



Good Practice Story Title: Noronha Plastic Zero

Destination: Fernando de Noronha

Country: Brazil

Submitting Organization: Superintendent Tourism, Sports and Culture of Fernando de Noronha

Category:

- Destination Management
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities
- Business & Marketing

Destination description:

An archipelago with crystal-clear waters that caress beaches of unparalleled beauty. A place where marine life dances in harmony with rich biodiversity. Welcome to Fernando de Noronha, a natural paradise located in northeastern Brazil, in the state of Pernambuco. Fernando de Noronha is a UNESCO-recognized treasure. Comprising 21 islands, islets, and volcanic rocks, the archipelago covers an area of 26 km².

Noronha is home to the largest breeding colonies of seabirds. Birds take flight over the Atlantic, while fish, sponges, algae, mollusks, and corals weave a vibrant ecosystem. Each dive is an underwater symphony. Access to the island is controlled, and an Environmental Protection Fee (TPA) regulates the number of tourists. This measure not only preserves nature but also funds sustainable tourism initiatives. Here, responsible use of natural resources is a priority, and waste minimization is a shared mission. Marine life conservation programs and environmental education maintain ecological balance. Fernando de Noronha aims to demonstrate how sustainable development can coexist with natural beauty.





Summary of Good Practice Story:

On the paradisiacal island of Fernando de Noronha, the increase in residents and visitors brought with it a challenge: the growing production of waste. In 2018, almost half of the Environmental Preservation Fee (TPA) collected was allocated to the treatment and transportation of solid waste to the mainland. It was projected that by 2022, waste management would consume 100% of this fee.

To address this scenario, the **Noronha Plastic Zero** program was born in 2019. Its goal? To eliminate disposable plastic waste on the island. The program prohibits the use of plastic bottles smaller than 500 ml, straws, disposable cups, plates, cutlery, and plastic bags. But it doesn't stop there!

The **Engagement Center** is the heart of this transformation. Passionate agents promote conscious consumption and environmental awareness. They support events, train local leaders, and meet community needs. This integrated approach promotes sustainability and combats waste.

The results are visible: distribution of sustainable materials (reusable cups, straws, and bags), rigorous enforcement, significant reduction in disposable plastics, and public-private partnerships. All of this culminated in winning second place in the **Innovation and Sustainability** category at the **Pernambuco Tourism Award** in 2019."

It's inspiring to see initiatives like the Noronha Plastic Zero program making a positive impact on the environment!

Issues faced:

In 2017, the state of Pernambuco and the Public Prosecutor's Office joined forces, signing an Environmental Commitment Term to implement sustainable measures, all in alignment with the National and State Policies on Solid Waste in Fernando de Noronha. The result of this commitment was Decree 002/2018, which banned the entry, commercialization, and use of disposable containers and packaging made of plastic or similar materials on the island. And thus, the Zero Plastic Noronha Program was born. Zero Plastic Noronha has a clear mission: to eliminate disposable plastic waste on the island. The goal extends beyond the paradisiacal beaches; it is a fight against the accumulation of plastic waste in the oceans. Noronha aims to be a mirror for other locations, demonstrating that the ban on disposable plastics is both possible and urgent. The Health Surveillance and Environmental Superintendence of the area monitor commerce, the airport, and the Port of Santo Antônio, resulting in a significant reduction in waste. And so, Noronha writes its history as the first Brazilian territory to adopt the Zero Plastic Decree. In the first year, 370 kg of plastic no longer polluted its beaches. In the years 2021-2022, an additional 179 kg were seized at the airport. A small paradise, but a great lesson for the world.

Solution:

The Zero Plastic Noronha Program is an initiative that aims to transform Noronha into an example for other destinations. The island is determined to eliminate the use of plastics and disposables to preserve its natural environment through the adoption of several measures:





Comprehensive Ban:

- Plastic beverage bottles with less than 500 ml, straws, disposable cups, plates, and cutlery are banned.
- Local businesses are also prohibited from using plastic bags or styrofoam containers for food and beverages.

