



BIM

Ireland's
Seafood
Development
Agency



An Roinn Talmhaíochta,
Riaighe Mairiú
Department of Agriculture,
Food and the Marine



EUROPEAN UNION
This initiative is cofinanced
by the European Maritime
and Fisheries Fund

“Clean Oceans Initiative ”

Ireland’s marine Litter campaign for the seafood sector

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Brussels

18th Feb 2020



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine



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Roches Point , Cork Harbour

Fishing For Litter
Irish Ports



Fishing For Litter in Ireland

- Since 2015 420 T of marine litter retrieved by fishing vessels.
- Nationally 12 ports, 233 vessels, 1169 crew registered
- waste characterisation on:
 - Fishing for Litter (passively fished waste)
 - Galley Waste





**CLEAN
OCEANS
INITIATIVE**

The Clean Oceans Initiative



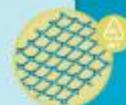
REFERENCE

- * Establish baselines to understand the volume and nature of marine litter, end of life gear and plastic waste streams from the sector
- * Identify commercial pathways for end of life fishing gear with plastics



REDUCE

- * Smart Net Management
- * Onshore Waste & Resource Management
- * On-board Initiatives/Eco Pact on farms
- * Apply circular economy principles to achieve efficient use of plastic resources



REWARD

- * Identify individual and community efforts
- * Recognise and share the stories and achievements of the sector Develop "Green Ship" credentials



RETRIEVE

- * Aquaculture area shore/pier clean
- * Fishing For Litter
- * Co-ordinated Local Aquaculture Management Systems (CLAMS)



REACH

- * Stakeholder/community engagement at local events
- * Awareness training on marine plastics for the seafood sector
- * Community Charters or "Green Deals" giving co-commitment between marine and land partnerships
- * Working with stakeholders in the Clean Coast network

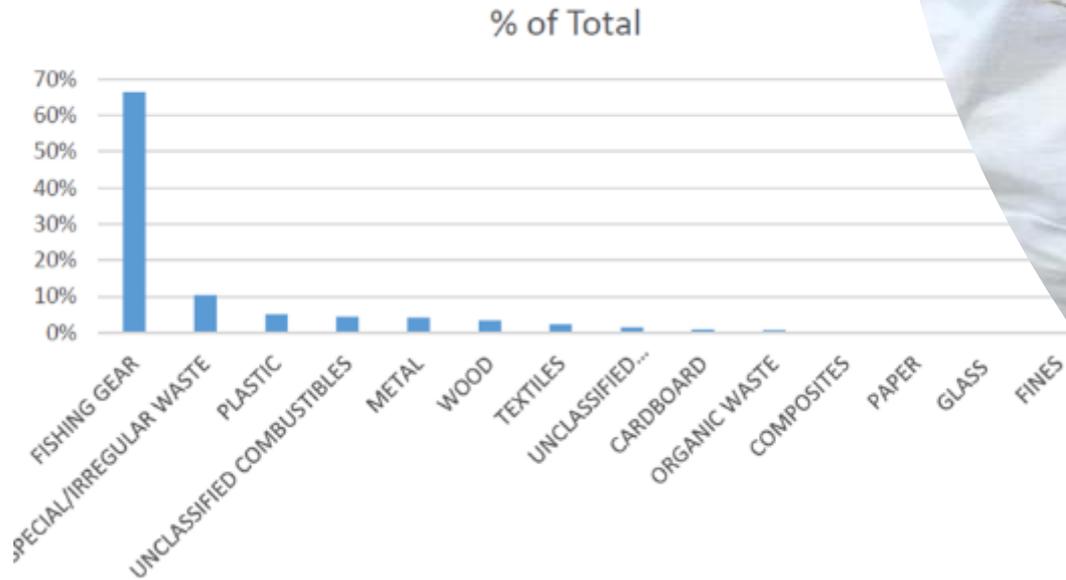


RECORD

- * Establish recording methods so Vessels can log marine litter, waste returned and end of life gear management using geo-tagging technology to share activity and metrics



