

The sea provides every
second breath we
take.

Our seas produce
50-70% of the
oxygen we need.



DENİZTEMİZ ASSOCIATION/ TURMEPA

Turkish Marine Environment Protection Association

WHAT IS ZERO WASTE BLUE?



Led by the Ministry of Environment, Urbanization and Climate Change and supported by TURMEPA, the “Zero Waste Blue” Project was launched on 10 June 2019 in Istanbul to help efforts for protecting the seas. The project is intended to include all segments of the society in this blue voyage in order to protect our natural resources and use them efficiently and effectively in an attempt to leave crystal blue seas and a clean environment for future generations.

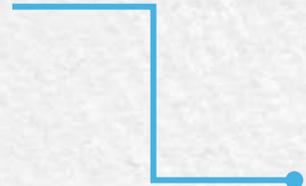
The project was inaugurated by First Lady Mrs. Emine Erdoğan and Minister of Environment, Urbanization and Climate Change Mr. Murat Kurum.



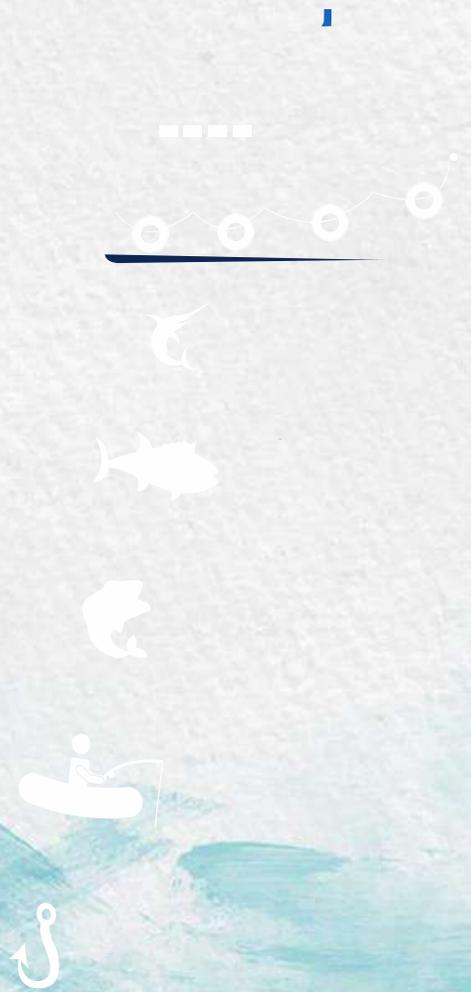
WHY DOES ZERO WASTE BLUE MATTER?

OBJECTIVE

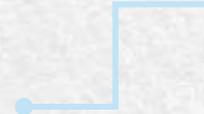
TO ENSURE THE SUSTAINABILITY OF FRESHWATER RESOURCES



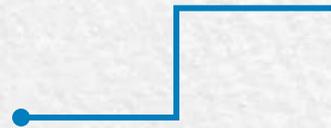
TO MAKE SEA PROTECTION A MATTER OF CONSCIENCE ON A NATIONAL LEVEL BY RAISING SOCIAL AWARENESS



TO PROTECT THE SEAS AND THE BIODIVERSITY IT HARBORS AS THEY PROVIDE EVERY SECOND BREATH WE TAKE (50-70%)



BRINGING ALL STAKEHOLDERS TOGETHER TO WORK TOWARDS A COMMON GOAL



TO INVOLVE YOUTH IN BLUE TRANSFORMATION TO LEAVE A CLEAN WORLD FOR FUTURE GENERATIONS



ZERO WASTE BLUE FOR OUR SHORES



Barriers to sustainable tourism



Low water quality



Sound noise



Light pollution



Capacity of
infrastructure



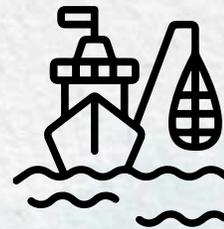
Coastal use is not
structured in
accordance with the
ecosystem



Waste Management
Problems



Uncontrolled
diving



Overexploitation
of regional fish
stocks



Controlled-
duration-limited
motorized water
sports activities

ZERO WASTE BLUE EFFORTS

Zero Waste Blue Guide Released

A Blue Guide to protect our seas and water resources



Ports



Marinas



Beach Facilities



Beachfront
Hotels

All sea-related businesses join in for transformation.



