

**Proponent:** Comune di Cesenatico

**Co-proponent:** COOPERATIVA SOCIALE LA VELA A R. L.

**Title:** CE.LI.PLA – Cesenatico libera dalla plastica

**Project description:**

The main goal of the project is to raise the awareness and training of the population and civil servants on daily actions that every citizen can and must introduce to combat climate change. This attitude becomes particularly necessary because the territory of Cesenatico has a considerable tourist reception: from May to late September, the population is enriched by hundreds of thousands of tourists who unfortunately use and dispose of materials and waste in an inappropriate way. The project aims to combat such behaviour and contain its consequences.

Two different sets of activities are foreseen:

1. On one hand activities aimed at stimulating virtuous daily actions in the population and in the staff of the municipality through the installation of dispensers of public water for free access, the diffusion of water containers made of recyclable and/or compostable materials and finally containers for the separate collection of waste in all the offices of the Administration offices, in particular the ones open to citizens.
2. On the other hand, communication and training activities: through an information and educational campaign on the correct use of raw materials, water and waste materials, the aim is to reach as many users as possible. The campaign will be carried out through the diffusion of radio-television messages, the use of social media, the affixing of brochures and distribution of leaflets in strategic places with a big influx of people.

The hoped-for benefits are a reduction in undifferentiated waste, an increase in separate collection of at least 5-10%, particularly plastic, and a consequent improvement in the quality of the city environment and of the beaches cleared of abandoned waste.