



# Global Partnership on Marine Litter Webinar



Tuesday, 28 Feb  
2017



# Agenda

1. Update from the Secretariat (UN Environment)
2. Presentation: Global #CleanSeas Campaign on Marine Litter (Sign up and share your initiative at <http://cleanseas.org/>) (UN environment)
3. Presentation: "New" Massive Open Online Course (MOOC) on marine Litter (Open University of Netherlands)
4. Presentation: GPML Regional node for the Wider Caribbean Region (Gulf and Caribbean Fisheries Institute, GCFI)
5. Presentation: Africa Marine Waste Network (AMWN)
6. Update: Sixth International Marine Debris Conference, 6IMDC (NOAA)
7. Q&A

# Update From the Secretariat





# The Clean Seas Campaign

Turn the tide on plastic





## Problem: Non-recoverable plastics and Single-use plastics



1/3 of 322 million tonnes is packaging (2015)

14 % global average recycling rate

Environmental costs of plastics – not internalized

# Problem: Microplastics

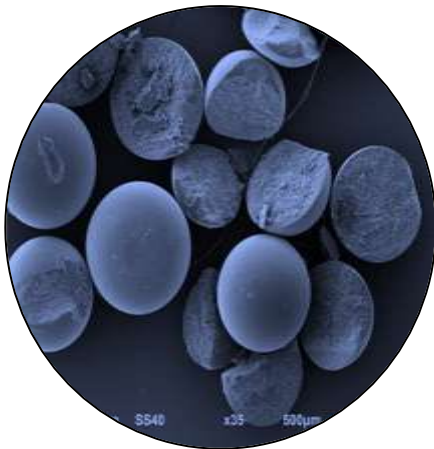
Operational definition – particles  
< 5mm



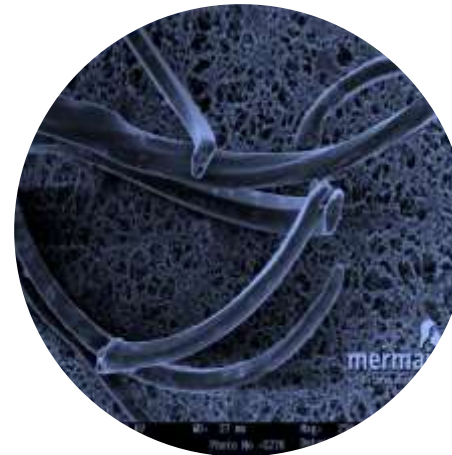
Plastic resin beads, used in plastics manufacture (Ogata)



Beach sample of microplastics, Hawaii (NOAA Marine Debris Program)



Polyethylene microplastics from shower gel (A. Bakir and RC Thompson)



Microfiber from synthetic garment (Mermaids Project)

1900 fibers/item

35.6 billion laundry loads in Europe alone

**Tyre dust ? Atmospheric transportation?**

# Mission

- **Improve plastics management (redesign, reduce)**
- **Global phase out non-recoverable plastics (e.g. microplastics in cosmetics)**
- **Reduce single-use plastics drastically**
  - **Global ban on plastic bags (certain thickness)**
- **Move towards: plastics consumed re-enter the product life cycle, i.e. generate zero waste, all plastics recyclable**



# At a glance

## Phased campaign over 5 years

### Phase 1: Educate & Engage

#### Institutional Engagement

Engage GPML & Other Stakeholders → Engage Private Sector

#### Public Engagement

Public Engagement

### Phase 2: Collaborate

Private Sector & Government Collaboration

Public support for Action on Plastics

### Phase 3: Replicate & Scale

Industry Shift Production

New Policy Introduced

Mass Movements for Action Created



# The Clean Seas Campaign: A Truly Global Mission

English is just the beginning! We are looking for partners to help with translation





# Campaign Launched!

- The Clean Seas Campaign was officially launched on Thursday, 23 February in Bali, Indonesia
- The campaign launch was covered by CBS, Al-Jazeera and Indonesia's NET TV
- Over 500 articles were written about the campaign, covered in 53 countries and 17 languages
- Media sources that covered the campaign: Sky News, Huffington Post, The Hindu, Economic Times of India, UOL Noticias (Brazil), RTBF (Belgian public broadcaster), Tempo and Republika (Indonesia)
- The campaign quickly gained traction on social media, with 29,000 instances of users engaging with content, 105,000 video views, 852,000 posts...and growing!





