



Towards a Clean Litter-Free European
Marine Environment through Scientific Evidence
Innovative Tools and Good Governance

www.cleanease-project.eu

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An ecological future without marine litter demands a different hierarchy of values, and a different economic and political organization of our societies.

empowering civil society/interest groups

directly influencing government

marine litter art and film

product materials
source transparency

marine litter apps

environmental monitoring

sharing platforms, working groups

Regional Seas Convention action plans

Green Deals voluntary measures

policy coherence

C2C communities

circular economic business models

regional experimental zones
for circular economy

dematerialisation of
industry

green energy

business knowledge building

mindset change (esp. in powerful
institutions)

Inclusion of human values
in policy and business

Power of One
zero waste
homes

beach and ocean cleanups
picking up litter

voluntary simplicity
ecoliteracy

design for disassembly

enhanced product longevity
clean tech
technological innovations

disruptive innovations

marine litter targets

reduced
packaging

no toxics

finance-by-disclosure approach

extended producer
responsibility

green public procurement
economic incentives

strengthen democratic institutions

participatory governance, co-design and co-creation

economic reform and
corporate/financial sector
regulation

**cultural
acceptance**

experiments

tools

upscaling

**structural
support**

**transformative
changes**

*There are a thousand hacking at the branches of evil
to one who is striking at the root.*

- Henry David Thoreau 1854 (Walden)

Feedback welcome!
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