



Ocean
Conservancy

Trash Free Seas Alliance: Land Based Strategies to Address Marine Debris

June 17, 2019

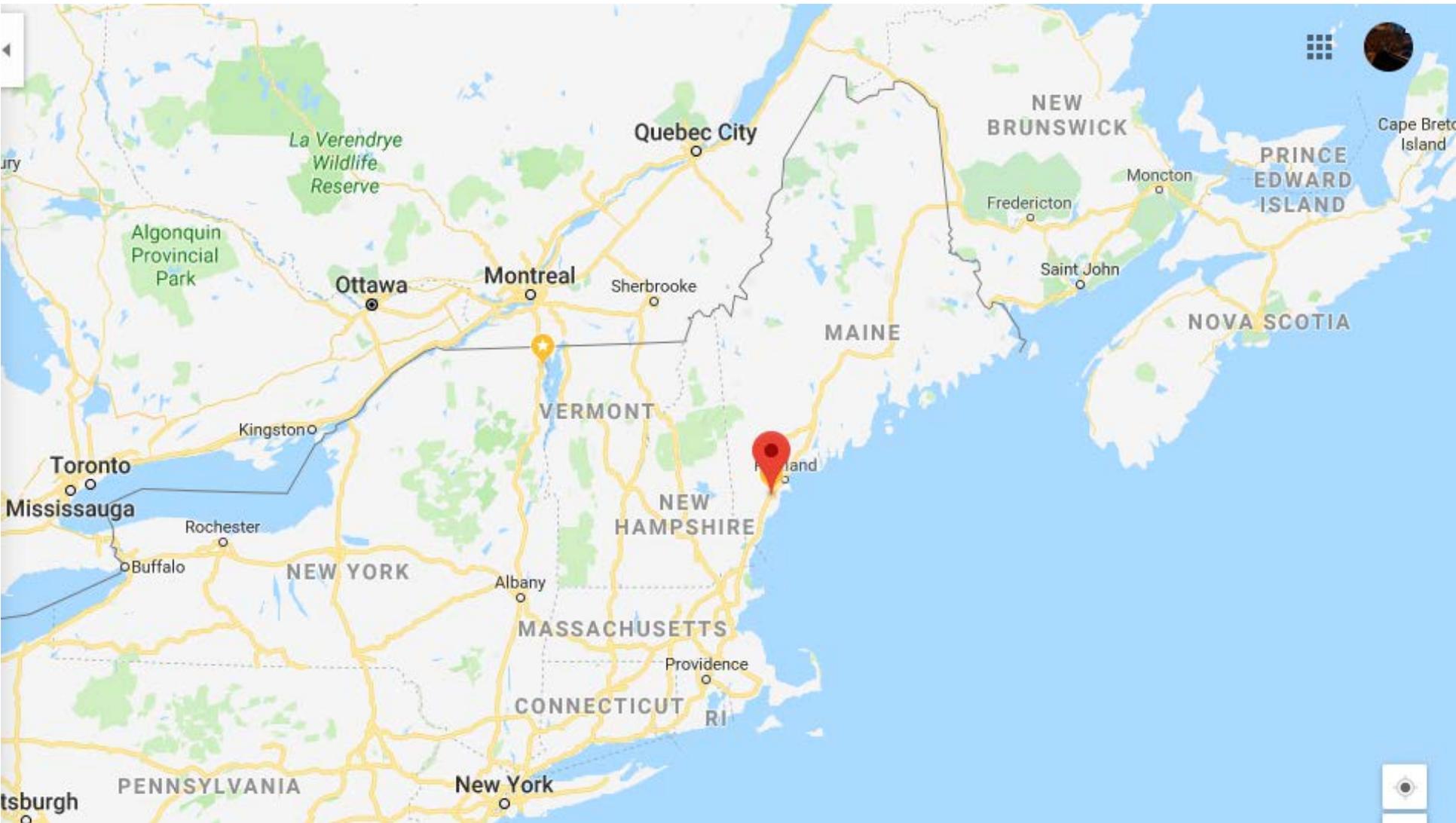
Eric DesRoberts
Sr. Manager, Trash Free Seas
Ocean Conservancy



AGENDA

- About Ocean Conservancy
- Context and Background
- Potential Solutions & Opportunities







OCEAN CONSERVANCY



Ocean Conservancy®



Confronting Ocean Acidification

We're working at the intersection of science, policy and communication to protect local communities and wildlife from the impacts of ocean acidification.



