

An underwater scene with several translucent plastic bags floating in the water, set against a dark blue background. The bags are scattered throughout the frame, some near the surface and others deeper down. The lighting is dim, creating a somber and environmental atmosphere.

REDUCING MARINE LITTER BY ADDRESSING THE MANAGEMENT OF THE PLASTIC VALUE CHAIN IN SOUTH EAST ASIA

OUTREACH AND VISIBILITY

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GOALS FOR INCREASING OUTREACH AND VISIBILITY

- 1) Raise awareness
- 2) Promote behavioural change
- 3) Enable space for policy development

ACTIVITIES:

Share experiences and lessons learned in the SEA region

Establish platforms and communication channels for regular information sharing

Develop case studies and stories building on the latest science and innovation





INITIAL ACTIONS:

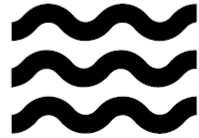
- 1) Brand development
- 2) Development of outreach channels

DEVELOPMENT OF 'MARINE LITTER PROJECT' LOGO

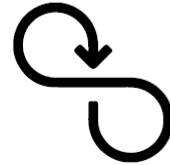
CONCEPT



The "S" is shaped to look like a seahorse to represent marine life



The staggered text and the ripple on the symbol reference the relationship between the land and water via the tide as it goes back and forth.



The S shape also references the infinite shape that represents the circularity / value chain of plastic