# Clean Seas Campaign: Countries and Commitments

- Currently ten countries have joined the campaign: Indonesia, France, Norway, Belgium, Sierra Leone, Grenada, Uruguay, Costa Rica, Panama, and St. Lucia
- Several other countries have expressed interest in joining
- Indonesia plans on reducing plastic waste 70% by 2025
- Uruguay announced it will initiate a tax on single-use plastic bags later this year
- Costa Rica will make efforts to reduce plastic waste by increasing proper waste management measures and education
- Dell announced it would use recovered ocean plastic in its products.
- Major announcements are expected at the Oceans Conference in June

# Clean Seas Website Launched!

The Clean Seas Website (<http://cleanseas.org/>) has the most current information on the campaign, explaining the marine plastic problem, what the campaign plans on doing, what can be done to help and how to connect with the campaign.

The website's "TAKE ACTION!" page has a list of commitments, which anyone can join, or anyone can create! Currently, there are 14 different categories, 852 commitments...and counting!

## Connect, Get Informed, and see where you can Take Action:

———— **Commit To An Action Or Start Your Own** ————

**#CleanSeas Featured Actions**

		
<b>Urging firms to cut packaging</b>	<b>Avoiding cosmetics with microbeads</b>	<b>Bringing my own cup</b>
Did you know that 60-90% of marine litter is plastic? I will call on local companies to design and package their...	In bathroom shelves across the world lie toothpaste and facial scrubs packed with tiny plastic pieces that threaten...	Each year, over 4 billion coffee cups head to landfill because the plastic lining means they cannot be recycled. I...
Commitments ————— 23	Commitments ————— 302	Commitments ————— 102



## M&E – No of:

- Countries adopting the Clean Seas campaign
- Civil society / private sector / media partnerships
- Downloads of the campaign toolkit
- Pledges to encourage Governments/Industry to take action
- People taking action to reduce their own plastic footprint
- Participants in the photo competition
- Influencers engaging with the campaign on social media
- Venues hosting the marine litter exhibition
- Participants in Innovation challenge
- Participants for Massive Open Online Course (MOOC)
- Cleanup sites/number of participants/ increase in % litter collected for the 2018 cleanup



清洁海洋

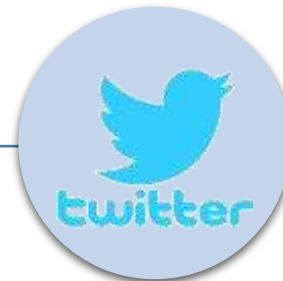
海洋零塑料

Stay Up to Date!

Chinese: #清洁海洋  
Spanish: #MaresLimpios  
French: #OcéansPropres  
Arabic: #نظيفة\_بحار  
Russian: #ЧистыеМоря

**#CleanSeas**

Official Site Available at:  
<http://cleanseas.org/>



Theme tested  
in difference  
languages  
via online  
platforms



Massive Open Online Course on  
**Marine Litter**

GPML webinar, February 28, 2017.

Ansje Löhr  
Faculty Management, Science & Technology  
Open University, the Netherlands



**Open Universiteit**  
[www.ou.nl](http://www.ou.nl)



# FIRST MASSIVE OPEN ONLINE COURSE ON MARINE LITTER – 2015/2016



UNEP is the voice  
for the environment  
within the United  
Nations system.

UNEP acts as a  
catalyst, advocate,  
educator and  
facilitator to  
promote the wise  
use and sustainable  
development of the  
global environment.

