



Pilot City Success Stories

Municipality of Peyia

USING FUPOL TO CREATE A SMART POLICY MEASURE FOR SUSTAINABLE TOURISM (ENVIRONMENTAL POLICY DESIGN)

1. The Challenge

A number of comments from tourists and citizens that were identified by the Municipality of Peyia during the piloting phase of the FUPOL project (www.fupol.eu) concerning the litter problem that is so evident on the beaches of coastal municipalities. Specifically, one of the most common complaints involved the large amount of cigarette butts left in the sand and floating in the water, which contribute to the reduction of the attractiveness of the beach and the aesthetics of the town in general.

Cigarette butts are ranked the most littered item in many countries, particularly in beach areas. As a result, many coastal-dependent species of wildlife (both on land and in sea) ingest the extremely harmful plastic cigarette filters causing a number of severe problems, such as nicotine poisoning, tumours, starvation and malnutrition. Furthermore, cigarette butts are potential choking hazards, especially to small children who enjoy playing in the sand. Overall, it is extremely important to keep the beach and water clean and safe for tourists and locals.

For the Municipality of Peyia, the biggest challenge concerning cigarette butt littering revolved around selecting the best cost-effective smart policy action from a number of potential measures. Several actions were considered and analyzed with FUPOL tools. These included:

- a. Hiring or buying specialized equipment for raking sand in order to collect waste;
- b. The division of the beach into “smoking” and “non-smoking” zones so that cigarette butts would be concentrated into a specific area for easier clean-up
- c. On-the-spot-fining for smokers who litter;
- d. Provision of a smart anti-cigarette butts policy ashtrays

2. The Solution

The final decision regarding which action to adopt in order to combat the problem of cigarette butt littering was taken after the municipal council discussed the potential measures. FUPOL tools were used to gather the opinions of tourists and local residents. One of the measures suggested by many tourists concerned the use of special beach cone ashtrays, as shown in Figure 1.

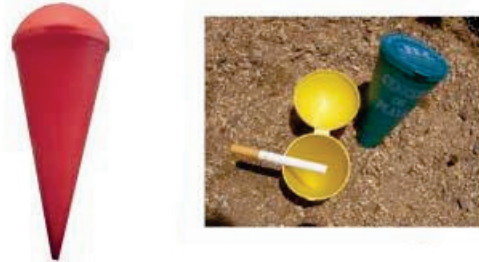


Figure 1. Beach cone ashtrays from recyclable plastic

The cone ashtrays are to be provided to smokers on the beach from a customized stand (Figure 2) free of charge.



Figure 2. Beach cone ashtray stand.

The ashtray stand will be used to raise awareness on beach littering and this smart policy measure, as well as the benefits on aesthetics and the preservation of the natural habitat and the coastal area of Coral Bay at Peyia Municipality. The cones themselves will be utilized for promotion and advertising of Peyia and its landmark sites in general. This offers the municipality an opportunity to orchestrate the sustainable tourism strategy that will contribute to the upkeep of the cone ashtrays and the stands.

Also there are a number of ways available for recycling (upcycling) cigarette butt waste, including turning waste into fences, benches, picnic tables, trash cans, plant plots, watering cans, paving stones. Therefore it is expected that in the future some infrastructure will be generated solely by the cigarette collection program.

Next to each beach cone ashtray can a dedicated fire proof bin will be placed dedicated exclusively for cigarette butts. Coral Bay visitors will empty their beach cone ashtrays (Figure 1) in that bin and subsequently return them to the beach cone ashtray stand (Figure 2).

3. The Results

The Municipality of Peyia will launch this smart policy measure during the summer period (June 2015 – August 2015).

4. The Main Benefits

The main benefit of this policy action is that it helps solve the problem of cigarette butt littering, whilst maintaining a balance between the needs of all beach users. First and foremost, the beaches will be kept clean and safe from cigarette butts. Second, the ashtrays will help prevent people and wildlife from being endangered by the harmful chemical-filled filters. It also avoids segregating smokers from non-smokers and, in addition, avoids the use of equipment (such as rakers and cleaners) that causes pollution through carbon dioxide emissions. The cost of the cone ashtrays and stands are relatively less expensive than other proposed measures and the maintenance costs are also kept to a minimum, compared to other equipment. A small yet important step forward in terms of sustainable tourism.