



**Ministry of Tourism and Environmental Protection of Montenegro
United Nations Development Programme (UNDP)**

JOINT MEDIA ADVISORY

Ministry of Tourism and Environmental Protection and UNDP will launch a new joint initiative on Earth Day

What: The Ministry for Tourism and Environmental Protection of Montenegro and the UNDP will hold a joint press conference in commemoration of the Earth Day. The two partners will announce a launch of a joint initiative to solve a problem of plastic waste in Montenegro.

Speakers at the conference will be:

**Mr. Siniša Stanković, Deputy Minister of Tourism and Environmental Protection of Montenegro
Ms. Milica Begović Radojević, PhD, Economy and Environment Cluster Leader at the UNDP
Montenegro**

When: Tuesday, April 22nd, at 12 a.m.

Where: Ecology Fair, Hall No 3, Budva, Montenegro

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As a developing and world renowned tourism destination and an Ecological State, Montenegro can hardly afford to stand idle in face of plastic waste problem. Commemoration of the Earth Day, the largest secular civic event in the world, is a fitting occasion to announce this initiative.

Globally, up to 1 trillion plastic bags are consumed each year, while less than 6% gets recycled. Considering that one ton of plastic waste reused as something else other than plastic equals 1749 liters of oil saved, no country can afford to get that choice wrong economically or environmentally. Finding an appropriate, country-specific set of measures for solving this issue is the first step towards setting Montenegro as an example regionally how protection of environment complements development of tourism, economic growth and prosperity.

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