The French water perchallenge

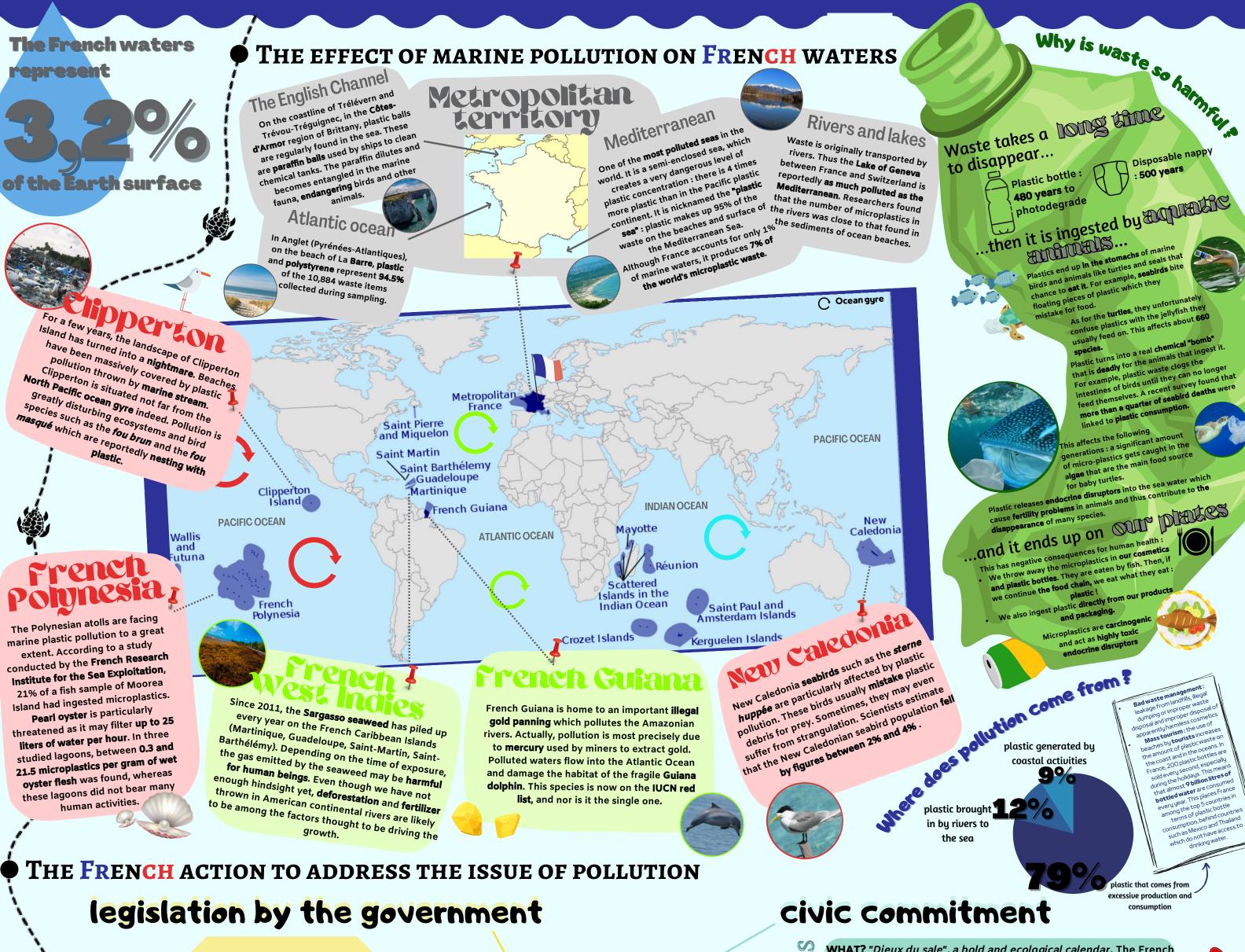


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"By 2050, there will be more plastic than fish in the oceans," according to a UN report.

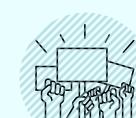
France, the biggest polluter of plastic waste around the Mediterranean, is particularly affected by this issue. Indeed, the country owns the second largest exclusive economic zone due to its numerous overseas territories and the mainland is bordered by four different seas: the Atlantic Ocean, the Mediterranean, the North Sea and the English Channel. Besides, mass tourism on the coasts and poor waste management are also explanations for France's low ranking. This is why public authorities and associations are exerting themselves to try and find solutions to counter this scourge.



THE END OF SINGLE-USE PLASTIC

The October 2017 law sets a goal of ending the marketing of single-use plastic packaging by 2040. Since 2020, plastic bags have been banned so are straws, cotton buds and there is a growing limitation of plastic water bottles.







RE

EA

WHAT? "Dieux du sale", a bold and ecological calendar. The French association, Wings of the Ocean has reappropriated the codes of the charming calendar by featuring **naked activists** in the middle of

marine plastic waste. **HOW?** By using art and nudity to raise the awareness about marine plastic pollution. The aim is to popularize their messages to make

people aware of the need to act.

WHERE? In the Bassin de Berre to the West of Marseille.

NATIONAL STRATEGY: THE 3 RS REDUCTION REUSE RECYCLING

France aims to achieve a reduction target, a reuse target and a recycling target which are set by decree for the 2021-2025 period by finding alternatives to plastic. If this is not possible, plastic must be recyclable

or reusable.

BEGÍNNING OF A CIRCULAR

To reduce the use of plastic, France requires supermarkets of more than 400m² to offer 20% of their sales in reusable containers by 2030. This is called the development of bulk buying in supermarkets.



France's

Solutions

WHAT? Cleanwalk, a concrete action. On your own or with others, pick up waste on the beaches, while enjoying the walk, you will understand directly the need to use plastic sensibly. You don't have to be a politician or an expert to prevent plastic pollution, everyone can get involved, and these cleanwalks are proof of that. The eponymous association has counted nearly 2130 such events in France since 2019, a testimony to citizens' lively commitment to this issue. **HOW?** By collecting waste accumulated on the shore.

WHERE? Everywhere.

WHAT? Plastic Odyssey, an ecological and social development project. A three-year maritime expedition to tackle plastic pollution. Instead of cleaning up the oceans directly, their odyssey aims to reduce plastic pollution at its source by working upstream with local populations on solutions to prevent land-based waste from ending up in the sea.

HOW? 1) By raising public awareness of the need to reduce the use of plastic and supporting the emergence of sustainable local recycling initiatives 2) By transforming non-recyclable plastics into energy for ship. WHERE? A French boat that will travel to the least developed countries especially in

coastal cities in Africa. South America and Asia.









