



“Pilot activities in touristic beaches and beaches for locals”

/ Region of Crete



Description of the good practice

The region of Crete under the European project blueislands implements pilot actions during the high tourist season, to reduce waste produced by tourism and end up at the beaches and the sea of the island.

Pilot actions are taking place on selected beaches in the town of Rethymnon and on the beach of Arina in the municipality of Hersonisos. On these beaches, the project in 2017 & 2018 has already carried out litter surveys and studies of the origin, quantity and quality of the waste produced by the visitors of these beaches, as well as the customers of the HORECA companies (restaurant hotels, bars etc.) operating in these areas. The main results have shown that pollution is greatly increased during the high tourist season, also that 85% of the waste produced consist of plastics, and that on the most touristic beaches there is a huge number of cigarette butts thrown into the sand.

Pilot actions include a series of measures aimed at informing and sensitizing the visitor of the beach on the issue of coast and sea pollution. The Region is cooperated with the local authorities to ensure that the prevention measures are working properly and in order to ensure better results.

On the specific beaches have been placed i) pairs of bins for recyclable and mixed waste at regular intervals covering the specified area. Separation of the use of the bins is clearly distinguished (2 different colors, information in Greek and English language and

international symbols), (ii) cigarette ashtrays to cover the monitoring area. Buckets and ashtrays are properly constructed so that they are not transported by the air, visible to the visitor on the beach, stylish and practically easily discharged by the cleaner. It has also been clearly highlighted with the appropriate signs the distinction of recyclable waste into existing bins of the Municipality for the tourists who do not know the local rules.

One person is responsible on behalf of the Region of Crete to contact with the business owners around the monitoring area, to inform them about the purposes of the Blueislands pilot activities, to encourage passers-by, or habitants to avoid pollution and to protect the beaches using existing equipment.

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Results

The main objective of the pilot activities is to reduce (in relation to the results recorded during the study phase of the project) the waste that enters the environment. The proposed measures are expected to improve environmental conditions

Type of waste

Urban solid waste generated by tourists or visitors or walkers in coastal areas and beaches.

Location

The areas where the pilot activities take place, are the beach of the city of Rethymnon near by the old harbor, a beach with many visitors and passers tourists and locals and the beach of Arina (Heraklion - Kokkini Hani), a long beach which is preferred by the locals.

Volume treated

In general:

- In Rethymnon 850 plastic pieces and 750 cigarette butts.
- In Arina 1250 plastic pieces and 600 cigarette butts.