1
ii. Results achieved	5
iii. Description of costs and financial impact assessment	11
iv. Description of the Project's contribution to achieving the overall objectives of EEA Grants and the 'Environment Programme'	12

i. Detailed description

This project aims to contribute to the development, differentiation and enhancement of the island of Porto Santo, with the main objective of protecting the island's marine environment, through joint efforts made by the main public and private actors regarding the disposal of plastic waste from nature and the promotion of its circularity.

The following table presents a summary of the tasks carried out along the project, organized by activities, and a qualitative assessment of their execution (developed, revised, postponed).

Table 1 - Project Execution Summary /September 2020 - May 2022)

Activity	Task	Execution	Comments
Project Management	Regular communication was maintained between all project partners, in online format.	developed	Regular meetings to follow-up on activities and define next steps
1.1. Preliminary study to determine the current situation in relation to sources, production, composition and waste management	MARE Expedition @ Porto Santo 2020 Literature review and data analysis Bilateral meeting with ARM preliminary studies Publication of the final report	developed	
1.2. Monitoring the waste stream	1 garbage collection log table, with indicators, created and used during beach cleanings	developed	
2.1. Creation of a web application to identify critical waste concentration sites (hotspots) in Porto Santo	Development of a universal web application for identification and communication of plastic waste hotspots Monitoring of recorded events.	Application completed, results monitoring in progress	Android version available for download. iOS version also available for download. In total, 167 occurrences of garbage were recorded in the applications which were reported in Porto Santo 12 and were recorded 9

Activity	Task	Execution	Comments
2.2. Installation of a voluntary plastic delivery machine that promotes and encourages plastic recycling on the island	<p>Preparation of a document with the technical characteristics of the machine; Development of the public contracting process for the award system of the machine; Meetings with Jerónimo Martins to install the machine near the Pingo Doce supermarket; Discussion of the HoReCa tenant/sector survey and reward system. Launch of the contest. Signing the contract and awarding the delivery of the machine. Final artwork for vinyl and machine communication finished. Installation of the machine, launch in beginning of April 22</p>	developed	
2.3. Develop the 2020/2025 Community Management Plan for prevention and awareness-raising for the reduction of marine litter	<p><u>Preparatory actions</u> - Identification of stakeholders - Oct20 Stakeholders Survey - Dec20 Stakeholder Mapping - Dec20 Data analysis and Stakeholder survey report - Feb2021 Bibliographic review of guides and recommendations to reduce plastic waste Preparation of the Guide with recommendations to eliminate plastic in nature and reduce the consumption of single-use plastic (working document) - Feb21; <u>workshops</u> Virtual workshop with all stakeholders to present the project, action best practices and success stories, with the participation of the WWF network - Feb21 Participatory workshop with companies to present the project, identify needs and identify priorities - March21 Participatory workshop with associations to present the project, identify needs and identify priorities - March21 Participatory workshop with public entities to present the project, identify needs and identify priorities - March21 Door-to-door contacts with the HoReCa sector for project presentation, identification of needs and survey of priorities (synergy with</p>	developed	

Activity	Task	Execution	Comments
	activity 3.3.) - April and May-21 Meeting with the Vice-Presidency of the Regional Government of Madeira - April 21 June 2021 Participatory workshop with companies to discuss stamp and machine regulations (vouchers) - June 21 Presentation of the management plan - June 2021		
2.4 Seminar to present the Community Management Plan	Event held on June 23, 2021, at Porto Santo's Centro Cultural de Congressos.	developed	
3.1. Creation of the Seal for entities that sign the commitment letter of involvement with the Community	<ul style="list-style-type: none"> - Bibliographic review of guides and recommendations for plastic reduction. - Development of the Guide with recommendations to eliminate plastic in nature and reduce the consumption of single-use plastic (working document). - Development of the image of the seal, and the rules of use. - 38 entities signed commitment letters and receive the seal (four more than last quarter). - Regulation of the Seal adapted to consider also schools and local associations 	developed	All public commitments can be seen in the following links: https://www.youtube.com/watch?v=f-B-z4E2nmM https://www.youtube.com/watch?v=udi5V7zZTvQ
3.2. Strengthening and extension of the 'Amigos do Mar' initiative for marine litter collection	Organization of beach cleaning actions <ul style="list-style-type: none"> - 19 September 2020: 1 action; - 17 to 22 April 2021: 6 days of action; - July 21, 2021: 3 actions; - August 28, 2021: 1 action - September 18: 1 action - September 30: 1 action - October 8: 1 action - October 25th and 26th: 2 actions - November 15th and 16th: 2 actions - November 19: 1 action - March 22, 24 and 25: 3 actions - April 1 - April 29: 1 action - May 7: 1 action 	developed	Surpassed the objective, photos and monitoring reports attached

