



RETHINKING THE FUTURE OF PLASTICS - MARINE LITTER AND THE CIRCULAR ECONOMY?

“EUROPEAN ANSWERS TO A GLOBAL CHALLENGE” - 6TH OF SEPTEMBER 2016

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WHO IS TO BLAME?

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"I dunno, I like 'em. Cuts down on the finger pointing."

Marine debris is everyone's problem.



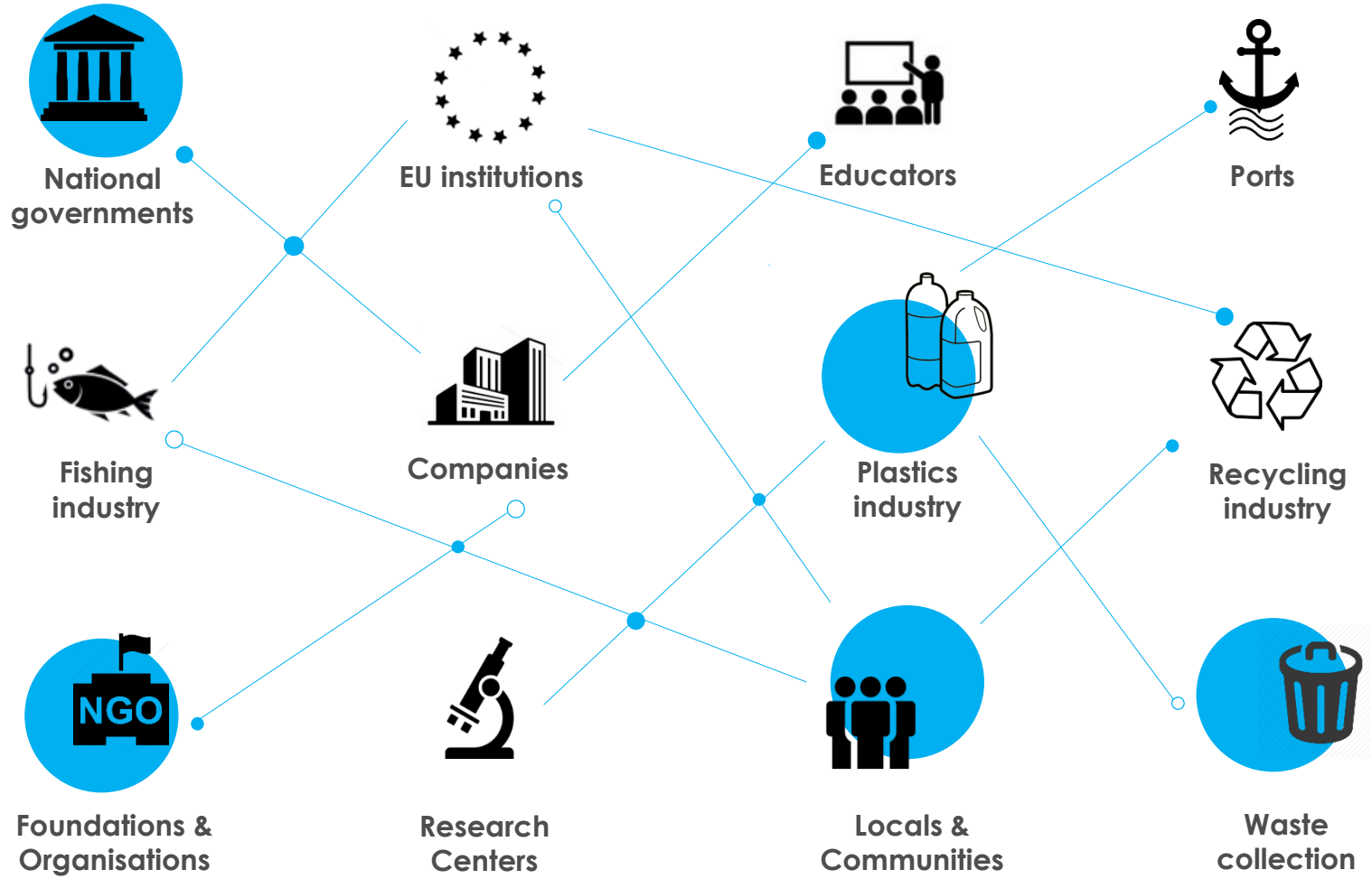
Marine debris threatens marine life and our oceans and coasts. It affects us too, whether we are boating, fishing, swimming, or simply enjoying a day at the beach. Trash can travel through storm drains, streams, and rivers and end up in your community, as well as in the ocean.