Government Relations

From our headquarters in Washington DC, we're working to ensure that our ocean gets the funding and attention it requires.



Ocean Climate

Our Ocean Futures Initiative is working to understand the interactive effects of stressors like climate change and acidification on our ocean.



Protecting Florida

For Florida's ocean and coasts, this is an all-hands-on-deck moment. If we work together, there's a lot that we can do to tackle these problems. It's going to require action on all levels – from individual citizens to powerful policy makers in Tallahassee and Washington D.C. to local leaders in the cities and towns across the state.



Protecting The Arctic

We're dedicated to working with indigenous communities, legislators, scientists and people like you to advocate for science-based solutions to protect this fragile ecosystem.



Restoring the Gulf of Mexico

We're ensuring both a successful restoration and the opportunity to create a more resilient Gulf than ever before for the wildlife and coastal communities that call the Gulf of Mexico home.



Smart Ocean Planning

Smart ocean planning helps coastal communities to develop strong, sustainable local economies that can live alongside healthy ocean ecosystems and wildlife.



Sustainable Fisheries

Our fish team is working to reduce overfishing, rebuild vulnerable fish populations and preserve fish populations.

AGENDA

- About Ocean Conservancy
- Context and Background
- Potential Solutions & Opportunities



GROWING PUBLIC AWARENESS AND INTEREST

Makes First Recyclable
Spoon Bottle from Beach
January 25, 2017 by Shofa Shafiq
in

Meet the w
1st recycl
shamp
made
be

Parade

SUNDAY, APRIL 23, 2017 | PARADE.COM



COULD YOU
LIVE WITHOUT
PLASTIC?
HOW ONE
WOMAN
DOES

Sustainable Brands
The Bridge to Better Brands

News & Views Library Events Members Solutions

PRODUCTS AND DESIGN

CHANNELS | Behavior Change Leadership Products & Design Solutions

Trending: Dell Releases Ocean Plastic Packaging New Plastics Economy Takes Shape

by Sustainable Brands

TOO MUCH PLASTIC

YOU CAN HELP: 8 SIMPLE AT-HOME SWAPS



06.2018

NATIONAL GEOGRAPHIC



PLANET OR PLASTIC?

18 billion pounds of plastic ends up in the ocean each year. And that's just the tip of the iceberg.

"Plastics aren't inherently bad. It's what we do, or don't do, with them that counts."
- SYLVIA BARLE
NATIONAL GEOGRAPHIC
EXPLORER IN RESIDENCE

INCREASING REGULATORY MEASURES

European parliament backs single-use plastics ban

By Bard Wilkinson, CNN
Updated 0920 GMT (1720 HKT) October 25, 2018



Photos: The plastic age
Plastic pollution in our oceans – Some researchers estimate there will be more plastic than fish in our oceans by the year 2050.

News & buzz

-  Trump thinks whatever he says is law
-  Cuba's new president reaches out to an old ally

