



GUIDEBOOK

PROMAR BLUEBOX



On behalf of:



Federal Ministry
for the Environment, Nature Conservation,
Nuclear Safety and Consumer Protection

of the Federal Republic of Germany





GUIDEBOOK

PROMAR BlueBox

Compilation of tools for local action to prevent marine litter



On behalf of:



of the Federal Republic of Germany



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PROLOGUE

The **PROMAR project** aims to reduce the amount of plastics reaching the Caribbean Sea and promote circular economy solutions in several Caribbean countries. It is led by the German consultancy adelphi and implemented by local partners. **PROMAR** is financially supported by the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV).

Within the frame of the project, the **PROMAR BlueBox** was created. It contains various tools, guidelines, tutorials and materials that help you to implement circular economy solutions to reduce marine litter in your municipality.

This Guidebook is a manual for the toolbox. It is intended as a handout that guides through the entire **BlueBox**, explaining its purpose, application, the variety of its tools and their use. It is aimed at and can be used by all users of the BlueBox, including municipal actors, NGOs, governmental authorities, educational institutions, private persons and others.

After a short introduction to the **PROMAR** project, the **BlueBox** is presented and all included tools are also described. We hope that we can facilitate the use of the toolbox with this guide and support your efforts against marine litter.

The **PROMAR Project Team** -

PROMAR Project



Gulf of Mexico

DOMINICAN
REPUBLIC

BRITISH VIRGIN ISLANDS

ST. KITTS & NEVIS

Caribbean Sea

COSTA RICA

COLOMBIA

TRINIDAD & TOBAGO

GUYANA

SURINAME

What is the PROMAR BlueBox?

The PROMAR BlueBox is a compilation of instruments, tools, guidelines, tutorials, training, dissemination materials, success stories and best practices. These tools shall help you to focus actions and guide you through the process of defining and implementing circular economy actions to reduce marine litter in your municipality.

Narrative of the BlueBox

In the course of the PROMAR project, a number of pilots were implemented in the partner countries. Based on the experiences and learnings of these pilot projects, tools were developed to support the structuring and planning of high-impact and sustainable local marine litter prevention actions for stakeholders in the Caribbean and Latin American region.

■ COLOMBIA

A pilot project in the city of Santa Marta aimed at the collection and separation of recyclables through community involvement. A learning point for the project was the large amount of material that could be collected by involvement of recycler associations and linking the initiative to the existing system of Extended Producer Responsibility (EPR) in Colombia.

■ DOMINICAN REPUBLIC

Several so-called “Blue Station” collection containers were set up, which are dedicated to both the collection of household plastic waste and the creation of awareness. A learning was the high commitment by households to participate in a functioning separate collection system.

■ COSTA RICA

Marine litter prevention was strengthened through its integration into the Municipal Solid Waste Management Plans.

The resulting BlueBox is a compilation of tools, guides, training and dissemination materials, success stories and best practices.

The whole toolbox is **freely available** online and most of the tools come with a tutorial video.

Why the BlueBox?



The need to make a compilation of practical, proven instruments and working tools available and accessible, that support the structuring and planning of high-impact and sustainable local marine litter prevention actions for stakeholders in the Latin American and Caribbean region.



How was the BlueBox created?



Pilots and learned lessons





HOW TO USE THE BLUEBOX?

The BlueBox as such is a stand-alone product, that can be applied by various stakeholder groups, like municipalities, governmental authorities, NGOs or educational institutions. The application of the tools can be further improved through targeted coaching by the PROMAR team. The BlueBox is not a static box of tools but can in the course of time be further developed and adapted to local needs.



Characteristics of the BlueBox



Focus on a step-by-step guide to reduce marine litter in municipalities & communities



Provides a reservoir of instruments, guidelines and tutorials, that can be easily disseminated



Educational, visual and easy to use

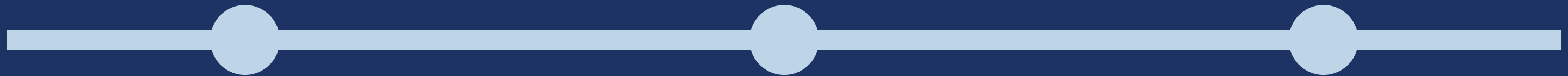


Tool that involves actors from private and public sectors tackle marine pollution



Embedded in a website, published in English and Spanish

Key Elements of the BlueBox



INTERACTIVE PLATFORM

Open access platform
that is guiding users
directly to the tools they
need.



