



C1_N-IL-1: Prohibiting the free distribution of single-use items

Kick-off Meeting

28 May 2026

Online

Prohibiting the free distribution of single-use items

WES-BCA Activity: C1_N-IL-1

KICK OFF MEETING

Thursday 28 May 2026

14:00 -16:00 Local Time (13:00 - 15:00 CET), Online

AGENDA

13:45 - 14:00	Connecting to the platform
14:00 - 14:15	Welcome and opening remarks Introduction to the meeting - Prof. Michael SCULLOS, Team Leader, WES-BCA Opening remarks - Ms. Goldi TABIKMAN, WES-BCA Environment Focal Point, Senior Foreign Relations Coordinator, Ministry of Environmental Protection MoEP - Mr. Eduardo FERNANDEZ-ZINCKE, First Counsellor, Head of Cooperation Section, Delegation of the European Union to Israel
14:15 - 16:00	Presentation of the activity and general discussion 15' Presentation of the Water and Environment Support-Biodiversity and Climate Action project (WES-BCA) - Prof. Michael SCULLOS, Team Leader, WES-BCA 15' Communication and dissemination aspects - Ms. Lisa PAPADOGEORGAKI, Communication Expert, WES-BCA 15' General framework of the national activity - Ms. Livnat GOLDBERG, Senior Head of Resources Reduction, Ministry of Environmental Protection MoEP 20' Presentation of the WES-BCA national activity (C1_N-IL-1) in Israel - Mr. Avi BLAU, Solid Waste/Circular economy Expert, WES-BCA 30' Discussion: Challenges and expected results 10' Conclusions - Closing Remarks - Prof. Michael SCULLOS, Team Leader, WES-BCA
16:00	End of meeting



Kick-off Meeting

C-1-N-IL-1: Prohibiting the free distribution of single-use items

Opening Remarks

28 May 2028

online

- **Prof. Michael Scoulllos**, WES-BCA Team Leader
- **Ms. Goldi TABIKMAN**, WES-BCA Environment Focal Point, Senior Foreign Relations coordinator, Ministry of Environmental Protection MoEP
- **Mr. Eduardo FERNANDEZ-ZINCKE**, First Counsellor, Head of Cooperation Section, Delegation of the European Union to Israel

Kick-off Meeting

C-1-N-IL-1: Prohibiting the free distribution of single-use items

Presentation of the WES-BCA project



28 May 2028

online

Presented by:

Prof. Michael Scoullas, WES-BCA Team Leader

The activity of today

- The National activity on the Environment in Israel, launched today, is entitled “Prohibiting the free distribution of single use items”. The issue of SUPs and related items is critical and of major concern around the Mediterranean, an enclosed system particularly vulnerable to plastic pollution.
- Israel’s production and use/consumption of plastics is among the highest in the OECD. The efforts of the Ministry of Environmental Protection and Ministry of Economy and Industry (MOE& I) are considerable and with the present activity we will try to contribute in transitioning to more circular economy, to the extent possible, free from plastic and in general single use items.

WES-BCA in a snapshot



- The EU funded “Water and Environment Support-Biodiversity and Climate Action (WES-BCA) in the Neighbourhood South region” project aims to improve the protection of the environment, the restoration of biodiversity and the management of scarce water resources, while enhancing the resilience to climate change in the Mediterranean region, strengthening the formulation and enforcement of the relevant policies of the Partner Countries and the two regional political frameworks, namely the Union for the Mediterranean (UfM) and the Barcelona Convention.
- It strives to enhance the capacity of relevant stakeholders to support them in formulating and or implementing policies in the issues mentioned above.
- It is meant to raise awareness, increase knowledge and improve public understanding, stimulating behavioural changes needed for appropriate climate action and environmental protection.
- WES-BCA is the continuation of the WES project and therefore capitalises on the experience of previous successful EU funded regional projects (WES, SWIM-H2020 SM, SWIM SM, Horizon 2020 CB/MEP).

WES-BCA Identity



Partner Countries: 8 Countries in North Africa and the Middle East



Duration: November 2024 - November 2027



Budget: 7.000.000 Euros



Team Leader: Professor Michael Scoulllos, scoulllos@wes-med.eu

Environment Expert: Mr. Anis Ismail, a.ismail@wes-med.eu

Water Expert: Ms. Suzan Taha, taha@wes-med.eu

Communication Expert: Ms. Lisa Papadogeorgaki, lpa@ldk.gr

WES-BCA Consortium



LDK CONSULTANTS S.A. (Leader)



Arab Network for Environment and Development (RAED)



Association of Cities and Regions for Sustainable Resource Management (ACR+)



Mediterranean Agronomic Institute of Bari (CIHEAM Bari)