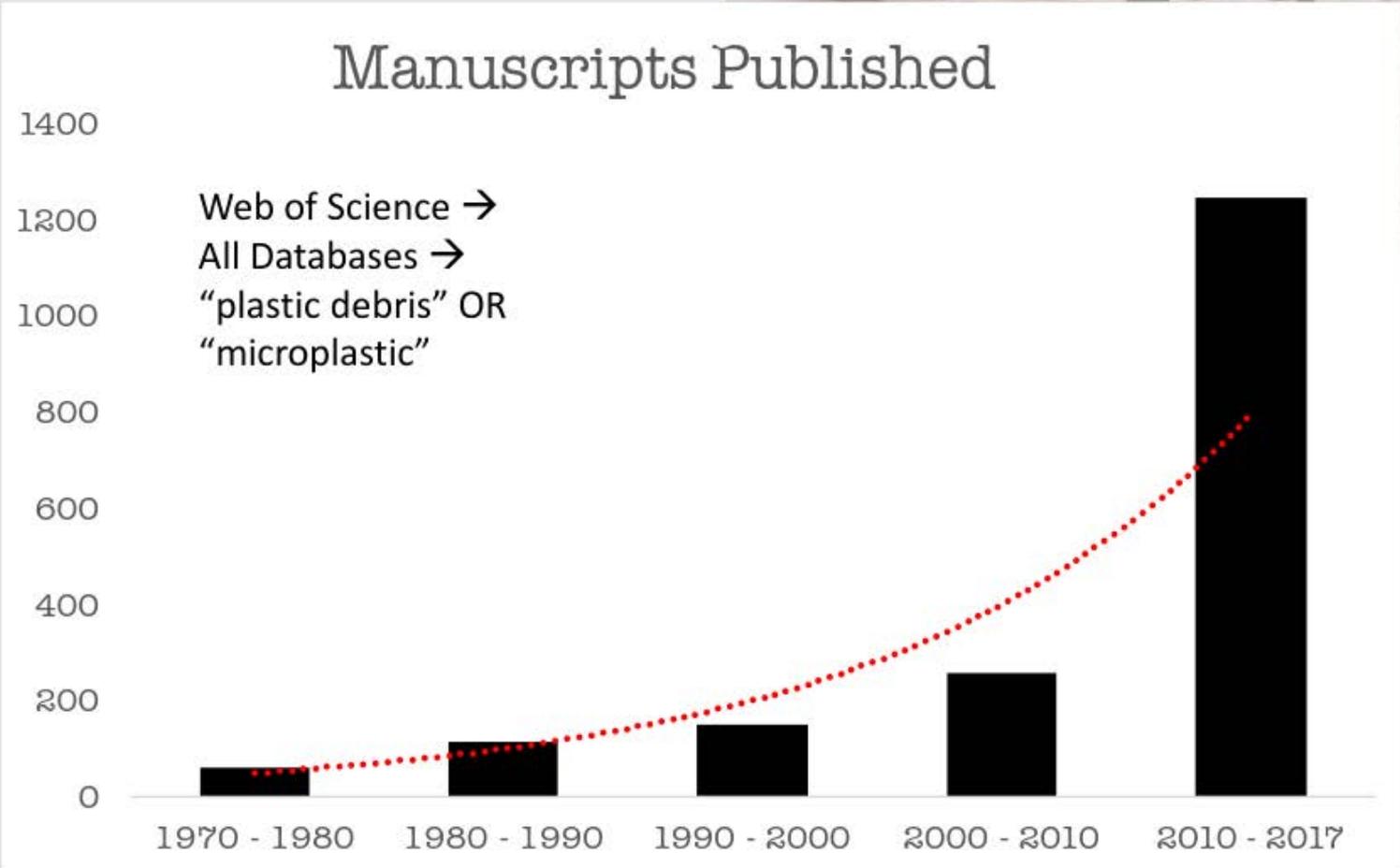
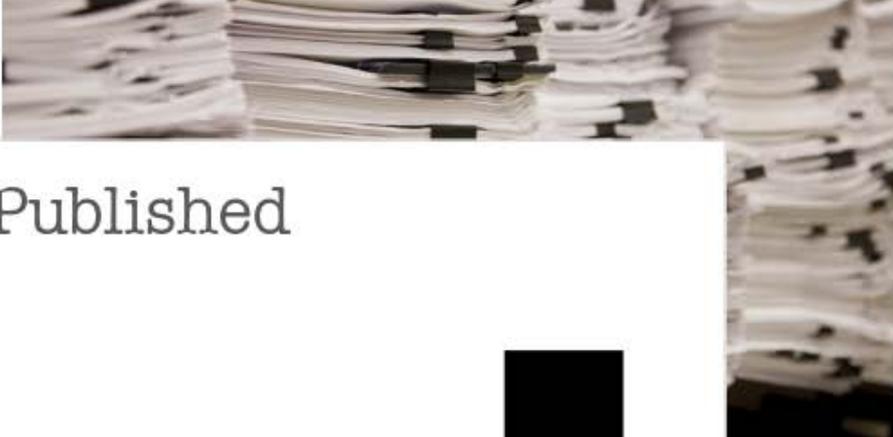


BRIEF

California bills advance that would set 75% plastic packaging reduction goal

Two bills collectively known as the California Plastic Pollution Reduction Act have advanced in their respective chambers. [SB 54](#) passed in the Senate on May 29 and [AB 182](#) passed in the Assembly on May 30. Each bill will now head to the Governor's desk.

