

Raising awareness activities – the range of possibilities

PhD Monika Piotrowska – Szypryt
Gdansk Water Utilities Ltd.
e-mail: mszypryt@giwk.pl

Combining different problems in one campaign – CITY ON DETOX

City on detox – the campaign initiated in 2017 as a part of NonHazCity project

NonHazCity project refers to hazardous substances that can be found in different everyday life products including plastic




EUROPEAN
REGIONAL
DEVELOPMENT
FUND



NONHAZCITY

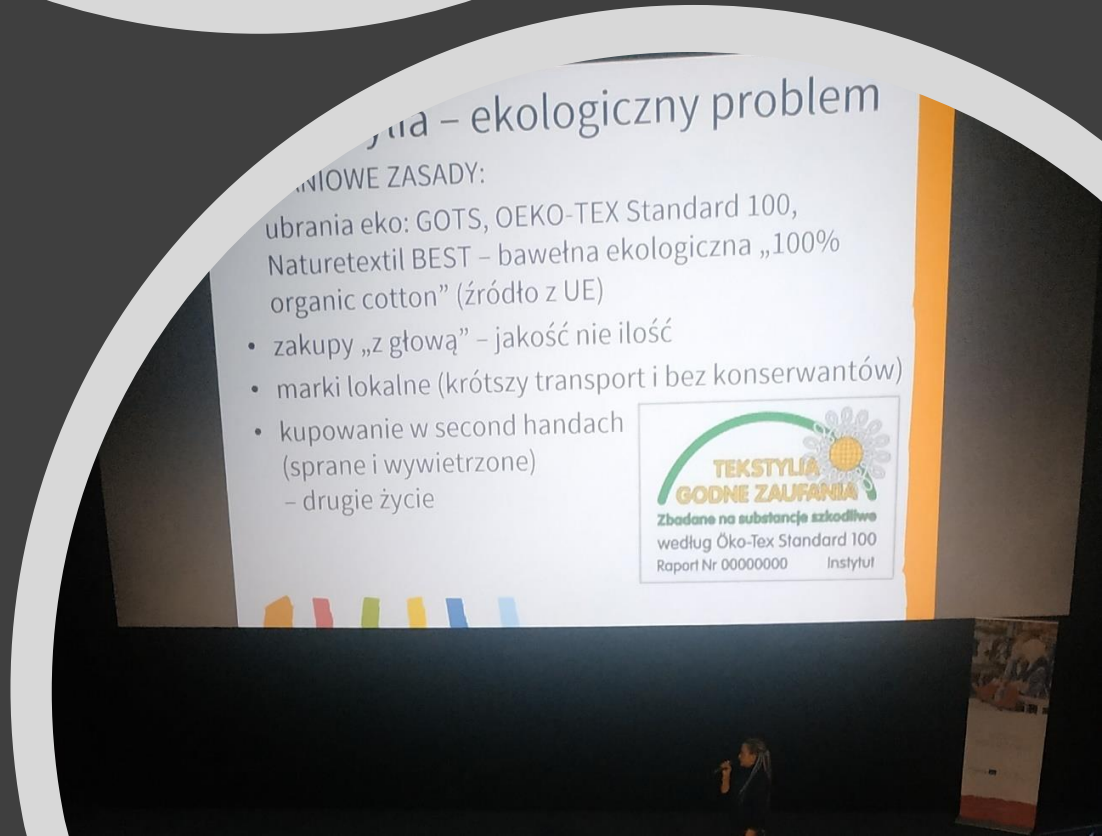
Combining different problems in one campaign – CITY ON DETOX

WHAT CONNECTS THESE TWO PROJECTS?

- microplastic is everywhere like hazardous substances are
- plastic/microplastic seems to be the most significant source of harmful, endocrine disrupting chemicals
- microplastic in most cases like the hazardous substances are invisible to the naked eye
- plastic  microplastic as well as hazardous substances should be eliminated at the source

„Minimising emission” – ecological education

Presentation „Bad textiles...” for pupils (5th graders) at Helios Cinema – washing of synthetic textiles – the main source (35%) of microplastic pollution



„Minimising emission” – ecological education



GIWK



– moż/rze
bez plastiku?