Activity	Task	Execution	Comments
3.3. Meetings and contacts with local fishermen, tour operators and entrepreneurs working on the coast to collect and identify plastic waste at sea and in the dunes	<p>Bilateral meeting with Porto Santo Line; Synergies with other ongoing projects on the island (Interreg, LIFE Dunas, etc). Within the scope of LifeDunas, the aim is to create synergies with a view to raising awareness of the preservation of dunes, leaving them free of marine litter and disposable plastic. AIDGLOBAL participated in the presentation meeting of the “LifeDunas” project, representing the “Porto Santo Sem Lixo Marinho” Project (19.03)</p> <ul style="list-style-type: none"> - Meeting with DRAAC - Meetings with the HoReCa Sector, in particular, with companies with bars and restaurants with terraces along the coast, in synergy with activity 2.3. - Report with diagnosis of lack of recycling bins and the difficulties of companies in terms of recycling and prevention of marine litter - Informal contacts were established with fishermen and tourist agents in order to involve them in the planning of the event scheduled for April 2022 to raise awareness of marine litter. - ‘Toast to the Sea’ - gathering with fishermen to raise awareness about the project’s messages - 8th April 	developed	
3.4. Communications Campaign “Ending plastic in the Porto Santo Sea” - inhabitants and tourists.	<ul style="list-style-type: none"> - Briefing developed and sent to communication agencies. - Agency selection. - Discussion of the proposal and validation of the contents with the project partners. 	developed	
3.5 Communication campaign “Ending plastic in the sea of Porto Santo” - maritime transport operator (port of Funchal) and Porto Santo Airport	<ul style="list-style-type: none"> - Creation of the image and visual elements. - Each entity adhering to the Seal received 2 reusable bottles created within the scope of the Campaign; - Campaign publicized in the media through press releases, social networks; - Creation and dissemination of the video; - Campaign published on social networks by Ana Aeroportos - Awareness-raising action in schools in Porto Santo, in synergy with the Underwater Photography and Video World Championship: Presence at the opening session of the 	developed	

Activity	Task	Execution	Comments
	Championship with the dissemination of the project (children paraded with the t-shirts); - 10 awareness-raising workshops with school students - 1 Contest on marine litter. - Children's art exhibition, framed in the underwater photography contest - February 7th to 12th; - Awareness actions on the preservation of the Oceans and promotion of participation in marine litter cleaning campaigns - February 7th, 9th and 10th - Training at Hotel Vila Baleira, together with Green Key - 02.16 / 02.18 / 02.21 - Sensibilization in Inatel - 18/04/2022 - Delivery of frames with awareness messages to restaurants - May/2022 - Launch of the re-vending machine with media coverage, PR and social media - Campaign live in the Porto Santo Line (video and poster)		

ii. Results achieved

The following table resumes the main achievements of the project, and the execution rate face to the programmed activities.