GROWING ACADEMIC INTEREST



INDONESIA



St. HELENA



LONG BEACH, CA



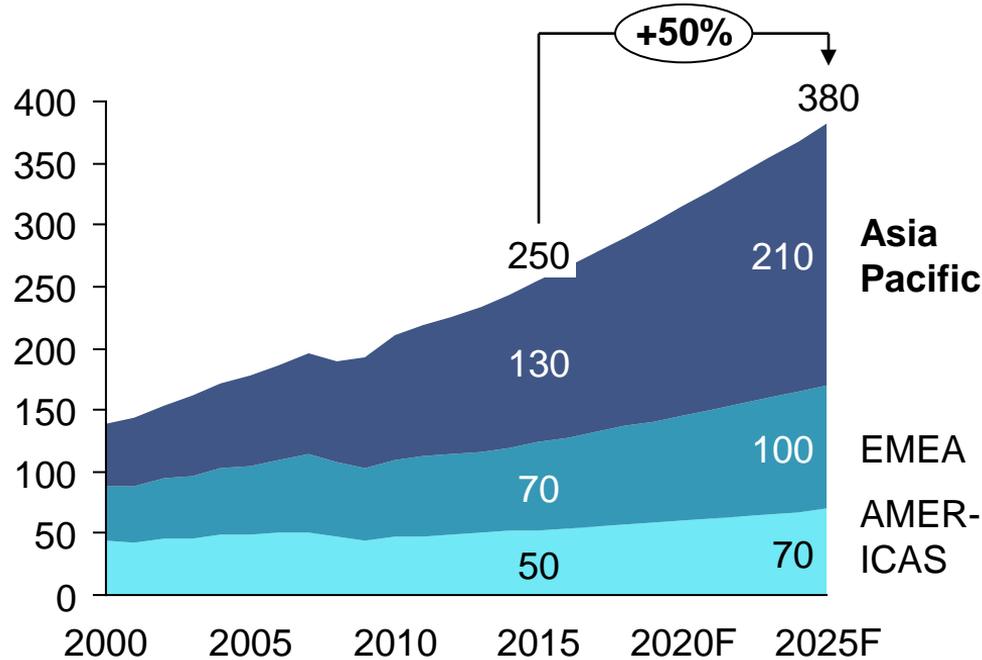
CASCO BAY, ME



BY 2025 OCEAN PLASTIC FORECASTED TO REACH 250MM TONS

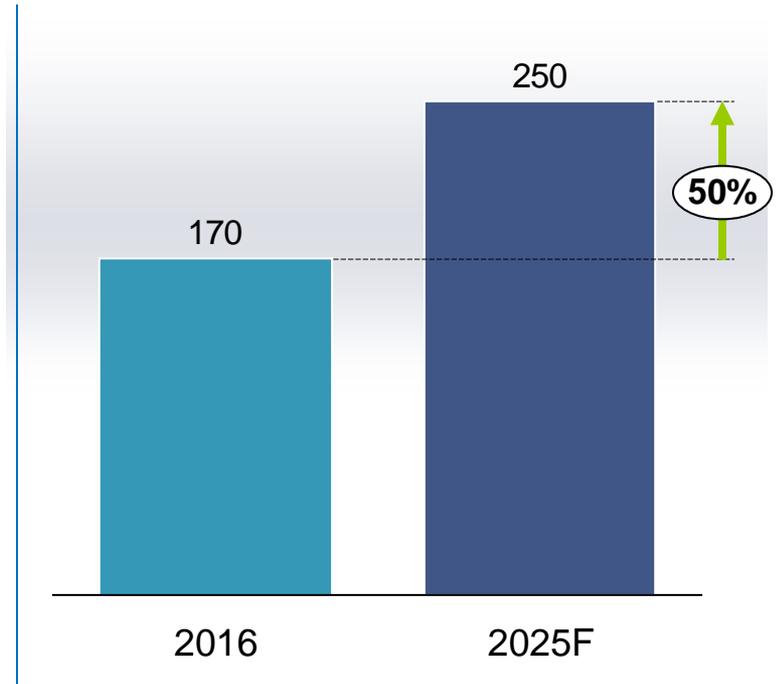
Global plastics consumption by region

Million tons plastic consumed annually, 2000-2025F



Ocean plastic debris

Million tons estimated to be in the ocean



AGENDA

- About Ocean Conservancy
- Context and Background
- Potential Solutions & Opportunities