GUIDEBOOK

Supportive document
that explains how to use
the PROMAR Blue Box.



TRAINING COURSE

A set of courses to help
users understand how
tools are used and
implemented.



The BlueBox tools cover six phases



Diagnosis and baseline establishment

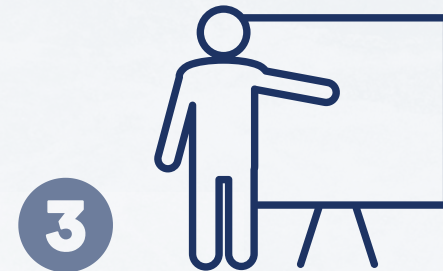
Define baselines for further data processing.

Analyze the impacts of plastics in fluvial and marine environments.

Stakeholder involvement

Who is impacted by plastic pollution and who causes it?

Who can provide solutions through funding, calls for action or political will?



Sensibilization and capacity building

What can decision makers & society do?

Promote capacity building in governance & waste management.

Preventive Action and Waste Management

Design interventions to prevent plastic leakage on local & global scales.

Identify financing mechanisms for these interventions.



Evaluation & Monitoring

Monitor the outcomes of the interventions and adapt as needed.

Identify gaps in knowledge and disseminate learning globally.

Dissemination & Replication

Share & communicate successful approaches to be replicated by others.

Communicate about preventive actions and explain how they were done!



Structure and tools



**Diagnosis and
baseline
establishment**

**Stakeholder
involvement**

**Sensibilization
& capacity-
building**

**Implementation
of prevention and
management
tools**

**Evaluation &
monitoring**

**Dissemination
&
multiplication**

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**Beach data
sampling**

**Stakeholder
map**

**Guide for
Sensibilization
and Capacity
Building**

**Floating Barriers:
River Boom and
Biobardas**

**Tool KAP =
knowledge+attitu
de+practice**

**Documentation
and dissemination**

**Waste Flow
Diagram**

**Beach Clean-up
Package**

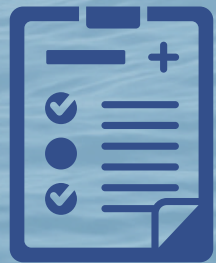
**Collection
containers**

**Circular Economy
Baseline**

**Integration of
Marine Litter into
PMGIRS**

Problem Tree

**Circular Economy
in a Municipality**



Beach data sampling methodology

Process step

Diagnosis and baseline establishment

Type of tool

Step by step guide on how to do beach samplings and how to process obtained data

Users of the tool

Private and public sector, municipalities and organizations.

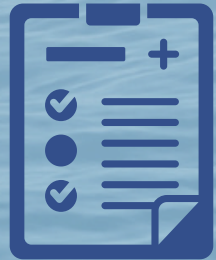
Functional description and instructions

The tool guides the application of sampling methodology at beaches and includes the following steps:

- Coordination and sampling planning,
- Describes how to select and determine sampling areas,
- Registration and analysis of information and
- Information disclosure. Through the tool application, users can obtain important information about the quantity of waste by type of material and brands. The main idea is that the graphics make the diffusion and information comprehension easier and after that implement actions to avoid the problem of pollution.

Objectives and expected outcomes

- To standardize sampling practices for solid waste on beaches
- To promote the design and execution actions that allows cutting the flow of waste that is accumulating on the beaches



Waste Flow Diagram

Process step

Diagnosis and baseline establishment

Type of tool

An online portal where data is entered and visualizations are generated

Users of the tool

Municipalities, government agencies, NGOs, or educational institutions

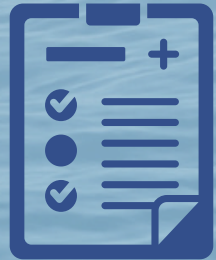
Functional description and instructions

The functions include:

- Enabling a rapid assessment of a municipal solid waste management (MSWM) system
- Mapping and visualizing materials flows
- Quantifying the sources and fates of plastic leakage into the environment
- Enabling alternative scenarios to be forecasted
- Allowing benchmarking and comparison between cities