Table 3 – Project results

Activity	Promoter/ Partner	Results	Indicators	Results Assessment	Execution (%)
Project Management	ANP WWF	Project meetings	6 reports sent	Regular online meetings, 3 meetings in Porto Santo	100%
1.1. Preliminary study to determine the current situation in	ARDITI-MARE	Final Report	1 report published https://www.natu-reza-portugal.org/o_que_fazemos_22/oceanos/porto_santo_sem_lixo	Report finished and validated by partners	100% (1/1 report)

Activity	Promoter/ Partner	Results	Indicators	Results Assessment	Execution (%)
relation to sources, production, composition and waste management			marinho /		
1.2. Monitoring the waste stream	ARDITI-MARE	Table created and monitoring of the beach cleanings	Monitoring indicators created		100% (indicators developed)
2.1. Creation of a web application to identify critical waste concentration sites (hotspots) in Porto Santo	ARDITI-MARE ; CM Porto Santo, AIDGLOBAL; ARM	Web application	1 web application	The application " Beached Litter Reporter " is available on the Google play and Apple store. Additionally, the information collected by the app is available online at wave-labs.org , visible on the interactive map (the user must register in order to obtain additional details and view the number of events submitted).	100% (167/200 downloads)
2.2. Installation of a voluntary plastic delivery machine that promotes and encourages plastic recycling on the island	ARM	Meetings with Jerónimo Martins for the operation of the machine Definition of the incentive scheme Approval of the machine operation regulation Set-up and launch of the machine	1 machine implemented 2300 PET collected	there was a delay in the implementation of the machine due to the covid pandemic and a computer attack on the ARM system, however the machine has been implemented and has been in operation since April 7, 2022	100% (2300/5000 PET)
2.3. Develop the 2020/2025 Community	ANP WWF, AIDGLOBAL, CM Porto	Development of workshops,	1 Management Plan 38 signed	The implementation of the participation process was essential for its success and its	100% (1/1 Community)

Activity	Promoter/ Partner	Results	Indicators	Results Assessment	Execution (%)
Management Plan for prevention and awareness-raising for the reduction of marine litter	Santo	validation with entities and identification of management measures	community commitment letters, which are an integral part of the plan 4 participatory workshops stakeholders present at the workshops	understanding by the stakeholders. The public participation plan created an identity for the project, which is intended to be adaptable to different contexts and local actions. 1 Letter signed by a public entity - CM Porto Santo. Total number of signed letters - 1 Public + 37 Private = 38	Management Plan)
2.4 Seminar to present the Community Management Plan	All partners	Event held on 6/24	1 event	The event was held on 6/24/2021, with 30 confirmed attendances, and was attended by the Mayor of Porto Santo, José Idalino Vasconcelos; the Norwegian Embassy in Portugal, Ambassador Tove Bruvik Westberg (through recorded testimony), and the Regional Secretary for the Environment, Natural Resources and Climate Change Dr. Susana Prada. At this event, partners had the opportunity to present their work, and WWF Norway made a presentation where they talked about the advocacy work that has been developed at a global level and how this project is part of the common objective of stopping the flow of plastics to the nature.	100% (photos, agenda)
3.1. Creation of the Seal for entities that sign the commitment letter of involvement with the	CM Porto Santo; ANP/WWF	Created seal Seals assigned	Created seal 36 Seals Assigned	It exceeded expectations as the indicator predicted only 15 Stamps. The formal signing took place during the 6/24/2022 event.	Exceeded 100% (38/15 stamps)

Activity	Promoter/ Partner	Results	Indicators	Results Assessment	Execution (%)
Community					
3.2. Strengthening and extension of the 'Amigos do Mar' initiative for marine litter collection	CM Porto Santo; AIDGLOBAL; ARM	Nº Regular beach cleaning campaigns Nº Tourists and company employees participate in campaigns number of volunteers	19 ações de limpeza; Envolvidos 501 participantes e recolhidos 3163 kg of marine litter were collected, of which 1440 kg are plastic.	The actions took place as planned and there was an active involvement of the community and stakeholders, such as the Army, GNR and companies, who promptly made themselves available to carry out campaigns.	Exceeded 100% (21/15 actions)
3.3. Meetings and contacts with local fishermen, tour operators and entrepreneurs working on the coast to collect and identify plastic waste at sea and in the dunes	ANP WWF, AIDGLOBAL, CM Porto Santo	Number of contacts established Number of occurrences of garbage recorded, made by fishermen and companies Synergies were created with A 2.3.	66 contacts 2 Reports	Expectations were exceeded in relation to the number of contacts - 20 were planned and 66 were carried out contactos informais, app atrasada - app n permite registrar empresas	Surpassed 100% (66/30 contacts)
3.4. Communications Campaign "Ending plastic in the Porto Santo Sea" - inhabitants and tourists.	ANP WWF; AIDGLOBAL; ARM; CM Porto Santo; ARDITI-MAR E	1 Campaign created Community awareness actions 80% of the participants in the actions indicate that they are mobilized to collect	The agency was selected, which developed the communication proposal. All materials were discussed and validated by partners 1 Campaign created 12		100%

