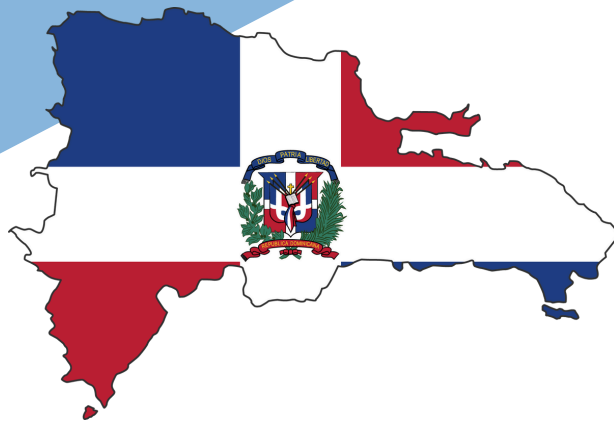




# Success Story

## Blue Stations

### Santo Domingo



**PARLEY**

## Content

1. **Overview**
2. **Problem Addressed**
3. **Approach**
4. **Implementation**
5. **Results**
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# Prolog

The **PROMAR** project - Prevention of Marine Litter in the Caribbean Sea aims to reduce the flow of plastic waste (mainly plastic packaging and single-use plastics) reaching the Caribbean Sea by promoting circular economy solutions in the Dominican Republic, Costa Rica and Colombia. As further project countries the British Virgin Islands, St. Kitts and Nevis, Trinidad and Tobago, Guyana and Suriname joined the project.

**PROMAR** is funded by the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) and led by the German organization adelphi.

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

# OVERVIEW

## Estaciones Azules - Blue Stations



Santo Domingo Este, Dominican Republic



2022 - today

Partners: Parley for the Oceans

## Goals

1.

Improve waste management / reduce pollution

2.

Raise awareness among the population

3.

Establish a lighthouse project within the community

# PROBLEMS ADDRESSED



The situation regarding plastic pollution in the Greater Santo Domingo area is critical. The region faces significant challenges due to the lack of effective waste collection and recycling systems. Much of the plastic waste ends up in open landfills, which leads to soil and water pollution. Inefficient waste collection systems and inadequate infrastructure exacerbate the problem, causing a large amount of waste to reach bodies of water, including the Caribbean Sea. The inability to enforce existing environmental laws is aggravating the problem.

## Marine pollution consequences



- Ingestion of plastic leading to **health issues** or **death of animals**
- **Entanglement** in plastic debris
- Accumulation of **microplastics** in oceans affecting plancton and other marine life
- Additives contained in the plastic are dissolved and **harm the ecosystem**



- Disruption of ecosystems affecting **fisheries** and **tourism**
- **Decline in revenue** for industries depending on marine resources
- **Aesthetic degradation** of beaches and coastal areas due to plastic litter – fewer tourists
- **Costs** associated with cleaning efforts



- Direct **health risks** for coastal communities through contact with polluted water and beaches
- Consumption of **contaminated seafood** leading to health problems
- **Microplastic** in the food chain

# APPROACH

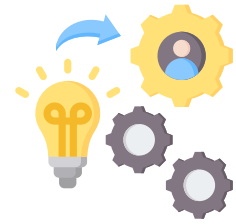


To tackle this issue, Parley for the Oceans in the frame of PROMAR launched the Blue Stations, which aim to be a pilot for collection, sorting and recycling of plastic waste. Key components of the approach included:



- **Installing and equipping containers** with necessary tools for **plastic waste reception and storage**.
- **Plastic waste is collected from households** in the neighbourhood on **electric tricycles** with loading space.
- The **waste** is later **collected and recycled** by a recycling company.
- **Comprehensive advertising** campaign including a distinctive logo featuring and the slogan "I recycle, I am blue" was created to convey **individual commitment** to the cause.
- **Communication and awareness strategy** including e.g. **door-to-door awareness days**.

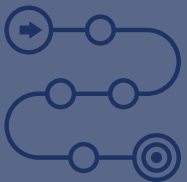
# IMPLEMENTATION



The pilot program was rolled out in the Villa Duarte neighborhood in Santo Domingo, close to the Rio Ozama. The steps included:



**Understanding the local reality:** Gather information about waste challenges through testimonies, news, survey etc., and analyse existing collection routes.



**Development of Basic Procedures:** Install and equip containers, develop tricycles, train employees.



**Marketing Campaign:** Develop a slogan and a logo, raise awareness through community participation.



**Pilot sustainability:** A consultant examines the financial sustainability of the pilot after the project funds have expired and develops appropriate strategies.

# RESULTS



The Blue Stations achieved significant outcomes, including:

1

**Containers installed and over 800 households in their vicinity registered.**

2

**9000 kg of plastic waste collected within 1,5 years, averaging 682 collections per month (82% PET, 17% HDPE).**

3

**Strategic alliances with local institutions, government bodies, and NGOs established to enhance the project's implementation capacity and impact.**

4

**Raised awareness among participants, leading to greater community involvement and adoption of sustainable waste management practices.**



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## Testimonials

Community Member, [Luis Brea]:

"I feel honored by the commitment that the Blue Station has made with the actions it takes in favor of the community. Never before has an organization or project shown such interest in the topic of environmental management here."

Business Owner, [Juan]:

"At Juan's store, we always separate the plastics from the trash and give them to the guys, since day one, and we're happy to do it."



# LESSONS LEARNED, KEY SUCCESS FACTORS



The Blue Stations achieved significant Lessons/Factors, including:



## **Community Involvement is Crucial:**

- Awareness days were effective in informing residents about the project's purpose and benefits, encouraging their active participation



## **Strategic Alliances Enhance Project Implementation:**

- Collaboration with relevant actors, such as the local council, facilitated obtaining necessary permits and strengthened institutional support for the project.
- Establishing strategic partnerships with community organizations, government institutions, private companies, and NGOs maximized the project's impact.



## **Effective Communication Strategies are Essential:**

- A distinctive logo and promotional material also via social media enlarges the outreach



## **Scalability and Replication:**

- The success and experience obtained in Villa Duarte demonstrated the project's positive impact and viability for replication in other areas of Santo Domingo and the country.

# CHALLENGES



## 1. Current Focus on Plastic:

- The Blue Station is currently limited to receiving only plastic materials
- The challenge includes finding ways to protect materials like paper or cardboard from getting wet or damaged during storage and transportation
- Glass requires special attention due to its fragility and weight. There are difficulties in removing glass from hard-to-reach places because of its weight and the limitations of the motors used for collection

## 2. Permit Management:

- Obtaining adequate permits to ensure compliance with established regulations and standards is a significant challenge. This includes land use permits and permits for free circulation of collection vehicles.

## 3. Financial sustainability:

- Apart from project funds, ways must be found to make such projects sustainable, which is difficult to achieve through the amount of plastic collected and sold. However, other possibilities can be found, e.g. cooperation with the municipality.

# PROMAR Contacts



[promar@adelphi.de](mailto:promar@adelphi.de)



[Promar.project](https://www.instagram.com/Promar.project)



[Promar.project](https://www.facebook.com/Promar.project)



<https://promar.org>



[Promar](https://www.linkedin.com/company/Promar)

# Contacts

**PARLEY**



Parleyrd@parley.tv



Parley.tv



Parley for the oceans



<https://parley.tv>



Parley for the oceans