– Światowy
Dzień Wody –
– 2020

250
tysięcy

tyle cząstek mikroplastiku
może trafić do ścieków
podczas prania bluzy z polaru

– dekoduj
i wygraj



- cyclic event: the campaign „moż/rze bez plastiku” on the celebration of WWD 2020 – microplastic in numbers
- „Decode the plastic” FB competition with 100 submissions

Fanplesstic-sea

„Minimising emission” – ecological education



**MIKROPLASTK
W LICZBACH**

1/1 Szacuje się, że każdego roku do wód trafia taka ilość tworzyw jakby co 1 minutę opróżniano 1 pełny załadunek śmieciarki.

2050 Szacuje się, że do tego roku masa tworzyw sztucznych w oceanach przekroczy masę występujących w nich ryb.

U ponad **30%** badanych w USA i Wielkiej Brytanii organizmów wodnych stwierdzono obecność mikroplastiki.

50% Austriacy uczeni szacują, że plastik dostaje się do układu pokarmowego populacji.

51 bilionów mikroplastikowych cząstek znajduje się w oceanach – to 500 razy więcej, niż gwiazd w naszej galaktyce.

250 tysięcy cząstek tworzyw sztucznych – nawet tyśi dostaje się do ścieków każdorazowo podczas prania 1 polarowej bluzy.



„Minimising emission” – ecological education

public speaking – (NOT) bad
climate and what should we do
about it?” – on the 40th
anniversary of August
Agreements in Poland (the
impact of micropollutants on
the climate change)



An infographic with a white background and red accents. At the top, a red banner contains the text '„MINIEŁY KLIMAT i CO Z TYM ROBIMY”'. Below this, there are several sections: '40-lecie Porozumień Sierpniowych' with 'POŁĘCZNA SIERPNIA' and 'KRAJEM DOSTĘP WODY'; 'EDUKUJEMY O ZANIECZYSZCZENIACH ŚRODOWISKOWYCH i ICH WYKONANIE' with 'MIKROPLASTIK DZIAŁANIE NA ZWIERZĘTA ale też'; 'MUNIKA PIOTROWSKA-SZYPRYT GDAŃSKA INFRASTRUKTURA WODOCIĄGOWO-KANALIZACYJNA'; 'BUDUJEMY ŚWIADOMOŚĆ' with 'STARAMY SIĘ PROBLEMY GLOBALNE rozwiązywać na szczeblach LOKALNYCH' and 'Miasto' with a dollar sign icon. The infographic includes illustrations of a water tap with a plant growing from it, a water drop, and a lightbulb.

„Minimising emission” – ecological education

Using the public space: presentation of the exhibition with art provoking posters prepared under the slogan „Plastic is not fantastic” in the gallery space of two shopping centres in Gdansk – raising ecological awareness of customers as well as shops owners and gastronomy sector





GIWK

„Minimising emission” – ecological education

„Decode the plastic”
workshop – how to
recognise different kind of
plastic basing on the
recycling codes; good and
bad plastic

Fanplesstic-sea





„Minimising emission” – ecological education

- presentation and explanation of the sampling procedure and analytical methods
- UFO – Universal Filtering Object



...oru próbek na zawartość mikroplastiku wykorz...
nie filtrujące UFO (Universal Filtering Object).



„Minimising emission” – ecological education

Competitions in or besides the Social Media

„Why water and sewer systems don't like waste?” – organised to celebrate “Clean up the world” action:

- **2020 edition** – the posters with microplastic problem message (winner posters used for the social campaign in Gdańsk on the City Lights at bus shelters on the celebration of World Water Day 2021)

Fanplesstic-sea



„Minimising emission” – ecological education



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- **2021 edition:** story on ecological problems starting with the sentence „Once upon a time, in Europe, unexpected problem occurred...” – still ongoing

- winner posters also used at the seaside recreation area – education boards



„Minimising emission” – ecological education



GIWK

Cigarettes butts as major source of cellulose acetate release to storm waters

- anti-butts campaign at the seaside recreation area – dedicated posters on education boards
- drawing attention to inappropriate smokers' behavior when getting rid of the butts




„Minimising emission” – ecological education

Social media – unlimited potential for knowledge dissemination


- „City on detox” FB profile – over 5100 followers and In profile
- following the trends: „D/ocień wodę” (appreciate and value the water) campaign seated in TikTok organised within GWU education programme „Hydromission”



 **Miasto na detoksie**
Opublikowane przez: Jowita Remlingier · 6 dni · 🌐

➡ 15 marca to Światowy Dzień Praw Konsumenta. Tegoroczne obchody poświęcone są problemowi zanieczyszczenia plastikiem. Plastik to nie tylko problem odpadowy ! To także zagrożenie w postaci znajdujących się w tworzywach sztucznych substancji chemicznych, szkodliwych dla środowiska i dla zdrowia.