Dissuasive Fines:

- Tourists, residents, and traders face fines if they do not comply with the rules.
- The second notification results in a fine of half the minimum wage for tourists and residents, and three times the minimum wage for commercial establishments.
- Upon the third notification, traders lose their operating license for one month and pay double the previous fine.

Rigorous Inspection:

- Airport inspections ensure that any disposable plastic is confiscated.

Transformative Agents:

- Engaged residents act as agents of change.
- They promote conscious consumption, lead events, and identify local needs.

Zero Plastic Noronha Kit:

- Partnerships with organizations provide reusable cups, straws, and bags.
- My COPO ECO, REDE ASTA, and BEE GREEN are part of this effort.

Glass Waste Management:

- The “Caminho do Vidro” project improves glass recycling and uses it in construction.
- Zero Plastic Noronha simplifies conscious consumption and prevents waste, promoting sustainability

Methods, Steps, and Tools applied:

For the development of the program, an immersive process was carried out on the island. During this occasion, the involved companies organized lectures, workshops, and participatory design sessions. The group of participants included administrative staff, representatives from civil society, and other local stakeholders. This group was led through an inclusive and collaborative process, focused on collective construction, investigation, development, and solution prioritization. They delved into key points and organized practical and strategic next steps for implementation.

The objective of the meetings was to identify and map the main challenges and opportunities related to the ban on disposable plastic containers and packaging in Fernando de Noronha. Based on this mapping, concepts, ideas, projects, and examples of potential solutions were collected to develop a focused action plan. This information served as input for a strategic goal-setting process, aiming to ensure compliance with Decree 002/2018.

The meetings were divided into stages of inspiration, investigation, design thinking, and evaluation, with the following objectives:

Diagnose the current situation on the island regarding the use, commercialization, and entry of plastic waste.



Categorize personas and target audiences, including residents, tourists, and the business community.

Define short, medium, and long-term objectives and goals.

Simultaneously, technical visits were conducted to strategic points such as the waste treatment plant, the dock, and the airport to gather information for the investigative phase.

The SAILBOAT methodology, a simple technique employing visual metaphors to describe real scenarios, was used. Two timeframes (August 2019 and August 2022) were defined to guide the development of activities, using guiding questions to facilitate collective construction. This process resulted in a diagnosis of the island's situation and its relationship with disposable plastic waste and containers, as well as mapping existing challenges.

In the co-creation stage, brainstorming techniques were used to develop a set of solutions for the challenges identified during the diagnostic phase. With the solutions defined, an evaluation exercise was conducted to support decision-making regarding which path to follow, how, and when. An evaluation matrix was created, allowing for a quick analysis and a systemic view of various alternatives, using criteria such as time, money, and reach, with scales of 1 (high), 2 (medium), and 3 (low). The result demonstrated a sense of urgency regarding the situation, and all participants suggested actions to be implemented.

This holistic and collaborative approach ensured that the action plan was comprehensive and tailored to local needs, promoting sustainability, and reducing the use of disposable plastics on the island of Fernando de Noronha.

Achievements and Results:

Noronha Plastic Zero Program Promotes Sustainability Results:

Distribution of Sustainable Materials:

- 30,000 promotional paper bread bags were delivered to bulk bread-selling establishments. This simple change significantly reduced the use of plastic bags.
- Campaign signs reading “Not Here” adorn all commercial and service establishments on the island, reminding everyone that Noronha is committed to a future free of disposable plastics.

Inspection and Reduction of Disposable Plastics:

- In the first year, 53 notifications were issued, and 370 kg of disposable plastics were seized during inspections at various establishments. Bags, straws, takeout containers, and gloves no longer have a place on the island.
- At the airport, 100% of flights were inspected over 118 days, resulting in the seizure of 200 kg of disposable plastics, primarily bags and containers. Additionally, 14 kg of disposable plastics were deposited in the voluntary collection container.
- Resuming inspections after the pandemic, from July 2021 to July 2022, led to the seizure of 179 kg of disposable plastics at the airport.