Analysis of Marine Litter retrieved







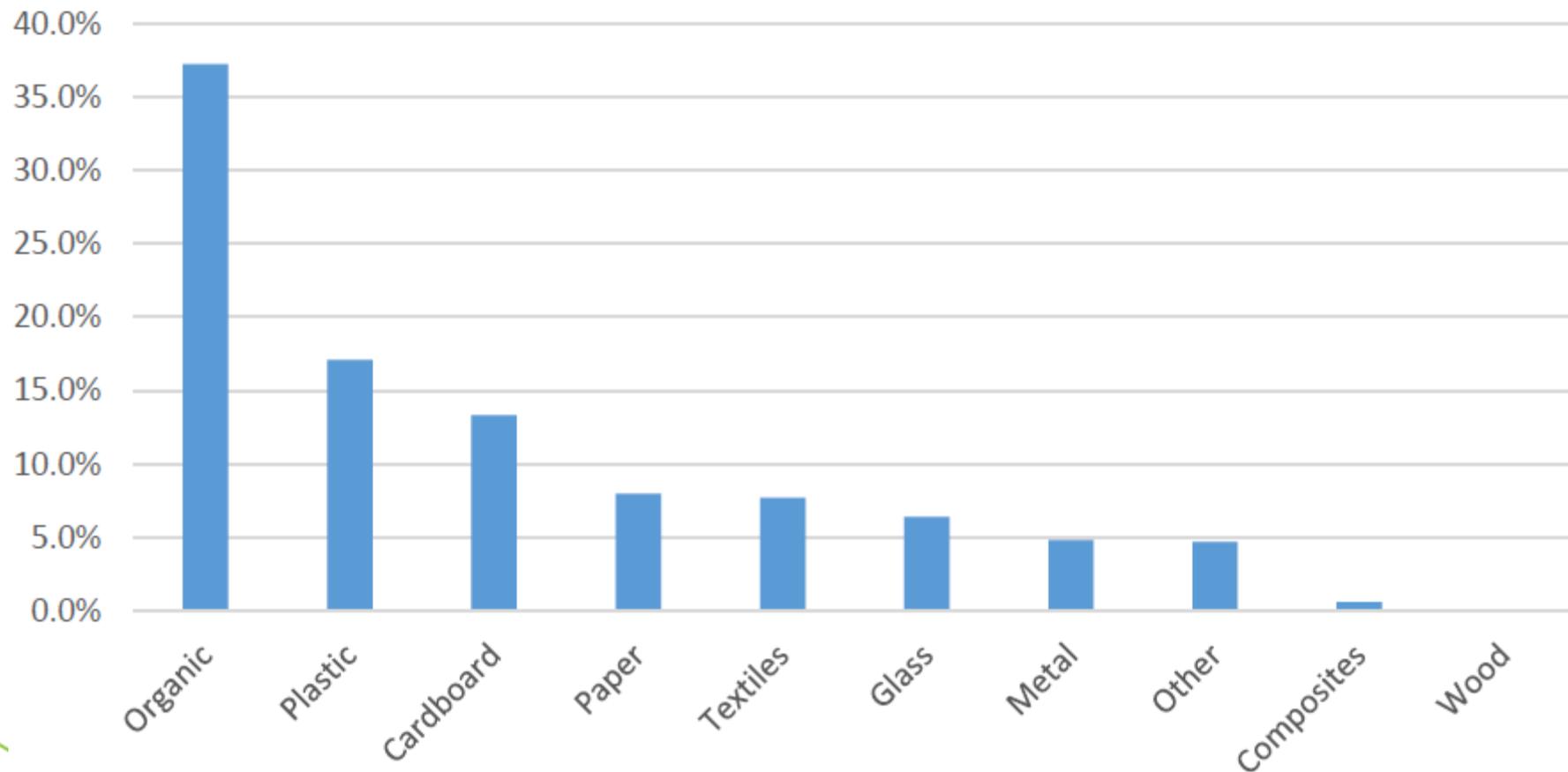


- **Global Ghost Gear Initiative and Animal Protection International**
 - Gill nets the highest risk for ghost fishing





Overall Profile of Vessel Based Waste



PRF....

Baseline for Port Reception Facilities Directive ..

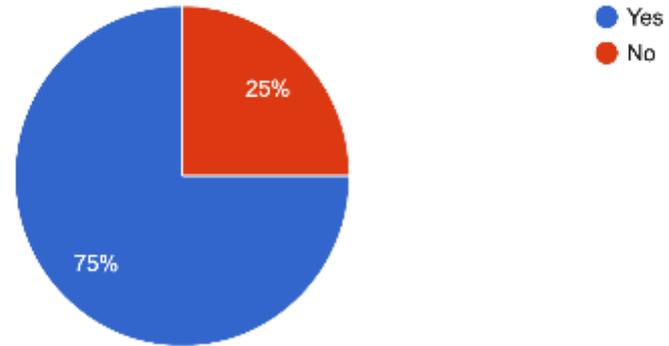
Survey of 12 Ports

- Developed to get better understanding of what is happening on the ground and in the offices
- Sent to DAFM and DHPLG prior to sending out
- Sent to all harbor masters and relevant LA staff
- Responses from 11 ports