⚠ Światowy Dzień Praw Konsumenta to coroczna okazja do podkreślenia SIŁY WPŁYWU konsumentów na tworzenie sprawiedliwego, bezpiecznego i zrównoważonego rynku. Bo konsumenci również p... [Zobacz więcej](#)



Nie generuj zagrożenia

„Minimising emission” – ecological education

Co-operation with project
ambassador - three movies on
microplastic problem:

- MICROplastic – MACROproblem
- 10 eco-gadgets for a penny
- FanpLESStic-sea project results –
what does it mean?



Raising awareness activities – project partners

Gdansk Waters (Poland)
Małgorzata Drewnowska




Where does the rain go?

Educational quiz on World Water Day verifying the knowledge about the interesting and full of adventures travel of the stormwater in Gdansk, that begins in the sky and can end in the Baltic Sea

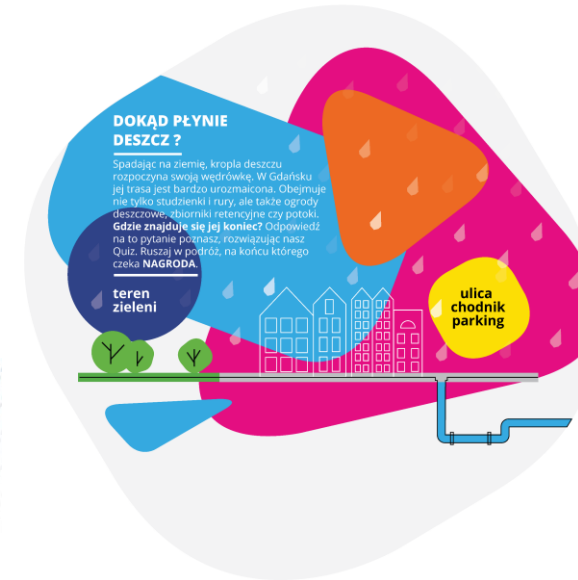
more than 900 participants

TERAZ JUŻ WIESZ
DOKĄD PLYNIE DESZCZ!



- Jeziora Zaspą
- Oczyszczalni ścieków
- Elektrowni
- Morza Bałtyckiego

Dalej



This is the way to the Baltic Sea, don't throw any plastic in!

Special graphics created with ecological paint have appeared on pavements near 18 road drains and two retention reservoirs in Gdansk.



Multifunctional mobile information stands travelling around the city - practical and useful



Raising awareness activities – project partners

Natural Resources Institute Finland
Marjatta Vahvaselkä



DEEP Microplastic Hackathon 2019 and it's visibility

The competition was marketed through different info channels



During the weekend in Helsinki, it was possible to follow the hackathon through Instagram stories on Instagram at @helsinkithinkco and Twitter

On Instagram the stories were seen by about 500 viewers and on Twitter from 500 to 700 views per post

The final's post about the winner team reached up to 3112 views



Publicity for the reed filter pilot in Kouvola

Press release by the city of Kouvola in 2021

”Kouvola as a forerunner in a project testing the efficiency of a common reed filter for microplastics removal”



Live broadcasting (10 min) from the reed filter pilot in a morning show on TV channel YLE1



Stories in YLE News, three newspapers & tweets

Info board close to the pilot, along a popular outdoor route



Raising awareness activities – project partners

SALT Lofoten AS (Norway)

Joan Fabres





Is it time to send rubber granules „off the field”?

