

# Nireas : Educating Rita..

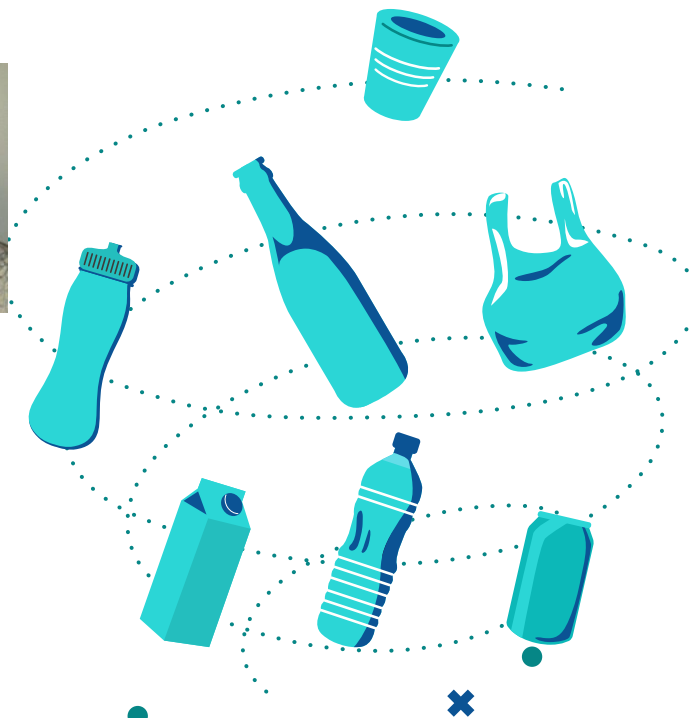
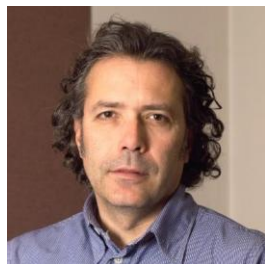


Greece





# Mentors' Team



# The problem of pollution in the Municipality of Neos Marmaras (as seen through Rita's eyes)

1

## Observation

Rita is an imaginary resident of Neos Marmaras, a tourist town in Halkidiki, Greece, sees the tourist product of her place degraded by the increased presence of jellyfish in the sea.

2

## Hypothesis

Plastics "drown" the sea and sea turtles ingest plastics. As long as there are turtles, there will be no jellyfish and as long as there is no litter at the beaches of Neos Marmaras, there will be turtles.

3

## Action

Reducing beach littering brings balance to the environment and the turtles to the sea. Therefore, jellyfish are reduced and the quality of the local, touristic product is improved.

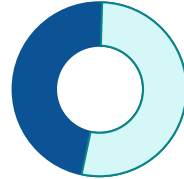
# Polution stakeholders



**40%**

## Tourists

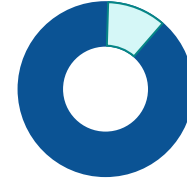
In Greece, 39 tons of plastics end up in the sea every day. In the summer, this number increases by 40% due to tourism.



**41%**

## Residents

According to a survey Nireas run, 41% of Neos Marmaras residents claim there are no recycle bins in their neighborhood.



**85%**

## Municipality

In the same survey, 85% of Neos Marmaras residents, claim that they notice garbage outside bins in the streets of the town.

# Action taken

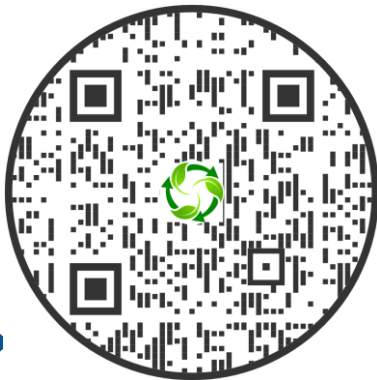
## Survey

A sample of 100 Neos Marmaras residents took part and 96% of them confirmed that they would be interested in learning how to recycle the right way, so Nireas created a QR Code to guide them through



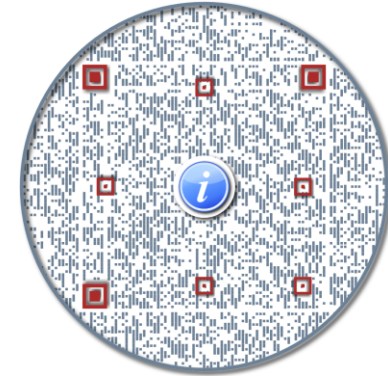
## Mentoring Hub

High School of Neos Marmaras is the home to Nireas team. We decided to turn it to a mentoring hub on recycling for our community

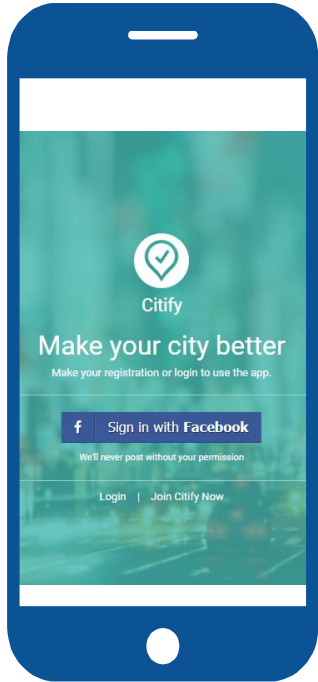


## Raising tourist awareness

Neos Marmaras beach is called Paradise, so Nireas prepared a short video to raise awareness among tourists, using the moto "Preserve our Paradise"



# The solution lies in our hand



1

## Citify app

Nireas contacted the city authority and asked for an application to be created using the app citify so that residents know the exact point at which they can recycle each waste stream.

2

## Sensor alert

By expanding the use of the citify application, residents will be able to immediately notify the Municipality, so that it empties the full recycle bins. In the future, it is planned to place sensors in the bins that will send an alert when they are full.

3

## Rewarding scheme

In collaboration with the NGO Followgreen, which is active in the field of recycling, the Municipality will acquire a smart "recycling corner", which through a mobile application, residents can earn and redeem reward points in local partner stores.

# Resources

Presentation:



QR Codes:



Music:



Images:

- [https://en.m.wikipedia.org/wiki/File:Flag-map\\_of\\_Greece.svg](https://en.m.wikipedia.org/wiki/File:Flag-map_of_Greece.svg)
- <https://www.citifyapp.com/>

Data:

- Nireas Survey results
- Plastics - the Facts 2022
- <https://www.kathimerini.gr/society/968350/mesogeios-mia-thalassa-apo-plastiko/>