Activity	Promoter/ Partner	Results	Indicators	Results Assessment	Execution (%)
		marine litter	awareness-raising actions. In the workshops with schools, a non-formal assessment dynamic was implemented (see report), in which 94 percent of students responded that they were very motivated to collect marine litter.		
3.5 Communication campaign “Ending plastic in the sea of Porto Santo” - maritime transport operator (port of Funchal) and Porto Santo Airport	ANP WWF; AIDGLOBAL; ARM; CM Porto Santo; ARDITI- MARE	Communication Dissemination Program	Communication Dissemination Program implemented	The sum of the campaign had over 364,5 thousand impressions in the media.	100%

The attached excel document presents the revised schedule with the identification of the main tasks of the project.

Regarding the development of the communication plan:

Table 4 - Execution of the communication plan

Event type	Data	Location	Objective	Results
Beach cleanings	October 2020 to February 2022	Porto Santo	15 cleaning actions	19 ações de limpeza realizadas (uma delas decorreu ao longo de 6 dias)
3 Press Release	September 2022 may 2022	National	Dissemination of the project results	4 Press releases (15 publications and presence on a TV program)
20 posts on social media	September 2020 to May 2022	National	Dissemination of the project results	49 posts
Webpages	October 2020	National	Dissemination of the project results	https://www.natureza-portugal.org/o-que-fazemos-222/oceanos/porto-santo-sem-lixo-marinho/ https://aidglobal.org/project/porto-santo-sem-lixo-marinho/ https://cm-portosanto.pt/porto-santo-sem-lixo-marinho/ http://www.aguasdmadeira.pt/noticias.aspx?n=122#.YMiHB6hKhPY https://arditi.pt/projetos-em-execucao/projeto-porto-santo-sem-lixo-marinho
Monitoring reports	September 2020 to February 2022	National	Monitoring of the project results	Monitoring table

iii. Description of costs and financial impact assessment

The total amount of direct expenses spent during the 21 months of the project corresponds to 94% of the budgeted direct expenses, with a total value of €189,595.

Table 5 – Financial execution of the project - Staff

Gastos com o pessoal	1º Pedido	2º Pedido	3º Pedido	4º Pedido	5º Pedido	6º Pedido	TOTAL
AIDGLOBAL	9 410	6 144	7 874	3 208	6 262	2 818	35 716
Gestão	6 130	3 128	2 795	1 029	2 132	632	15 846
Output 1	476						476
Output 2	2 164	2 342	779	0			5 285
Output 3	640	674	4 300	2 179	4 130	2 186	14 109
ANP	2 784	2 158	4 882	6 200	4 536	10 862	31 423
Gestão	2 784	1 700	2 840	3 589	1 552	5 225	17 690
Output 2		345	313	351			1 009
Output 3		113	1 729	2 261	2 984	5 637	12 724
ARDITI	0	1 709	2 508	4 216	4 322	4 988	17 743
Output 2		1 709	2 508	4 216	4 322	4 988	17 743
ARM	0	0	0	0	1 498	10 245	11 744
Output 2					1 498	10 245	11 744
CM Porto Santo	0	0	46	0	0	0	46
Output 3			46				46
TOTAL RH	12 194	10 010	15 311	13 624	16 619	28 914	96 672

