

Imagine a world without plastic, what a TREASURE!

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Targeting the reduction of plastic outflow into the North Sea or TREASURE

It is now well known that a large share of marine litter reaches the sea via inland waterways, posing a serious threat to the environment and human health. In order to have a better vision and a better force of impact, 5 countries got together to tackle this issue and imagine a world without plastic in our Ocean.

TREASURE is a North Sea interreg project launched in June 2026 with 15 partners from Germany, The Netherland, Belgium, Denmark and France. The innovation of the project lies in a cross-sectoral approach, which is needed to successfully identify, prevent, and remove litter from inland waterways. The core of the project consists of Living Labs at different river-sea interfaces: the Frisian Peninsula (Germany), Dutch Deltas (The Netherlands), Nieuwpoort Yser estuary (Belgium), French ports and harbours on the English Channel (France), and Westcoast watersheds (Denmark).

These 5 Living Labs are spaces for collaboration, exchange and cocreation to tackle plastic pollution through 4 interdependent pillars:

- Governance & policy: improvement of policies at different levels for waste prevention.
- Data collection & analysis: Use of surveying and observation methods, e.g. citizen science, drone technology, to expand knowledge about composition, distribution and sources of waste, and harmonise methods.
- Prevention & behaviour change: Education and training for schools, professionals and the general public to reduce plastic pollution.
- Removal of plastic waste: Application of different innovative techniques for the collection and removal of plastic debris from rivers and harbours and getting insight of their effectiveness.

Keywords

Plastic Pollution; Living Lab; Cooperation