English: @unep  
Spanish: @unep\_es



UN Environment

@UNEP



Volg je nu

Learn free about [#marinelitter](#) with [#UNEP's #MLMoc15](#). ONE DAY LEFT for enrollment: [bit.ly/1NA0Bke](http://bit.ly/1NA0Bke)

Vertaling weergeven



RETWEETS  
30

VIND-IK-LEUKS  
21



ou.nl/nw  
Mooc on Marine Litter



# 1<sup>st</sup> MOOC on Marine litter– main goals

**MOOC = Massive Open Online Course**  
**worldwide audience & free of charge**

**Marine litter is a complex environmental problem, involving many stakeholders.**

- **knowledge**
  - **actionable**
  - **change-oriented**
  - **connecting stakeholders; global and local**
  - **leadership**
- **BSc level**

**Open Universiteit**  
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# MOOC ON MARINE LITTER

Getting to Know Marine Litter

Solving Marine Litter

**Leadership Track**

**1. Introduction**

**2. Management**

*Leadership Final Assignment*

**Expert Track**

**3. Sources, fate, modelling & monitoring**

**6. Sea-based sources**

**4. Impacts**

**7. Leadership & effective strategies**

*Expert Final Assignment*

**5. Microplastics**

**8. Implementation: instruments & approaches**

**DPSIR framework  
Honolulu Strategy**

# Participants first MOOC on Marine litter

## Participant profile

> 6000 participants

- 54 countries
- average age: 36
- 70% female
- primarily participants with a University degree
- 25 % students

## Work sectors

- Professional, scientific and technical activities (23%)
- Education (16%)
- Environmental services (13%)

Most participants dealt with the problem before.

 Peter Kohler @PeterKohlerPK · 9 nov.  
Check out this amazing Marine Litter Map! Add your media. Let's build a global picture! [google.com/maps/d/edit?ml...](https://www.google.com/maps/d/edit?ml...) #MLMOOC15 @mcsuk @panexplore



Marine litter

<https://www.marinelittermooc.org/v2>

google.com



← DePatchara

name

DePatchara

description

This is DePatchara, is a Non-profit project, settle down in Salvador da Bahia - Brazil, aiming to take ecotours and to appreciate and clean beautiful beaches that are



# Impact first MOOC on Marine litter

## Impact of the MOOC

- Participants had a significant knowledge growth
- 76.8% indicated the course met their expectations to a great extent or even completely

## Actionable and change-oriented learning

- Involvement of participants was high
- More than 100 high quality and real change-oriented action plans in networks with different stakeholders

## Focusing on

- specific regions or seas
  - country
  - river
  - specific topics or themes
- or combination

Many participants:

- demonstrated leadership
- took action in reducing and preventing marine litter

“Nearly all participants would recommend the MOOC to others”



## 2<sup>nd</sup> MOOC on Marine litter– main changes

- **More emphasis on all world regions through case studies**
  - **Add latest background materials**
    - **UNEA-2 report**
    - **Vital graphics**
    - **Biodegradable plastics,**
    - **etcetera**
  - **Implement some new topics**
    - **Hotspot assessment**
    - **Strengthen financing section**
  - **Add new and other case studies**
    - **More regions**
- ❖ **English**
  - ❖ **Spanish**
  - ❖ **other UN languages?**

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[www.ou.nl](http://www.ou.nl)





## Request to GPML network

### ➤ Interesting case studies

- project description
- video (max 5 min)
- other resources)
  - ❖ format available

### ➤ Help promote the MOOC

- ❖ Start 2<sup>nd</sup> MOOC on Marine Litter  
May 22, 2017

### ➤ Academia

- Promote to students, stimulate to join
- Part of curriculum



# An Overview of the Implementation of the Caribbean Node of the Global Partnership on Marine Litter

Robert Glazer  
Research Scientist  
Florida Fish and Wildlife Conservation Commission  
Fish and Wildlife Research Institute



## Introduction

- In 2015, the United Nations Environment Programme based in Kingston, Jamaica partnered with the Gulf and Caribbean Fisheries Institute (GCFI) to implement the Caribbean Node of the Global Partnership on Marine Litter (GPML). The goal of the node is to achieve the objectives of the GPML and the Regional Action Plan on Marine Litter (RAPMaLi). This factsheet provides an overview of the activities in year one and describes the road ahead as the node continues to develop and strengthen while working towards reducing marine plastic debris and microplastics, and other sources of pollution.



