

© jakubgojda via Canva



Global Tourism
Plastics Initiative

PLASTIC
SMARTCITIES



WEBINAR: Cities and Businesses Tackling the Tourism Plastic Crisis



Agenda

Introductions by

- **Stefania Campogianni**, WWF Mediterranean
- **Jessica Chia**, WWF Plastic Smart Cities
- **Svitlana Mikhalyeva**, The Global Tourism Plastics Initiative

Cities' Representatives from

- **Lila Durix**, Head of mission "Zero Single-Use Plastics Ambition", City of Paris, France
- **Helena Barracó Nogués**, Climate Change & Sustainability Office, Barcelona City Council, Spain
- **Ruža Kovačević Bilić**, Head of the Administrative Department for Social Affairs, City of Trogir, Croatia
- **Stephanie Lim**, Head of Market Transformation, WWF Singapore for Sentosa Island, Singapore

Tourism businesses' representatives

- **Vassilis Karakousis**, Sustainability Director, TEMES Group, Greece
- **Christian de Boer**, Managing Director, Jaya House River Park, Cambodia

Q&A session

UN Habitat, Leaving no one behind, 2023

Out of the 400mill tons of plastic waste generated worldwide each year, 75% originates from cities





MEDITERRANEAN SEA

>200 MILLION
TOURISTS
EVERY YEAR

+40%
MARINE LITTER
DURING SUMMER

© Michel Guithen WWF





Working with cities worldwide to
keep plastic out of nature by 2030

Plastic Smart Cities

<https://plasticsmartcities.org/>



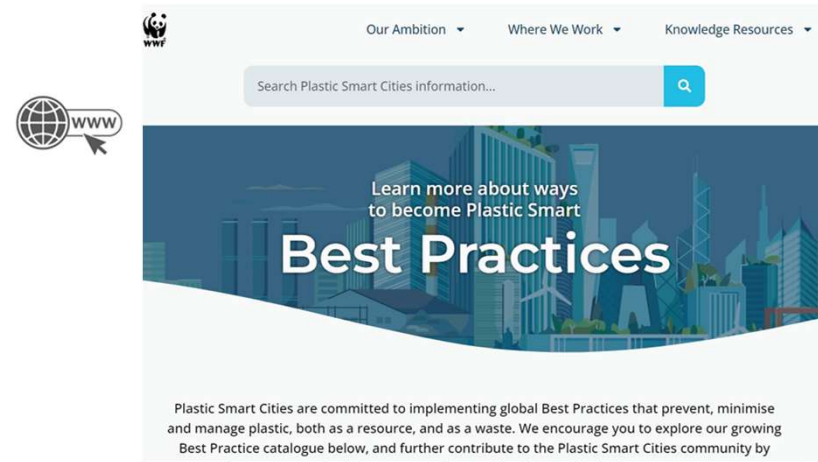
Twin Approach

1 Piloting On-Ground Solutions



Working on the ground with cities, coastal centres and tourism hotspot across Asia, Africa, Europe and the Mediterranean.

