

# Preventing Plastic Pollution

(Social Transfer)

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## Project leads

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## Abstract

Working in partnership with 18 organisations from across France and England, “Preventing Plastic Pollution” seeks to understand and reduce the impacts of plastic pollution in the marine environment. By looking at the catchment from source to sea, the project will identify and target hotspots for plastic, embed behaviour change in local communities and businesses, and implement effective solutions and alternatives.

## Keywords

plastic pollution, microplastics, education, agriculture, fisheries, tourism

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## Aims of the Third Mission activity

Preventing plastic pollution by working together with different sectors such as tourism, fisheries, agriculture, education.

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## Cooperation partners outside the university sector

please see <https://preventingplasticpollution.com/>

## Cooperation partners from the scientific/research field

None

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## Faculty

Psychologie, Stadt- und Umweltpsychologie, in Kollaboration mit der University of Plymouth, UK

## Timeframe

2019 - 2022

## Funding

Interreg

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## Research basis

Based on previous research on plastic pollution: psychological and behavioural determinants.

## Social/economic relevance

Plastic pollution is a major environmental issue.

## Integration into academic teaching/the curriculum

No

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**Impact** Aimed to reduce plastic pollution, change practices and encourage innovation.

**Transfer aspect of the activity** Transferring academic knowledge to different sectors

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**Future orientation & sustainability** Sustainability is integral in this project.

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**Achievement of objectives** There is a strict reporting schedule against targets by the EU.

**Measures to sustain this activity over the long term/expand it** None

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**Visibility** <https://preventingplasticpollution.com/> Also there is a dedicated communications task.

**Links/Publications** <https://preventingplasticpollution.com/>

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