

## Towards a Pollution-Free Planet: The Clean Seas Campaign on Marine Litter

In February 2017, UN Environment launched the Clean Seas campaign with the aim of engaging governments, the public, and the private sector in the fight against marine plastic litter. The campaign seeks to address the root causes of marine plastic litter through a three-phased strategy over five years (2017-2021). The campaign's key assets are its global reach; its unified voice, which can bring national movements under a single umbrella; and its collection of engaging materials, which are available in multiple languages.

### Objectives:

The Clean Seas campaign aims to ban single-use plastics and microbeads within five years. It will do this by working with Governments to support action, with the private sector to change their business practices, and with citizens to call for action on this issue.

UN Environment invites **Governments** to:

- Establish National and Regional Marine Litter Action Plans.
- Pioneer national legislation and policies to promote marine litter reduction.
- Set up national plastic management systems to measure and reduce their plastic footprint.

UN Environment invites the **private sector** to:

- Commit to reduce plastics use in production, product design and packing.
- Improve, measure and report actions to reduce marine plastic litter and microplastics.
- Work with partners active in this space to raise the profile of this issue with their audiences.

UN Environment aims to increase and improve **public engagement** by:

- Reaching the widest possible audience through the campaign's social and digital channels.
- Registering thousands of individual commitments to action, which range from reducing personal use of single-use plastic to engaging in beach clean-ups.
- Supporting national movements to come together under one globally recognized brand, with assets that can enhance national efforts.

As of May 2017, 18 countries have joined the campaign and made concrete commitments. Collaborations have been established with Dell, Volvo Ocean Race and Parley, and more than 2,000 individual commitments have been registered, with a total digital reach of 2 million.

### On the road to the UN Environment Assembly:

- Public engagement: A wide range of activities are underway, including a major photo competition, asking for citizens to launch new actions (eg on straws, recycling) and UN Environment will be working with Ocean Conservancy to increase the number of beach clean-up initiatives around the world and convert these activities into wider understanding about the issue upstream.
- Volvo Ocean Race: UN Environment will be a major partner in this race, which is seen by 2 million people
- Outreach: UN Environment will be investing heavily in storytelling to show how governments are acting and bringing in civil society voices to show the demand from citizens for action.