Objectives and expected outcomes

- To estimate the amounts of solid waste that leak into nature and oceans from various sources and create a baseline
- To simulate scenarios how improved waste management could reduce environmental pollution and avoid marine litter



Circular Economy Baseline

Process step

Diagnosis and baseline establishment

Type of tool

Excel tables and a graphic of results

Users of the tool

Industries from the plastic sector

Functional description and instructions

The tool helps companies to know the level of application of the circular economy taking into account different areas of work. It has different modules about strategy, use of resources, productive process, products and services, value chain and improvement areas. After filling up each yes/no question on the different modules the user can find a graphic of results with the obtained score of the evaluation, the main idea is that the industry takes action about the topics from modules with low scores.

Objectives and expected outcomes

- To know the degree of progress they have with respect to the implementation of the circular economy in five aspects
- To learn about circular economy practices that other companies in the sector are implementing



Problem Tree



Process step

Diagnosis and baseline establishment

Type of tool

Excel file, with data requirements to be inserted by users

Users of the tool

Municipalities and consortium's representatives

Functional description and instructions

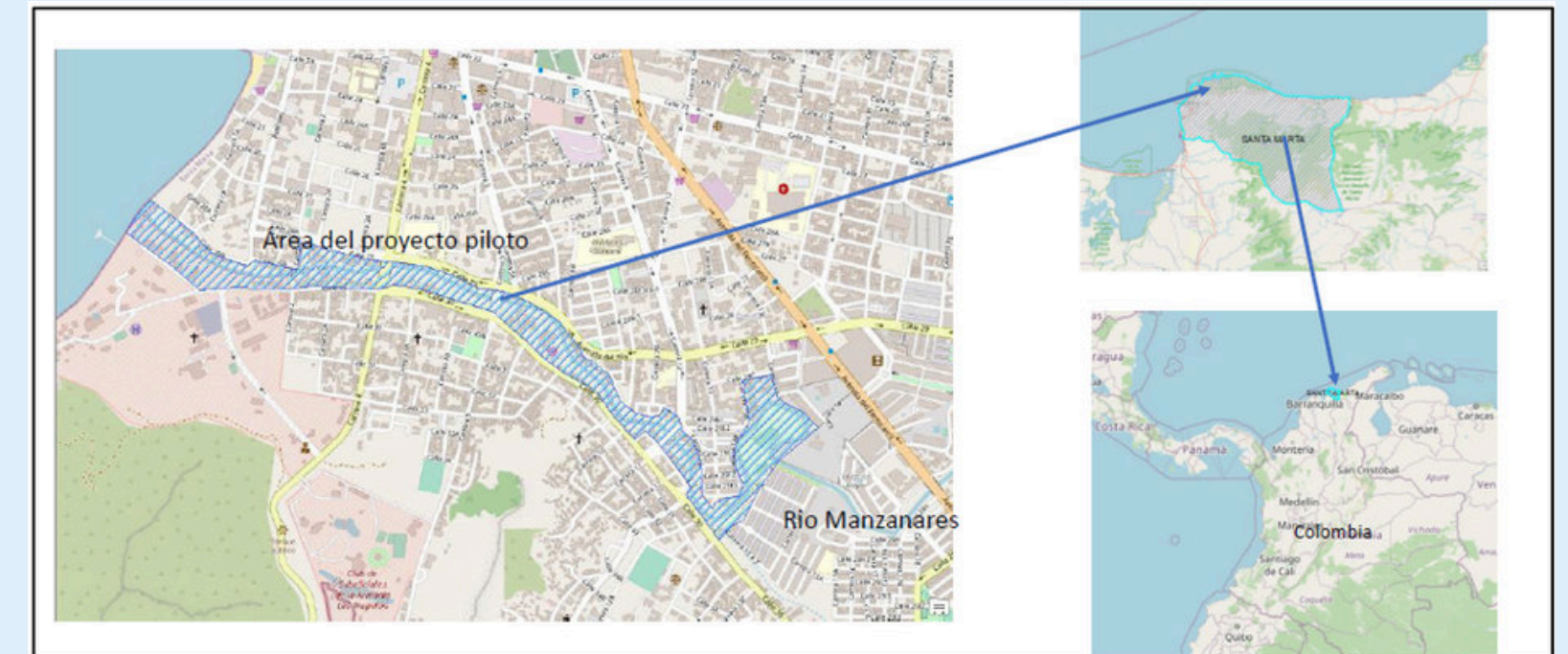
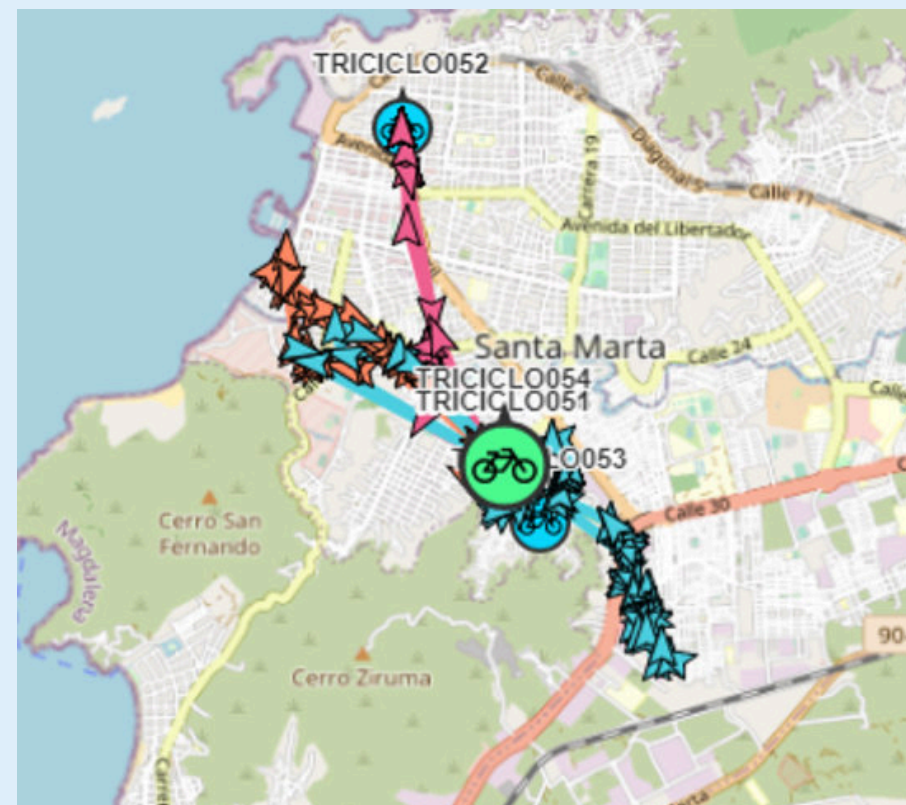
The Problem Tree is a graphical representation of an existing problem, its causes and effects which aims to get a clear and shared understanding of the issue. When used in the context of preventing and combating marine litter, problems related to the issue should be selected.

