

Beyond Plastic Med A commitment for a plastic-free Mediterranean Sea
Sustainable solutions exist but impetus is required to implement them!

BEYOND
PLASTIC
MED

le club

**Accelerate collaboration across companies in
the plastic value chain to prevent plastic
pollution in the Mediterranean.**

Be part of its co-construction!

The challenge of plastic pollution

150 million tons of plastic in the de Ocean¹

In a business a usual scenario, by 2050 the ocean could contain more plastic than fish (by weight)².

80% of marine debris are land originated³

The rest comes from maritime activities. The impact of this marine pollution is estimated at \$ 4.7 billion annually in the consumer goods industry⁴.

Macro-plastics

>5 mm diameter

Micro-plastics

<5 mm from the fragmentation of macro wastes or contained in certain products (ex: textiles)

Nano-plastiques

Particules of the nanometer size.

The Mediterranean sea: A lab for solutions

Among the highest plastic concentration in the world

The concentration of plastics in the Mediterranean Sea is comparable to that of large accumulation zones in subtropical gyres.

A semi-closed sea

The Mediterranean is a closed ecosystem where we can trace the sources of pollution and measure the impact of the solutions implemented to remedy it.

A North / South asymmetry

Solutions are to be found in both developing and developed countries.

A complex governance




23 countries with diverse socio-economic and cultural environments, reflecting the complexity of governance at the international level.



BEMED: Towards the mobilization of all actors

In this Context, the **Prince Albert II of Monaco Foundation**, the **Tara Expeditions Foundation**, **Surfrider Foundation Europe** and the **Mava Foundation and IUCN** joined forces to give life to the Beyond Plastic Med initiative (BeMed).

BeMed's missions:

-  **Support and develop a network of Mediterranean stakeholders** committed to curbing plastic pollution.
-  **Implement** effective and sustainable **solutions and support the research** of novel alternatives.
-  **Engage stakeholders** and the public by raising awareness and disseminating best practices.

Today BeMed and its founding members seek to create a Club for companies to join the discussion and co-construct solutions to prevent plastic pollution in the Mediterranean.

Why this need to engage the private sector?

Towards a shared responsibility

Addressing the challenge requires a collaboration between different types of actors: private sector, municipal, national, regional public authorities, civil society and the academic world.

Capacity and technical expertise

Companies have the know-how and resources needed to develop solutions, for example: rethinking plastic products, developing new innovative materials, introducing new waste recovery technologies to the market, implementing innovative business models and less waste generators.

All along the plastic value chain

This collaboration will be as effective as it generates the emergence of solutions developed by the entire plastic value chain.

What benefits for companies joining the future Club?

Addressing business threats that companies can not sustainably solve individually





Plastic pollution generates a number of threats in the plastic value chain: issues of reputation, regulation, and procurement. Joining the future Club will help companies tackle the threats they cannot fully address individually.

Towards additional social, environmental and economic benefits for the company

The collective resolution of the challenge also generates a number of additional social, environmental and economic benefits for the company: increased knowledge of its value chain, job creation in the circular economy sector, better living conditions in some of the cities and communities where the company operates, so many examples of benefits that go beyond the traditional boundaries of the company.



Anticipated ambition for the Club

-  Support concrete business solutions to accelerate the prevention of marine plastic pollution.
-  Include as much as possible all the players of the plastic value chain.
-  Generate a meaningful impact at the Mediterranean scale.
-  Create a common dynamic of transition and pollution reduction.

Contribute to shape the Club's ambition!

3 streams to promote the implementation of concrete business solutions to prevent upstream marine plastic pollution

Lab

Valorization of knowledge and good practices:

- Increase the dissemination of knowledge between scientists and industry on specific topics.
- Accelerate the sharing and acquisition of good practices.
- Foster the emergence of innovative solutions in research and technological development.

Incubator

Test tangible actions

- Pilot innovative solutions and replicate successes across the Mediterranean region.
- Develop and implement collective action programs along the value chain.
- Support the creation of partnerships and connect funding sources.
- Measure the impact of implemented solutions.

Coordinator

Sharing and enhancing the Club's impact

- Relay lessons and success of the Club in regional coordination bodies
- Extend and amplify the profile of the Club
- Inform club members about the state of discussions at the regional level

Contribute to shape the activities of the Club!

Co-construction process and next steps



Join in !

and contribute to a collaboration between companies of the plastic value chain to prevent plastic pollution in the Mediterranean sea.

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