- All DAFM have WMPs
- 50% of LA ports have

1. Do you have a waste management plan (waste reception and handling plan) in place?

12 responses



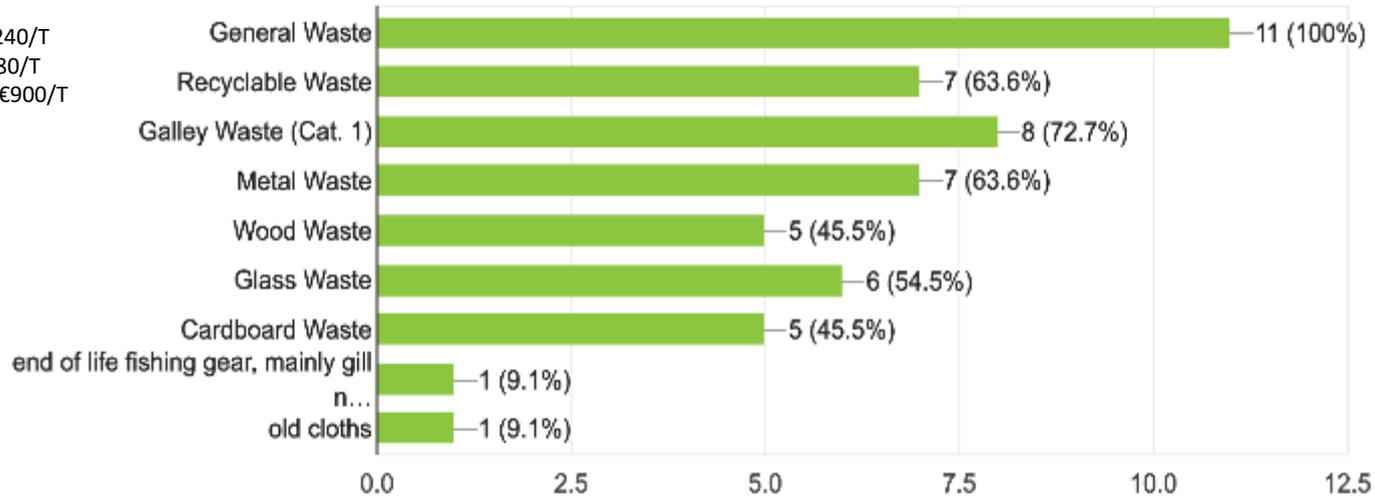
Municipal type wastes

2. Which of the facilities below do you provide:

a. Municipal

11 responses

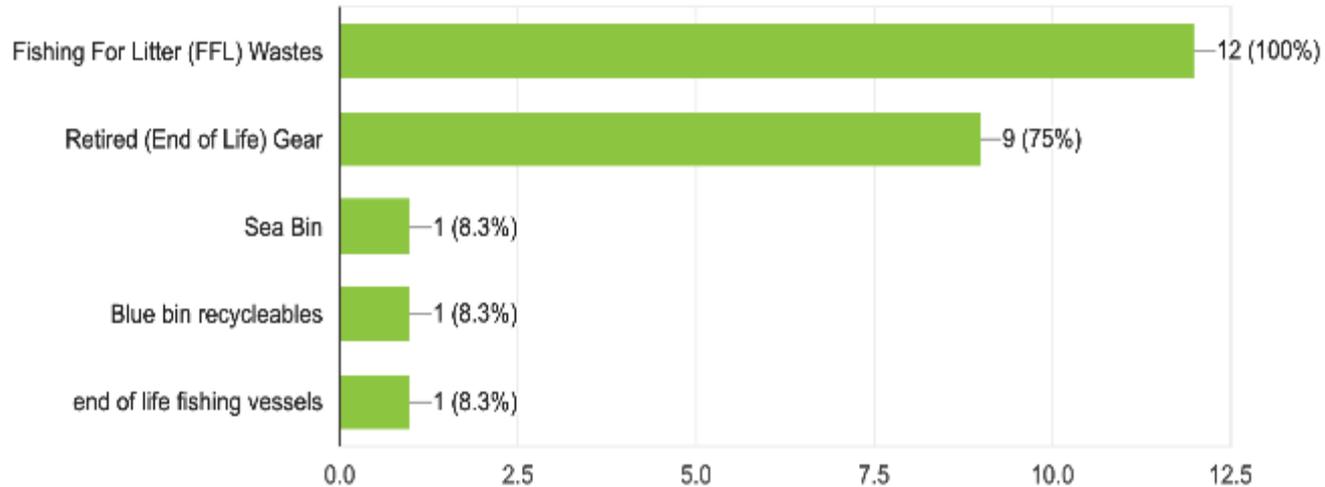
GW:€240/T
RW: €80/T
Cat 1: €900/T



Industry Wastes

b. Fishing Industry Wastes

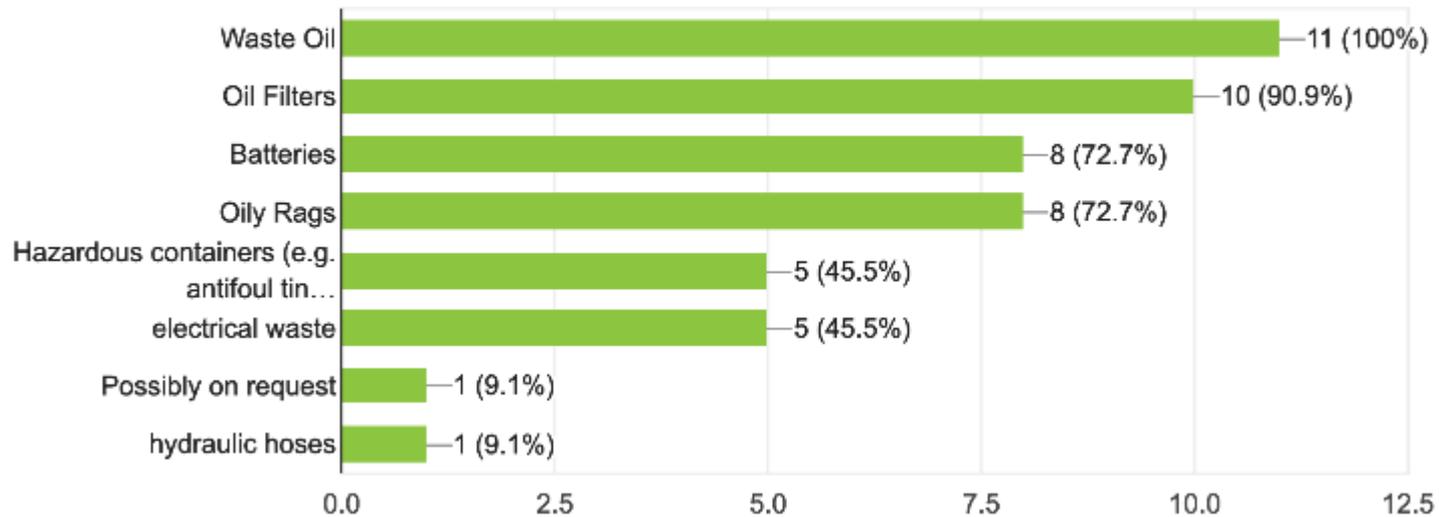
12 responses



Hazardous Wastes

c. Hazardous Wastes:

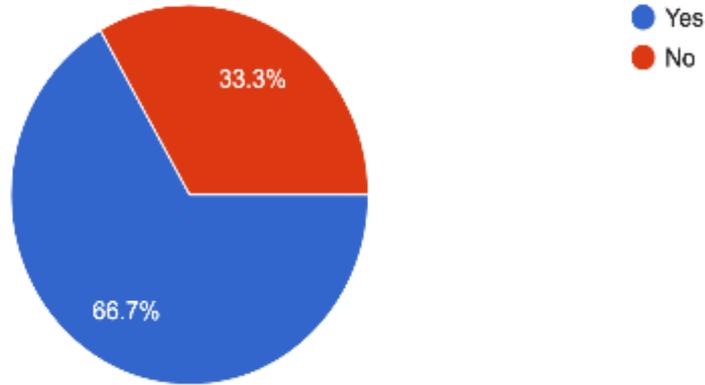
11 responses



Waste Records

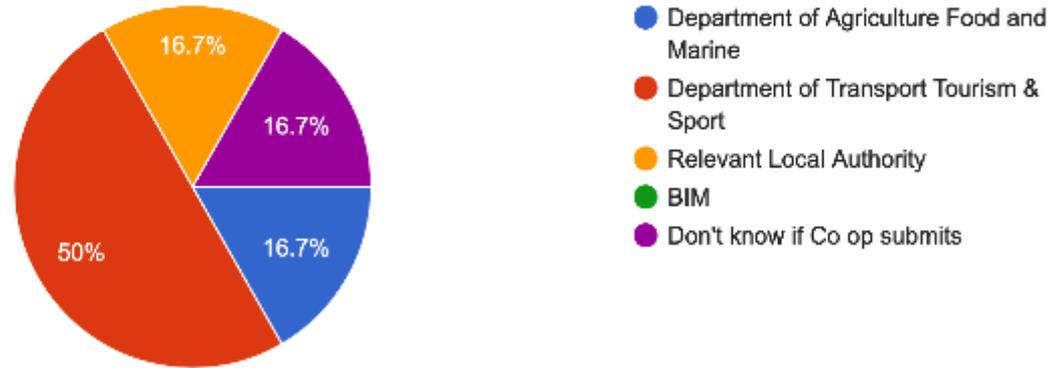
3. Do you keep a central record of waste volumes (weights) for the different wastes collected?

12 responses



Waste Records

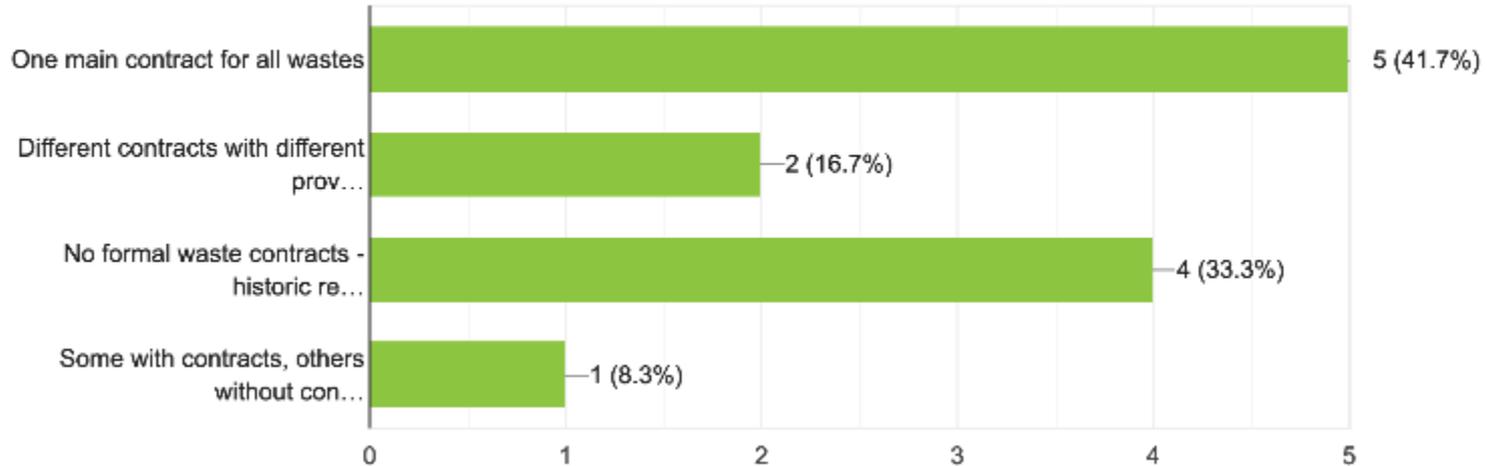
4. If yes, do you submit these annually to:
6 responses