The first step is to select the problem to be analyzed, such as the disposal of cigarette butts on the beach. The second step is to bring up the causes of this problem, such as the absence of appropriate places for disposal. The proposal is that the causes are presented as many as possible. Finally, the effects are presented, such as contamination from toxic substances in cigarette filters.

Objectives and expected outcomes

Based on the functional description above, the objective is to get a clear understanding of the problem and can be repeated several times during the project cycle if needed. The outcome is an anatomy mapping of cause and effect around an issue.

Pilot: Circular economy in Santa Marta, Colombia





Stakeholder Map

Process step

Stakeholder involvement

Type of tool

The tool is an Excel file in which the user can enter data. The first sheet contains the instructions.

Users of the tool

The target audience of the tool is professionals involved in socio-environmental projects.

Functional description and instructions

Functions of the tool:

- Identification of actors in a given context
 - Determination of primary information on each stakeholder (contact, type of stakeholder, location, other)
 - Categorisation of the stakeholder according to two variables: influence and position in relation to the project
 - Determination of the level of importance of each stakeholder for the project
 - It is recommended to use the tool when developing the initial diagnosis of a project
- The tool is very useful for defining an action plan of involvement for each stakeholder

Objectives and expected outcomes

The main objective of the tool is to determine the degree of influence of stakeholders on a given project and, in this way, to define a stakeholder engagement plan. The tool is very useful for systematising the process of categorising stakeholders in a given area.



