



WWF

G7 Workshop on Marine Litter
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Donatella Bianchi – President WWF Italy
d.bianchi@wwf.it

Giulia Prato – Marine Officer WWF Italy
g.prato@wwf.it

OUTLINE

- Best practice examples
- Starting projects & partnerships
- Draft WWF strategy to tackle marine litter globally



BEST PRACTICE

Case 1: WWF-Hong Kong

Citizen Science Survey: The Coastal Watch Project

Develop a long-term solution to the marine litter problem, educate a broad segment of the Hong Kong public about marine environment and then inspire and mobilize these people to take positive action to shape its future.



34 COASTAL SURVEY SITES

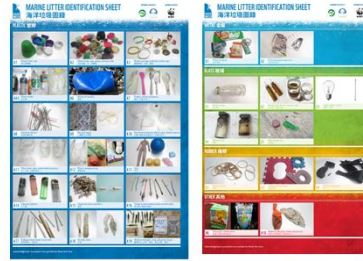
- Sandy Shore
- Mangrove
- Mudflat
- Rocky Shore
- Underwater
- Coastal Water



together possible.

Over the 2 years:
>2,000 volunteers
conducted 130 site actions





LAND-BASED
MACRO-DEBRIS
PER FIVE-METRE
BELT TRANSECT

391.4

LAND-BASED
MICRO-DEBRIS
PER ONE SQUARE METRE
QUADRAT

89.3



COASTAL FLOATING
LITTER
COLLECTED EVERY TWO HOURS

517.6



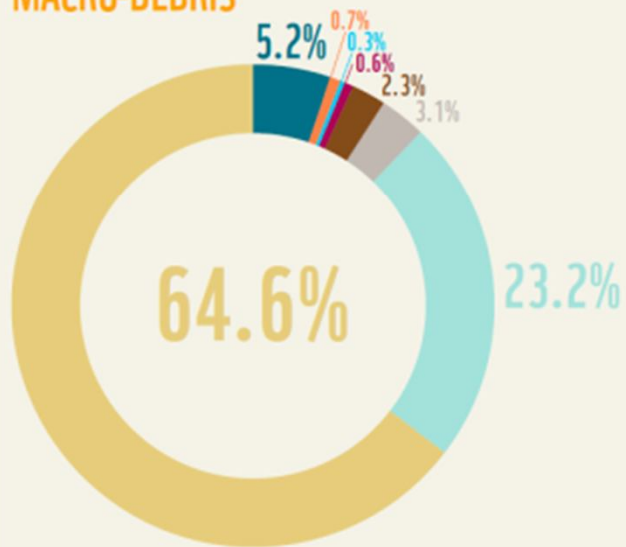
AVERAGE NUMBER OF
PIECES OF LITTER

UNDERWATER
LITTER
PER 100 METRE
TRANSECT

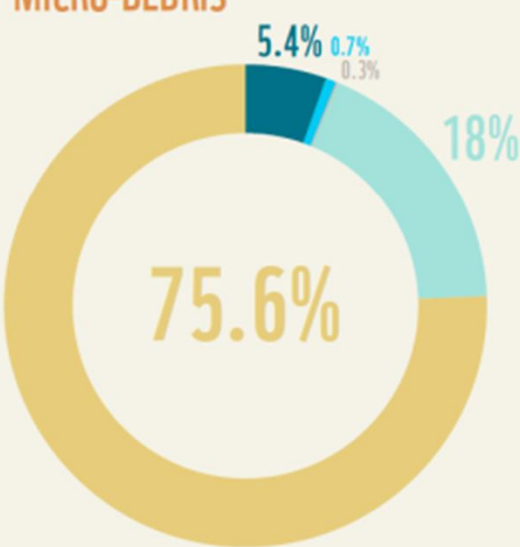
30.0











LAND-BASED MACRO-DEBRIS



