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## The zero waste challenge on Fuerteventura's coastline

1<sup>st</sup> Regional Stakeholders Workshop  
English summary

February, 2020



European Union  
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Development Fund

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**Title:** The zero waste challenge on Fuerteventura's coastline. 1st Regional Stakeholders Workshop  
English summary

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Gran Canaria Island, Canary Islands (Spain)

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### Annex I. Workshop moments

## 1. Planning and logistics

### 1.1. Introduction

This document summarises the development and results of the 1<sup>st</sup> Regional Stakeholders Workshop, which took place on 29 January 2020 at the Fuerteventura Training and Conference Centre (Fuerteventura Island, Canary Islands, Spain), entitled "The zero waste challenge on Fuerteventura's coastline".

### 1.2. Communication

In order to identify the different actors for the event call, a database was generated, according to the identification of stakeholders in the approved project form. These stakeholders were contacted, by email, on the first and second week of January.

That email contained a small description of the CAPonLITTER project, showing the importance of engaging the stakeholders, inviting them to attend the event. All key information (date, hour, venue) was also transmitted. The email also contained the poster and the workshop programme (Figures 1 and 2). Likewise, in coordination with the Department of the Environment of the Fuerteventura Island Council, an internal letter was sent to the different areas of municipalities to better follow up on their participation.

Figure 1. Event poster



Figures 2 and 3. Event programme

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1er Taller regional de agentes y grupos de interés

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**Programa (1ª parte del taller)**

09:00-09:30	Recepción y registro de participantes
09:30-09:45	Bienvenida por parte de <b>Dña. Mariela Figueras Martín</b> Consejera de Medio Ambiente, Lucha contra el Cambio Climático, Economía Circular e I+D+i
09:45-10:00	Presentación del proyecto CAPonLITTER <b>D. Ricardo Haroun Tabraue</b> Subdirector del Instituto Universitario ECOAQUA (ULPGC) y Coordinador de CAPonLITTER en Canarias
10:00-10:15	Gestión de la Reserva de Biosfera de Fuerteventura y acciones residuo cero <b>D. Tony Gallardo Campos</b> Director de la Reserva de la Biosfera de Fuerteventura

Organiza:

Socios del proyecto:

Financia:

**El reto zero waste en el litoral de Fuerteventura**  
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**Programa (2ª parte del taller)**

10:15-11:00	Evaluación de los principales desafíos
11:00-11:30	Pausa-café
11:30-13:00	Identificación de proyectos/acciones innovadoras
13:00-13:30	Conclusiones y próximos pasos
13:30	Cierre

Organiza:

Socios del proyecto:

Financia:

As for the external communication of the workshop, several regional and local media (press, radio and TV) were convened, covering both the day of the event and the following days.

### 1.3. Venue

This first workshop with stakeholders was held at the Fuerteventura Training and Congress Centre, located in Puerto del Rosario, and a reference point for events on the island.

The space reserved was very suitable, both for its luminosity and for the possibility of making a distribution that responded to the development needs of the workshop.

For the coffee break, a local catering company was hired, whose service conveys the values of the project, in terms of product preparation, use of materials for assembly and waste management.

**Figures 4 y 5.** Layout of the room where the workshop was held



### 1.4. Registration

The registration was made in the room entrance, with the help of two staff persons.

Upon arrival, participants registered filling out the list of participants and picking up their 'name badge', for which it was printed stickers with the format provided in the workshop toolkit.

According to the list of participants, this first workshop was attended by 24 people from different fields of action, including stakeholders linked to green entrepreneurship, NGOs associated with conservation and sustainable development, Canarian Government officials with political positions,

consultancies, design and communication, etc.

Table 1 presents the profile of the participating stakeholders:

**Table 1.** Profile of the participating stakeholders.

Category	Number of participants
Packaging and Goods Producers	4
Distributors and retailers	2
Consumers	3
Waste Management Services	3
Political and Coastal Management Authorities	2
Civic and Non-Governmental Organizations	7
Academia and Research	1
Environmental education and awareness	2
<b>Total of Stakeholders</b>	<b>24</b>
Staff	5
Journalists	6

## 2. Workshop activities

### 2.1. Buffer activity

During the registration, the team also delivered 2-3 post-its and a pencil/pen to carry out the buffer activity informing them of its objective, which allowed for direct information gathering and contributed to active involvement in the process from the beginning.