The bottom part of the S which is underwater refers to a plastic bag handle





x





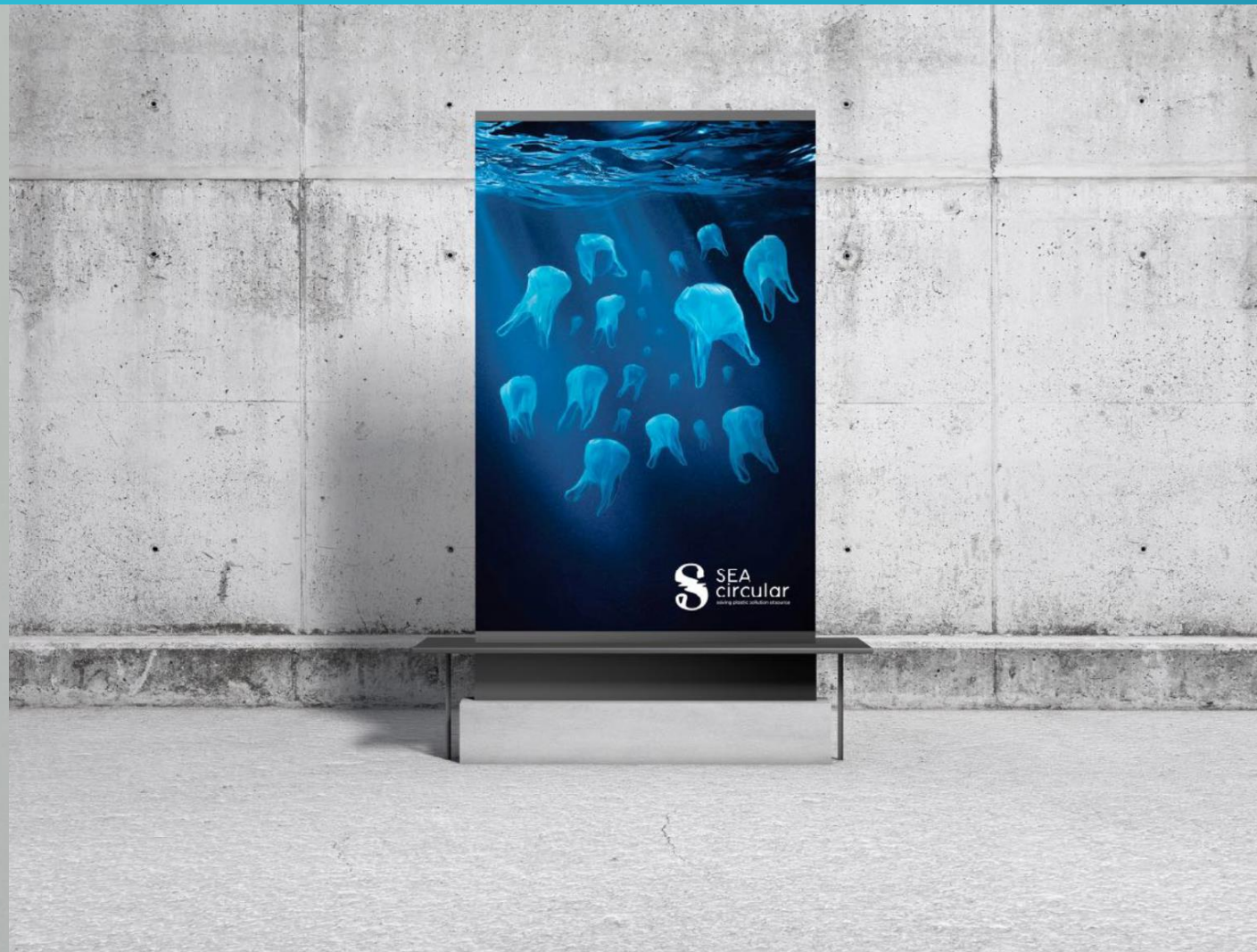
CSO



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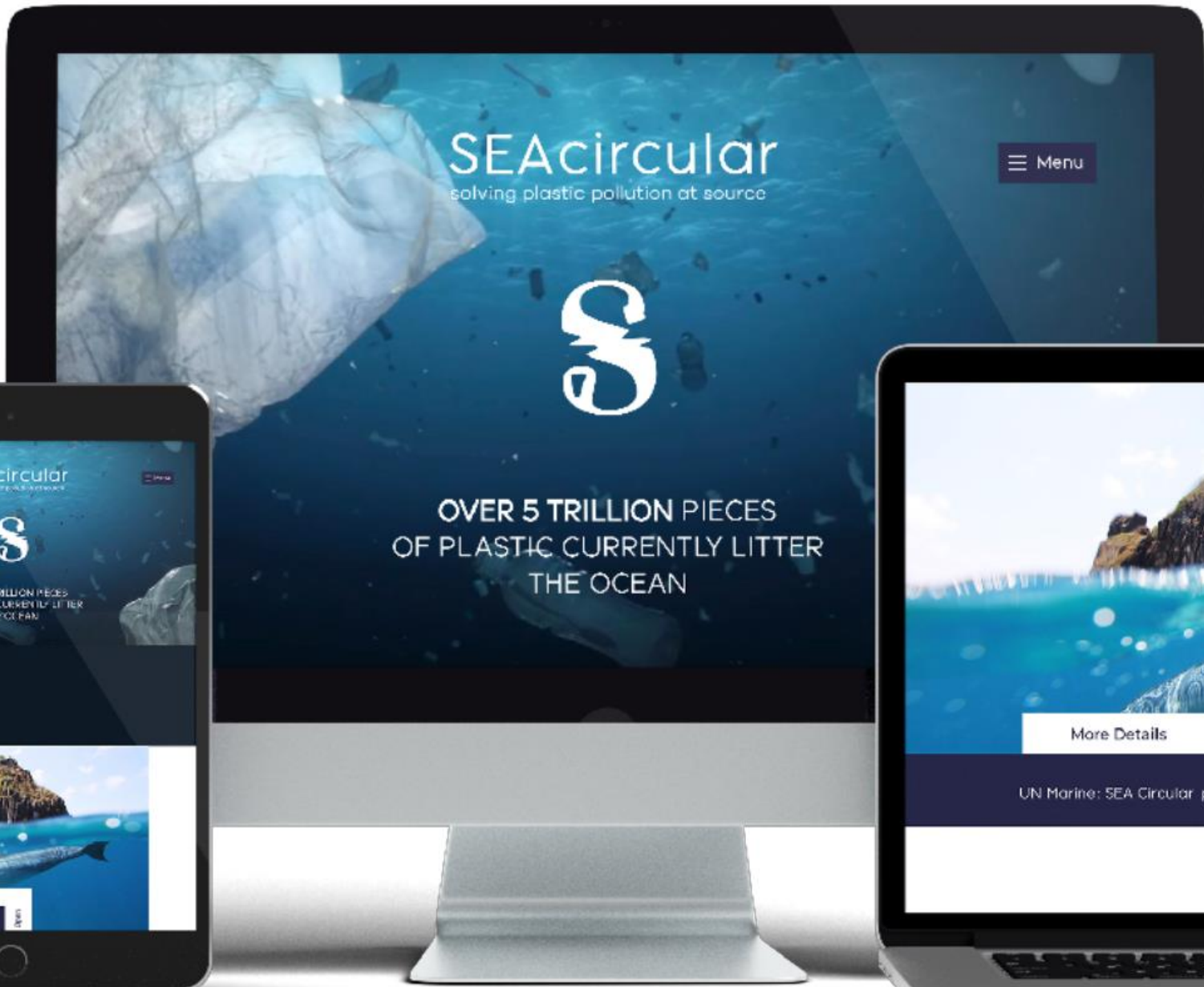
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OVER 5 TRILLION PIECES
OF PLASTIC CURRENTLY LITTER
THE OCEAN





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solving plastic pollution at source