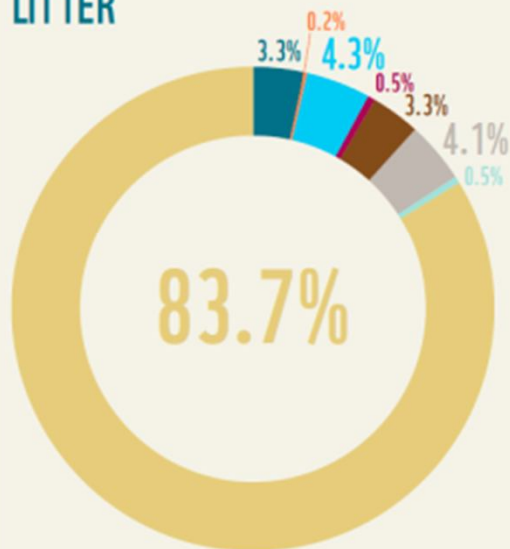
LAND-BASED MICRO-DEBRIS



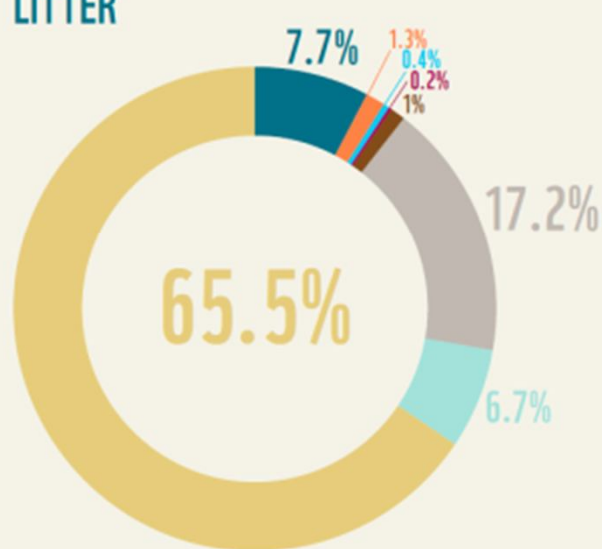
COMPOSITION OF MARINE LITTER

-  Plastic
-  Glass
-  Metal
-  Wood
-  Rubber
-  Paper
-  Cloth
-  Others

COASTAL FLOATING LITTER



UNDERWATER LITTER





Exhibition at HK Maritime Museum, Ocean seminars, Leaflets, Website, Social Media





Pledge campaign: Knock Plastic out of the Ocean

- Individual pledge to reduce disposable plastics
- Urge government and business sector: **Producer Responsibility!**

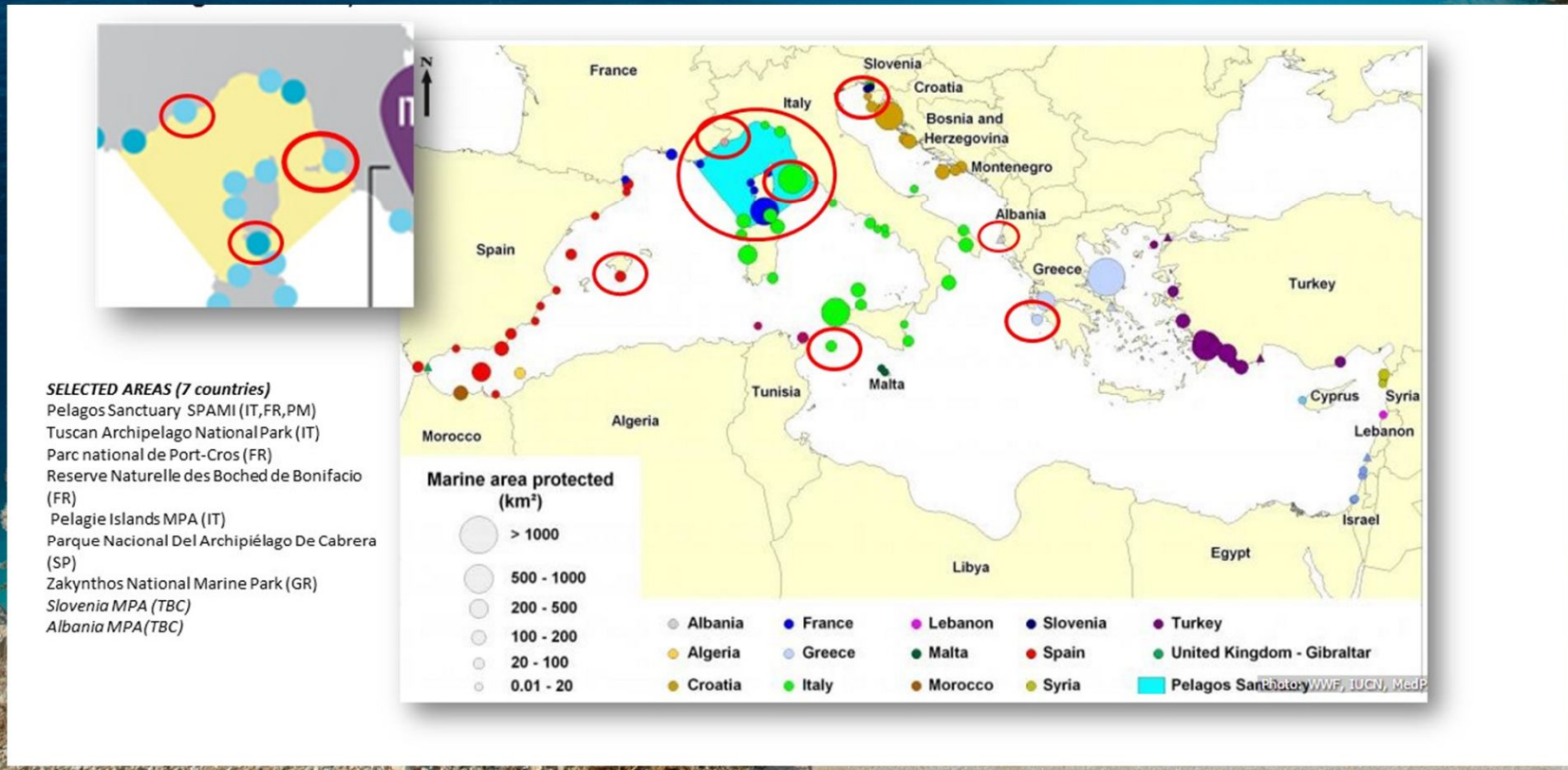
The landing page features a blue header with navigation links: THE PLEDGE, PROJECT HIGHLIGHTS, and COASTAL WATCH. Below the header is a large illustration of marine life (dolphin, jellyfish, fish) swimming over a layer of plastic waste. Three blue arrows point to the percentages: 40%, 60%, and 80%. At the bottom, there are two progress bars: one for 'Individual' (2272/3000) and one for 'Group' (43/300). A message states: 'We have reached 44% of our Individual pledge target. Your participation is essential to help save the marine animals from litter!'. The main slogan is 'Knock Plastic out of the Ocean' with a sub-slogan 'Say no to disposable plastic, say yes to marine life'.