Waste Contracts

5. What type of waste contract(s) do you have?

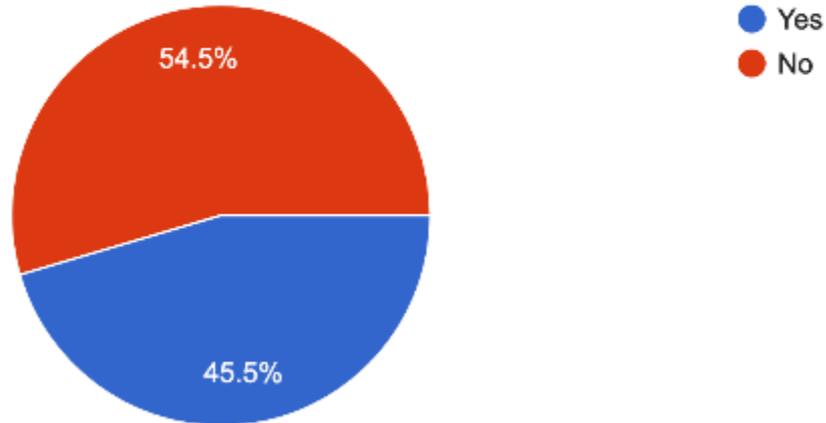
12 responses



Waste Contracts

6. Do you have any waste collections that are zero cost or where you get revenue back?

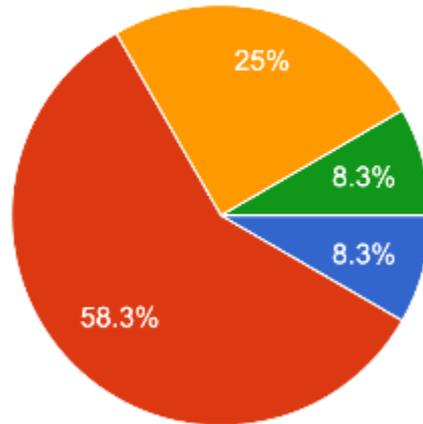
11 responses



Local Facilities

10. What system is in place in your port for fishing vessels to dispose of waste?

12 responses

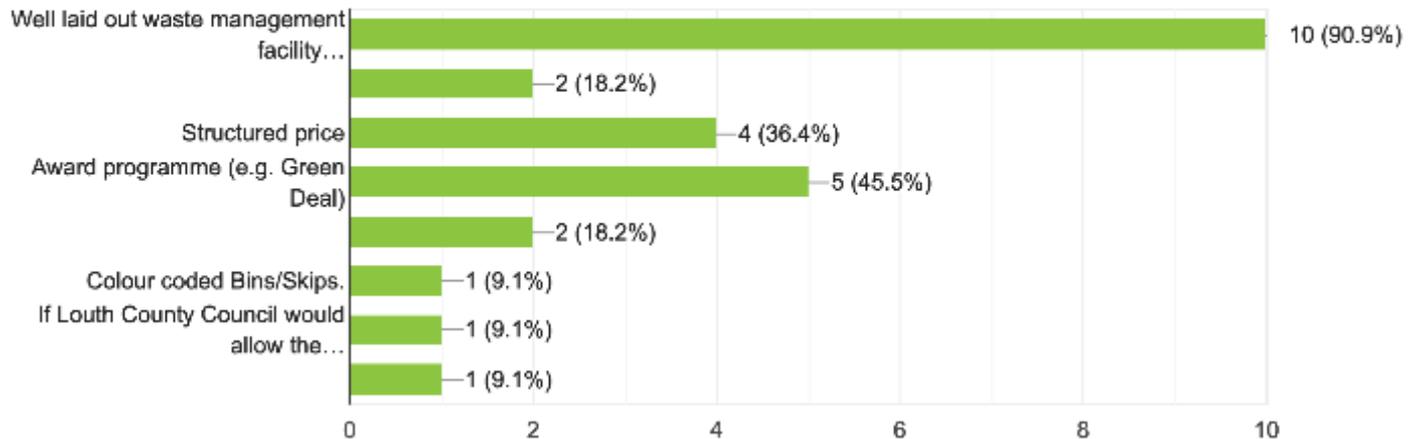


- Waste dropped on the pier and harbour staff manage
- Crews bring waste to the waste area and dispose of themselves
- Waste put in different waste containers on the pier and these are then managed by harbour staff
- both 1 and 2 above

Local Facilities

11. What kind of factors do you think do, or would, act as incentives to deliver and manage wastes properly?

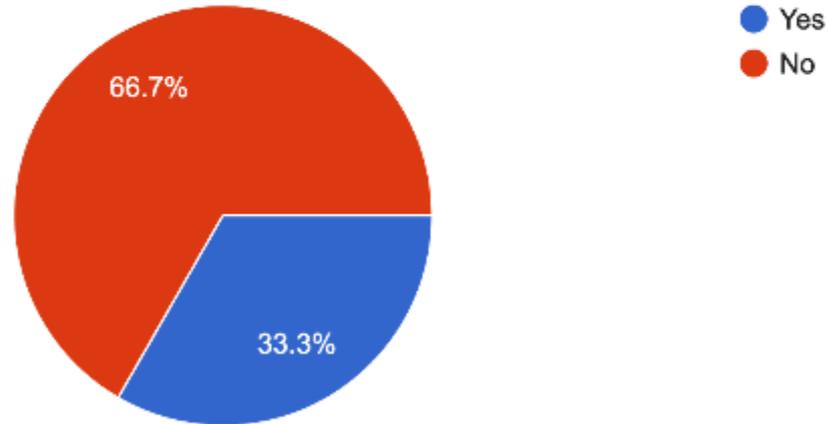
11 responses



Upcoming Legislation

14. Have you conducted a review of how the new regulations affect your port?

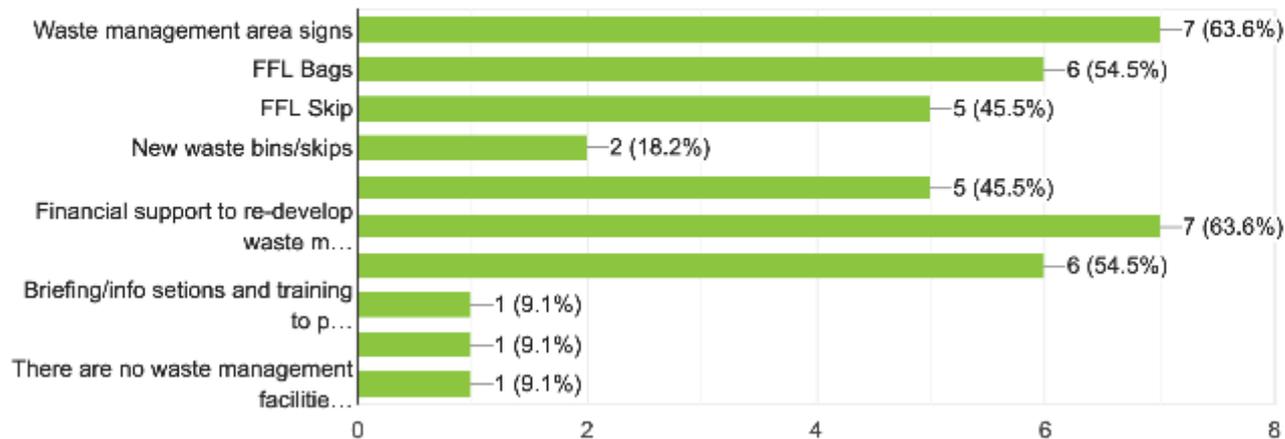
12 responses



Upcoming Legislation

15. Would you be interested in any of the following supports to improve your on-site waste management facilities in line with the new regulations:

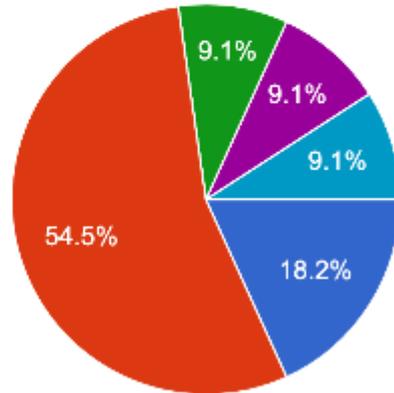
11 responses



Upcoming Legislation

16. Do you think there is a need for training and capacity building for improved waste management with the following:

11 responses



- Port staff
- Vessel crews
- Waste contractors
- Port staff and vessel crews
- all of the above
- No port staff at Clogherhead. There are no waste management facilities because the Louth County Council refuses to allow us to create a waste management compound

Ideal Scenario

- Consistent national waste management system for all ports (including reporting)
- Facilities for municipal, process and hazardous wastes
- Maximise the availability of resources locally (e.g. metal, wood) as well as internationally (retired nets)
 - Should minimise more FFL being generated
- Facilitate and reward those bringing in historic FFL
- Track and monitor the types of FFL found
- Improve on-board waste segregation inline with new waste management services
- Reduces costs for ports, and vessels alike

WASTE & DISPOSAL

ALL HANDS ON DECK!

WASTE DUE TO HUMAN ACTIVITY

Haz Waste

--	--

Recyclables

--	--

General Waste

--	--

Cat 1

--	--



ENGINE & MAINTENANCE WASTE

Haz Waste

Recyclables

General Waste

NETS & FFL

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2020 Action Plan

- Continue with FFL surveys
- Interview harbour masters at each site
- Use this to get more information on waste reporting methods/templates
- Develop online reporting form
- Refine port reception facility signs (and supporting communication materials)
- Investigate geo-locating FFL finds
- Understand national waste legislative requirements for ports

Response to the SUP?



Recognising Skills and
knowledge in the sector

Expertise

- Net manufactures
- Fishermen
- Maintenance and services





14 LIFE BELOW WATER



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Create opportunities for networking and Partnership

Create opportunities to include

- Ask for insights experts and the information
- Ask about their expertise
- Identify where they can bring Leadership othe
- Ask for help.. Ask them to volunteer
- What to they think?

Martin Luther King gave the 'I Have a Dream' speech, not the 'I Have a Plan' speech.

Simon Sinek

Friendship is born at that moment when one person says to another:

"What! You too?
I thought that no
one but myself ..."

-C. S. Lewis

Understanding your target group for action?

- Good communication strategies require personas...which focus you to think what about them .what is their “Why”?
- As well as the target group can they influence their peers?



Behaviours

Strong work ethic

Conscious of the environment and acts as steward of the marine environment

Actively participate on the FFL programme

Complies with harbour requirements

Good communicator

Seeks opportunities to professionally connect with his peers and community

Description

2nd generation fisherman but wants to change the why the public thinks fishermen look like. Wants to have fishing and local community more connected on issues such as the marine environment. He has a girlfriend but a devoted wider family man and has number of godchildren. He wants to be a role model for them.

He is media savvy and has the ability to think strategically. He is open to ideas and will read on a topic of interest to widen his understanding.

Needs and Goals

To get recognition for the difficult job he does. To increase the wider endorsement of his career at sea.

To be recognised as a future leader, responsible fisherman and contributor to the local community: economically, socially and environmentally.

To learn about the impact of marine litter.

To be an influencer amount his peers.

To be considered a new thinker for his generation.

Building resources

What to tell for fishing for litter?

- What is the story I am telling ?
- Will it resonate with other fishers but also the wider public?
- Demonstrate a reason for FFL and the role of fishers in combating marine pollution
- Inspire others to share the fishing for litter story
- What about their own experience of being part of FFL? What is their user experience?

Exploring the topic with the sector

Stakeholders were approached as:

- businesses
- members of local communities
- Those with valuable information

Need to create new synergies with the stakeholders ..why ...?