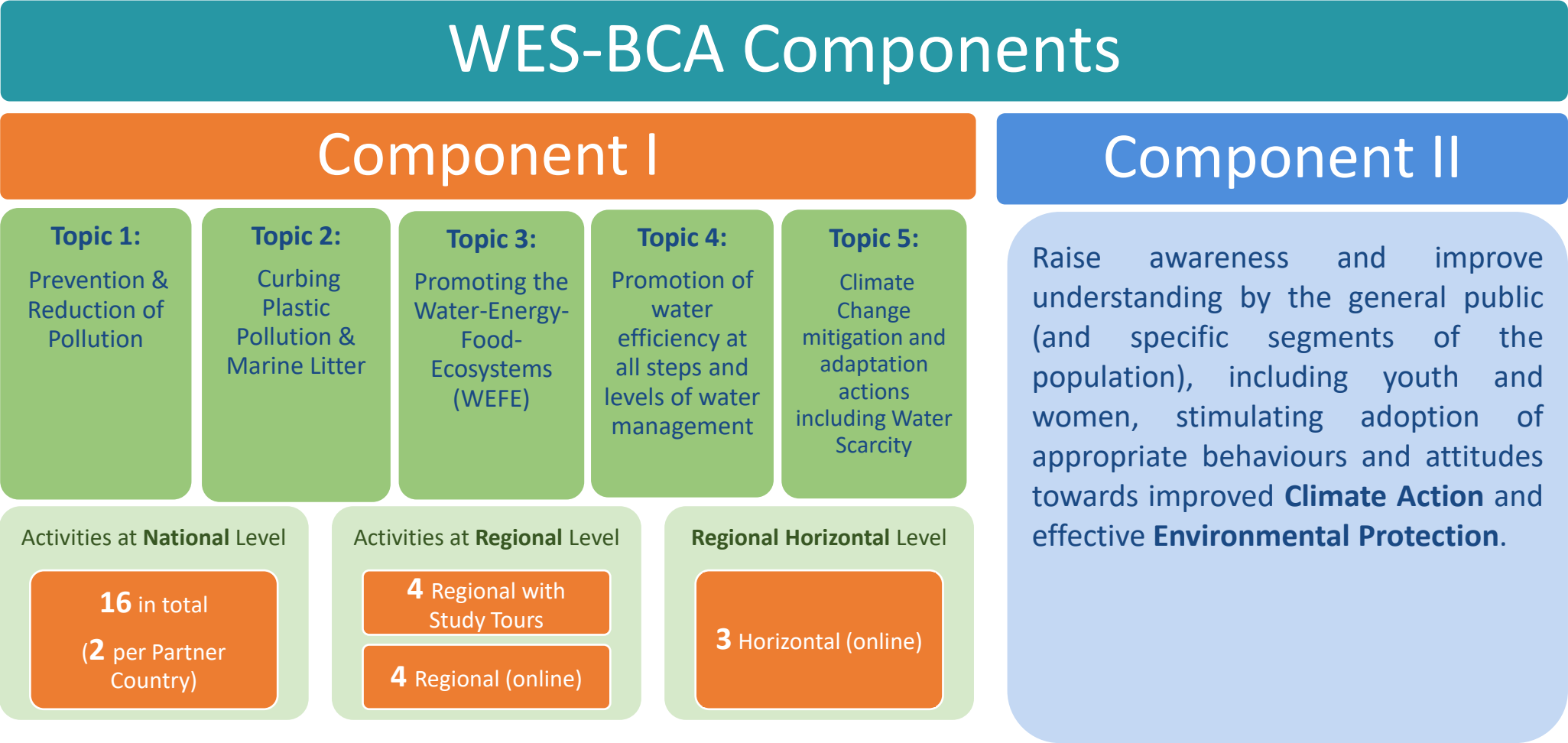


Mediterranean Information Office for Environment, Culture and Sustainable Development (MIO-ECSDE)



MedWaves, the Regional Activity Centre of UNEP/MAP for Sustainable Consumption and Production

WES-BCA Components and Outputs



WES-BCA Impact Assessment Methodology (CI)

Interlinked aspects:

- Stakeholder engagement (involving the right people from the relevant institutions)
- Defining, monitoring and assessing expected impacts throughout the process on both personal and institutional levels



Stakeholders' Engagement

Stakeholders' Engagement → **important impacts**

- The main stakeholders will be identified and targeted with the focal point and the partners.
- Stakeholders who could be involved in the activity (as applicable):
 - ✓ Ministry of Environmental Protection
 - ✓ Ministry of Economics & Industry
 - ✓ Local /Municipal Authorities
 - ✓ Private sector: manufacturers, distributors and retailers of single use utensils, recycling companies
 - ✓ Israeli Restaurants and Bars Association, specific café chains, specific hotel chains, specific food brands, specific consumer goods brands, hotel association, supermarkets, coffee truck
 - ✓ Universities/ Research Institutions
 - ✓ Retailers
 - ✓ NGOs
 - ✓ Reuse entrepreneurs
 - ✓ Refill shops

WES-BCA Impact Assessment Methodology



- Approval of Activities' ToRs (Relevant Stakeholders, Impacts and Indicators)
- Mobilizing candidates based on certain criteria to make sure the project serves the right target groups.
- Dynamic participatory activities involving quizzes, exercises etc.
- Evaluation immediately after the intervention.
- Follow-up and getting feedback (e-survey, interviews, capitalization questionnaires completed by FPs).

ENGAGING THE RIGHT STAKEHOLDERS IS KEY!

- Participants from the government / ministries that can contribute to the decision-making process and in designing policies. From other stakeholder groups as well.
- WES-BCA to identify and invite relevant CSOs and NGOs from national networks.
- Gender and Youth aspects are well engaged.



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in the Neighbourhood South region

Thank you for your attention!