Guide for Sensibilization and Capacity Building

PARLEY

Process step

Sensibilization and capacity building

Type of tool

Educational online course

Users of the tool

Individuals, educators,
municipalities

Functional description and instructions

Oceans 101 is an online, free course on Marine Litter and Oceans that can be directly accessed through the Blue Box website. The content includes an introduction on the PROMAR project, six lessons, and a conclusion with further resources. Lessons:

- The most important thing in the world: food, water, and oxygen from the oceans,
- If the oceans die, we die: major threats to the ocean,
- The never ending story of plastic: how plastic gets into the oceans,
- Know your plastics: types of plastic and their recyclability,
- The grand plan for a better future: solutions
- The Parley AIR strategy: Avoid, Intercept, Redesign.

Objectives and expected outcomes

The purpose of this course is to recognize the importance of our oceans, understand the threats they are facing, the dangers of plastic, to define possible solutions and to introduce the Parley AIR Strategy.



Practical Guide for Beach Clean-Ups

Process step

Sensibilization and capacity building

Type of tool

Step-by-step visual
guide

Users of the tool

Individuals,
organizations and
municipalities

Functional description and instructions

The Beach Cleanup Package is a step-by-step visual guide to help organize cleanup efforts with no previous experience. The guide helps individuals, communities and organizations to have a reference standard on how to set up cleanups at communities, beaches and rivers, while raising awareness within the participants and promoting marine litter prevention.

Cleanups can serve as a starting point for establishing dialogues with relevant stakeholders about waste management, as well to create public engagements mechanism linked to marine litter prevention. Even though the guide is a reference document, we invite organizations to keep innovating and improving their cleanups efforts taking into consideration their local context.

Objectives and expected outcomes

The main goal of the tool is to promote a standard framework for references on how to make cleanup efforts under a educational and zero-plastics perspective.

Pilot Floating Barriers: River Boom and Biobardas



PARLEY



GOBIERNO DE LA
REPÚBLICA DOMINICANA
MEDIO AMBIENTE



Río Yaque del Norte -
Santiago de los Caballeros



PARLEY





Floating Barriers: River Boom and Biobardas

Process step

Preventive Action and Waste Management

Type of tool

Direct impact for marine litter interception

Users of the tool

Local Governments,
NGOs

Functional description and instructions

This tool delineates the essential management steps for the implementation of River Booms, ensuring the continuity of their operation. The tool is available for download as a PDF. River Booms are high-impact modular structures designed to intercept floating plastic waste in rivers and other bodies of water. Their primary objective is to provide a direct solution to the waste dumped into aquatic ecosystems, facilitating proper management and enabling monitoring of the volume of waste in these ecosystems. The placement of River Booms depends on the environmental facilities and the resources available for their implementation. While River Booms do not represent an ideal solution for pollution, they serve as a transitional tool until comprehensive waste management models are established to prevent spills in rivers.