PATHWAYS TO TACKLE MARINE DEBRIS

Short to medium term pathways

Beach and waterway cleanups

Waterway infrastructure

Leakage point monitoring coupled with localized interventions

Whole waste stream collection

Traditional waste management: sanitary landfills, recycling, etc.

Vertically integrated waste management systems using emerging tech to process 'low value' plastics

Level of risk

Root cause

Strengthening recycling

Policy

Ease of implementation

Scale of Impact

Statistics from 2017 Cleanup

- 108 countries participated
- ~800,000 volunteers,
- 20+ Million Lbs
- First year all top 10 items were plastics
- Join a cleanup near you on Sept. 21!



Top 10 ITEMS COLLECTED

-  1. CIGARETTE BUTTS
2,412,151
-  2. FOOD WRAPPERS
1,739,743
-  3. PLASTIC BEVERAGE BOTTLES
1,569,135
-  4. PLASTIC BOTTLE CAPS
1,091,107
-  5. PLASTIC GROCERY BAGS
757,523
-  6. OTHER PLASTIC BAGS
746,211
-  7. STRAWS, STIRRERS
643,562
-  8. PLASTIC TAKE OUT/
AWAY CONTAINERS
632,874
-  9. PLASTIC LIDS
624,878
-  10. FOAM TAKE OUT/
AWAY CONTAINERS
580,570



CONSERVATION
INTERNATIONAL



COVANTA





TRASH FREE SEAS ALLIANCE SIGNATURE INITIATIVE – OUR JOURNEY



Research phase 2015

To understand how and why plastic waste is leaking into the ocean and evaluate potential prevention approaches



Enabling phase 2016

To understand how to **systematically break down the barriers** to effective waste management that will ultimately stem the flow of plastic waste into the ocean



Launch phase 2017-2018

To design and launch the collective effort including:

- Building an investment pool and funding mechanism
- Advocating governments to prioritize WM
- Testing business models in high leakage cities

Implement & scale phase 2019 -2020

Implement new projects to test and scale effective waste management models



NOT JUST AN OCEAN PLASTIC PROBLEM



CITIES



CLIMATE



SUBURBAN



HUMAN HEALTH

PHASE IV PRIORITIES

Our aim

Continue to ensure solving the **marine plastic waste challenge is prioritized by governments, international institutions and businesses, with a focus on effective waste management solutions.** Ensure commitments to act are made tangible by **establishing policy and funding support** and **engaging cities** to support local action.

Underlying goals:

1. **Urban Ocean**– Engage local leaders to tackle marine plastic waste and provide them with resources and partnerships to enable action
2. **Promote, Incubate, & Invest in Waste Management Solutions** – Support the growth and success of Circulate Capital and the Incubator Network, and promote activities and lessons learned through Commitments by countries to take action on marine debris through APEC, the G7, G20, or other fora
3. **Develop a Policy Playbook**- Bring companies and governments together on policy and funding solutions for waste collection





URBAN OCEAN: Engaging cities directly in the marine plastic waste challenge

- Partnership engagement to build appropriate partnerships between cities, businesses, and financing organizations;
- Education, to encourage waste reduction and consumer recycling;
- Peer network and exchange, including sharing of best practices and development of model policies.



