



clean
seas

turn the tide
on plastic

Progress report



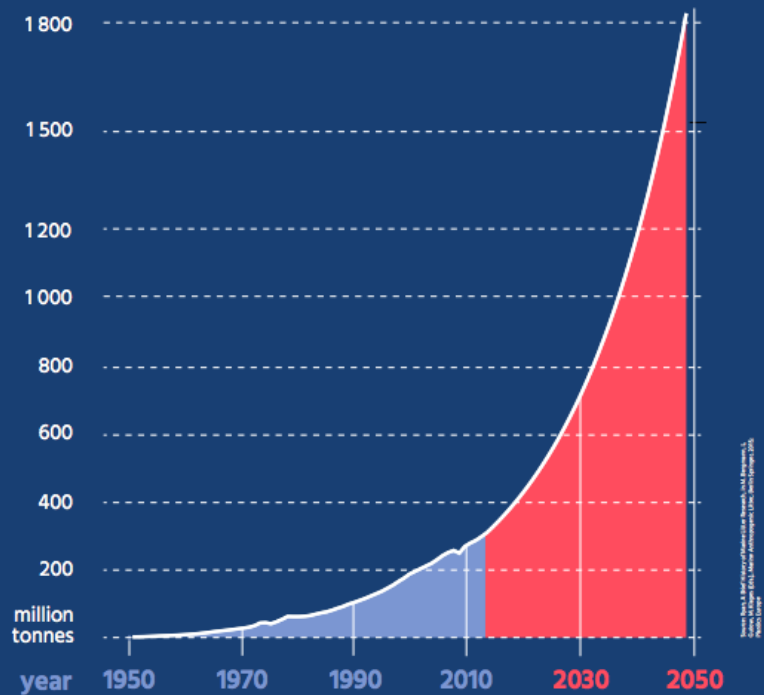
3 May 2018

#CleanSeas

UN 
environment

Houston, we have a problem...

Global plastic production and future trends



Innovation, personal habits and waste management have not caught up with global plastic production.

#CleanSeas



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.



#CleanSeas



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



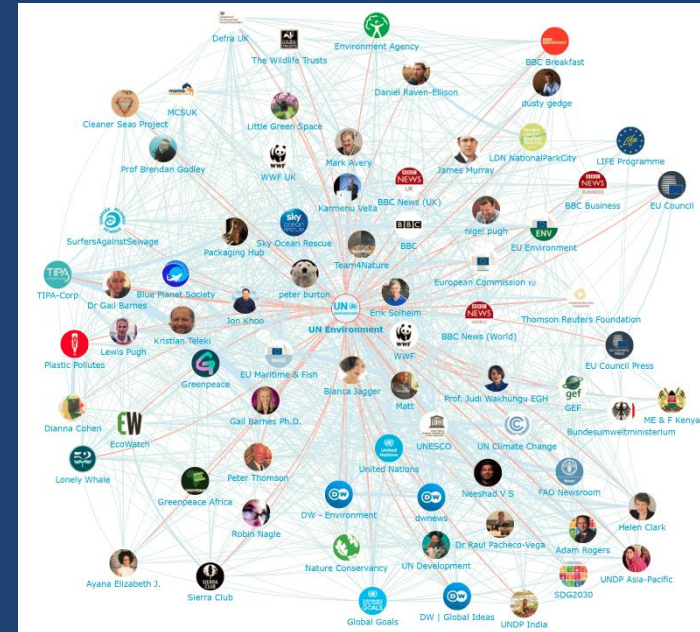
#CleanSeas



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.



#CleanSeas



One year on: Building private and public partnerships



#CleanSeas



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.



#CleanSeas





Thank you.

Sam Barratt, Chief of Public Advocacy & Communications

Sam.Barratt@UN.org

www.cleanseas.org

#CleanSeas

