

“Awareness Campaign – BlueIslands pilot project”

/ Wasteserv Malta



Description of the good practice

Between June and August 2019, Wasteserv will be conducting a pilot project with the aim to tackle waste management problems on two beaches; Golden Bay and Gnejna. Wasteserv representatives will be present on site as an outreach to beach visitors, offering information and tips on good waste management practices. Whilst on site, our representatives will be distributing merchandise; beach ashtrays in order to tackle the problem of cigarettes butts and reusable water bottles in order to tackle the issue of single-use plastics.

Simultaneously, Wasteserv will be working on a small awareness campaign. Various media will be utilised to reach different demographic groups, mainly radio, social media and local websites. Also, in order to directly reach incoming tourists, Wasteserv is looking into the possibility of having an advert on magazines such as ‘il-Bizzilla’, which is the in-flight magazine for AirMalta.

The main theme of the campaign will be the importance of proper waste management on beaches and how can waste affect marine life. This message will also be put on posters which will be affixed at the main entrances of both beaches.

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Results

The expected result is to have a good response to the awareness campaign and that beach visitors are more aware of the repercussions marine litter has.

Type of waste

The awareness campaign will tackle the issue of marine litter in general.

Location

The awareness campaign will be conducted in the Maltese Islands.

Wasteserv representatives will be at Gnejna and Golden Bay.