Table 5 – Financial execution of the project – Other costs

Outros gastos	1º Pedido	2º Pedido	3º Pedido	4º Pedido	5º Pedido	6º Pedido	TOTAL
AIDGLOBAL	0	44	1 695	5 719	30	821	8 310
Gestão				1 857			1 857
Output 2 Atividade 2.3		44					44
Output 2 Atividade 2.4			1 675				1 675
Output 3 Atividade 3.2				1 663		652	2 315
Output 3 Atividade 3.3			20	906			926
Output 3 Atividade 3.4				806	30	137	974
Output 3 Atividade 3.5				487		32	519
ANP	418	0	4 166	6 278	5 830	18 161	34 853
Gestão			246				246
Output 2 Atividade 2.3	418		246				664
Output 2 Atividade 2.4			1 398				1 398
Output 3 Atividade 3.3			2 276				2 276
Output 3 Atividade 3.4 e 3.5				6 278	5 830	18 161	30 269
ARDITI	1 090	299	34	2 304	167	9 588	13 483
Atividade 1.1, 1.2 e 1.3	1 090			2 304	167		3 561
Output 2 Atividade 2.4		299	34			9 588	9 921
CM Porto Santo	0	0	328	0	0	0	328
Output 3 Atividade 3.2			328				328
ARM	0	0	0	0	0	35 950	35 950
Output 2 Atividade 2.2						35 950	35 950
TOTAL Outros	1 508	343	6 224	14 301	6 028	64 520	92 924
TOTAL	13 702	10 354	21 534	27 925	22 646	93 434	189 595

iv. Description of the Project's contribution to achieving the overall objectives of EEA Grants and the 'Environment Programme'

By developing the monitoring activities (including the beach cleaning protocol and the monitoring report), the project contributed to the achievement of objective n. 1 of the Program: “Increase the application of Circular Economy principles in specific sectors”. The cleaning of beaches and the development of the Community Management Plan contribute directly to Result 1.3 of the Program, through the promotion of the Circular Economy through the “Reduction of plastics in the oceans, from land activities”.

Table 7 – Contribution of the project to achieving the overall objectives of EEA Grants and the 'Environmental Programme'

Activities	Results	Indicators	Project contribution to achieving the overall objectives of EEA Grants and the 'Environmental Programme'
1.1. Preliminary study to determine the current situation in relation to sources, production, composition and waste management	Baseline study	1 study	With the development of monitoring activities, the project contributed to the achievement of objective n. 1 of the Program
2.1. Creation of a web application to identify critical waste concentration sites (hotspots) in Porto Santo	Web application	1 application developed	With the development of monitoring activities, the project contributed to the achievement of objective n. 1 of the Program
2.2. Installation of a voluntary plastic delivery machine that promotes and encourages plastic recycling on the island	reverse vending machine for PET plastic bottles	1 machine installed	This activity will directly contribute to Objective 1 and Output 1.3 of the Program.
2.3. Develop the 2020/2025 Community Management Plan for prevention and awareness-raising for the reduction of marine litter	Desenvolvimentos dos workshops participativos e documentos de trabalho	1 document presented and signed by 38 entities	This activity will directly contribute to Objective 1 and Output 1.3 of the Program.
3.2. Strengthening and extension of the 'Amigos do Mar' initiative for marine litter collection	Ações de limpeza de praia	21 beach cleaning actions	This activity will directly contribute to Objective 1 and Output 1.3 of the Program.

Projeto 16_SGS#1.				Environment programme					
				Outcome 1			Output 1.3		
ID Activity	Indicators	Unity	Accumulated Results	Use of secondary materials increased in the supported sectors (percentage)	Number of jobs created	Tonnes of plastic recycled through all supported schemes/measures	Number of voluntary schemes supported	Number of Civil Society Organizations supported	Number of awareness-raising campaigns
2.3	Community Management Plan workshops	Number					36		
2.3	workshops participants WWF Noruega is one of the attendants in the workshops	pax							40
3.1.	Seal "Porto Santo without Marine Litter"				1				
3.2	voluntary marine refuse brigades	Number				1,4			24
3.2	Volunteers (tourists, corporate employees)	pax	561						
3.4/3.5	Communication campaigns	Number							1

Projector Promotor

Name

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Date and
Signature

Ângela Carla Almeida Morgado 30/06/2022

Position

CEO

Programme Operator – Secretary General for Environment

Name

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Position

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