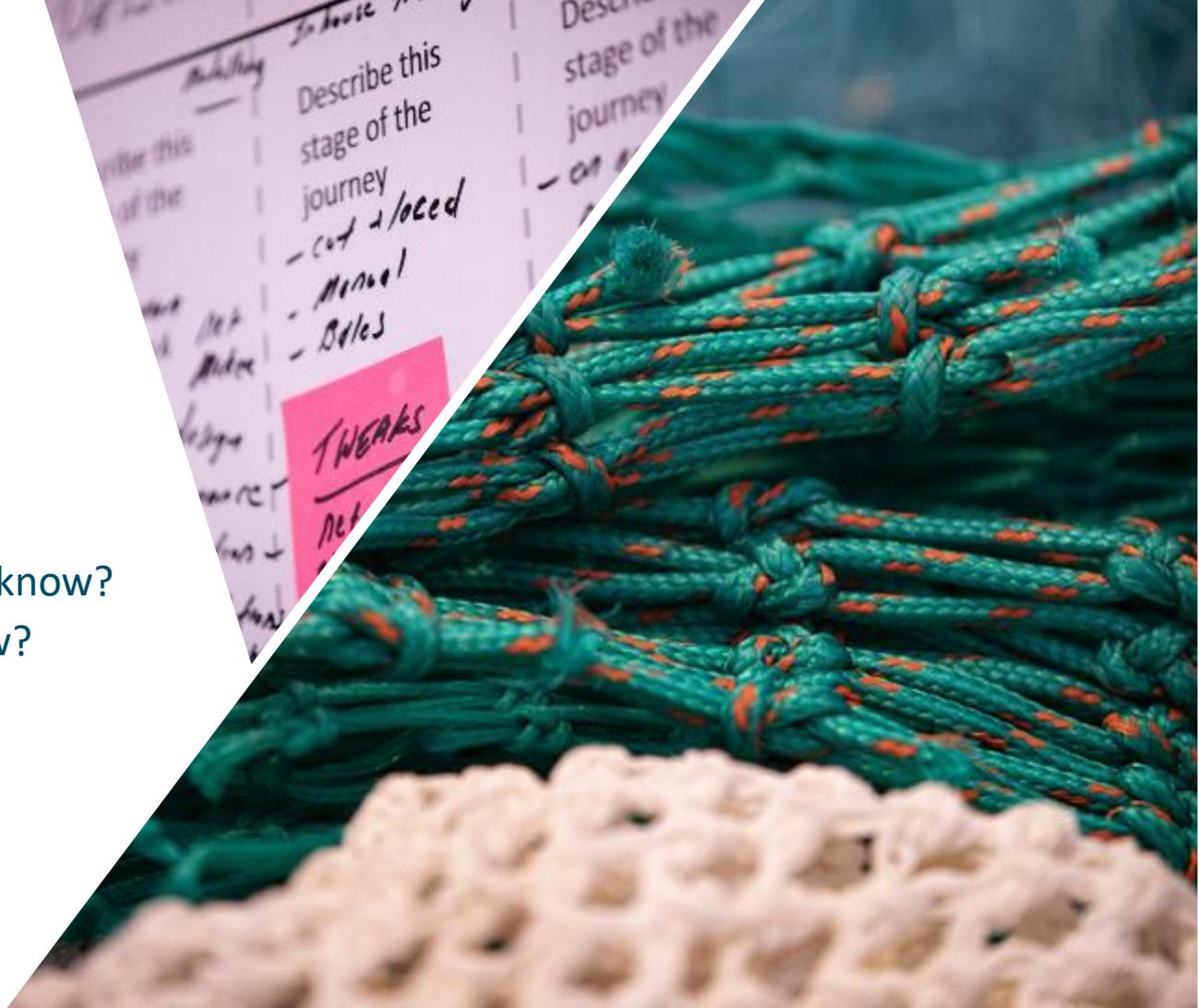


To keep addressing
their needs and
questions ..

SMART NET

Working directly with
industry to generate
baselines for the new
directives

What do they want to know?
or want others to know?