# An Overview of Year One Accomplishments

The first year of the node focused on implementing the Caribbean node of the GPML and included:

- ❑ Two regional planning workshops/meetings (Panama and Jamaica) for review of the RAPMaLi and to assist with priority setting for the Caribbean Node of the GPML;
- ❑ Developing five concept notes which shaped GPML priorities into well-developed project prospectuses;
- ❑ Implementing two projects in the Caribbean region from the concept notes;
- ❑ Leveraging an existing relationship with the Caribbean and Brazilian Shelf Large Marine Ecosystem project (CLME+) to identify Caribbean-wide perspectives on marine pollution issues within a workshop format at the annual conference of the GCFI;
- ❑ Conducting a technical session on marine debris at the annual conference of the GCFI *'Identifying, Understanding, and Reducing Marine Debris in the Gulf and Caribbean'* co-sponsored by the Marine Debris Division of the US National Oceanic and Atmospheric Administration;
- ❑ Implementation of an email distribution list (GPML-Carib@listserv.gcfi.org), and;
- ❑ Development of a GPML regional Stakeholder Database.

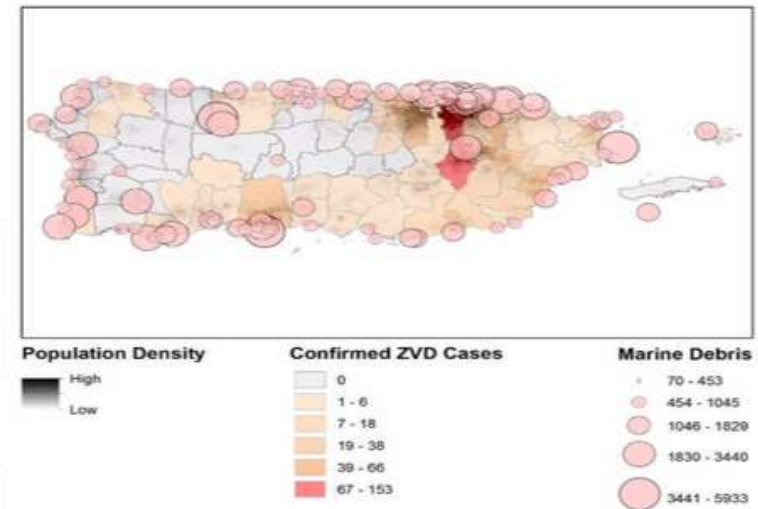
The five concept notes: these were developed in consultation with UNEP/GPA/GPML and UNEP CAR/RCU and included the following:

<b>Concept note Proponent Brief Overview</b>		
<b>Grenada Microplastics</b>	St. George' University, Grenada (Dr. Clare Morrall)	This concept note outlined a small project related to microplastic ingestion by commercially important species of fish in the Caribbean region.
<b>Piloting marine litter reduction strategies for major Caribbean cultural/musical/sporting events- Carnival in Trinidad and Tobago</b>	IAMovement (Ms. Nakita Poon Kong)	This concept note outlined a small project related to the reduction of marine litter associated with a major Caribbean cultural event – Carnival in Trinidad and Tobago.
<b>Links between marine litter and the prevalence of mosquito-borne public health concerns</b>	All Points Geospatial Consulting (Seann D. Regan)	This concept note outlines a small project related to marine litter and the incidence of mosquito- borne public health concerns such as Chikungunya virus/Chik V in the Caribbean region.
<b>Innovations and cost analysis of options for marine litter action</b>	Gulf and Caribbean Fisheries Institute, Inc.	The proposed project addressed the need identified in the RAPMaLi, in particular the recommendation that “More research needs to be conducted to determine the various impacts of marine litter on the coastal ecosystems and other indicators. The economic impacts need to be assessed in order to help develop and prioritise response centers for businesses, industries and the public. Social impacts such as health issues should also be assessed in order to inform policymakers and the public of the need for effective management. Furthermore, there is a lack of corrective measures in dealing with the impacts of marine debris.”
<b>Regional assessment of marine litter initiatives in the Caribbean</b>	Gulf and Caribbean Fisheries Institute, Inc.	This concept note outlines a small project to conduct an analysis of existing initiatives related to marine litter reduction in in the Caribbean region.