To facilitate the development of the Buffer activity, two A2 posters were laid out in the room presenting the following questions:

- What is the biggest challenge of setting a zero-waste beach?
- What is the biggest challenge of setting a zero-waste coastal event?
- What is the biggest challenge of setting a zero-waste coastal community?

The participants could write and paste their post-its with the answers, individually, to start the thinking process and collect their inputs.

The analysed results of the first question (What is the biggest challenge of setting a **zero-waste beach**?) are presented in Figure 6. One can conclude that the awareness (5) is the main challenge, followed by separate waste collection facilities and efficient recycling (4). Also, the more constant and efficient beach cleanings (2), the commitment of all actors (2), the enabling waste areas (2) and returnable for packaging (1) were also mentioned by the participants.



Figure 6. Analysed results of the question about zero-waste beaches.

Figure 7 shows the analysed results for the answers for the question “What is the biggest challenge of setting a **zero-waste coastal event**?”. The majority of the stakeholders mentioned the lack of returnable for packaging (7). The need for reducing single use plastics and awareness (4) was also addressed in the answers. The stakeholders also said that ‘risky’ events should stop being organized (2). Green entrepreneurship should be promoted (1), commitments and synergies (1), marine waste management initiatives (1), waste disposal areas 1) and more efficient regulation/policies (1) are still important challenges.

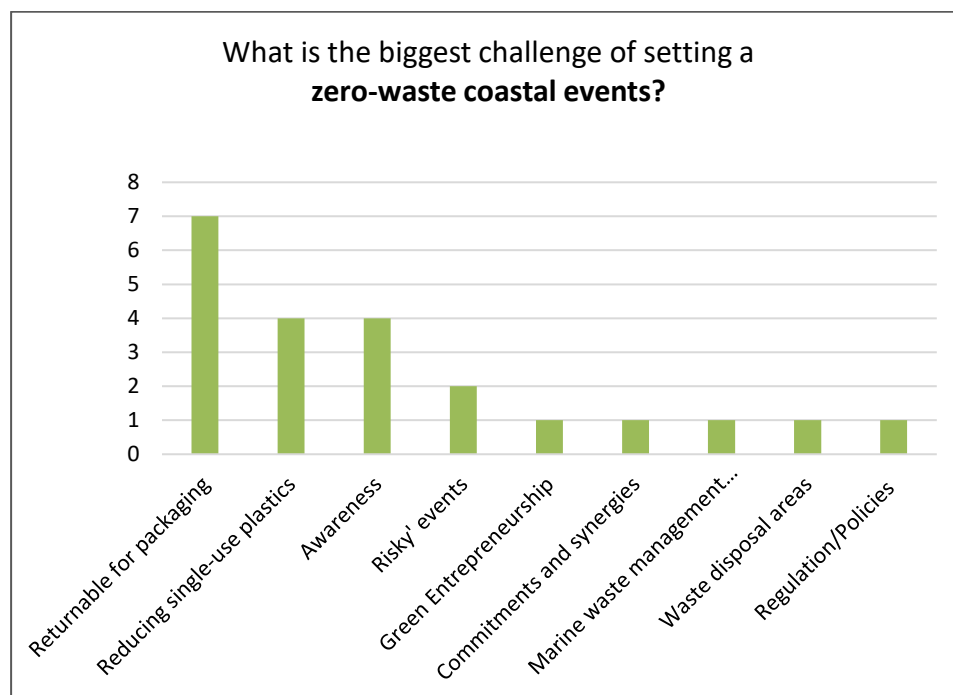
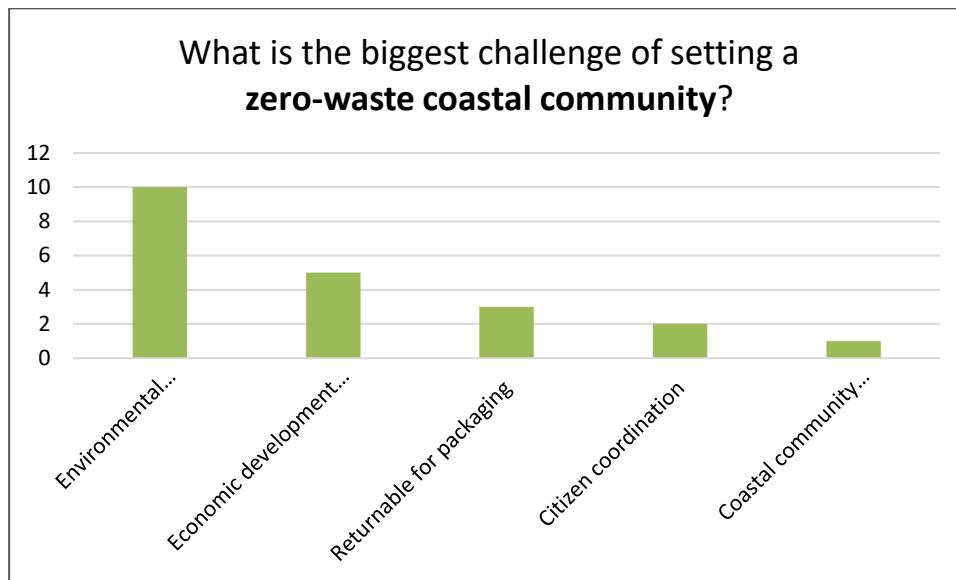


