



The **Low Plastic Zone** Initiative is a joint effort of the GIZ and MedWaves, implemented by national partners in Albania, Bosnia and Herzegovina, Kosovo, and Montenegro.

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The **Integrated Waste Management and Marine Litter Prevention Programme in the Western Balkans (MLP)**, funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, supports four countries to help reduce plastic discharge into the Adriatic Sea by facilitating regional exchange, knowledge sharing and cross-border cooperation.

GIZ is a service provider in the field of international cooperation for sustainable development and international education work, dedicated to shaping a future worth living around the world. GIZ has 50 years of experience in a wide variety of areas, including economic development and employment promotion, energy and the environment, and peace and security.

🌐 Web: [Preventing marine litter in the Western Balkans \(giz.de\)](http://Preventing marine litter in the Western Balkans (giz.de))

MedWaves is a centre for international cooperation developing innovative solutions addressing shared environmental challenges and based on circular economy and sustainable consumption and production principles. It operates under the legal framework of the Mediterranean Action Plan (MAP) and the Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean. MedWaves is based in Barcelona (Spain) and belongs to the United Nations Environment Programme (UNEP). It also acts as the Regional Centre of the Stockholm Convention on Persistent Organic Pollutants (POPs). MedWaves is actively addressing plastic pollution in the Mediterranean through outreach, technical cooperation, and policy work, as well as the development, implementation, and scaling of innovative solutions for businesses.

🌐 Web: www.medwaves-centre.org



Implemented by



WORKING TO BECOME LOW PLASTIC ZONE



REDUCE PLASTIC POLLUTION NOW!

Single-use plastic products (SUPPs) are designed to be used once – often for a few seconds, and then disposed of. Unfortunately, they often end up in rivers and seas, causing long-term pollution.

DID YOU KNOW?

- Every year, an estimated 100-150 million tonnes of plastics are produced for single-use purposes and about 8 million tonnes of plastics end up into the seas and oceans.
- The SUPPs used in the HORECA sector (hotels, restaurants and cafes) represent up to 96% of the top marine litter items found during clean-ups in Montenegro, Albania, and Bosnia and Herzegovina.
- It takes at least 20 years for plastic bags to disintegrate, 200 years for plastic straws, 450 years for plastic bottles and 1,000 years for plastic dishes.
- The world uses 500 billion plastic cups every year and 500 thousand plastic straws each day.
- SUPPs can be eliminated without compromising the customer's experience.

Common SUPPs used by hotels, restaurants, and cafes:



Poorly managed plastic waste turns into plastic pollution, which has negative impacts on:

- The tourism sector by reducing the attractiveness of coasts and cities, potentially reducing visitor numbers, jobs, and revenues;
- Human health and well-being;
- Terrestrial and aquatic animals and habitats;
- Taxpayers due to increased costs for clean-ups.

TAKE ACTION AGAINST PLASTIC POLLUTION NOW!

Participation in the Low Plastic Zone Initiative is completely FREE.

The Low Plastic Zone Initiative is a community of forward-thinking businesses committed to reducing plastic waste by eliminating single-use plastic products. In line with the European Commission Directive (2019/904) on single-use plastics, LPZ aims to engage hotels, restaurants, cafes (HORECA sector), and shops in reducing disposable plastics during their daily operations.

By joining the Low Plastic Zone Initiative, you will:

- ✓ Contribute to reducing plastic pollution.
- ✓ Enhance your business's sustainability profile.
- ✓ Attract and retain eco-conscious customers and staff.
- ✓ Safeguard your business from future regulatory changes.
- ✓ Save money!



How to get involved:

- Meet with our experts to complete the **SELF-ASSESSMENT TOOL**.
- An **IMPROVEMENT PLAN** will be automatically generated, including tailored strategies to eliminate and/or reduce single-use plastics in your business.
- Review the **IMPROVEMENT PLAN** with our experts and start the implementation of the solutions identified.
- Get assistance in tracking progress and communicating achievements to your customers.