Learn ways to stop this from happening.

www.marinedebris.noaa.gov

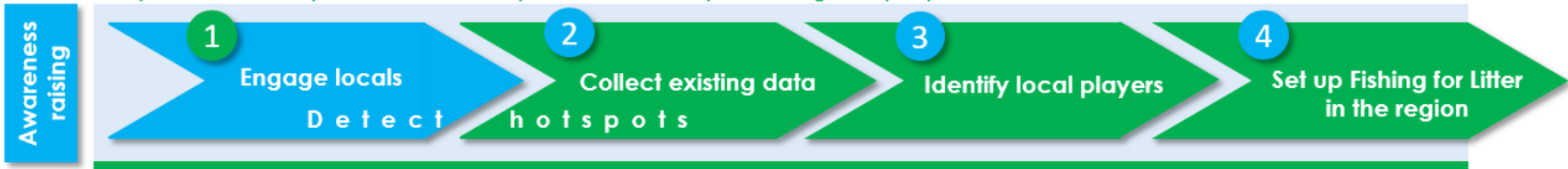


Engage everyone



WFO's Bottom-Up Approach

4 steps towards the implementation of best practices from Europe with long-term perspective



Waste Free Oceans Launches



Marine Litter Cleanup Action Erquy, France



WFO Live Demonstration of marine litter collection in Erquy (France)

Marine Litter Cleanup Action Erquy, France



(Photo Ouest France) Thierry Thomazeau empties the trawl during the demonstration

Marine Litter Cleanup Action Erquy, France



From left to right: Alexandre Dangis (Co-founder of Waste Free Oceans), Pierre Lambret (Prefect of Côtes d'Armor), Alain Cadec (MEP and Chairman of the Côtes d'Armor Council), Thierry Burlot (Chairman of Kerval Centre Armor)

Marine Litter Cleanup Action Erquy, France



Visit of Kerval Centre Armor sorting center

Closing the Loops

Litter, a valuable resource in the wrong place

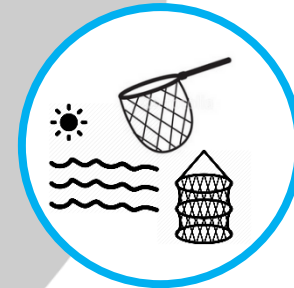
Adding Value to Waste



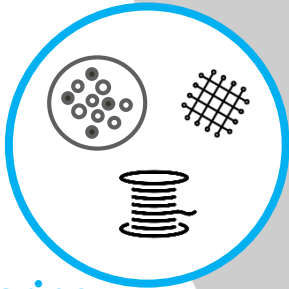
Targeting Hotspots



Collecting Floating Litter



Recovering materials



Don't stop at collection



WFO Launches to Long-term Investment

“Hard as it is to believe, we are the sea’s sweepers”

- Manuel Juárez, the President of the Barcelona Fishermen’s Guild



Today, under the Marviva pilot project, fishermen collect and analyze waste



Photo: Pedro Armestre / AFP

Spain's fishermen have a new catch of the day with fashion for plastic

Published: 03 Dec 2015 08:34 GMT+01:00

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A Spanish company is turning waste plastic fished out of the Mediterranean into high-end fashion and has signed up Valenica fishermen to act as scavengers.

- [Anyone for calamari? Fishermen net giant squid off northern Spain](#) (25 Nov 15)
- [Ancient technique still nets world's best tuna](#) (31 May 15)
- [Spanish 'wall of death' killing UK sharks](#) (07 May 14)

At sunrise in the fishing port of Villajoyosa in eastern Spain, a fleet of

Develop Local Technologies Towards Circular Economies



Discarded fishing nets



Pet plastic bottles



Used tyres



Post industrial cotton



Post industrial wool



Develop Local Technologies Towards Circular Economies



WFO collaboration with Ecover on the first ever Ocean Plastic Bottle



Bollard made from recovered plastic



Objects made from recycled ocean litter on display at a DG MARE expo



WFO bench made from recycled plastic donated to the European Commission



Release a statement, make some noise



Call on consumers to join your action



Continue your promotion, follow-up on your actions



Announce your project to the press

Launch your product, organize events



Build on the momentum, take your actions further



World Wide Waste Free Oceans



Launches (2016)

Along the Adriatic Sea, Italy

Near Saint-Brieux, France

Dominican Republic

Canada

Acting locally
Bringing actors together
Gaining visibility
Involving media
Making a difference