Figure 7. Analysed results of the question about zero-waste coastal events.

On the last question, “What is the biggest challenge of setting a **zero-waste coastal community?**”, the main challenge identified by the stakeholders was environmental education and awareness-raising (9), the need to develop economic communities with zero waste philosophy synergies and to promote the use of returnable for packaging throughout the community. They also mentioned the need to improve the citizen coordination (2) and to promote management of the coastline and intertidal area by marine environment specialists (1).



**Figure 8.** Analysed results of the question about zero-waste coastal communities.

From the information presented in the table, the results of the activity reveal the great importance that the participants transmitted in raising the awareness of the citizens and all the actors that are present in the coastal areas.

With the aim of optimizing the time of the participatory process, participants were proposed to group in pairs during the coffee break and exchange views an idea on the content of the activity.

## 2.2. Project presentations

As shown in the event's program, the first part of the workshop was carried out through three presentations, as follows:

- Marlene Figueroa Martín (Councillor for the Environment at the Fuerteventura Island Council)
- Ricardo Haroun Tabraue (deputy director of ECOAQUA University Institute, University of Las Palmas de Gran Canaria, CAPonLITTER project partner)
- Tony Gallardo (Director of the Fuerteventura Biosphere Reserve).

Marlene Figueroa, who opened the event, welcomed the participating stakeholders and journalists and thanked their presence. She said that the Department for the Environment at the Fuerteventura Island Council 'is committed to reducing the use of plastics on the island in order to avoid the pollution they cause in our seas'. She also mentioned several initiatives underway, one of which is the program 'Desplastificate', which will help raise awareness among citizens, to schedule monthly volunteer actions to enhance the cleanliness of the coast in critical areas, and to establish a monitoring system to mitigate the effect and impact that have the 'ghost nets' and other elements of fish and shellfish capture in marine fauna.

The Fuerteventura Island Council, in turn, will incorporate the 'Zero Plastic Clause', aimed at reducing the use of these materials in those events organized by the institution.

After this first speech, Ricardo Haroun presented the CAPonLITTER project, namely the issues addressed, the objectives, the partners, the methodology and the importance of stakeholders' participation. He also explained to the attendees that this initiative has been generated with the aim of creating a tool to improve political measures and practices for the prevention of marine waste, and praised the work done so far on the island in this regard.

Finally, Tony Gallardo explained the management carried out so far in this field: "We are already working with other reserves in the named 'Zero Plastic Working Group', of the worldwide network of islands and coastal areas, which is rooted in local community values to address the serious impacts that existing plastic pollution in the atmosphere, oceans, fresh water and land systems has on biodiversity and human health".

Once the presentations were ended, there was a round of introductions by the participants, and then the participatory process started on schedule, directed by Ricardo Haroun with the support of several volunteers who were called in advance for the preparation of the workshop.