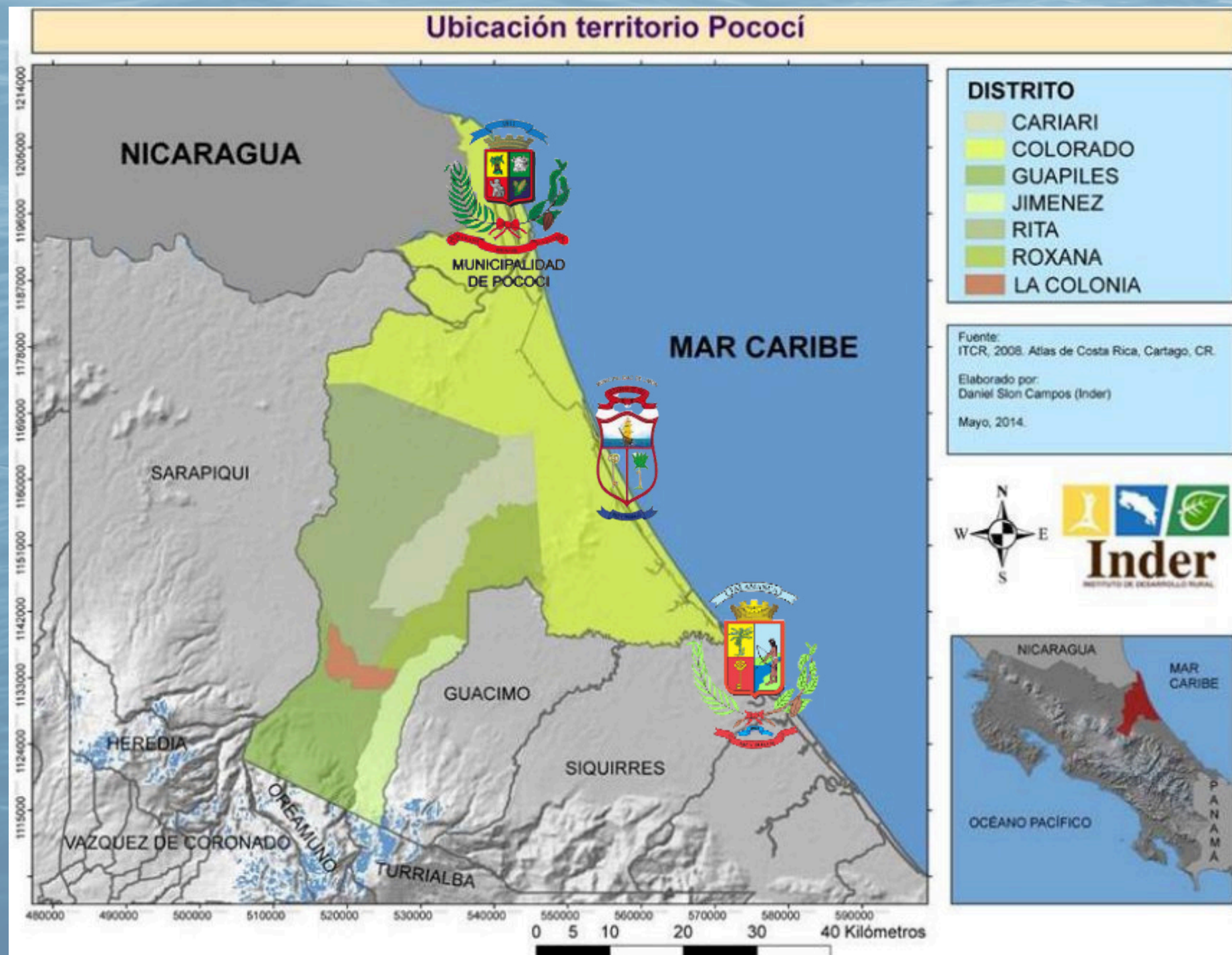
Objectives and expected outcomes

Introduce users to River Boom structures and guide them throughout the entire process of preparation, implementation and continuity of operation using success stories as guidelines.

Pilot: Municipal Plan for Integral Solid Waste Management



Integration of Marine Litter into PMGIRS





Integration of Marine Litter into PMGIRS

Process step

Preventive Action and Waste Management

Type of tool

PDF Guide that describes step by step how to integrate the marine litter on the municipal waste plans

Users of the tool

Municipal sector at coastal areas

Functional description and instructions

The tool guides the users to elaborate a Municipal Solid Waste Plan including the perspective of marine litter and how to prevent it.

The tool follows four main steps.

First: Identification of national goals on marine litter

Second: Get familiar with municipal waste management plans.

Third: Integrate activities focus on marine litter prevention and management.

Fourth: Definition of indicators and follow up.

Objectives and expected outcomes

The tool allows municipalities to incorporate the perspective of marine litter in their municipal solid waste plans, establishing activities and indicators about marine litter prevention and extended producer responsibility.

Pilot: Estación Azul - Collection Containers



PARLEY



GOBIERNO DE LA
REPÚBLICA DOMINICANA
MEDIO AMBIENTE



ASDE
Ayuntamiento
Santo Domingo Este
Ciudad Justa y Creativa





Collection Containers

Process step

Preventive Action and Waste Management

Type of tool

Guide with
embedded images
and videos

Users of the tool

Local Governments and
NGOs

Functional description and instructions

This tool breaks down the necessary management for the implementation of Collection Containers, as well as its continuity of operation. The tool is available for download as a PDF and includes instructive images.

Collection Containers are modular container structures consisting of a 40-foot (12,2m) and a 20-foot (6,1m) container where people are to deposit their plastic waste. The structures serve as collection, sorting, and education sites for the community. They are energy independent, with a solar panel roof, and include sorting equipment, as well as electric motorcycles that offer door-to-door collection route service.