Public-Private Partnerships and Educational Initiatives:

- A collaboration with Heineken, Iônica, and Menos1Lixo enabled the production of reusable kits containing bags, straws, and cups made from 855 kg of repurposed canvas. These kits were distributed during educational activities in the district.





- The Plastic Zero Engagement Center became a vibrant meeting point, hosting workshops, presentations, and sensory experiences. More than 350 people participated in 35 inspiring events.
- Four local transformation agents were hired to raise awareness within the community and carry out targeted actions at events.

Improvements in Waste Reuse:

- The Glass Path, a glass waste reuse program, was enhanced in the district. Now, every empty bottle is an opportunity to create something.

These initiatives demonstrate Fernando de Noronha's commitment to sustainability and the reduction of disposable plastics, promoting a cleaner and healthier environment for both the community and visitors to the island

Lessons Learned and Advice:

Important Lessons Learned from the Noronha Plastic Zero Program:

Awareness and Education:

- The program emphasizes the importance of environmental awareness and education. Targeted campaigns directed at the local population, visitors, and tourism service providers have been essential in promoting behavioral changes.

Community Engagement:

- Active community participation has been crucial to the success of the initiative. Residents, business owners, schools, and other stakeholders collaborated in seeking sustainable solutions. Engaging everyone is vital for preserving the environment and promoting conscious practices.

Sustainable Alternatives:

- The Noronha Plastic Zero program promotes the adoption of sustainable alternatives to disposable plastic. This includes using biodegradable, recyclable, or reusable materials. Encouraging innovation and environmentally friendly practices is essential for reducing our ecological footprint.

Regulation and Enforcement:

- The program implemented regulations and policies aimed at reducing the use of disposable plastic. Additionally, enforcement ensures that these measures are followed.

These lessons can be applied in other locations, promoting more sustainable and responsible tourism. Together, we can contribute to preserving destinations around the world!

Recognitions and Additional References

In 2019, in the first edition of the competition, Pernambuco Tourism Award, in the Innovation and Sustainability category, Fernando de Noronha came in second place in the same category, with the Noronha Plástico Zero program. Due to the pandemic, the awards were not held in 2020.





This achievement highlights Fernando de Noronha's commitment to sustainability, promoting innovative practices aimed at environmental preservation. The Program is an example of how responsible management of natural resources can serve as a model for other tourist regions.

Fernando de Noronha: ban on single-use plastics is a fulfillment of a commitment between the Archipelago Administration and MPPE

<https://siteantigo2.mppe.mp.br/mppe/comunicacao/noticias/10344-fernando-de-noronha-proibicao-de-plasticos-descartaveis-e-cumprimento-de-compromisso-entre-administracao-do-arquipelago-e-mppe>

Transformation agents: Observing our consumption impact is necessary

<http://www.noronhaplasticozero.com.br/agentes-de-transformacao/>

Noronha wins first place in the Pernambuco Tourism Award

<https://semas.pe.gov.br/noronha-conquista-primeiro-lugar-no-premio-pernambuco-de-turismo/>

Reusing is a lifestyle, it starts with you and takes over the world

<http://www.noronhaplasticozero.com.br/kit-reutilizavel/>

Conscious disposal is capable of changing Noronha and the planet

<http://www.noronhaplasticozero.com.br/caminho-do-vidro/>

Zero Plastic Program continues in Fernando de Noronha with actions to ban single-use plastics

<https://www.youtube.com/watch?v=cSVroazpCKk>

Econoronha - Noronha Plastico Zero

<https://www.youtube.com/watch?v=69oviS-mjwk>

Jornal da Ilha - Noronha Zero Plastic Decree comes into force

<https://www.youtube.com/watch?v=TY8b-CbPW7g>



