Progress report
3 May 2018

#CleanSeas
UN Environment
Houston, we have a problem...

Innovation, personal habits and waste management have not caught up with global plastic production.
Clean Seas aims to change this:

- **Long-term**: 5 year programme to turn the tide on plastic both upstream, and downstream.
- **Three phase campaign**: Calling on Public, Government and Private Sector to act.
- **Open source**: Movement for this moment.
- **Scope**: Most ambitious ocean campaign in the UN’s history.
One year on, what has #CleanSeas achieved?

Influencing policy:

- **Momentum**: 43 governments have taken action to support the campaign, 32 policies enacted.

- **Supportive**: Sample survey of governments showed 57% appreciated the “considerable” support of Clean Seas.

- **Networked**: Sharing best practice, connecting governments, private sector and citizens

- **Growing**: Aiming for 30 more governments to join Clean Seas in 2018
One year on: Changing the public debate

• 82,000 commitments on the Clean Seas site.

• 3 million people viewed the “Break Up” film.

• UN Environment at the heart of the digital debate.

• VR dome takes the issue to new audiences.
One year on: Building private and public partnerships
So how can you help?

- **Join:** Make a commitment to join the Clean Seas campaign.
- **Connect:** Ask citizens and private sector partners to come on board.
- **Act:** It starts with us.
- **Invest:** Clean Seas needs support to take it to scale.
Thankyou.

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