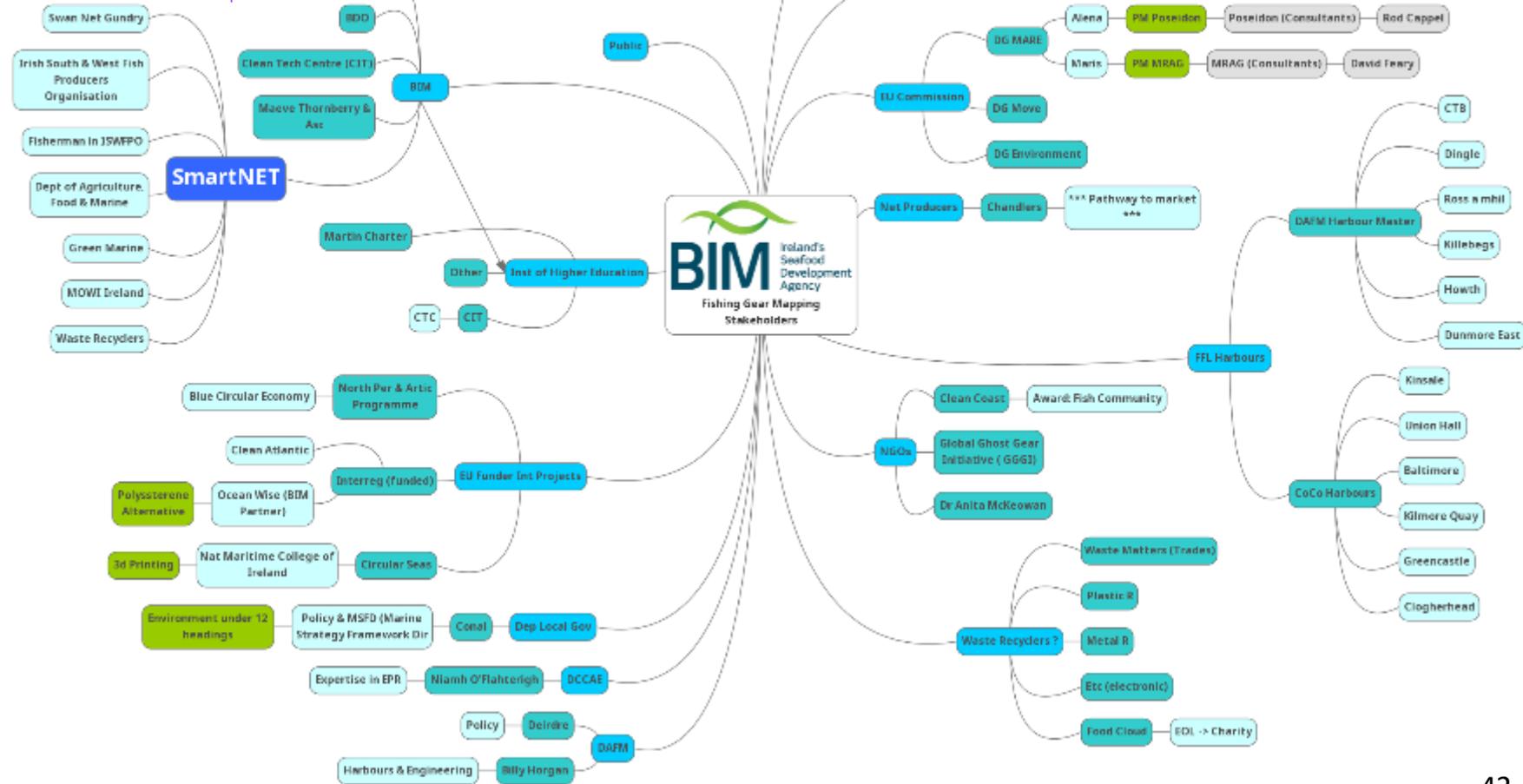


Smart Net Management



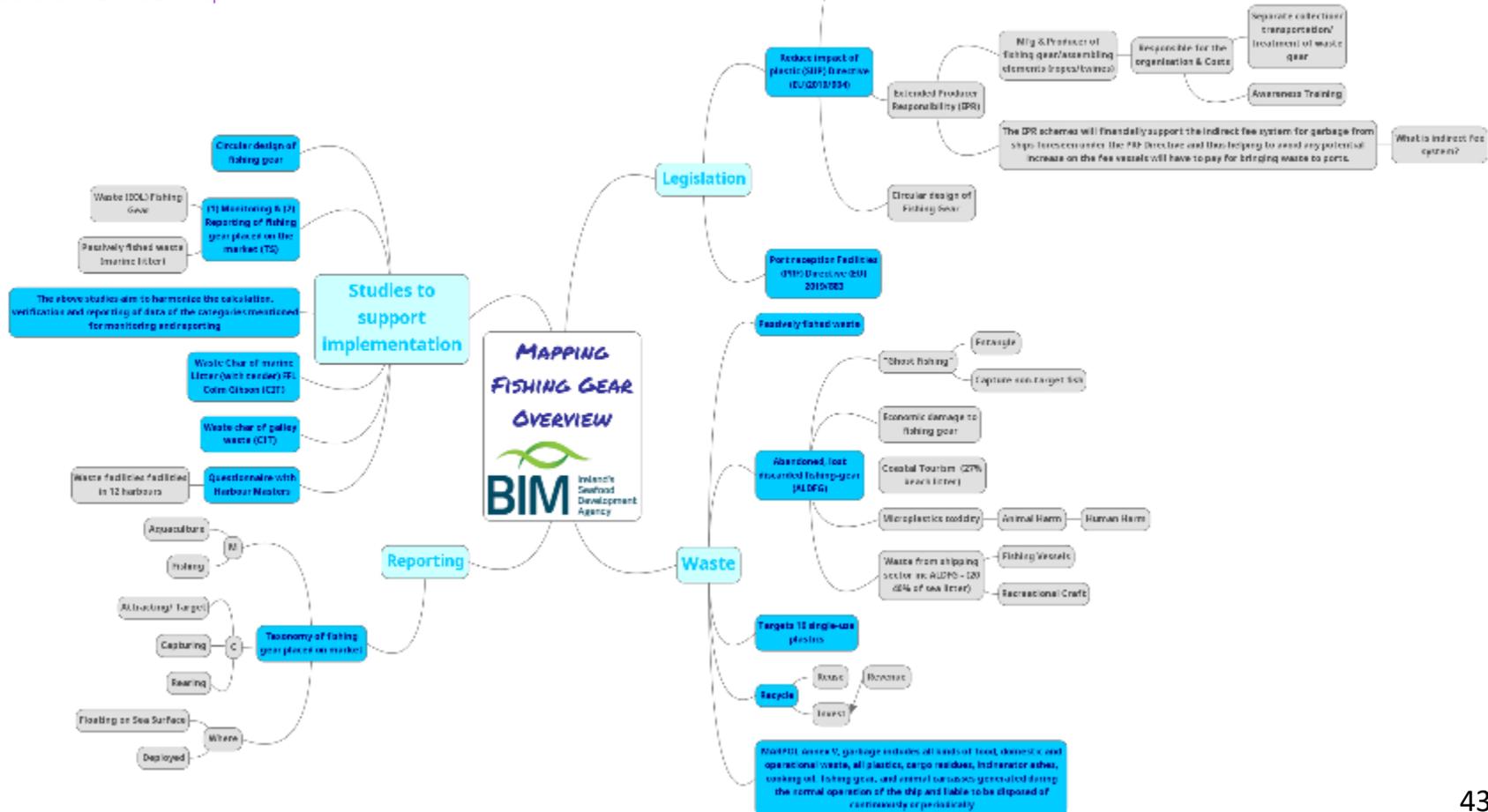
SmartNET Mapping Stakeholder

Broad Stakeholder Map



SmartNET - Considerations

Focused Stakeholder Map



Irish Farm Film Producers Group's



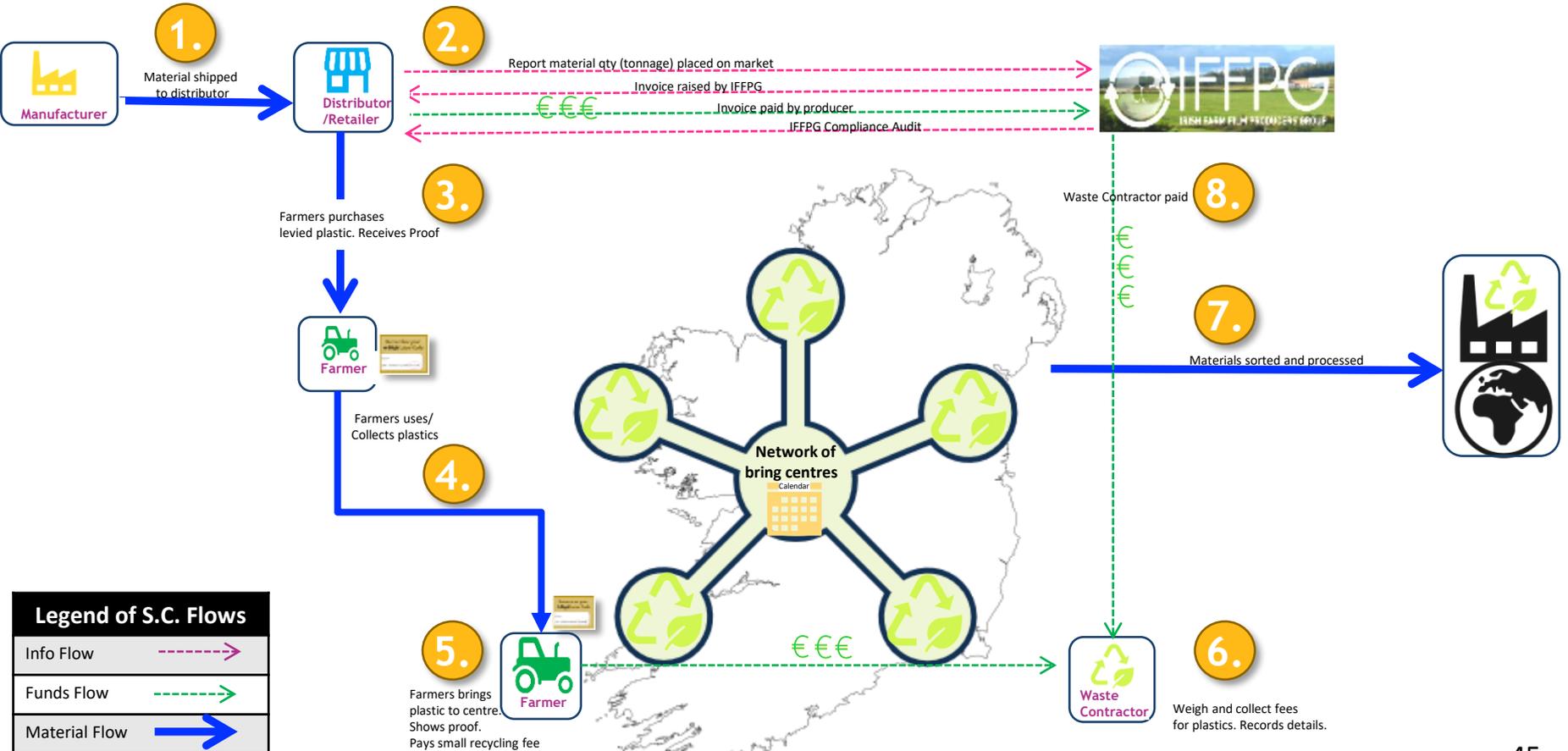
Ireland's only approved farm plastics recycling compliance scheme