WES-BCA Kick-Off Meeting

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Component I, Communication Plan

Presented by:

Ms Lisa Papadogeorgaki, Communication Key Expert WES-BCA

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- Disseminate information and knowledge on all WES-BCA activities;
- Increase awareness on the protection of the environment, the restoration of biodiversity, the management of scarce water resources and the effects of climate change in the Mediterranean region;
- Increase the commitment of decision-makers and key stakeholders at national and local level;
- Mobilise the civil society, especially young people and women;
- Ensure the visibility of WES-BCA and the EU support for WES-BCA and other projects/initiatives related to environmental issues in the Southern Neighbourhood countries.

Communication plan for this activity

- ❑ Throughout the development of the activity, all related information and results (presentations, deliverables etc.) on the management of single use items in Israel will be disseminated to key stakeholders and the media.
- ❑ News items, especially prepared for this activity, would enhance country's awareness to respond to plastic pollution challenging issues.
- ❑ Key insights will be shared to support tackling plastic pollution, especially single-use items in the country.
- ❑ Emphasis will be placed on the roadmap prepared by WES-BCA to be submitted to MoEP and the key points of the Barcelona Convention Regional Plan for Marine Litter Management that includes measures for minimizing/reducing plastic waste.

All communication material will be sent out to target groups (as mentioned in the slide on stakeholders' engagement), but most importantly, to Media contacts in Israel and key regional News Platforms.

Communication Tools

- ❑ Press Releases/Announcements;
- ❑ Information Bulletin;
- ❑ Social Media Posts;
- ❑ WES Repository on Best Practices in achieving waste reduction in the Mediterranean;
- ❑ Deliverables published via the website;
- ❑ Photos;
- ❑ WES Video.



Press Clippings

EU MedBridge

WES-BCA holds Webinar on the Mediterranean monitoring and reporting programs for marine litter prevention and mitigation

February 6, 2026

SHARE ON



The EU funded "Water and Environment Support-Biodiversity and Climate Action (WES-BCA) in the Neighbourhood South region" project held its Regional Webinar on the Mediterranean monitoring and reporting programs for marine litter prevention and mitigation, on the 3rd of February 2026. This regional activity is to support its Partner Countries (PCs) in monitoring methodologies (for all marine matrices) that have been adopted by the Contracting Parties of the Barcelona Convention. Through this webinar, more than 45 key stakeholders from the Mediterranean region had also the opportunity to exchange of national experiences, case studies, and best practices related to marine litter monitoring and reporting as well as on mitigation strategies.

The WES-BCA team of environment and marine litter experts compiled inputs and prepared a Background Document that gives an overview on tools, and methodologies and introduces best practices to support the implementation of regional and national marine litter monitoring and reporting programmes. This aims at enhancing informed decision-making and policy development. The Background Document, together with the findings of a regional survey and insights from the Regional WES-BCA Webinar, will feed into the Regional Assessment Report currently under preparation. The report will include country profiles, a regional synthesis, cross-cutting analyses, action-oriented recommendations, and a proposed project concept to support further implementation and capacity-building.

Plenty of regional and international initiatives address plastic pollution. The European Union has advanced key policies such as the EU Plastic Strategy and the Single-Use Plastics Directive, aimed at reducing plastic waste and fostering circular economy models. In fact, one of the five topics of WES-BCA activities is 'Curbing plastic pollution and marine litter'. A useful [video](#) on Single-Use Plastics (produced by the previous EU funded WES project) is complementing the WES-BCA's efforts to provide key information on the impacts of the use of SUPs, the benefits of anti-plastic measures but also on the ways to addressing the problem.

The Union for the Mediterranean (UfM) provides a regional framework for environmental action and sustainable development in relation to plastic pollution via its GreenerMed Agenda and its Sustainable Blue Economy Roadmap, while the United Nations Environment Programme/Mediterranean Action Plan (UNEP/MAP) has been providing long-term support to the implementation of the Regional Plan for Marine Litter Management in the Mediterranean through improved monitoring, knowledge-sharing, and best practice dissemination.



WES-BCA: approval of the 2026–2027 Work Plan of the EU project on environment and climate

May 15, 2026 | Event, Meeting, UNEP/MAP



The **2026–2027 Work Plan of the European project "Water and Environment Support – Biodiversity and Climate Action (WES-BCA)"** was approved during the 2nd Steering Committee Meeting (SCM), dedicated to the monitoring of activities in the Southern Neighbourhood region.

The project involves eight countries of the Middle East and North Africa and has a budget of 7 million euros for the period November 2024 – November 2027. The initiative aims to strengthen environmental protection, water resources management and climate resilience in the Mediterranean, while at the same time promoting common policies in partner countries and in the main regional frameworks, including the Union for the Mediterranean (UfM) and the Barcelona Convention.

During the meeting, the main interventions planned for the next two-year period were confirmed, which concern plastic pollution, biodiversity protection and water resources management, both conventional and non-conventional. The programme includes training activities, workshops, study visits, webinars, consultations, surveys and awareness campaigns.

Despite the complexity of the regional context, project activities continue without significant interruptions. The CEO of LDK Consultants S.A. and Project Director, **Stavros Damianidis**, underlined how the work of the expert team, in synergy with the Focal Points, carries out work that ensures regional integration.

