**Factsheet for new measures**

*This measure fact sheet is the result of coordination between the UBA project Implementation of the Marine Strategy Framework Directive (MSFD) in Bulgaria – Development of Programmes of Measures under Article 13', carried out by Fresh Thoughts/Intersus, and the EC project (DG Environment) 'Technical and administrative support for the joint implementation of the Marine Strategy Framework Directive (MSFD) in Bulgaria and Romania – Phase 2', carried out by ARCADIS-Belgium.*

| **Measure characteristics**  | Management area:* *Black Sea*

*Any other codes* | Code:*MSFD reporting code*No. of measure:5 |
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| **Measure title** | Coordinated set up and / or support of regular (yearly) awareness raising campaigns addressed to business (commercial, beach users, fishermen, etc.) and public (tourists, students, children, etc.) related to the sources and the environmental consequences of marine litter and the need for waste recycling. |
| **Short, precise description of the measure** | This measure is developed as common coordinated measure between Bulgaria and Romania in the scope of EC project (DG Environment) “Technical and administrative support for the joint implementation of the Marine Strategy Framework Directive (MSFD) in Bulgaria and Romania – Phase 2” and consists of the following actions:5.1 Capacity building events as information campaigns and seminars (children, students and wide public).5.2 Regular (annual) campaigns for encouraging and promoting beach clean-up activities and improved Marine Litter monitoring on voluntary basis |
| **EU measure category** | **2b** |
| **Key Types of Measures** | KTM 19 Measures to prevent or control the adverse impacts of recreation including anglingKTM 21 Measures to prevent or control the input of pollution from urban areas, transport and built infrastructureKTM 29 Measures to reduce litter in the marine environment |
| **Environmental targets** | RO targetsReducing the amount of marine litter transported by rivers (ex. The Danube River).Reducing the amount of waste resulting from activities in coastal area and offshore.Reducing the impact of marine litter on marine species and their habitats.Pressure target10.1.1. Target: Decreasing trend in the amount of marine litter washed ashore and/or deposited on coastlines.10.1.2. Target: Decreasing trend in the amount of marine litter floating on the water surface, in the water column and deposed on the seafloor. Regarding criterion 10.1, indicator 10.1.3 "Trends in the amount, distribution and, where it can be established - the composition of the micro particles (in particular plastic micro particles), defining environmental target will be made conducting a preliminary study of the content and trends in the accumulation of micro particles in biota and after gathering enough data will be updated.Regarding criterion 10.2, indicator 10.2.1 indicator "Trends in the amount and composition of waste consumed by marine animals (an analysis of stomach contents), defining environmental target will be done carrying out a preliminary study on the content and trends in the accumulation of microparticles in biota and after gathering enough data.Target: Decreasing trend in the amount of marine litter deposited on the seafloor. |
| **Descriptors** | D10 – Marine litter |
| **Main pressures** | * Other physical disturbance/Marine litter
* Systematic and/or international release of substances
 |
| **Main drivers** | Coastal human activities (ex. tourism, recreation, sports and eco-tourism)IndustryFisheryHouseholds |
| **Characteristics** | Marine and coastal birdsMarine mammalsFishBenthic habitatsPelagic habitats |
| **Link to other directive/legislation/policy** | Waste Framework Directive 2008/9/EC;Urban Waste Water Directive 91/27/EEC;Bathing Directive 2006 /7/ ЕС)Convention for the Protection of the Black Sea Against Pollution and the Protocol on the protection of the Black sea environment against pollution by dumping  |
| **Necessity for transnational regulation** | Link with Convention for the Protection of the Black Sea Against Pollution and its Protocols - possible need for change |
| **Instrument for implementation/** **Mode of implementation** | TechnicalPolicyEconomic |
| **Spatial reference/implementation zones** | Territorial waters/EEZ |
| **Contribution of the measure to achieving the target**  | Raising public awareness will lead less introduction of marine litter in the marine environment, their accumulation on the beaches, as well as the negative effects on fish, marine mammals and birds. The measure will have low contribution to achieving the targets.  |
| **Transboundary impact** | The implementation of the measure is not expected to have negative effects on the marine environment of neighbours. Instead of this, implementation of the measure will have positive results. |
| **Costs** | **First rough assessment:** low < € 50.000*1) Capacity building events:* Coordinating and setting up events: *3000 €**2) Regular (annual) campaigns for encouraging and promoting beach clean-up activities and improved Marine Litter monitoring on voluntary basis: 12.000 €*Total one off costs within MSFD cycle (6 years): 15.000 €*Scoring:*

|  |  |
| --- | --- |
| **Score** | **total cost** |
| 1 | > € 1 million |
| 2 | € 500.000 - 1 million |
| 3 | € 200.000 - 500.000 |
| 4 | € 50.000 - 200.000 |
| **5** | **< € 50.000** |

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| **Effectiveness** | Potentially strong |
| **Indicator(s) to measure effectiveness** | No. of meetingsNo of beach clean-up campaigns |
| **Socio-economic assessment** | **Negative side effects:**The implementation of the measure is not expected to have negative effects on the marine environment. Instead of this, implementation of the measure will have positive results.**Benefit:**Raising public awareness will lead less introduction of marine litter in the marine environment, their accumulation on the beaches, as well as the negative effects on fish, marine mammals and birds.**Cost Effectiveness Assessment:** Cost effective**Cost Benefit Assessment:** medium  |
| **Coordination** | Bilateral  |
| **Technical feasibility** | * *Applied; limited experience / uncertainties*
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| **Body responsible for the measure implementation** | **Bulgaria:** Ministry of Environment and Waters (MoEW), Black Sea Basin Directorate (BSBD), Regional Inspectorates of Environment and Water - Varna and Burgas (RIEW - Varna and RIEW Burgas), NGOs, Universities, beach concession holders, regional state administrations an municipalities**Romania:** Ministry of Environment, Waters and ForestsNIMRD “Grigore Antipa”, NGO “Mare Nostrum” |
| **Financing opportunities** | Public funds; private funds; EU projects (i.e RO-BG CBC Program, Horizon 2020 Program) |
| **Planning of implementation/temporal coverage** | **2017** |
| **Difficulties in implementation** | No  |
| ***Supporting information for SEA*** |
| **Additional values for protection (outside MSFD)** |  |
| **Reasonable alternatives** |  |