- Responsible for recycling over 250,000 tonnes of farm plastics waste
- Cost effective compliance to members and a comprehensive recycling service to farmers.
- Set up by producers (not-for profit) in response to (1997/2001) legislation
 - Board good mix of producers, distributors, IFA, farmers + legal/finance (stakeholders + governance)
 - Members (~ 37). Staff (~4).
 - Self- declaration - local authorities enforce with support from IFFPG compliance officer audits (key 6-7 / 3 yrs)
- Cost Considerations
 - Levy ~€100/tonne. ~ €2.50 - €3.00 per roll of wrap (€80/roll)
- ~ 90% of what IFFPG collect is wrap (LLDPE).
- Some netting (HDPE) – difficult to shred (thermal treatment)
- Recycling market collapsed when China stopped. European sector 3-5 years away
- Feed modulation (e.g. PET bottles 30% RC target) should help market return in time

Collection Fee Structure		
	Farm Collection 0.5 tonnes (~ 250 wraps / 3 covers)	Bring-Centre 0.5 tonnes (~ 250 wraps / 3 covers)
With Code	€45	€20
Without Code	€100	€85

Irish Farm Film Producers Group's

Overview of information, material and funds flow



Commentary

Unique challenges exist in Fishing Gear Supply chain

- Little apparent agreement on scale of the issue
 - Or potential supply/type of materials
- Heterogenous Materials
 - Nylon, polyethylene, wire, steel, rubber, rope, polystyrene, organic
 - High labour costs associated with segregating and preparing for recycling
 - Ready outlet for prepared materials
- Possible Funding Producer Responsibility Initiative
 - Scale of industry (self funding)
 - Number of players (Producers/Fishermen)
 - Look to leverage existing PRI (e.g. farm plastics, RepakELT ?)
- Enforcement
 - Relatively easy to dump at sea (undetected) for local and international players
 - Level playing field
- Current demand for recycled materials
 - Business case versus new material

Engaging Industry

Opportunity to Share expertise and passion



Show case their fishing lives



The sector is active in local communities ...

High level of volunteering within the sector for other activities

Participating in reducing Marine Litter is no different



Join them in their community

We visit local events to increase visibility for the positive actions





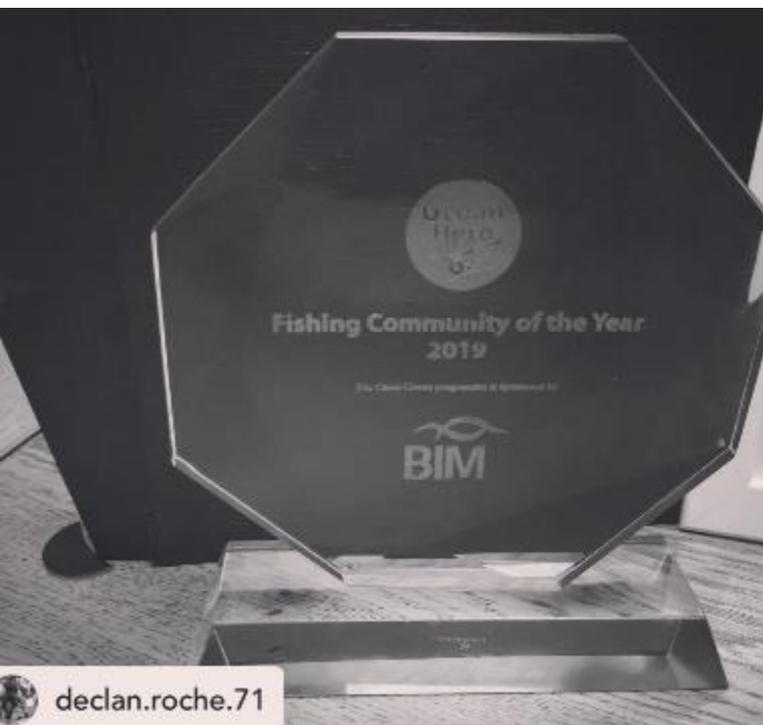
Who do you think
deserves to be
awarded the title of
Ocean
Hero?

Category in the national awards

Fishing Community of the Year :Shortlisters..
Clew Bay
Castletownbere
Kilmore Quay

Fishing Community of the Year

Worked with a NGO to have a special category



Ambassadors themselves



Fishing for Litter Ireland
Not a business

Message

Ross, Emma, Alan and 422 others like this

Home Posts Photos About Community

Photos by Fishing for Litter Ireland



Ajax PZ36 

Tweets 19.3K Following 3,111 Followers 6,009 Likes 4,575 Lists 1

Tweets Tweets & replies Media

Pinned Tweet

Ajax PZ36  @Ajax_Hake · May 28
I am very proud to have received these @YourFishingNews awards, however the main thanks goes to @ArdPascoe @Jimmer28 & my crew for all their work & support. All our @Comishtpo hake is @MSCinthaUK accredited & #Sustainable



... sometimes things in life change, and so does the whole system, but, a fisherman I always will be

... Cornwall Born 31 March

... 6,439 Followers

Followed by National Inshore Fishermen's Association CIG, ...

Building resources

What are your related hashtags?

- Different platforms have different hashtag strategies
- What are your related hashtags?

#hashtags	number of posts	#hashtags	number of posts
#sea	117,000,000	#planetorplastic	76,900
#seafood	13,300,000	#plasticocean	76,500
#coast	6,400,000	#plasticfreeoceans	55,400
#ocean	5,630,000	#passonplastic	46,700
#bethechange	3,800,000	#surfersagainstsewage	28,900
#seaview	3,000,000	#ourocean	24,500
#atlantic	1,800,000	#coasts	23,400
#plasticfree	1,000,000	#marinelitter	20,700
#wildatlanticway	801,000	#sdg14	6,466
#blueplanet	354,000	#fishingvessels	5,310
#plasticpollution	284,000	#ghostgear	5,232
#saveourseas	234,000	#fishingforlitter	342
#beatplasticpollution	119,000	#generationSea	298
#savetheoceans	107,000	#bordiascaighmhara	79
#2minutebeachclean	105,000	#oceanEU	42

Building resources

Popular SM pages with the catching sector

- What are potential sources for communicating with you audience fishermen consume digital feeds?
- Can you build a relationship with them to achieve your common purpose?

Facebook Page	Facebook Followers	Instagram Followers
Irish Coast Guard	63,000	146
The Skipper	51,562	552
Irish Fishing Vessels, Today and Yesterday	14,400	
Marine Times Newspaper	6,800	213
Irish Fishing Photos	5,166	1925
Marine Institute	4,070	
Bord Iascaigh Mhara	4,047	
Clogherhead RNLI	3,983	
Union Hall RNLI	3,000	785
Kinsale RNLI	9,088	658
CAsteltownbere Development Association	2,700	
Casteltownbere RNLI Lifeboat	2,100	
LOST at Sea Tragedies	1,041	

Communications

Launched a national campaign “
Love our Ocean”

Enabling the seafood sector to
tell there story



Thank you from the



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