The meeting was attended by representatives of the Environment and Water Ministries of the partner countries, the European Commission (DG MENA and DG ENV), EU Delegations, institutional partners including the Union for the Mediterranean and the Barcelona Convention, as well as the main stakeholders and the project team. The participants expressed full support for the continuation and strengthening of the initiative.

Among the interventions, the **Coordinator of UNEP/MAP, Tatjana Hema**, highlighted the growing cooperation between UNEP/MAP and the WES-BCA project, describing it as contributing to tackling some of the Mediterranean's most pressing environmental challenges. She noted that several of the project's initiatives also closely contribute to **UNEP/MAP** policy and regulatory frameworks, particularly efforts to curb plastic pollution and marine litter while advancing more integrated and efficient water management across the region. Tatjana Hema expressed UNEP/MAP's appreciation for the work undertaken by the EU-funded WES-BCA and for its important role in the region in strengthening country capacities in their efforts to deliver an ambitious environmental agenda and UNEP/MAP commitment for joint work and maximized synergies.

The **WES-BCA project** represents the continuation of the previous WES programme and has the objective of supporting the transition towards a more sustainable management of environmental resources in the Mediterranean, strengthening climate, water and biodiversity policies in partner countries.

[Learn more](#)



The UNEP/MAP Newsletter

MEDNEWS 03/2026



WES-BCA: WEBINAR ON THE 7TH NATIONAL BIODIVERSITY REPORT

On 21 January, the WES-BCA project organized an online webinar titled **"Reporting Structures and Indicators for the 7th National Report under the Convention on Biological Diversity (CBD)."** The event was co-organized with the Union for the Mediterranean (UfM), in collaboration with the CBD Secretariat, the Directorate-General for the Middle East, North Africa and Gulf (DG-MENA), and the Directorate-General for Environment (DG ENV) of the European Commission. The webinar provided support to Partner Countries by offering guidance on reporting structures and indicators, in line with the CBD, the Kunming-Montreal Global Biodiversity Framework, and other regional and international biodiversity commitments.



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WES Project



WES-BCA 2026.05 E-Newsletter

The May 2026 WES-BCA E-Newsletter was just published!

Take a look: <https://www.wes-bca.eu/wp-content/uploads/2026/05/WES-BCA-2026.05-E-Newsletter.pdf> [...]

[Read More >](#)



The 2026-2027 Work Plan of WES-BCA project was endorsed during its 2nd Steering Committee Meeting

During the online 2nd Steering Committee Meeting (SCM), of the EU-funded project "Water and Environment Support-Biodiversity and Climate Action (WES-BCA) in the Neighbourhood South region", on the 12th of May 2026, its progress, since the previous SCM (May 2025), was thoroughly reviewed and its Work Plan of 2026-2027, was presented and endorsed. [...]

WES-BCA Social pages



The WES-BCA project has organised an online kick-off meeting of the Regional activity, on November 12, 2025.

This WES-BCA activity is to support the Mediterranean Partner Countries in enhancing the implementation of harmonised marine litter monitoring Programmes for all matrixes and to contribute to more effective reporting and mitigation measures aligned with the Regional Plan on Marine Litter Management under the Barcelona Convention.

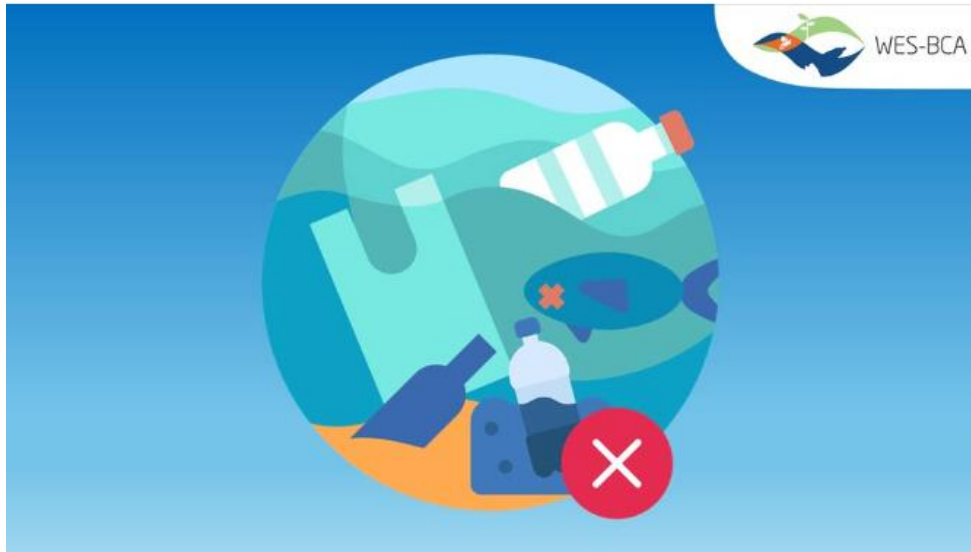
During the Kick-off Meeting, the team of WES-BCA environment experts introduced the activity to the national focal points and country representatives and presented the proposed workplan and methodology.

https://www.wes-bca.eu/.../c1_reg-4-contribution-to-the.../

You may also watch the WES video on "Plastic Pollution and Single-Use Plastics"

<https://www.youtube.com/watch?v=WUpeayWUUmY&t=32s>

#Wesbcaproject #marinelitter #bestpractices #regional #activity #sustainability #protection #mitigation #prevention #meeting #online See less



The Work Plan of 2026-2027 of WES-BCA project, was unanimously endorsed during the online 2nd Steering Committee Meeting (SCM), on 12/05/2026.