### 2.3. D – Main Challenges Assessment

After the buffer activity, Ricardo Haroun presented the objectives of the session and the participation methodology, making the work of the different stakeholders more dynamic, both in the cloud structuring to establish the themes (Figure 6), and in the subsequent discussion by groups to identify good practices.

After this brief explanation, all challenges identified by the groups are collected, and ‘clouds’ are created for each set and a "title" that reflected the central idea was attributed.

The titles of the topics were discussed by the whole group and different themes was decided. Table 2 shows the Cloud Structuring results, showing the name of the clouds, organized by consensus of all participants, and summarized the main inputs of each one of post-its that were included in each cloud.

**Table 2.** Summarized results of the Cloud Structuring process.

Cloud	Main inputs
<b>Environmental education and awareness</b>	<ul style="list-style-type: none"> <li>▪ To involve all the actors in sustainable management</li> <li>▪ Raising awareness with posters</li> <li>▪ Awareness</li> </ul>
<b>Environmental policy</b>	<ul style="list-style-type: none"> <li>▪ Fag-end: more consequences for littering on the beach-Fines beach, ash trays and recycle bins on the beaches.</li> <li>▪ Continuous and efficient beaches cleanup</li> <li>▪ To set up waste areas</li> <li>▪ Do not organize ‘risky’ events on the beaches</li> <li>▪ Lack of legislation to reduce single-use plastic</li> <li>▪ Greater coordination of different actors to raise community awareness</li> <li>▪ Waste reduction systems involving citizen actions (e.g. machines that give money in exchange for plastic containers)</li> </ul>
<b>Sustainable eco-innovation</b>	<ul style="list-style-type: none"> <li>▪ Treatment of marine waste in onshore recycling plants and subsequent marketing</li> <li>▪ Coastal community: management of the coastline and intertidal area by marine environment specialists</li> </ul>
<b>Returnable for packaging</b>	<ul style="list-style-type: none"> <li>▪ Returnable containers and reducing single-use plastic</li> </ul>
<b>Green and blue economy</b>	<ul style="list-style-type: none"> <li>▪ Sustainable event management by companies</li> <li>▪ Economic development of communities in line with the zero waste philosophy</li> </ul>

Once the issues had been decided, the participants voted and prioritized the challenges pasting sticker-dots delivered by the team.

Figure 9 shows the structure of the thematic cloud and votes.



**Figure 9.** Structure of the thematic cloud and votes.

Table 3 presents the voting results of the clouds created, sorted by the number of votes.

**Table 3.** Results of the voting of clouds.

#	Name of the Cloud	Number of votes
1	Environmental education and awareness	21
2	Environmental policy	27
3	Sustainable eco-innovation	10
4	Returnable containers	18
5	Green and blue economy	12

After the end of the cloud structuring, it asked the participants to make groups, following the criteria of diversity in terms of the stakeholder profile. Due to the low pre-workshop email confirmation, it was not possible to identify the participant profile in advance, so another criterion was established for the groupings.

Five work tables were formed, with 4/5 persons sited on each, with a colour assignment for each of the work tables according to the established methodology. Then, the topics were distributed by the different worktables randomly.

In order to discuss each challenge, each group created a best practice sheet. The moderator explained the objective of sheets and how they work.

Before starting with the identification of good practices, Ricardo Haroun explained the importance of respecting the rules of the good participant established for this phase of the participatory process.

Both the moderator and the support staff were attentive at all times to resolve the necessary issues.

As a result of the group work, five good practices were identified and presented in the form given to each of the groups.

According to the content presented by the groups, the good practices identified were the following:

1. Environmental policy: **Creation and implementation of the “Fuerteventura sostenible” certificate**
2. Environmental education and awareness: **“Toxic loves”**: public awareness campaign
3. Returnable containers: **Implementation of the "Return" deposit system**
4. Green and blue economy: **Implementation of the “Clean business” label**
5. Sustainable eco-innovation: **Implementation of “Green Line” (implementing social and technological innovation processes)**

The summary of those best practice sheets is presented in Table 4.

Table 4. Summary of the Good Practices sheets.