Arendalsuka (Norway’s political week)
18 August 2021 – SALT Office - Arendal

- The Norwegian University of Science and Technology
- Norwegian Football Federation
- The Norwegian Society for the Conservation of Nature / Friends of the Earth Norway
- Bærum Municipality
- SALT (organiser and moderator)

20 participants attended physically
50 participants joined online



Raising awareness activities - new challenges



New challenges

Microplastic vs. COVID

- the total production of masks is comparable to the production of PET bottles (43 bn/m); we use 130 bn/m – 3 mln/min.)
- no regulation present – initiates inappropriate behaviours
- surgical masks are made of 1-10 μm microfibres; degradation is quicker than bottles or plastic bags as they are the mixture of polymers



New challenges

Nanoplastic

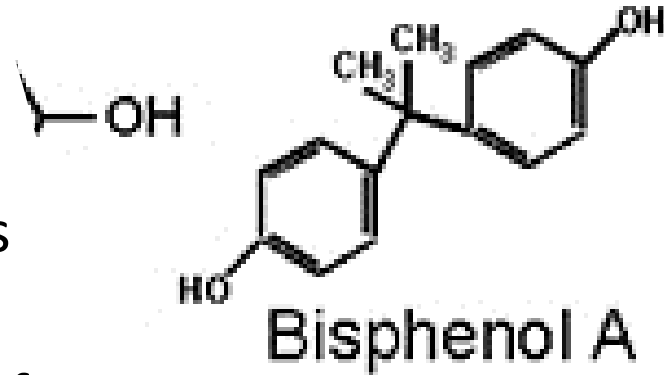
- new generation masks – nanomasks containing plastic nanoparticles (less than $1\ \mu\text{m}$) – new source of nanoplastic pollution
- scale and the impact of nanoplastic problem – basically not recognised still unknown
- nanoplastic can easily penetrate human cells and the cells of other organisms including plants



New challenges

Plastic additives, bioplastic and recycling

- release of hazardous substances like BPA, phtalates, PFC, flame retardants and many others
- bioplastic: pure or blends?, the use of fertilisers, pesticides and agricultural machinery, monoculture cultivation consequences
- recycling vs. climate change: carbon footprint, plastic mixture and low quality (needs more hazardous additives)



Thank you for your attention!

Monika Piotrowska – Szypryt

mail: mszypryt@giwk.pl

Phone. +48 601 97 97 88



Microplastic Alliance

Daiva Jonuškienė

Siauliai Chamber of Commerce, Industry and Crafts (Lithuania)

e-mail: daiva.jonuskiene@sccic.lt



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CHAMBER OF COMMERCE,
INDUSTRY AND CRAFTS