The progress of the project, since the previous SCM (May 2025), has been thoroughly presented and discussed. It is noteworthy that despite the recent turbulent situation in the region, the WES-BCA activities were not seriously affected thanks to careful handling of the challenges.

The project's team of experts confirmed that the planned national, regional and horizontal activities related to Plastic Pollution, Biodiversity and different aspects of management of Conventional and Non-Conventional Water Resources, that are harmoniously integrated with the Water-Energy-Food-Ecosystems (WEFE) Nexus, including trainings, study tours, workshops, consultations, webinars, surveys, as well as the outreach and awareness campaigns will be delivered according to the schedule, if the conditions will not get worse.

For more information:

<https://lnkd.in/gqrgU4Nq>

#WESBCAproject #workplan #SCM #activities #trainings #studytours #workshops #consultations #campaign #plasticpollution #WEFENexus #Biodiversity #WaterScarcity #sustainability #protectionenvironment #endorcement #focalpoints #MENA #EU #EUD #UfM #BarcelonaConvention



@sustainablemediterranean



@wes-medproject



@WesMed19



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WES-BCA Newsletter & Information Bulletin



Editorial

This is the first E-Newsletter of the new phase of WES, Water and Environment Support – Biodiversity and Climate Action (WES-BCA) project. The addition of “BCA” was indeed appropriate because it stimulated Partner Countries (PCs) and institutional partners to introduce, elaborate and integrate necessary elements in nearly all the selected activities, in order to address, directly or indirectly these key issues.

Within the first year of the project implementation, an extended consultation took place with all PCs, in order to finalize their preferences on project activities and organize Kick-off and Inception Meetings in the countries and important Horizontal and Regional activities closely linked to fundamental regional issues, namely the:

- promotion of the Water-Food-Energy-Ecosystems (WEFE) Nexus in the Source to Sea (S2S) Mediterranean Continuum;
- facilitation of proper monitoring and reporting for Marine Litter;
- protection of Biodiversity through helping PCs in their reporting to the UN Biodiversity Convention.

For WEFE, WES-BCA continued its essential contribution to the work of the Union for the Mediterranean (UfM) and the Barcelona Convention together with the Global Water Partnership-Mediterranean (GWP-Med) and the PRIMA project in promoting WEFE, working systematically both at country and at regional level, being present in all preparatory meetings and working groups.

The result was excellent: the Strategy was formally adopted on the 4th of December 2025 in Cairo, by the COP24 of the Barcelona Convention with specific reference also in the Ministerial Declaration.

The same text has been approved by the UfM Regional Platform of Water and is expected to be endorsed by the UfM Water Ministries in March 2026 in Rome.

The first webinar of the relevant WES-BCA Horizontal activity, was carried out on 03/09/2025, focusing on three “Champion” PCs (Jordan, Lebanon and Morocco). A second webinar for all WES-BCA countries is scheduled for the 19th of January 2026. (more info below)

The Regional activity “Contribution to the Mediterranean countries and regional programmes for marine litter prevention and mitigation (REG-4)” took place on 12/11/2025 and it will be followed by a major capacity building webinar, scheduled for the 3rd of February 2026. (more info below)

The WES-BCA contribution of Biodiversity was triggered by the National activity in Palestine, requesting a “support for EQA”, in preparing the Palestine 7th National Report (7NR), which was kicked-off on 10/09/2025. Now the relevant regional activity involves all PCs, and a major capacity building webinar will be carried out on the 21st of February 2026, in close cooperation with the Secretariat of the CBD, the UfM and the European Commission. (more info below)

The WES-BCA work plan of the new year 2026 is indeed “very rich” with many national, regional and horizontal activities but also due to its important contribution to the entire environmental scene of the region, where it plays a constructive role as facilitator, capitalizing on the trust and appreciation it enjoys by the PCs and all other partners.

We wish you a Happy and Prosperous New Year!

Prof. Michael Scoullas
WES-BCA Team Leader



Editorial



The 2nd Steering Committee Meeting (SCM) of the WES-BCA project demonstrated its significant contribution in addressing the Triple Global Crisis.

The World and the Mediterranean region, in particular, witness a “polycrisis” which includes not only armed conflicts and considerable socioeconomic problems, but also in an intensive way, impacts of the so-called Global Triple Crisis: Climate Change, Environmental Pollution and Biodiversity Loss.

As it concerns climate change, we should not forget that in our region we have already exceeded the target of 1,5 °C of atmospheric temperature increase in comparison to the pre-industrial era (1880-1899).

On pollution, apart from wastewaters from cities and industries, considerable quantities of waters, polluted by agrochemicals, are discharged into the sea through agricultural runoff, storms and floods, while the Mediterranean is particularly polluted by plastics. More than 50% of marine litter consists of various types of plastics.