Objectives and expected outcomes

Introduce users to the concept of Collection Containers as structures for the collection and sorting of plastic waste, as well as educational facilities. This document will guide users throughout the entire process of preparation, implementation and continuity of operation using success stories as guidelines.



Pilot: Circular economy in a municipality

Process step

Preventive Action and Waste Management

Type of tool

The tool is a technical document - PDF Guide

Users of the tool

The target audience is environmental authorities, government entities and projects interested in replicating the pilot project

Functional description and instructions

The tool has the following functions:

- to disseminate the learning curve regarding the implementation of the pilot project; lessons learned, key points, milestones, among others
- to transfer knowledge about the development of the pilot project to the different audiences of interest with the aim of replicating the model in different socio-cultural contexts.

Objectives and expected outcomes

The main objective of the document is to make the model of the pilot project available for other interested actors to adapt the structure according to the needs of the territory.



Knowledge + Attitudes + Practices - KAP

PARLEY

Process step

Evaluation & Monitoring

Type of tool

Evaluative online survey

Users of the tool

Local Governments and
NGOs

Functional description and instructions

The KAP tool is an online survey that is available for users to monitor their own pilot projects.

The tool is available for download as a PDF and accompanied by an online survey tool. The survey includes four main sections: (1) Socio-Demographic Profile, (2) Knowledge, (3) Attitude, and (4) Practices related to the prevention of marine litter. Apart from the survey itself, instructions for its use and application for monitoring purposes will be included.

Objectives and expected outcomes

The purpose of the KAP tool is to continuously evaluate the knowledge, attitudes, and practices of the communities where pilot projects are implemented. The initial evaluation should take place before the implementation phase and further evaluations should be scheduled in order to measure any changes and improvements in the community.

BlueBox tools



Documentation and dissemination guide

Process step

Dissemination & Replication

Type of tool

Guide in the form of a presentation

Users of the tool

Recommended for all BlueBox users, people and institutions working against marine litter

Functional description and instructions

Users of the Toolbox will find information on how to document and communicate their important work against marine litter. Effectively documenting and communicating one's work helps to raise awareness in the long term. It will aid to get the public and political decision-makers on board, to create networks and gain allies, to make one's work replicable, and to inspire others.

With the publication of this guide, the PROMAR teams hopes to motivate users in communication their important work and thereby contributing to the reduction of terrestrial waste streams that reach the sea.

Objectives and expected outcomes

Users are guided on how to effectively document and communicate their work, which helps to multiply it and raises awareness in the long term.

COMPENDIUM

The Compendium is an online resource library, available on the PROMAR website alongside the BlueBox. It serves as a valuable source of information for various stakeholders, including interested parties, municipalities, researchers, students, teachers, and others concerned about marine litter pollution. This comprehensive collection of resources primarily focuses on awareness-raising materials related to marine litter. However, it also includes a diverse range of materials such as studies, reports, articles, videos, and other relevant information that addresses various aspects of the topic.

The resource library encompasses a wide range of materials and is easily searchable by using search terms and filters. It also establishes connections by linking to other marine litter publications and projects, thereby enhancing relationships and increasing the visibility of these initiatives.

By providing easily searchable, reliable information, knowledge, and materials, the Compendium plays a crucial role in raising awareness and delivering useful information. In doing so, it strengthens the fight against marine litter, contributing to the long-term health of our oceans.

LINKS TO FURTHER RESOURCES

On the following page you will find useful material that goes beyond the scope of the BlueBox and the Compendium.

The materials are linked with a brief description

- These tools/guides have been produced by other initiatives or institutions and the PROMAR team explicitly recommends them.**

LINKS TO FURTHER RESOURCES

■ PREVENT EPR Toolbox

Interactive Toolbox

The Prevent EPR Toolbox is a collection of resources and guidelines that help policymakers, businesses, and organizations implement extended producer responsibility programs. It provides practical tools for designing and monitoring EPR systems, promoting waste reduction and a circular economy.



■ Waste Wise Cities Tool

The Waste Wise Cities Tool is a toolkit that helps cities improve their waste management practices by providing guidance and strategies for waste reduction, recycling, and proper disposal.



