ZLARIN (Croatia)

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ZLARIN TOURIST BOARD, Sustainable Development Committee
COUNTRY: CROATIA

INHABITANTS: According to the 2011 census, Zlarin had 284 inhabitants.

TOURISTS: 2018 - 1561 ARRIVALS, 31008 NIGHTS

SPECIF STATUS: NOT PROTECTED
The main goal: introduction of practice of not using single-use plastics

INITIATIVE/ ACTIVITY:
- APC – 1st place
- Talking to locals
- Finding alternative products
- Signing of the Charter
- Educating and informing
- Video “Take a break from plastic”
- First tourist season without single-use plastic

PARTNERS / GOVERNANCE:
- La Revolution Albatros, Tourist Board, Local Board, Volunteer Fire Department, “Coral” Cultural and Arts Society, Yacht club, Parents and Children's Association “Bodulići”
- SMILO
MAJOR RESULTS:

- 113,000 plastic bags, 12,300 disposable cups and 36,700 other plastic disposable items
- 2 stores, fruit stand, fast food, 4 restaurants, 3 caffe bars and 5 NGO – Plastic-free
- Media attention worth 1,628,299.63 EUR
- TOTAL REACH: over 37 million people
- New opportunities and expansion of the project

CHALLENGES:

- Reluctancy to change plastic use habits
- Higher costs, Lack of alternative products in Croatia
- Communication with the mainland utility company - introduction of the new waste management system
- Priority - Waste sorting and composting
LESSONS LEARNED

- NEGATIVE -

• Alternative products are more expensive than plastics

• Changing people's habits is difficult...

• New Waste Management System is needed

• The large number of reusable cups used also means a lot of time to wash.

+ POSITIVE +

• Local business owners are united in purchasing alternative products

• ... but it's worth it!

• Next year will be better and we have plenty of time to prepare!

• More volunteers are needed.

THANKS FOR LISTENING!