## The Two Implemented Projects:

The projects that were funded were identified from the list of Concept Notes. These included:

- 1. Fish Microplastics Project in Grenada: commercially important Red Snapper (n=6), Red Hind (n=6), Mutton Snapper (n=6), Barracuda (n=6), Blue Runner (n=5), Mahi Mahi (n=4), and Yellowfin Tuna (n=1) were sampled for microplastics. Plastic fibres predominated followed by microplastic film. Plastics were ubiquitous and found in every fish sample.
- 2. Marine Litter as habitat for Mosquitos in the context of Zika Virus Disease (ZVD): The incidence of Zika was examined in relation to the amount of marine plastics collected in the environment around Puerto Rico.



# Joint Workshop between the Caribbean Node of the GPML and CLME+

The GCFI convened a workshop at the annual meeting in Grand Cayman in November 2016 entitled: *'Workshop on Identifying Research Needs on LBS Pollution in Caribbean Region.'* The workshop focused primarily on:

- ❑ **Governance:** This could include institutional, policy, legislative and regulatory on all aspects of Pollution. And on the effectiveness of these including enforcement and engagement of private sector.
- ❑ **Pollution:** Types, Sources and Impacts on Economic Sectors, Human Health and the Coastal and Marine Ecosystems. This would include any Environmental variables which exacerbate polluting impacts.
- ❑ **Communication:** Focusing on research needed to bridge the sciences involved in Pollution research and then communicating this to general public and decision makers.
- ❑ **Monitoring:** Monitoring all aspects of pollution including social, economic, legislative, enforcement, climate change, and all other previous topics.



## The Way Forward

- As the node gains traction, the focus will be on implementing those activities that were prioritized within the RAPMaLi. The node will seek out and build partnerships and attempt to achieve synergies when possible drawing on the regional stakeholder database. The node will also develop communications tools to ensure effective information exchange with partners and stakeholders. Projects will focus on priorities identified within the GPML and among regional constituencies.