Furthermore, the Mediterranean region, which is a biodiversity hot spot, hosting in the marine environment alone (representing 0.3% of the oceans’ volume) approximately 17.000 species or 18% of the world’s marine species, most of which endemic, suffers: a rapid 41% decrease in marine predators; has lost 48% of its wetland habitats since the 1970s; 78 marine species and 168 coastal ones are endangered; and more than 1.000 are already non-indigenous invasive species, among which many dangerous and fast growing, e.g. Lagocephalus.

The result is that many valuable ecosystem services (such as carbon storage, protection from floods, droughts and erosion, water protection, food supply, etc.), are considerably reduced.

WES-BCA, within its limited budget, has managed to assist and provide tangible contribution in addressing all three components of the Triple Crisis.

For adaptation to climate change in combination with support for ecosystems, the project has played an instrumental role. Guided by the EC and synergizing with its institutional partners (the UfM and the Barcelona Convention), GWP-Med and PRIMA, it co-developed the concept, the drafting and promotion of the WEFE Nexus approach in the Mediterranean, helping its PCs to introduce the issue in their national agendas and train their staff and key stakeholders for its proper implementation. A series of national, regional and horizontal activities, such as: promotion of water efficiency and economy, protection from floods, use of non-conventional water resources including properly treated wastewater for agricultural purposes, aquifer recharge and for enhancing/restoring ecosystems, etc., have been implemented and/or are in the pipeline.

For biodiversity, support has also been provided for the very significant task of monitoring and reporting (the 7th National Reports) to the Secretariat of the Convention on Biological Diversity (CBD). In collaboration with the latter and the UfM, relevant horizontal and national activities (coaching) were organized.



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BULLETIN D'INFO WES-BCA ACTIVITÉ HORIZONTALE « SOUTIEN AUX PAYS PARTENAIRES WES-BCA DANS LA PRÉPARATION DE LEUR 7^E RAPPORT NATIONAL SUR LA BIODIVERSITÉ (7NR) DANS LE CADRE DE LA CONVENTION SUR LA DIVERSITÉ BIOLOGIQUE (UNCBD) »

avril 2026



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WES Video to be used

Plastic Pollution and Single-Use Plastics (SUPs)

The [video](#) with subtitles in English is accessible via the WES-BCA YouTube page and Website.





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Biodiversity and Climate Action
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Thank you for your attention!



Kick-off Meeting

C-1-N-IL-1: Prohibiting the free distribution of single-use items

General framework of the National activity

28 May 2026

online

Presented by:

Ministry of Environmental Protection MoEP



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Rationale & Israeli Policy Context

The Pressing Waste Challenge

- **Per Capita Surplus:** Israel generates ~30% more municipal waste than the OECD average
- **Landfill Dependency:** Approximately 80% of generated municipal waste is landfilled, losing valuable circular potential.

Historic Legal Milestones

- **Plastic Bags Law (2017):** 70% reduction in large supermarkets, though limited in its overall regulatory scope.
- **Government Resolution 1418:** Mandatory restriction and ban on single-use items within national ministries.
- **Municipal Bylaws:** Local coastal authorities leading

26 local bans on single-use plastics along active beaches

Impact of Pricing and Deposit Return Systems

- **The Packaging Law (2011)** : target of 22% in plastic packages
- **The Deposit Law on Beverage Containers:** reached ~70% collection. Altered public habits by attaching a clear, separate financial value to items that used to be discarded automatically.
- **The Repealed Excise Tax (2021-2023):** reduced disposable plastic consumption by ~40% before its repeal.

→ **The Next Regulatory Step:** scaling up to a national restriction on free distribution, shifting the market toward a circular economy.

Core Objective & Scope

- **The Strategic Pivot:** Eliminating the automatic default of free distribution to transform single-use consumption into an active, priced, and conscious decision.
- **Scope Definition:** concentrating primary intervention models on SU bags, tableware, cutlery, and food packaging in retail and commercial food service sectors.
- **Intervention Logic:** Unbundling packaging costs from food prices to establish a direct, transparent economic disincentive for single-use items.

Source prevention potential– market data

13,000
Tons of Waste Prevented Annually
800M
Unregulated Bags/Year
700M
Food & Cutlery Items

Overcoming Key Market Barriers

Socio-Cultural Factors



High consumption driven by large families, hosting culture, and kosher requirements.

Economic Pressures



High national sensitivity to the Cost of Living, paired with shifting regulatory directions and policy volatility.

Public Awareness Deficit



Limited public awareness of the environmental cost of short-lived products.

Infrastructure Deficit



Limited access to sanitation and dishwashing infrastructure in small businesses, complicating transition.

Tasks

Task 2: Analysis

Mapping the baseline market in Israel, outlining macro-consumption habits, local supply chains, and manufacturing groups.



Task 4: Roadmap

Constructing a 5-Year National Roadmap bridging public, municipal, and commercial sectors with a rolling 3-to-5-year deployment.



Task 1: Benchmarking

Deep-dive review of global best practices, focusing on the EU's Single-Use Plastics (SUP) Directive execution across 3 case studies.



Task 3: Instrument Design

Drafting legally resilient policy instruments adapted specifically to the Israeli statutory framework and legislative paths.

Regulatory Risks & Enforcement Design

INTERNAL TEAM INSIGHT: MARKET RISKS

The "Bag Effect" Loophole (Circumvention)

Manufacturers may adjust material thickness to reclassify single-use items as reusable without changing consumer behavior.