The form is titled 'INDIVIDUAL PLEDGE' and includes a 'GROUP' tab. The pledge text reads: 'I pledge to reduce my use of the following single-use plastic items:'. Below this are five items with checkboxes: bottled water, plastic cutlery, polystyrene meal boxes, straws, and plastic bags. A note states: 'If I do use any of the above items, I pledge to reuse or recycle them after use if possible.' There are two main pledge options, both checked: 'I pledge to support businesses which take responsibility for their products and the Earth by producing sustainable alternatives to these single-use plastic items, and which facilitate the reuse and recycling of the products that they sell or provide.' and 'I pledge to urge the government to enact legislation which facilitates businesses to implement more aggressive producer responsibility schemes for disposable products to help reduce the generation of litter which ends up in the marine environment.' The form includes a 'Sign' section with 'Name' and 'Email' fields, a 'Login with Facebook' button, and a 'Submit' button at the bottom right.

NEW PROJECTS IN THE MEDITERRANEAN

Building upon existing networks

Plastic Busters: preserving biodiversity from plastics in Mediterranean Marine Protected Areas

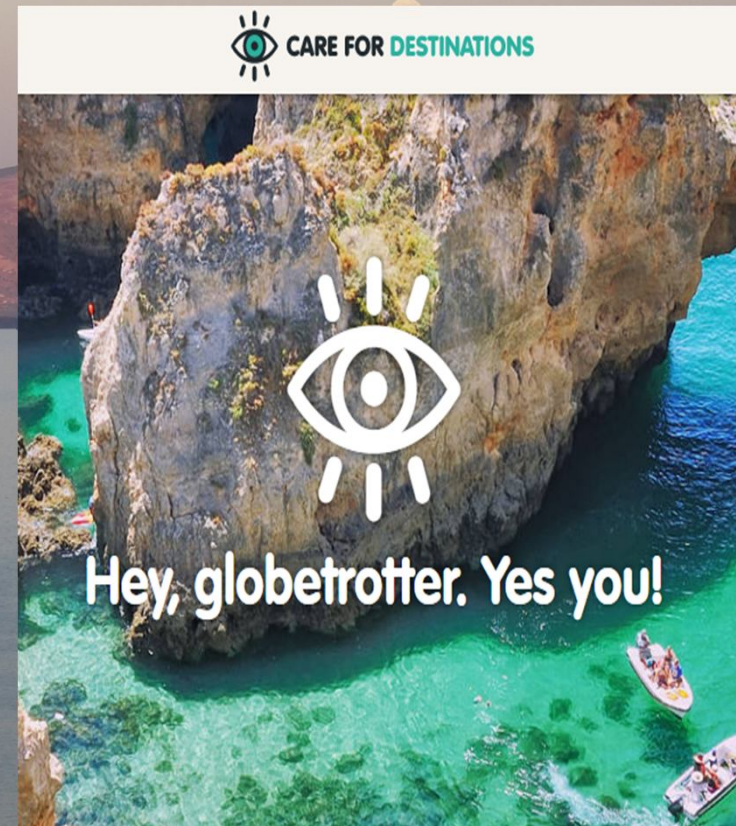


Promotion of entrepreneurship



Crowd-sourcing for knowledge development & monitoring

*Ocean cleaning up
Fellowship on Blue Economy &
Circular Economy*



<https://www.facebook.com/CareforDestinations/videos/1788675431349902/>

A Plastic Free Ocean

Draft WWF strategy



Gray whale tail fluke at surface, Mexico
Photo: naturepl.com / Mary McDonald / WWF-Canon