PROMOTING, INCUBATING AND INVESTING IN WASTE MANAGEMENT SOLUTIONS TO MARINE PLASTIC WASTE



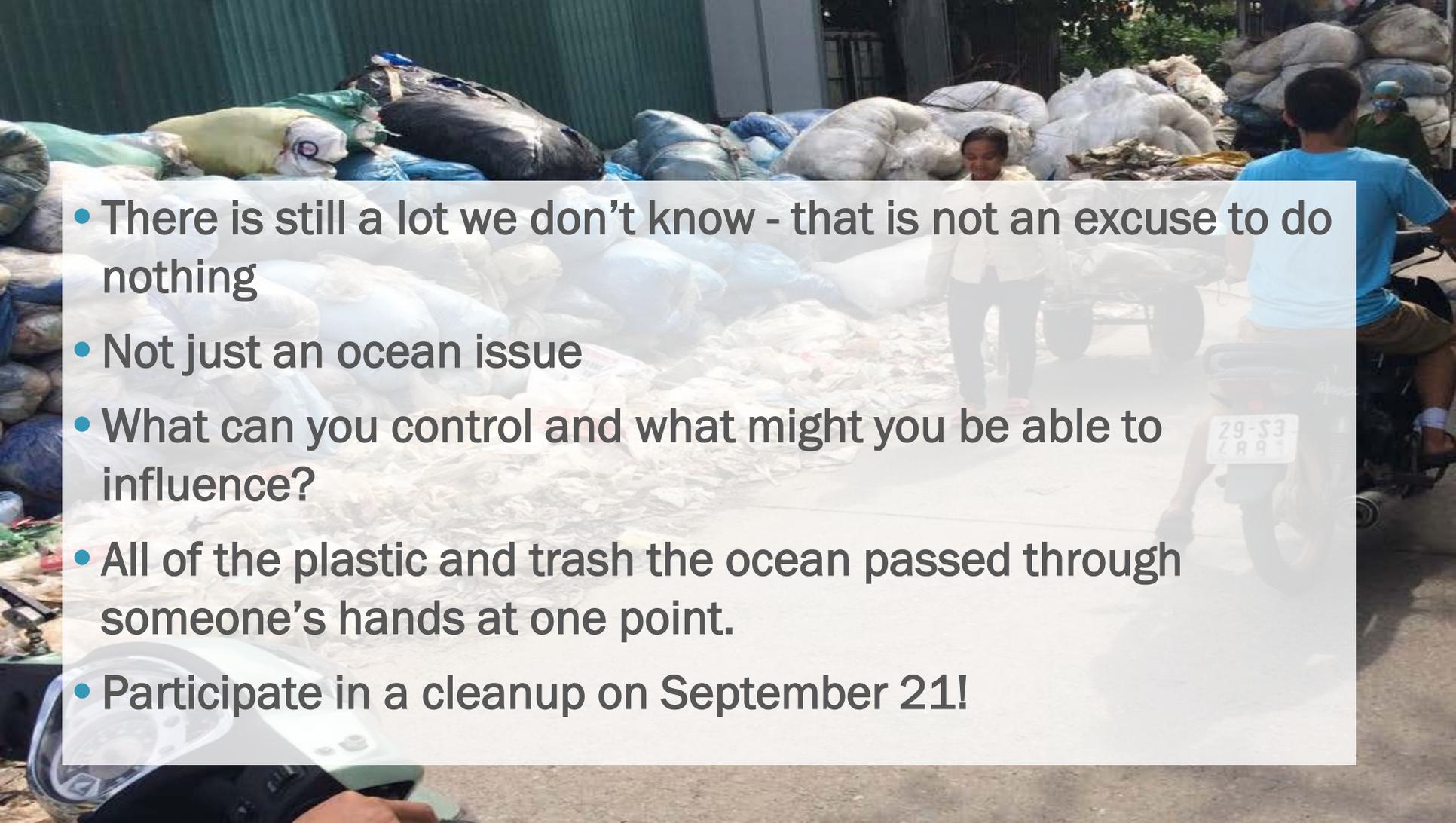


DEVELOP PUBLIC AND PRIVATE SECTOR POLICY PLAYBOOK

Expected outcomes:

- Analysis of current and possible policy and finance solutions for waste collection
- “Playbook” of public and private sector actions needed for robust collection systems
- Commitments by select companies and governments to work together



- 
- There is still a lot we don't know - that is not an excuse to do nothing
 - Not just an ocean issue
 - What can you control and what might you be able to influence?
 - All of the plastic and trash the ocean passed through someone's hands at one point.
 - Participate in a cleanup on September 21!



Thank you!

Eric DesRoberts
Senior Manager Trash Free Seas Program
edesroberts@oceanconservancy.org