#	Title	Cloud	Goal/obj.	Area	Scale	Implement.	Involve	Constrains
1	'Fuerteventura sostenible' certificate	Environmental policy	<ul style="list-style-type: none"> <li>Monitoring sustainability, consistency</li> <li>Consumer confidence in the product and service</li> <li>Compliance with the obligations of the certificate for each sector</li> </ul>	B, E, CC	L, E	<ul style="list-style-type: none"> <li>Proposing names for the seal/certification.</li> <li>Meeting to define working groups and objectives for one. Design of the logo.</li> <li>Diagnosis of the current situation of each group to know the starting point and the way forward.</li> <li>Monitoring through meetings, data and reports, inspections...</li> </ul>	<ul style="list-style-type: none"> <li>All communities.</li> </ul>	<ul style="list-style-type: none"> <li>Complexity of dealing with sectors (many groups).</li> <li>Actual impact of the initiative.</li> <li>Lack of confidence in the tool.</li> </ul>
2	Toxic loves	Environmental education and awareness	<ul style="list-style-type: none"> <li>Raising awareness for action</li> <li>Unlearning, awareness, action</li> </ul>	B, E, CC	L, R	<ul style="list-style-type: none"> <li>Media, social networks, public and private institutions</li> <li>Theatre performances in secondary schools, and companies and institutions to change/awareness about daily habits</li> </ul>	<ul style="list-style-type: none"> <li>School community.</li> <li>Companies and institutions.</li> </ul>	<ul style="list-style-type: none"> <li>Rehearsal spaces.</li> <li>Financing.</li> </ul>
3	'Return' deposit system	Returnable containers	<ul style="list-style-type: none"> <li>Raising awareness to reduce single-use plastics.</li> <li>Recovering packaging in good condition for recycling</li> <li>Promoting the circular economy</li> </ul>	B, E, CC	R	<ul style="list-style-type: none"> <li>Through partnerships: government institutions, RETORNA, wholesale market...</li> <li>RETORNA Events / RETORNA Community</li> </ul>	<ul style="list-style-type: none"> <li>Companies</li> <li>Public institutions</li> <li>Community</li> <li>RETORNA</li> </ul>	<ul style="list-style-type: none"> <li>Implementation of new seals on all packaging.</li> <li>Investment costs.</li> </ul>
4	'Clean business' label	Green and blue economy	<ul style="list-style-type: none"> <li>Sustainability certificate that guarantees environmental quality standards (reduction of waste and energy consumption, recycling and reuse, promotion of local products, disposal of single-use plastics...)</li> </ul>	CC	L, N	<ul style="list-style-type: none"> <li>Presentation of the project to the local administration (island Council/RoB) and adoption of the quality label; companies, and downloads of informative documents.</li> <li>Promotion of companies that meet these quality standards: web/advertising, informative and good environmental practice brochures...</li> <li>Monitoring and evaluation of companies to ensure compliance with standards.</li> <li>Seal visibility for businesses/promotion (e.g. videos).</li> <li>Discount for local production companies that have signed up for</li> </ul>	<ul style="list-style-type: none"> <li>Companies.</li> <li>Government. (promotion of the Fuerteventura island as a model of good environmental management</li> </ul>	<ul style="list-style-type: none"> <li>Very strict criteria for wholesale companies/major hotel chains.</li> <li>Adoption of up to 8 criteria to receive the seal.</li> </ul>



						certification.		
5	Implementation of 'Green Line'	Sustainable eco-innovation	<ul style="list-style-type: none"> <li>Implementing processes of social and technological innovation</li> </ul>	B, E, CC	L, R	<ul style="list-style-type: none"> <li>Design and implementation.</li> <li>Dissemination.</li> <li>Interaction between citizens, technicians and innovation companies faced with social challenges.</li> </ul>	<ul style="list-style-type: none"> <li>Citizens.</li> <li>Technicians</li> <li>Government.</li> <li>Innovation companies.</li> </ul>	<ul style="list-style-type: none"> <li>Commitment.</li> <li>Capacity.</li> <li>Technical and economic Management.</li> </ul>

Note: B – Beaches; E – Events; CC – Coastal Events; L – Local; R – Regional; N – National; E - European

## 2.4. E – Good Practices Assessment

Once the group work time is over, each group selected a speaker to present their best practice sheets, announcing the title, briefly explaining what consists, what challenge does it answer, the main constraints on its application, the monitoring process and who is needed to get involved.