ZERO WASTE BLUE EDUCATIONS



All Hands on Deck for Educating People about the Zero Waste Blue Initiative

TURMEPA holds Zero Waste Blue Training Courses

Training Courses kicked off at;

- all schools,
- across all age groups
- in all cities.

The courses focus on;

- The importance of the seas,
- The marine ecosystem,
- The biodiversity in our seas,
- The climate crisis,
- Zero Waste,
- Zero Waste Blue,
- Our individual responsibilities for a better environment

In 28 years
9 million



78 thousand
students



6500
teachers



Our videos were
watched 592,000
times on EBA and
204,000 times on
ÖBA.



ZERO WASTE BLUE EFFORTS



We Produce Solutions with Leading Projects

A first in the world



The infiltration of more than 40 million liters of wastewater into the seas was prevented.



ZERO WASTE BLUE EFFORTS



Sea Volunteers Roll up Sleeves for our Coasts



ZERO WASTE BLUE EFFORTS/TURMEPA AS A CATALYZER

Zero Waste Blue Guide Released

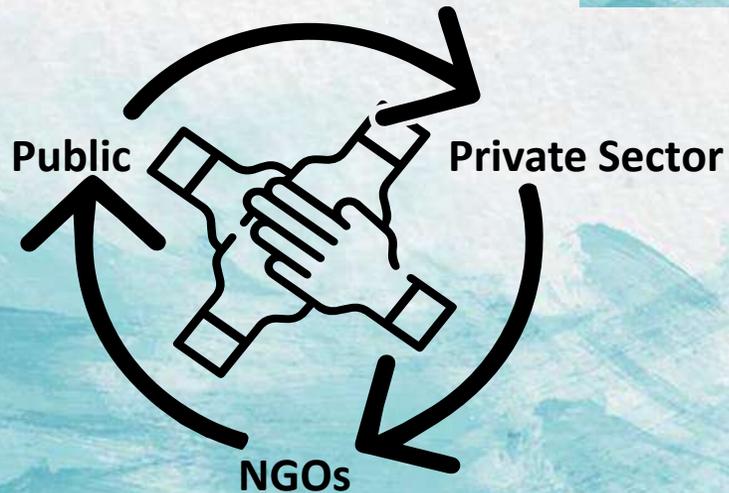
All Hands on Deck for Educating People about the Zero Waste Blue Initiative



We Produce Solutions with Leading Projects

Sea Volunteers Roll up Sleeves for Coasts

TURMEPA supports the Ministry of Environment, Urbanization and Climate Change on behalf of Civil Society



From the shores towards the whole country...
Zero Waste Blue is more than an awareness project

ZERO WASTE BLUE for UN SUSTAINABLE DEVELOPMENT GOALS



TARGETS FOR THE SHORES

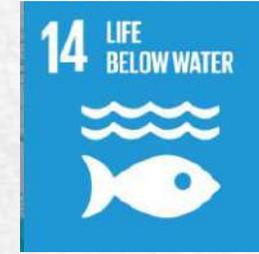
Natural Disaster Resilient Tourism Facilities



Sustainable Marine Tourism



Conservation of regional endemic species



Reducing Carbon Emissions



Prevent water pollution



It is our duty to leave a livable world and clean seas
to future generations

While there is a sea, there is life!

WHAT WE CAN CONTRIBUTE TOGETHER



EDUCATION

TURMEPA has the experience to set up result-oriented and well prepared educational programmes for all parties of the tourism sector. Trainings must target the exact party of the sector for capacity building.

For example hotels, cafes or yacht captains has different priorities to learn and take action.

RAISING AWARENESS

TURMEPA has different tools to raise awareness for sustainable tourism such as clean-up campaigns, workshops, seminars, webinars, voluntary activities etc.

VOLUNTEERS

UN Sustainable Development Goals are easier to achieve with volunteers. More than 11.000 active volunteers, TURMEPA has the power to influence the public.

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