# ***African Marine Waste Network***

**Tony Ribbink**

**Sustainable Seas Trust**

**28<sup>th</sup> February 2017**

# LAUNCHED AFRICAN MARINE WASTE NETWORK July 2016, for 38 coastal and island states.



# Africa is the second most polluted continent



Sustainability & poverty alleviation through  
education



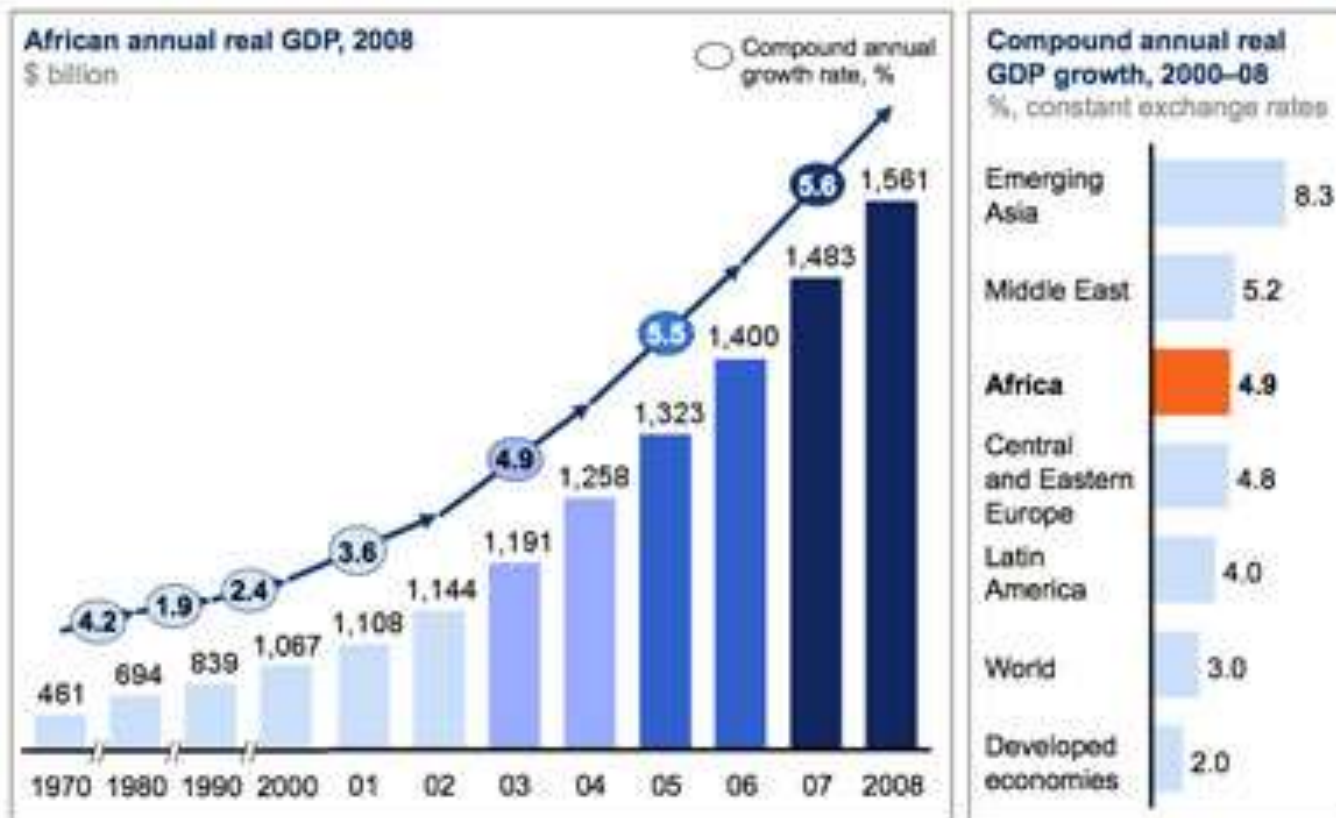
# Accumulation of waste is accelerating rapidly