During this, the assistant staff wrote the Good Practices titles on the final poster (see pictures in annex I), for the final voting in the next step and the sector that will be affected/improved by them.

Finally, the participants individually prioritized the good practices found/discussed. For that, it was delivered 15 stickers-dots, 5 of each colour (red for emergency, green for reproducibility and yellow for effectiveness). Figure 10 shows the final poster with votes for each best practice. Likewise, the voting results are shown in Table 5, according to the aspects indicated.

Figure 10. Good practices voting table.

Table 5. Results of the good practices voting.

Title	Intervention Areas			Aspects to vote		
	Beach	Events	C. C.	Emerg.	Reprod.	Effectiv.
"Fuerteventura sostenible" certificate	x	x	x	11	5	6
Toxic loves	x	x	x	13	6	4
"Return" deposit system	x	x	x	23	12	17
"Clean business" label			x	10	6	4
Implementation of "Green Line"	x	x	x	7	11	14

### 3. Evaluation

After the final vote, the participants were informed of the relevance of completing the evaluation form of the event before the end. Ricardo Haroun dedicated a few words of thanks for the participation.

From the evaluation forms filled in that we received, we can conclude that they liked the most participation and sharing moments, the issues addressed, the diversity of stakeholders that attended the workshop and the dynamics of the methodology that was used. They liked the least lack of involvement of hotel operators and lack of recycling containers next to the catering service.

As suggestions, the importance of disseminating this type of process and giving continuity to these actions to strengthen networking was highlighted.

Figures 11, 12 and 13 summarize all the aspects mentioned by participants.

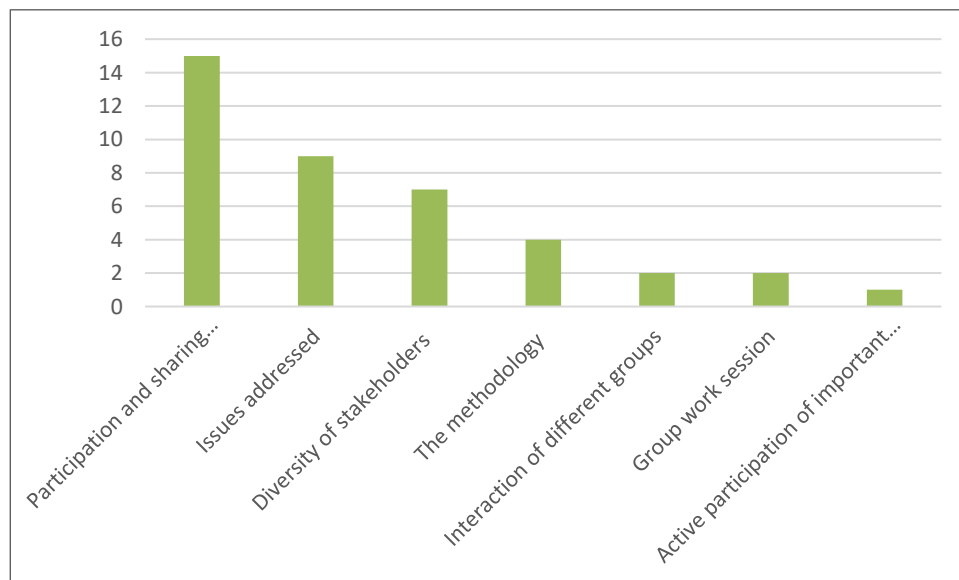


Figure 11. Positive aspects of the evaluation.