OUTPUT: Microplastic alliance

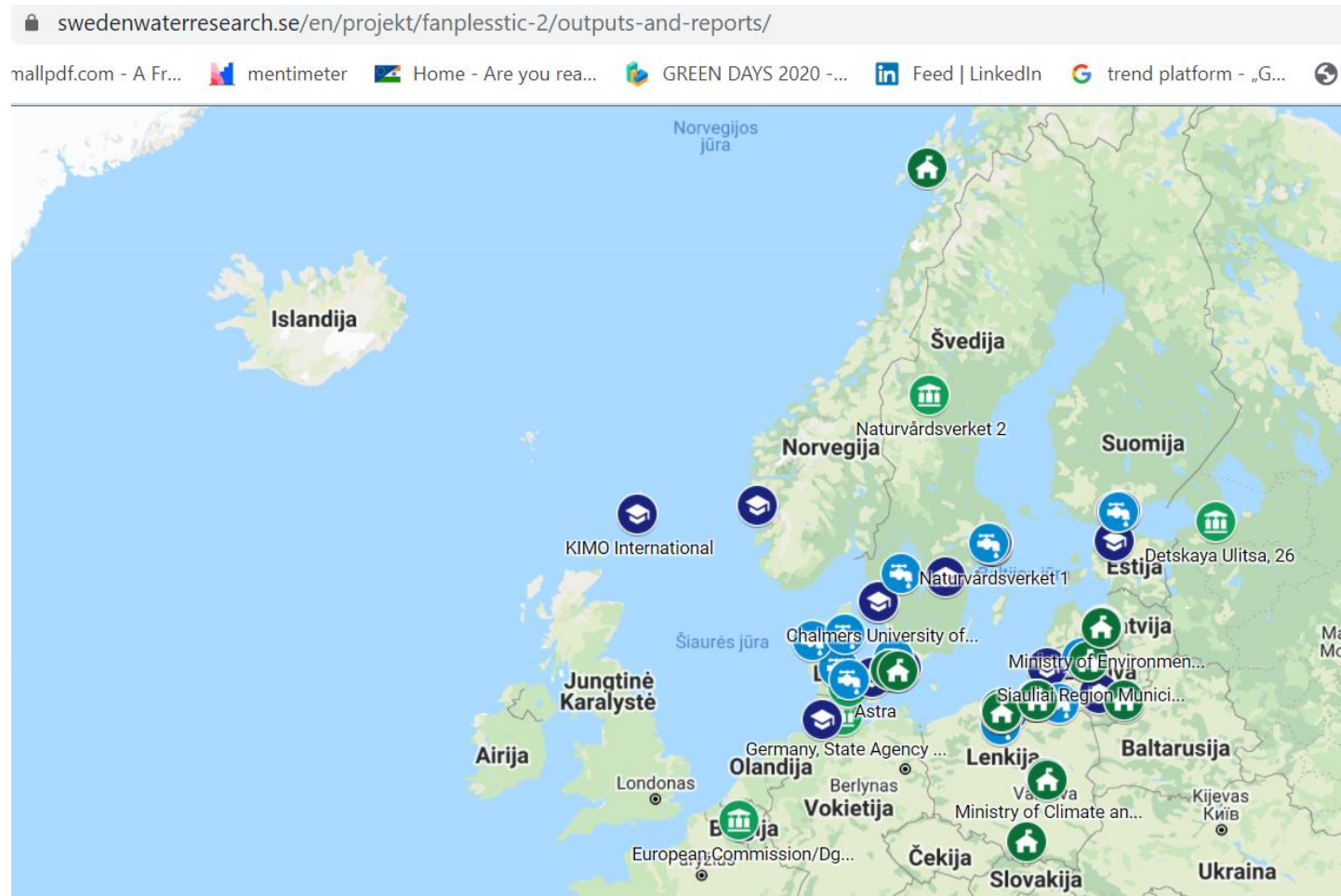
- The Alliance was formed by efforts of **all partners** during the last project period.
- The **aim** is to let the Alliance **live after the end of the project** in the form of an online visualisation of resources to understand and mitigate microplastics in the Baltic Sea.
- List of relevant actors and stakeholders was identified during whole period through **stakeholders** mapping also **associated and partner organisations** of the project and any other organisations acting in MP pollution.
- Interactive map is on the **FanPLESStic website and publicly available.**

OUTPUT: Microplastic alliance at

<https://www.swedenwaterresearch.se/en/projekt/fanplesstic-2/outputs-and-reports/>