Sustainability & poverty alleviation through education

# Waste correlated with economic development

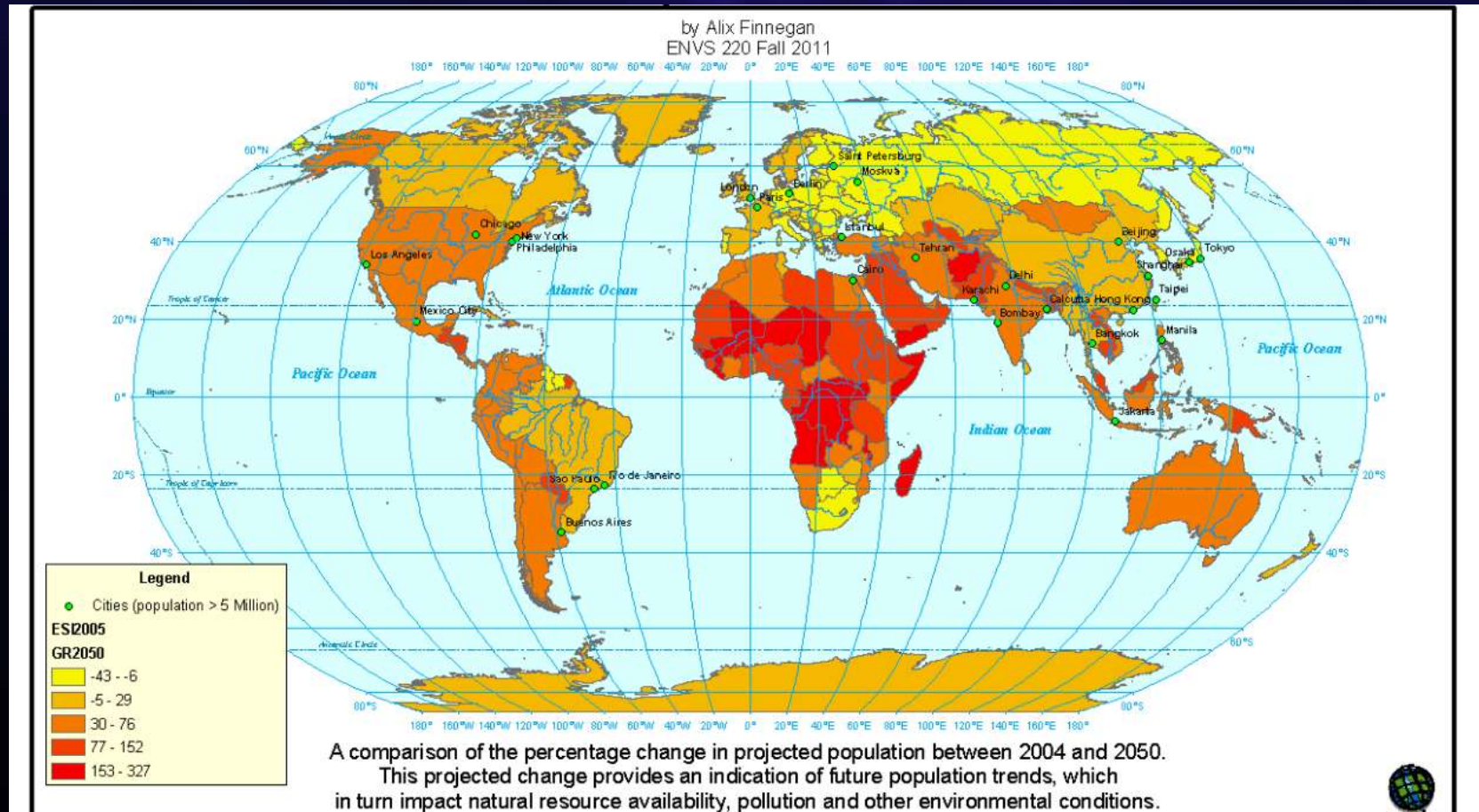
**Africa's economic growth accelerated after 2000, making it the world's third-fastest growing region**



SOURCE: International Monetary Fund; World Bank World Development Indicators; McKinsey Global Institute

Sustainability & poverty alleviation through education

# Increased waste is correlated with population growth rate & rates of urbanization



**Economic development has not been matched by  
a decrease in poverty levels,  
or by significant improvements in education,  
skills development and health care**



