

# ZLARIN (Croatia)

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# ZLARIN

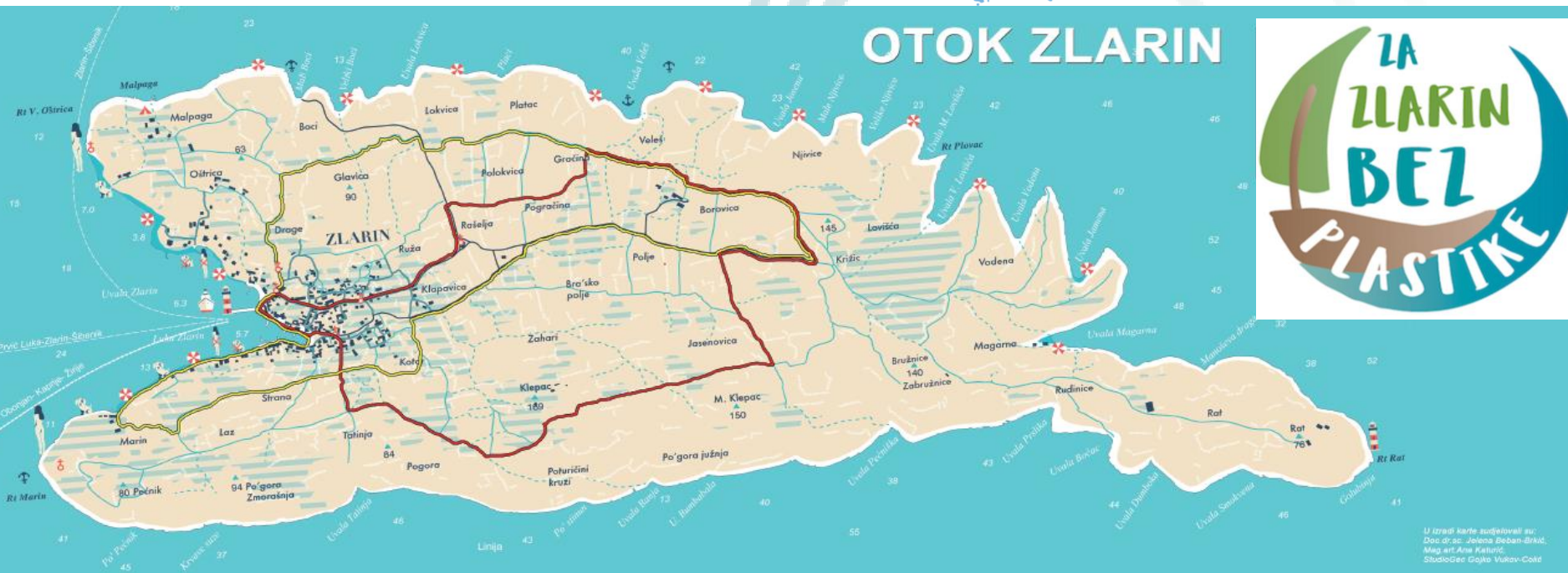
## INITIATIVE - ISLAND WITHOUT PLASTIC

**COUNTRY : CROATIA**

**INHABITANTS :** According to the 2011. census, Zlarin had 284 inhabitants.

**TOURISTS: 2018. - 1561 ARRIVALS, 31008 NIGHTS**

**SPECIF STATUS : NOT PROTECTED**



# The main goal: introduction of practice of not using single-use plastics

## INITIATIVE/ ACTIVITY :

- APC – 1st place
- Talking to locals
- Finding alternative products
- Signing of the Charter
- Educating and informing
- Video “Take a break from plastic”
- First tourist season without single-use plastic

## PARTNERS / GOVERNANCE :

- La Revolution Albatros, Tourist Board, Local Board, Volunteer Fire Department, “Coral” Cultural and Arts Society, Yacht club, Parents and Children's Association “Bodulići”
- SMILO



# PROJECT / OUTPUTS

## MAJOR RESULTS :

- 113 000 plastic bags, 12 300 disposable cups and 36 700 other plastic disposable items
- 2 stores, fruit stand, fast food, 4 restaurants, 3 cafe bars and 5 NGO – Plastic-free
- Media attention worth 1.628.299,63 EUR
- TOTAL REACH: over 37 million people
- New opportunities and expansion of the project

## CHALLENGES :

- Reluctancy to change plastic use habits
- Higher costs, Lack of alternative products in Croatia
- Communication with the mainland utility company - introduction of the new waste management system
- Priority - Waste sorting and composting



# LESSONS LEARNED

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## - NEGATIVE -

- Alternative products are more expensive than plastics
- Changing people's habits is difficult...
- New Waste Management System is needed
- The large number of reusable cups used also means a lot of time to wash.

## + POSITIVE +

- Local business owners are united in purchasing alternative products
- ... but it's worth it!
- **Next year will be better and we have plenty of time to prepare!**
- More volunteers are needed.

**THANKS FOR LISTENING!**