Mitigation: Technical Quality & Lifecycle Grading

Enforce measurable durability and lifecycle thresholds based on verified testing, preventing classification manipulation.

Small and Micro-Business Enforcement

Monitoring small and micro-businesses creates a high administrative burden.

Mitigation: Cross-Agency Enforcement

Integrate compliance checks into existing inspection systems (Consumer Protection & Fair Trade Authority), avoiding creation of new enforcement bodies.

Preventing Perverse Incentives & Cost Distortion

INTERNAL TEAM INSIGHT: ECONOMIC DESIGN

"Double Profit" risk

vendors may retain packaging savings while adding unitemized surcharges, creating hidden margins and weakening behavioral incentives.

Mandatory Structural Remedies

1. **Separate Billing Line Item:** require a separate, clearly itemized surcharge for single-use items on receipts.
2. **Minimum Price Floor Evaluation:** assess statutory minimum surcharge thresholds to ensure meaningful behavioral impact.

Scaling Proven Digital & Municipal Nudges

INTERNAL TEAM INSIGHT: SCALING MODELS

Digital Defaults: Green Procurement

Corporate procurement pilots and food delivery integrations (e.g., 10bis / Bite Me) showed that making “No Cutlery” the default option significantly reduced automatic waste generation without formal regulation.

Expanding Voluntary Platforms

If a voluntary framework is adopted alongside or ahead of legislation, it cannot be confined to free distribution. It must serve as a comprehensive platform for sustainable enterprise, including eco-labeling and a formal verification system managed via a competitive external operator tender.

Leveraging Decentralized Success

Integrating existing municipal certification models into the national strategy:

- The Tel Aviv "Green Label"
- The "To-Be Friendly" Sustainable Certification



Thank you !





Kick-off Meeting

C-1-N-IL-1: Prohibiting the free distribution of single-use items

Presentation of the Activity

28 May 2026

online

Presented by:

Mr. Avi BLAU, Solid Waste/Circular economy Expert, WES-BCA

Main objective of the activity



The objective of this activity is to enhance the management of single use products in the country by taking measures to establish the steps for prohibiting the free distribution of single use utensils.

The SUPs related activities under WES-BCA are directly contributing to strengthening the implementation of the Barcelona Convention Regional Plan for Marine Litter Management that includes measures for minimizing / reducing plastic waste, including through awareness raising.



The 12-Month Project Roadmap



Tasks and expected results

TASK 1

Global review of cases of prohibition of SUPs as well as other materials, voluntary stop of free provision of SUPs, or voluntary replacement with multi-use options, and rapid stakeholder mapping

- Review of international and EU policies banning single-use plastic (SUP) utensils and promoting sustainable alternatives.
- Assessment of reusable/washable alternatives and their impacts on business operating costs, including small vs. large businesses.
- Analysis of incentives and subsidies supporting the transition to reusable products.
- Selection of three relevant case studies adapted to the country's socio-economic context.
- Preliminary stakeholder mapping (public sector, private sector, civil society, and research institutes) prepared with MoEP support.

Result 1.1 : Review of international and EU best practices on tackling SUPs, including selected case studies on banning free distribution of single-use utensils.

Result 1.2: List of stakeholders to be consulted



Phase 1: Desk research & benchmarking

Global Benchmarking

An international and EU review of policies where SUP bans were successfully introduced and the alternatives offered.

- Selection of 3 cases relevant to Israel's socio-economic conditions.
- **Estimates** (if available) on costs of change and impacts on businesses, and subsidies provided for switching to reusables.
- Mapping stakeholder to be consulted .



Phase 1: Desk research & benchmarking

result

Result 1.1: A review report of international and EU best practices in tackling the SUPs problem and selection of three most relevant cases, including cases of eventual banning of free distribution of Single use utensils.

Result 1.2: List of stakeholders to be consulted

[No Title]



Tasks and expected results

TASK 2

Evaluating the current situation in SUPs production and consumption practices & conduction of a consultation meeting

- Preparation of a report on SUPs (focused on plastic utensils), reviewing current practices, future trends, legal frameworks, and recovery systems.
- Analysis of key aspects such as regulations, hygiene standards, infrastructure, barriers to change, incentives, and public awareness.
- Report to be shared with identified stakeholders for consultation.
- Organisation of a consultation (physical or virtual) to present three selected international/EU case studies on banning free distribution of single-use utensils and compare with national context.
- Joint selection of the most relevant case(s) with MoEP and stakeholders, based on national priorities and ongoing efforts.

Result 2.1: A Report (version 2 of the result 1.1), presenting the current situation on SUPs production and consumption practices, focusing on plastic utensils, including readily available information and the results of the consultation.

Phase 2: National Context Assessment

Evaluating Israel's Specific Landscape

This phase analyzes current practices and future trends on SUP production , consumption and EOL trends. Key issues to be addressed:

- Unique cultural habits and Kosher requirements.
- Available infrastructure nationally and locally.
- Review of possible regulatory measures .
- Technical and other barriers to change





Phase 2: National Context Assessment

consultation

Stakeholders will be presented with several options and feedback will be sought

MoEP will highlight ongoing and future efforts that will be taken into account

Result 2.1: A Report (version 2 of the result 1.1), presenting the current situation on SUPs production and consumption practices in Israel, focusing on plastic utensils, including readily available information and the results of the consultation.



