



Global Marine Litter Campaign

Our oceans are awash with plastic that is killing our seas. At stake is the health of over 600 species of marine animals, the world's food systems and the economies of many coastal communities. In the last 20 years, the proliferation of microbeads and single-use plastic has made the problem even more serious. Unless we act now, our seas will be filled with the leftovers of human consumption. That's why, over the next five years, UN Environment will work with governments, the private sector and global civil society to build a global movement to transform these issues from neglected to unignorable.

Our Approach

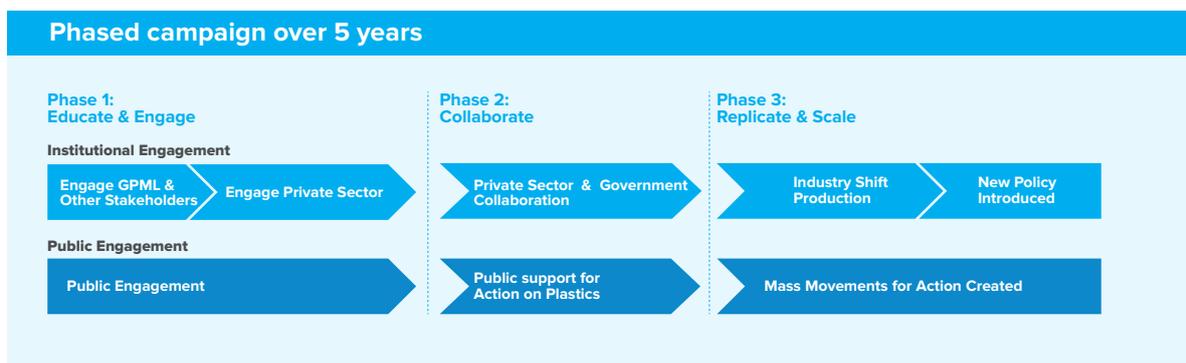
UN Environment's Clean Seas campaign will target the problem at its root, focusing on reducing the use of non-recoverable and single-use plastics. To do this, we need citizens to be aware, engaged and active. Countless local organizations are already doing important work on marine litter; uniting these efforts would give all voices on this important issue greater strength and volume. In designing the UN Environment campaign, we talked to relevant stakeholders who welcomed a global initiative that would unite them in their call for change. By connecting these engaged and active citizens with the private sector and governments, UN Environment aims to transform standards, practices and policies around the globe to turn the tide on plastic.

An estimated **8 million tonnes of plastics** entered our oceans

Marine debris causes a minimum of **\$8.1 billion in damage to marine ecosystems** every year

More than **600 species** are harmed by ingesting or becoming entangled in plastics

The campaign will be implemented in three phases, each of which will build on the momentum of the campaign as it unfolds.



1. Build an aware, engaged and active public (2017)

The public engagement phase of the campaign (2017-2018) will provide a web platform and toolkit to empower citizens to make informed choices and use their voice and purchasing power to reduce marine litter. This phase will engage more than 50 major partners and reach millions of people.

Our first focus will be non-recoverable plastics, which include microbeads in personal care and cosmetics products. There is a real chance that microbeads could be taken out of production by 2020. Our campaign will work to make that a reality by engaging high-profile women, such as UN Environment Goodwill Ambassadors, to lead the campaign. In doing so, we aim to help bring about a ban of microplastics in personal care and cosmetic products.

We also aim to focus on the reduction of single-use plastics and mobilize the biggest-ever clean-up of beaches around the world to highlight the problem and the need for prevention of plastic entering the ocean.

2. Scaling up and replicating action around the world (2018-2020)

In the private sector engagement phase of the campaign (2017-2019), UN Environment will work with industries to reduce the use of single-use plastics and microbeads. Campaign partners in each country, in collaboration with UN Environment, will engage the private sector in positive, problem-solving consultations that will lead to a reduction in plastic usage upstream. UN Environment will also play a broader and more strategic role in engaging global brands and early adopters to encourage a new generation of corporate leaders.

3. Closing the Loop (2021-2022)

By the third phase (2020-2021), citizens will be well aware of the impacts of plastics, new policies will be shifting society away from non-recoverable and single-use plastics, and there will be a clear technical pathway for industry to reduce its use of plastics and implement better plastic management strategies. With these conditions in place, we will be one step closer to a closed-loop economy – one in which plastics never become waste, but re-enter the economy as technical or biological capital. In this stage, the campaign will focus on keeping consumers engaged, celebrating the success of those meeting voluntary standards, and strengthening government enforcement on the issue.

Help us bring this to life

We are ready to launch an ambitious campaign, and we are seeking support from donors to help us roll it out, together with partners. The total budget for the 5-year campaign is \$6 million. In our first year, we are looking for partners to come on board and support with at least \$500,000 in seed funding to support the development and launch of the campaign, which will include a major digital platform, offline actions, partnership outreach and a Goodwill Ambassador programme that will engage audiences around the world.

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