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Full list under categories



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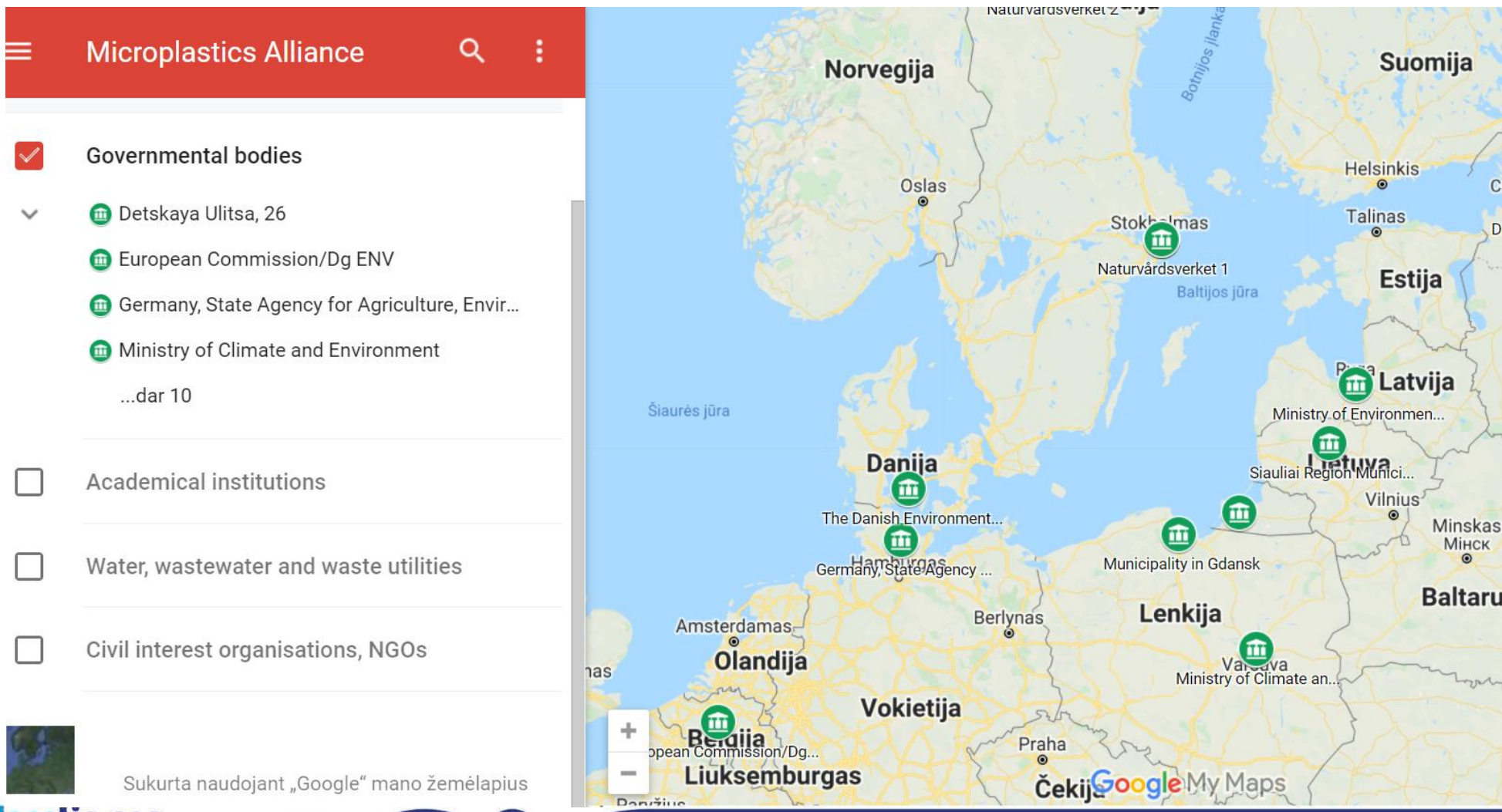
Microplastics Alliance

- Governmental bodies**
 - Detskaya Ulitsa, 26
 - European Commission/Dg ENV
 - Germany, State Agency for Agriculture, Envir...
 - Ministry of Climate and Environment
 - ...dar 10
- Academical institutions**
 - Aalto University School of Engineering, Depa...
 - Astra
 - Chalmers University of Technology, Water E...
 - Departament of Environmental Analytics, Fa...
 - ...dar 19
- Water, wastewater and waste utilities**

The map displays the geographical distribution of members across Europe. Governmental bodies (green building icons) are located in Norway (NORCE), the European Commission, Germany, and Latvia. Academic institutions (blue graduation cap icons) are found in Norway (Chalmers University), Sweden (Lund University), Finland (Aalto University), and Lithuania (Siauliai Region Municipality). Water, wastewater, and waste utilities (green house icons) are located in Latvia (Ministry of Environment) and Lithuania (State Autonomous Institute).



Filtering



Microplastics Alliance

- Governmental bodies
 - Detskaya Ulitsa, 26
 - European Commission/Dg ENV
 - Germany, State Agency for Agriculture, Envir...
 - Ministry of Climate and Environment
 - ...dar 10
- Academical institutions
- Water, wastewater and waste utilities
- Civil interest organisations, NGOs

Sukurta naudojant „Google“ mano žemėlapius

Filtering



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Microplastics Alliance

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Filtering



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The screenshot shows a web application interface for 'Microplastics Alliance'. On the left, there is a filter menu with the following options:

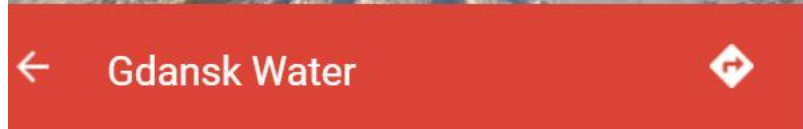
- Governmental bodies
- Academical institutions
- Water, wastewater and waste utilities
 - GIWK
 - Gdansk Water
 - Hedensted Spildevand
 - Helsinki Region Environmental Services HSY
 - ...dar 13
- Civil interest organisations, NGOs
 - "Pick it up!" Association
 - Baltijas krasti/ Baltic Coasts
 - Baltijas vides forums/ Baltic Environmental ...