Tasks and expected results

TASK 3

Drafting recommendations for the prohibition of free distribution of SUPs as well as other materials and online consultation

- **Legal & institutional framework:** options for legislation/bylaws (considering any amendments to regulations), enforcement authority, compliance with health standards, inspection, penalties, and monitoring mechanisms.
- **Technical aspects:** definition of SUP utensils, LCA comparison (disposable vs reusable), phased application by business type/size, infrastructure needs (washing/cleaning), environmental risks, and monitoring indicators.
- **Alternative solutions:** assessment of reusable options (e.g. washable cutlery), and policy choices between voluntary vs mandatory approaches.
- **Economic analysis:** cost impacts, incentives for businesses, support for SMEs, customer cost implications, and potential combined policy tools (ban + fees + incentives).
- **Barriers & stakeholder analysis:** identification of resistance factors, behavioural “nudge” measures, and inclusion of vulnerable or special population groups.
- **Final report** to be shared with EUD, MoEP, and key stakeholders (including consumer and religious groups) for feedback

Result 3.1 : Report with recommendations



Phase 3: Recommendations

following issues will be addressed:

Legal & Institutional

best legal mechanism (National Law vs Municipal Bylaws), amending regulation or establishing new laws, reporting mechanisms and enforcement.

Economic & Technical

scope (which SU to include, which businesses), life cycle impacts of each option, assessment of impact, proposal of indicators to measure success, estimating economic impacts on businesses and customers

Barriers and nudging

qualitative assessment of barriers and suggested incentives

Tasks and expected results

TASK 4

Drafting a roadmap to transition towards reducing/banning the use and harmful impacts of the SUPs (plastic and other materials)

- Development of a joint public–private roadmap to reduce and/or ban single-use plastics and other harmful materials.
- Definition of phased short- and medium-term actions, with a focus on a 3–5 year implementation horizon.
- Integration of findings from previous tasks and stakeholder consultations facilitated by MoEP and relevant authorities.
- Clear definition of actions, targets, roles and responsibilities, and required resources for implementation.

Result 5.1 : A roadmap towards curbing the problem of single use utensils is drafted and will be shared online with EUD, MoEP, as well as the most relevant stakeholders for commenting.

Tasks and expected results

TASK 5

Conduct a consultation meeting to discuss the draft roadmap towards curbing/banning the use of single use utensils and draft the final version.

- Draft roadmap with policy recommendations and options on regulating or banning single-use plastic utensils, and promoting alternatives, will be shared with key stakeholders.
- A consultation meeting (physical or virtual) will be organized to present and discuss key findings and proposed options from previous tasks.
- The objective is to build consensus on measures to reduce, regulate, or prohibit single-use plastics and agree on practical alternatives and an implementation approach.
- A revised roadmap will be prepared based on feedback and outcomes from the consultation.

Result 5.1 : Policy measures and recommendations for proper management of single use utensils are discussed, actions prioritized and eventually agreed, and thus finalizing the roadmap.

Phase 4: Roadmap Finalization



A Strategy for Transition

The final output is a joint roadmap for public and private entities, detailing short and medium-term actions (3-5 years).

Final validation occurs through a high-level consultation meeting to foster convergence and agree on implementation steps.

Phase 4: Roadmap Finalization

result

Result 4.1: A roadmap towards curbing the problem of single use utensils in Israel is drafted and will be shared online with EUD, MoEP, as well as the most relevant stakeholders for commenting.

Result 5.1: Policy measures and recommendations for proper management of single use utensils

Key Project Deliverables

Deliverable ID	Description	Key Content
D1.1	Global Review Report	Best practices and selection of 3 relevant international cases.
D2.1	Israel Situation Report	Evaluation of current production/consumption and consultation results.
D3.2	Recommendations Report	Legal, technical, and economic policy options for the SUP ban.
D5.1	Finalized Roadmap	The comprehensive plan incorporating stakeholder feedback.

Schedule

Task	M i	M ii	M iii	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12
TOR preparation															
TOR approval by EC (up to 3 weeks)															
Contracting															
Task 0: Kick off meeting															
Task 1: Global review of cases															
Task 2: Evaluating the current situation in Israel & conduction of a consultation meeting															
Task 3: Drafting recommendations & online consultation															
Task 4: Drafting a roadmap															
Task 5: Conduct a consultation meeting to discuss the draft roadmap towards curbing/banning the use of single use plastics															

consultation meetings
Submission of deliverables X

Schedule

-  **Months 1-2:** Kick-off, Global Benchmarking, and Stakeholder Mapping.
-  **Months 1-3:** Evaluation of Israel's current situation and initial Consultation.
-  **Months 3-6:** Drafting and online consultation of Policy Recommendations.
-  **Months 7-12:** Final Roadmap drafting and national validation workshop.



Kick-off Meeting

C-1-N-IL-1: Prohibiting the free distribution of single-use items

**Discussion:
Challenges and expected results**

**28 May 2028
online**



WES-BCA
Water and Environment Support -
Biodiversity and Climate Action
in the Neighbourhood South region

**Thank you for your attention
and keep up with our latest news!**

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