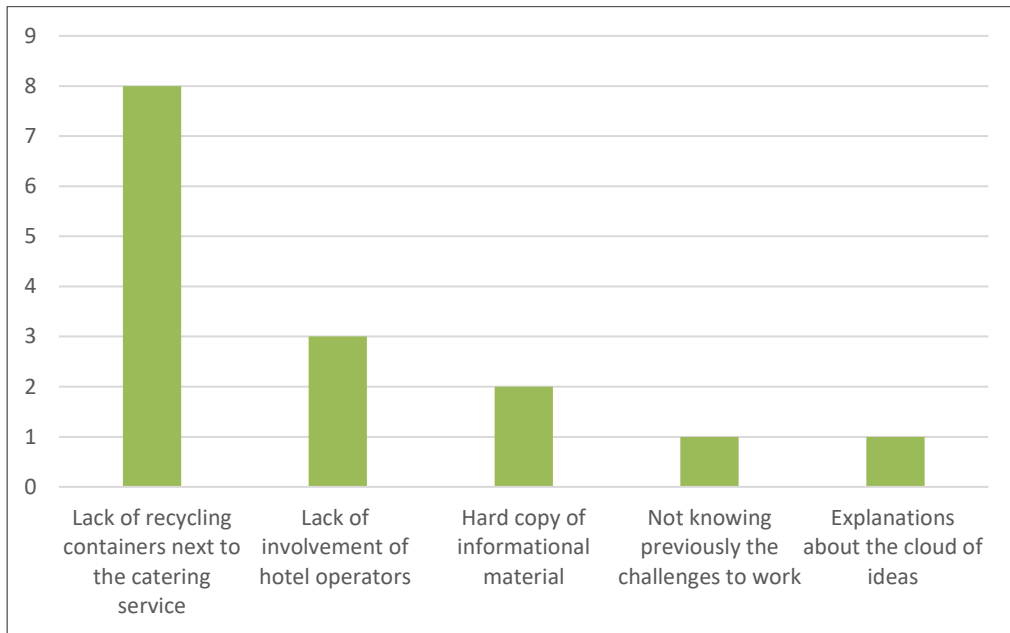


Figure 12. Negative aspects of the evaluation.

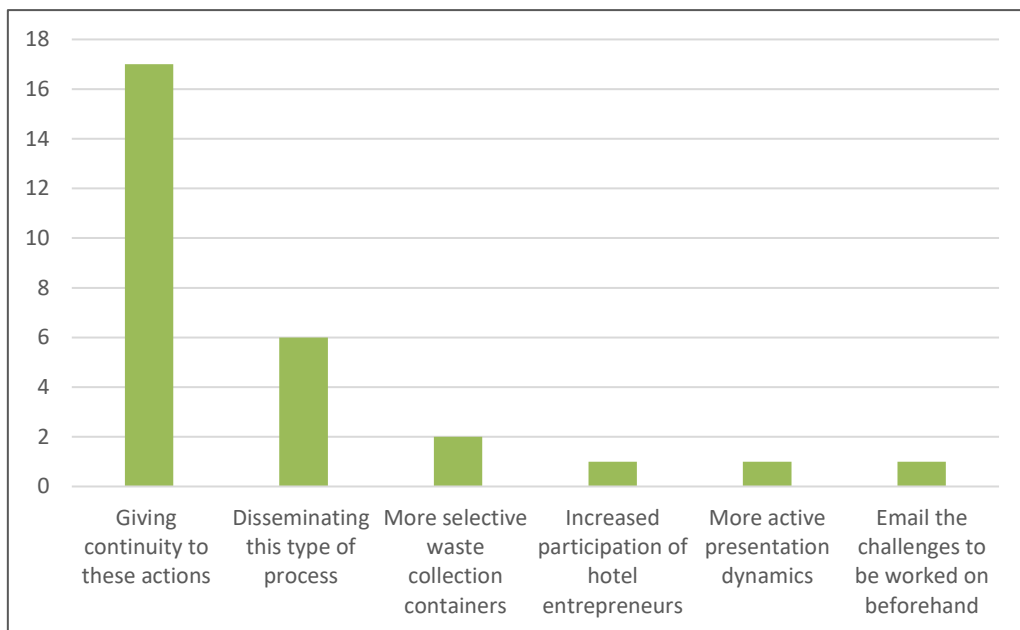


Figure 13. Suggestions made on the evaluation form.

## Annex I. Workshop moments



Picture 1. Marlene Figueroa, Ricardo Haroun and Tony Gallardo, during an interview for Radio Televisión Canaria (RTVC).



Picture 2. Tony Gallardo, Marlene Figueroa and Ricardo Haroun, at the beginning of the workshop.



Picture 3. Tony Gallardo presenting initiatives zero waste in Fuerteventura Biosphere Reserve.



Picture 4. The challenges raised by participants in the buffer activity.



Picture 5. Participants during the Cloud structuring process.



Picture 6. Stakeholders identifying good practices.

Pictures 7, 8, 9. Sharing good practices to all stakeholders.