Identification of root causes and urgencies

Redesign

Redesign efforts can be slow, but are however essential for long term systemic change of the sector

EU and USA

Leakage

The leakage is projected to significantly increase and the damage is irreversible

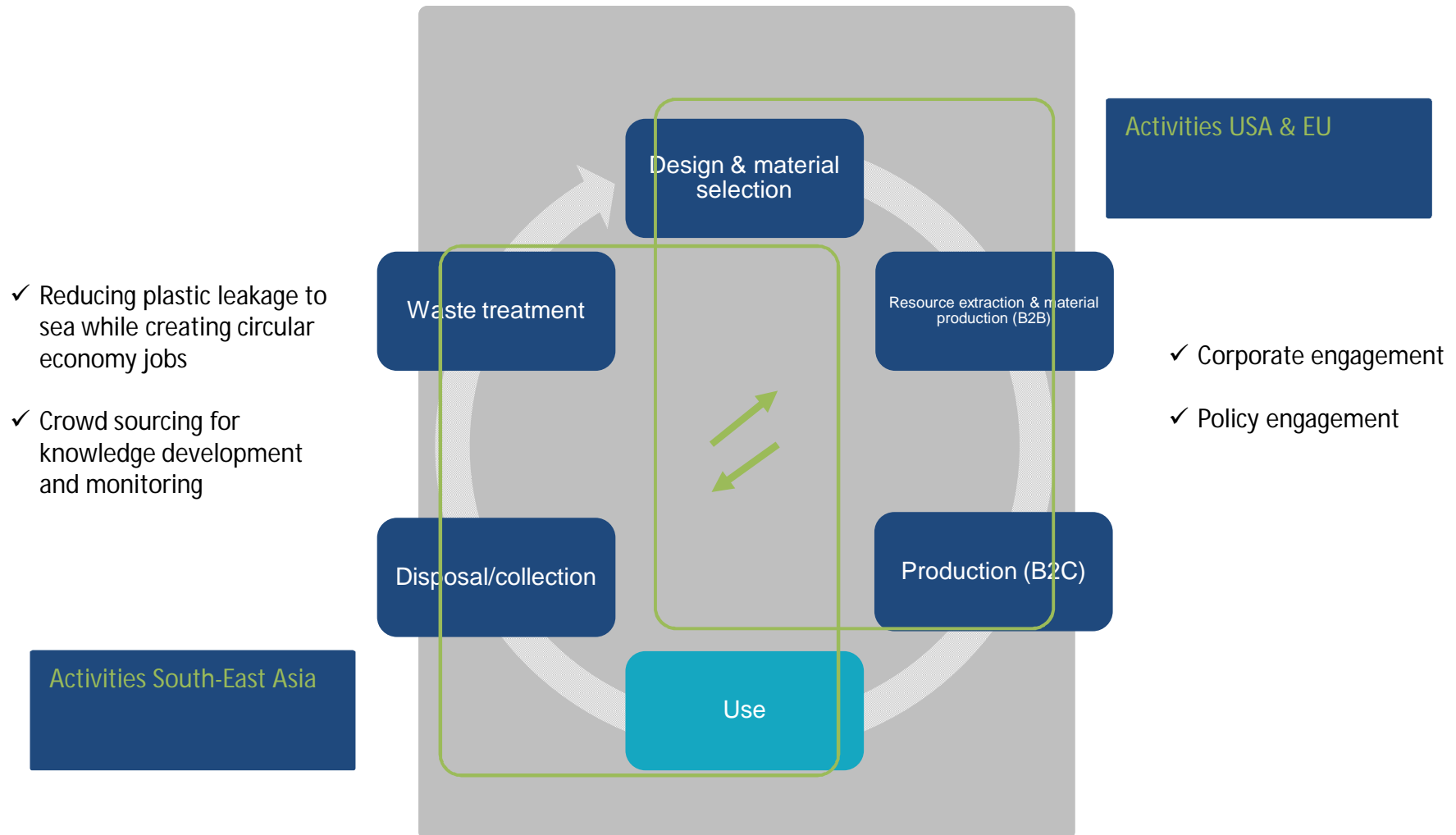
South Asia Top Cities



Source: Ocean Conservancy (2015): stemming the tide. Land-based strategies for a plastic free ocean.

Efforts are focussed on the most relevant leverage points end-of-life (South-East Asia) as well as upstream (EU & USA)

The two program lines work together to achieve a Circular Plastics Chain and to create Plastic Pollution Free Cities





Thank you

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