2 Knowledge to Scale a Global Movement

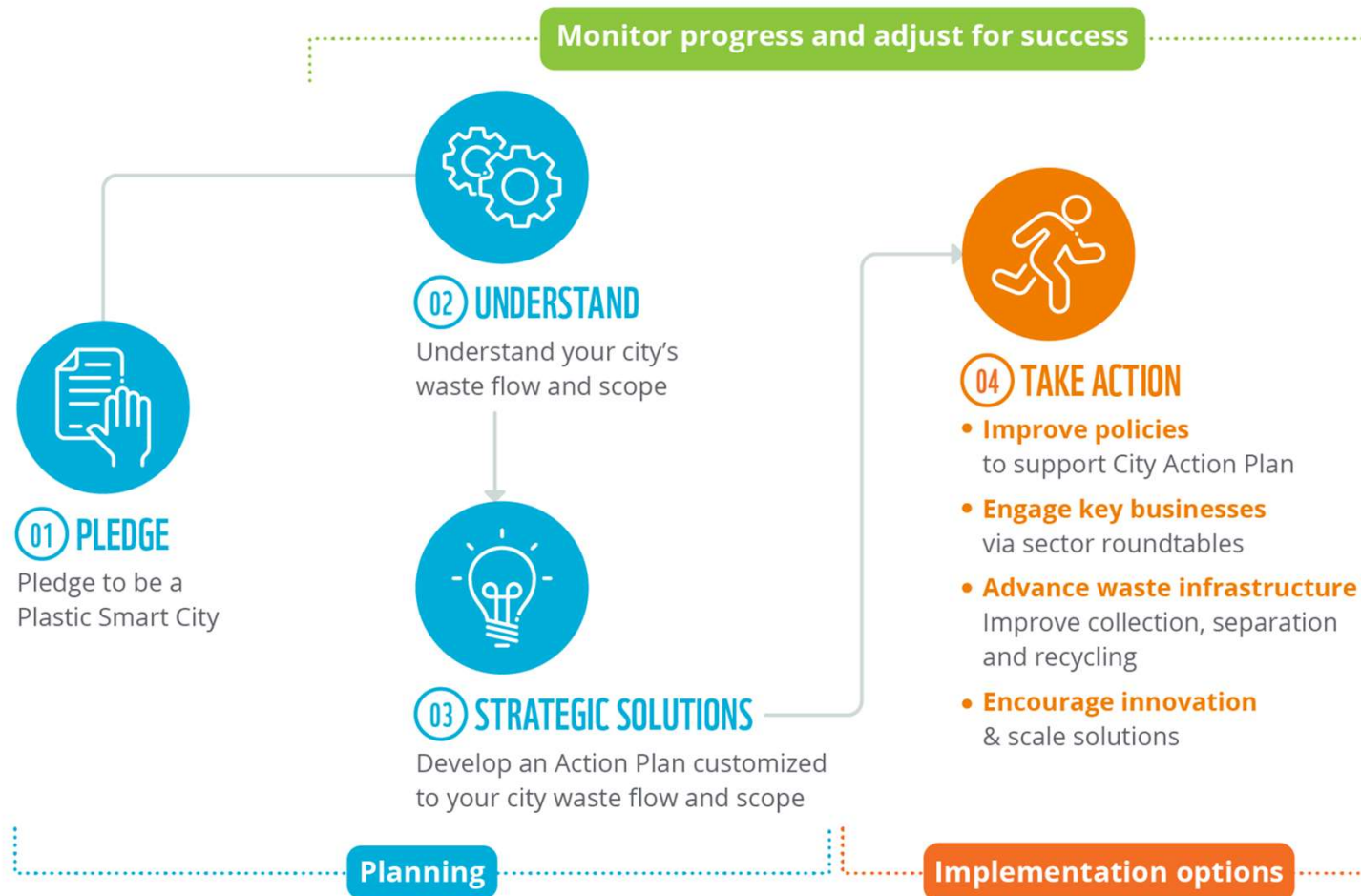


WWF invites Cities to commit to ambitious targets in line with the global call for a plastic treaty, and to develop and disseminate Plastic Smart Action best practices on www.plasticsmartcities.org

50+ Cities in Asia, Europe & beyond



Plastic Smart City Journey



Plastic Smart Cities in Action



Working with cities worldwide to keep plastic out of nature by 2030

Indirect Interventions



Izmir: public campaign & waste separation – 10% less missmanaged waste

- City Action Plans
- Awareness Raising
- Education and Trainings
- Stakeholder Roundtables

Direct Interventions



Venice: 25 clean ups with Gondolieri divers, 23500 Kg of waste and 1100 tires

- Infrastructure investments
- Technology implementation
- Improving waste systems
- Upscaling solutions

A GLOBAL CITY INITIATIVE FOR NO PLASTIC IN NATURE BY 2030



Working with cities worldwide to
keep plastic out of nature by 2030

<https://plasticsmartcities.org/>