WFO in the Dominican Republic



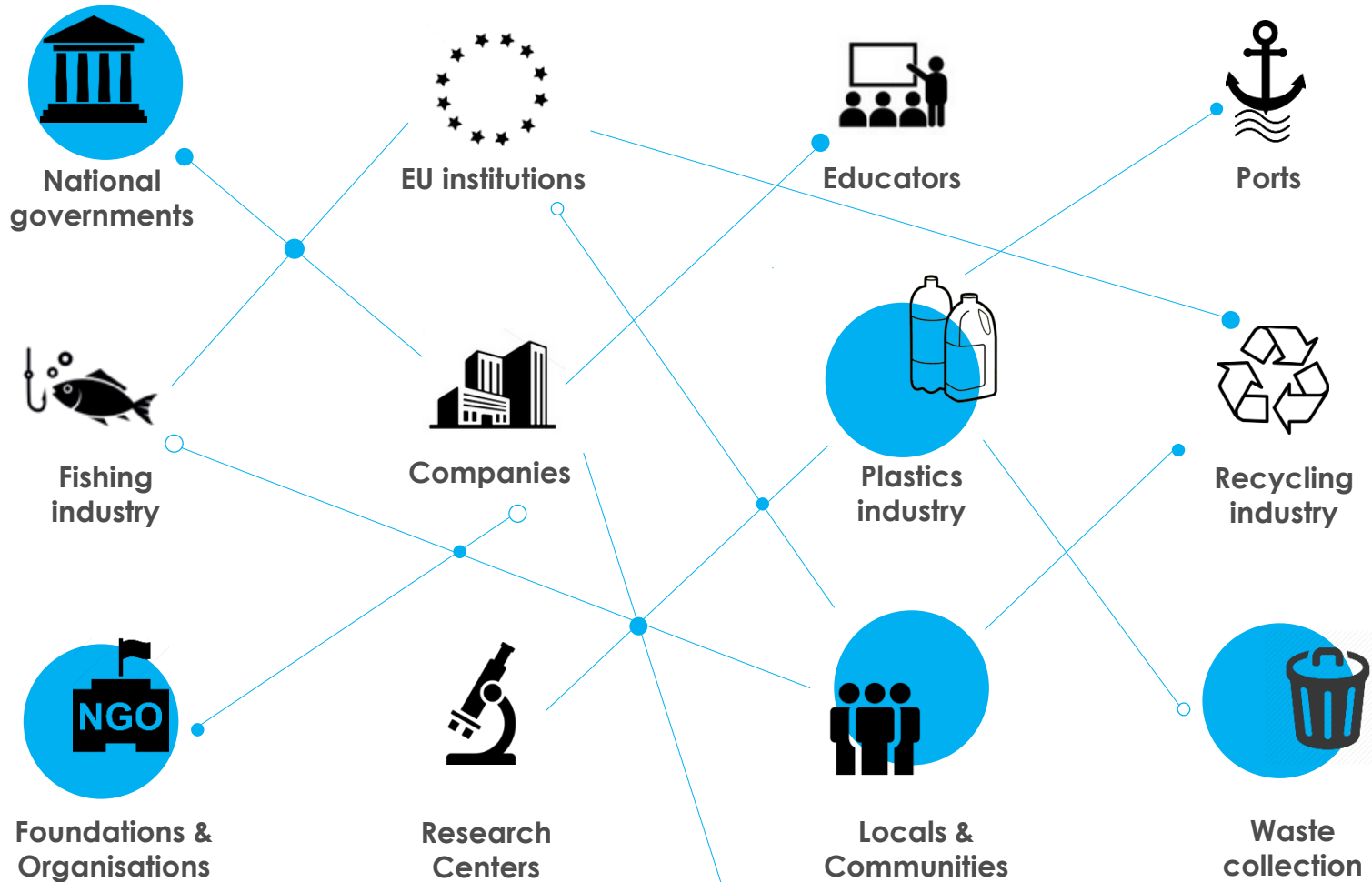
An underwater scene with various pieces of plastic pollution floating near the surface, including a car wheel, a bottle, a grater, and a net. A small orange fish with a pink plastic collar is swimming in the foreground. A jellyfish and seaweed are also visible.

PLASTIAN

DER KLEINE FISCH

... und wie er mit seinen Freunden
auf einer abenteuerlichen Reise die
Welt ein bisschen besser macht.

Working Together



Call for Action - Hope to sea you!



Making a difference by providing concrete solutions to the marine litter problem



@wastefreeoceans

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