The main area displays a map of the Baltic region, showing various cities and locations. The map is overlaid with several icons representing different organizations, including blue icons with a water drop and green icons with a house. The map shows parts of Denmark (Danimija), Lithuania (Lietuva), Poland (Lenkija), and Latvia (Latvija). Major cities like Copenhagen (Kopenhaga), Gdansk (Gdańsk), and Warsaw (Varšuva) are visible. The Google My Maps logo is present in the bottom right corner of the map area.

Filtering



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Pavadinimas

Gdansk Water

Aprašas

Address: Witolda Andruszkiewicza 5 street 80-601 Gdansk

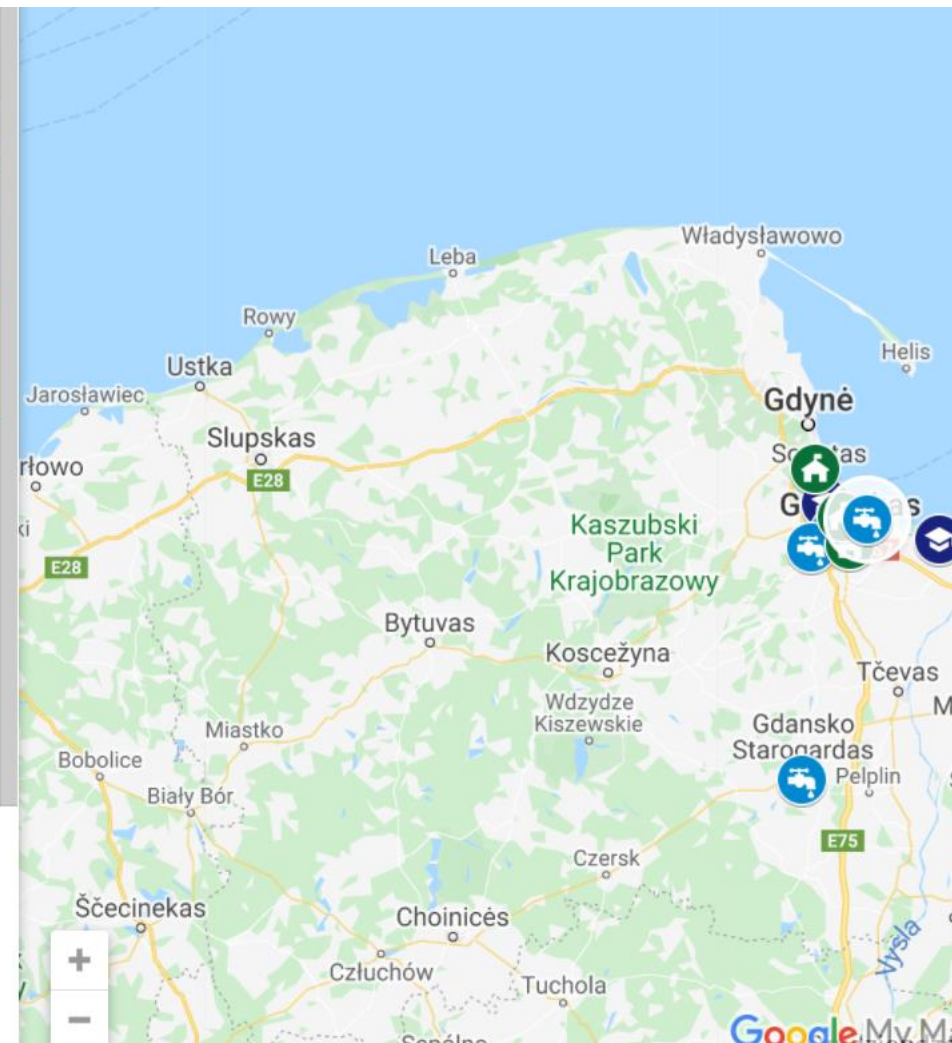
Website: <http://www.gdmel.pl/>

Email: m.drewnowska@gdanskiewody.pl

MP pollution issues

Išsami informacija iš „Google“ žemėlapių

prof. Witolda Andruszkiewicza 5, 80-601 Gdańsk, Lenkija





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INDUSTRY AND CRAFTS

Thank you for your attention!

<https://www.swedenwaterresearch.se/en/projekt/fanplesstic-2/outputs-and-reports/>



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