LINKS TO FURTHER RESOURCES

■ Plastic Waste Free Islands

Searious Business Tools

The initiative developed several materials to address the problem of plastic pollution in small island states. It includes a do-it-yourself guide to reduce litter, as well as instructions for hotels, cruise ships and tour operators.



■ Extended Producer Responsibility schemes in Small Island Developing States

The report summarises sources, impacts and governance of plastic pollution in SIDS in order to identify the key needs in. It introduces main aspects and overall potential of EPR schemes, identifies challenges and develops a roadmap for the preparation and development of EPR.



LINKS TO FURTHER RESOURCES

■ Marine Plastic Pollution in the Caribbean

A World Bank Report

The report summarizes sources, impacts and threats by marine pollution in the Caribbean region. It also discusses existing policy frameworks and possible solutions.



■ Benchmark of Plastic Hotspotting Methodologies

The objectives of this study are to identify methodologies and tools allowing to assess plastic flow and leakage within the waste management chain. To then compare them and give the reader an overview of the features of each methodology. To provide the context of application in which each methodology best fits and assess whether it is suitable for monitoring (regional) projects and national programs.



LINKS TO FURTHER RESOURCES

■ Where Is the Value in the Chain?

World Bank: Pathways out of Plastic Pollution

The report aims to support policy makers in their efforts to address plastic pollution. By examining the economic and financial implications of plastic management, it provides key recommendations on how to create a comprehensive approach to addressing plastic pollution and to help policy makers make informed decisions for plastic pollution management.



■ Marine Litter and Plastic Pollution Legal Toolkit

A comprehensive toolkit with:

- a searchable collection of national legislation in regards to plastic pollution
- a glossary of terms commonly used in the legislation
- an interactive step-by-step guide for developing legislation
- several case studies
- additional resources like an online and e-learning course



LINKS TO FURTHER RESOURCES

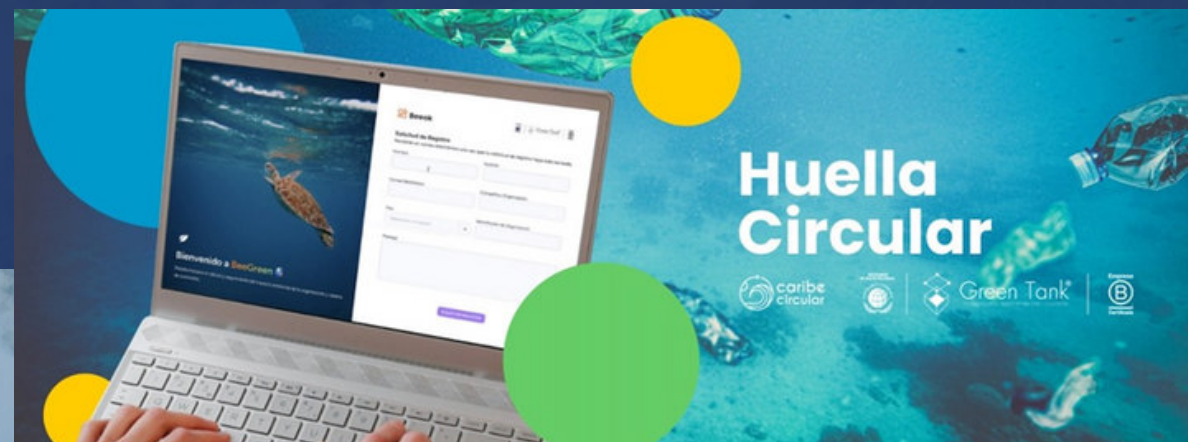
■ Platform Circular Footprint

Circular Economy Tool

Caribe Circular offers "Circular Footprint" to help companies join the circular economy. The Bee Green platform lets them measure and improve sustainability (plastic footprint etc.) and access suppliers of eco-friendly materials, to boost their sustainability efforts.

Target Audience:

Industrial sector, food and beverages - agricultural.



■ Circular Alternatives

Find more circular options!

The "Circular Alternatives" tool offers eco-friendly product alternatives to reduce single-use plastic in restaurants, hotels, and other tourist establishments. It provides up to three sustainable product alternatives or action measures for 10 of the most commonly used single-use plastic products.



Please do not hesitate to contact us!



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A PRODUCT DEVELOPED UNDER THE AUSPICE OF



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