# Litter, knows no political or other boundaries: action network within and between countries





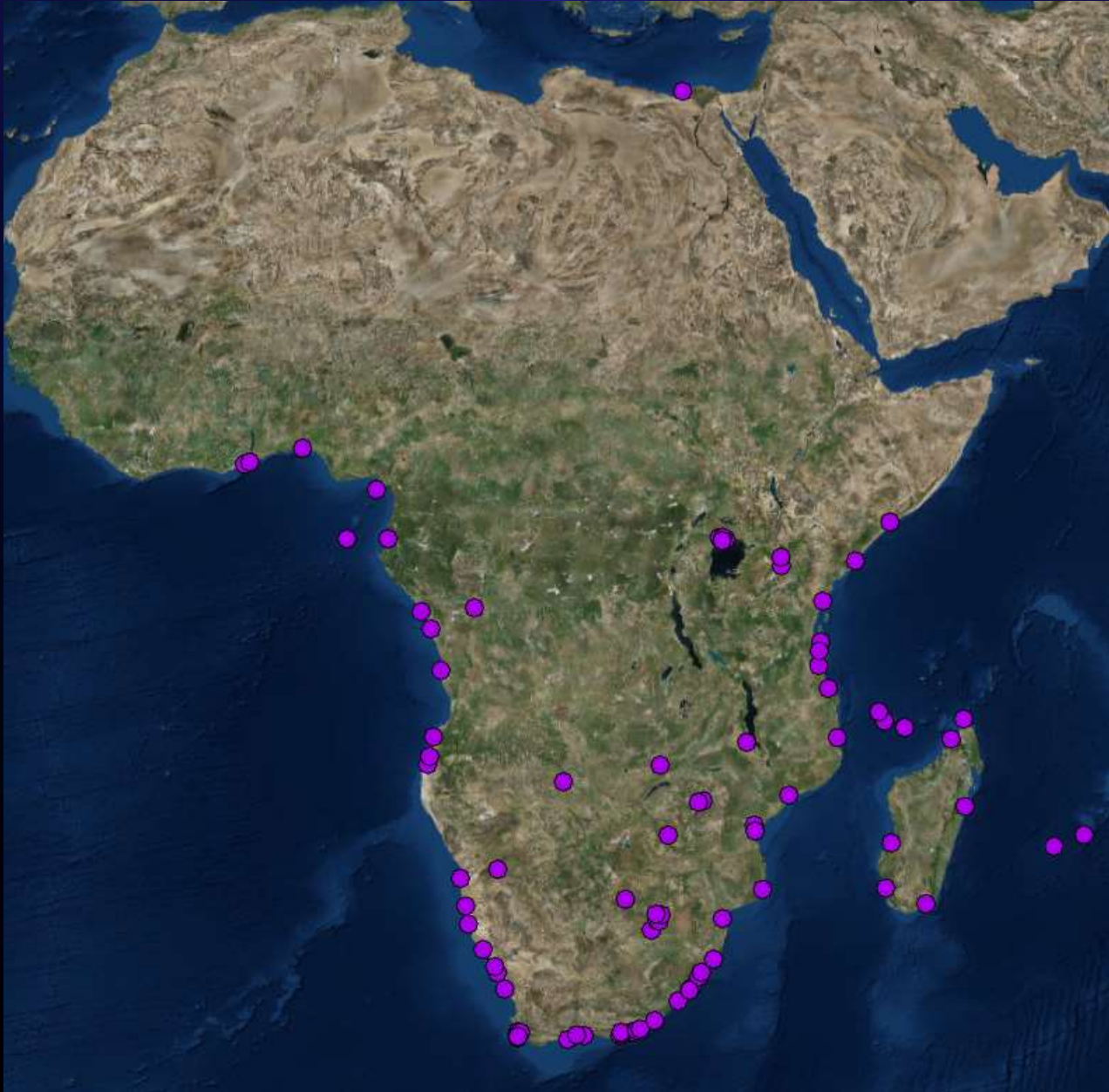
**Team forming Advisory Panel representing broad spectrum  
of Stakeholders**

**Developing “*Waste Strategy:  
Guide to Best Practice for Africa*”  
for conference and implementation**

**We do not know the status of litter in Africa.  
Data collection a priority.**



# Infographics with Interactive map





# Education & Clean Spot project with its economic enterprise component for impoverished communities



# Many levels of capacity building are needed



Sustainability & poverty alleviation through  
education

- Be at the conference
- Share your ideas
- Help build *“Guide to Best Practice for Africa”*



## INTERNATIONAL CONFERENCE ON MARINE WASTE IN AFRICA

BUILDING A STRATEGY FOR AFRICA: A GUIDE TO BEST PRACTICE

*“Bringing together and growing a network of researchers, educators, other practitioners, industry, media, and governments to meet the pollution challenges facing Africa.”*



Add your ideas, share your experience, help build the guide to best practice.



Network with world class speakers including renowned marine biologist explorer, author, and conservationist Sylvia Earle - a National Geographic explorer-in-residence and founder of Mission Blue.

### Conference Topics Include

- Research
- Policies and practices
- Education and awareness
- Conservation
- Data, GIS and mapping
- Plastics and litter
- Oil, aerial and chemical pollution
- Socioeconomic impacts
- Circular economy and blue economy
- Role of businesses
- Special challenges of municipalities
- Recycling and upcycling
- Exciting innovations

Participants are encouraged to shape the conference by submitting abstracts of their papers online

# Update: Sixth International Marine Debris Conference, 6IMDC (NOAA)



# Q&A