Menu

OVER 5 TRILLION PIECES
OF PLASTIC CURRENTLY LITTER
THE OCEAN

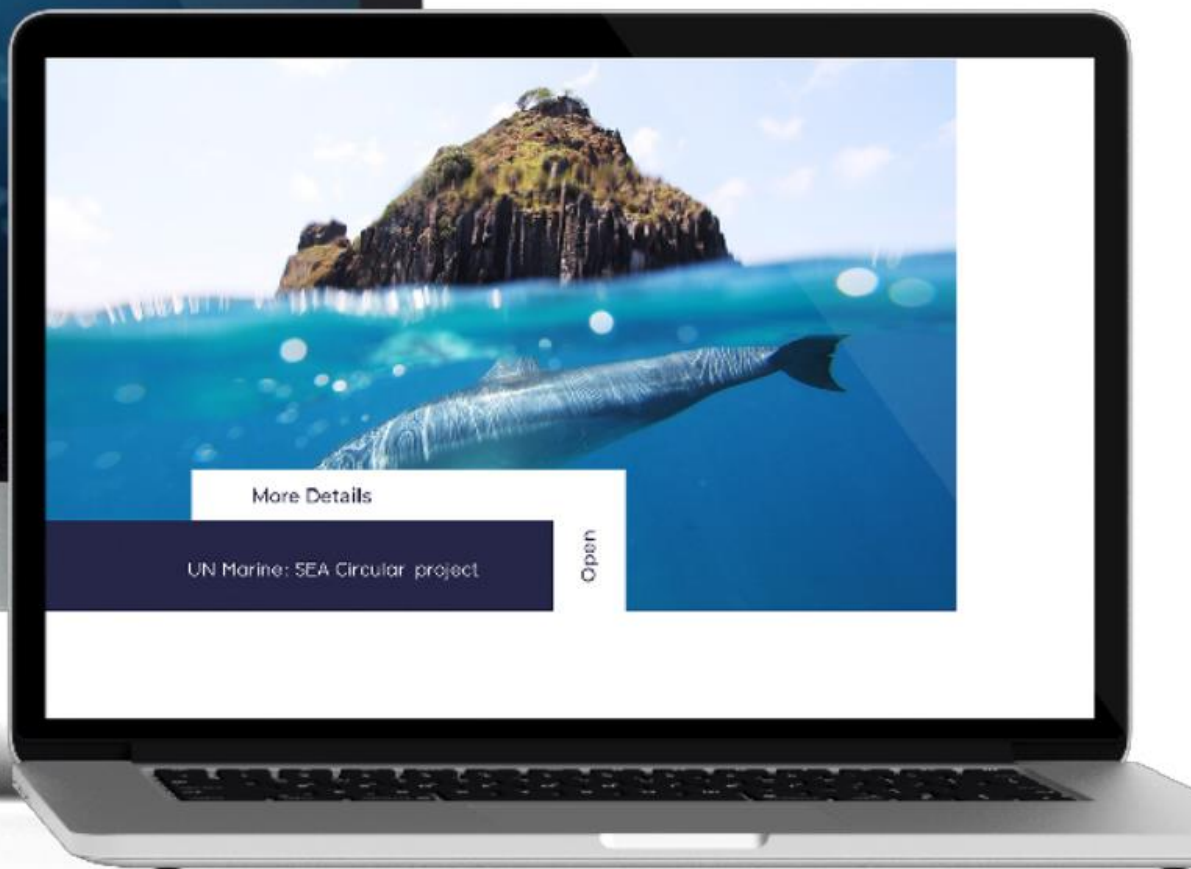


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More Details



More Details

UN Marine: SEA Circular project

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Artist

SEA of Solutions

11-15 NOV 2019 – UNCC, BKK

- YOU ARE INVITED!
- Partnership week to catalyse action for marine litter and plastic pollution reduction
- Focus on sustainable production and consumption, sound waste management, consumer awareness and behaviour change, circular economy and inclusiveness
- Formats of sessions and side events will range from interactive dialogues, TED-talk style presentations, informal dialogues, workshops, panel discussions, and multi-media experiences



SBA – Sustainable Business Awards – Thailand 2019

- ✓ Strategy and sustainability management
- ✓ Workforce
- ✓ Community
- ✓ Energy management
- ✓ Water management
- ✓ Waste and material productivity
- ✓ Climate change
- ✓ Supply chain management
- ✓ Land use and biodiversity
- ✓ Business responsibility and ethics
- ✓ Stakeholder engagement and materiality
- ✓ UN Sustainable Development Goals



OPEN FOR SUBMISSIONS!

Special Award for Leadership on Plastic Waste

The Sustainable Business Awards allow companies to highlight and amplify their successful initiatives and share their experiences with a global audience of potential partners, investors, employees and customers.

Asia Environmental Enforcement Awards 2019

OPEN FOR SUBMISSIONS!

- 4th time these awards will be help by UN Environment
- Partnership of orgs: presented by UN Environment in partnership with CITES Secretariat, UNODC, UNDP, Global Wildlife Program (World Bank-led GEF funded programme) INTERPOL
- Recognises excellence in enforcement by Govt. officials, institutions combating transboundary environmental crime, such as plastic pollution, in Asia
- Support from various partners





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THANK YOU

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APPROACHES:

OUTREACH

Raise awareness and campaign for behavioural/policy change in consumers, producers, and governments in the region and in countries/communities

Support governments, businesses and other partners in organizing effective outreach campaigns

Bring visibility to the gender and human rights elements of plastic use, disposal and marine litter to promote inclusive and targeted solutions and policies, and strengthen the voice of the disadvantaged

Highlight champions and promote innovative approaches in communities and civil society, industry and the public sector

