



Year of the (Clean) Sea

Marine Litter Task Group

- Our aim is to mobilise and coordinate action across all stakeholders with a 3-year programme of collaborative action to tackle marine litter.
- The **Year of the Sea 2018 & Volvo Ocean Race** provides a strong platform for communicating and a catalyst for action on marine litter.
- The action plan will stand as a clear commitment of our contribution to tackle the global challenge of marine litter.
- It will reflect the intent of the **Wellbeing of Future Generations Act** and demonstrate our global responsibility as a coastal country to contribute to achieving the **UN global Sustainable Development Goal 14**
<https://sustainabledevelopment.un.org/sdg14>



Wales - a Coastal Nation



The global challenge

Up to **12.7m tonnes of plastic enters the world's oceans every year**, equivalent to dumping one rubbish truck of plastic per minute into the world's oceans. (UNEP 2017)



What's marine litter?

Waste created by humans which is discharged in coastal or marine environments



60–90% of marine litter is made up of different plastic polymers

Most common plastic polymers



Marine litter affects



Marine litter comes in different sizes



Economic activities impacted by marine litter



#CleanSeas



#CleanSeas



#CleanSeas - Turn the tide on plastic

Each year, at least

8 million

tonnes of plastic leak into the ocean

60-90%

of marine litter is made of different plastic polymers



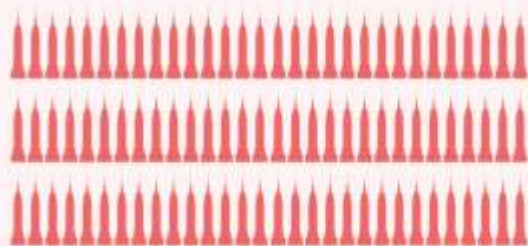
In 2015, we produced

322 million

tonnes of plastic, equal to more than

900

Empire State Buildings



X 10

#CleanSeas



Marine litter: A mammoth challenge for our oceans

By 2050, an estimated

99%

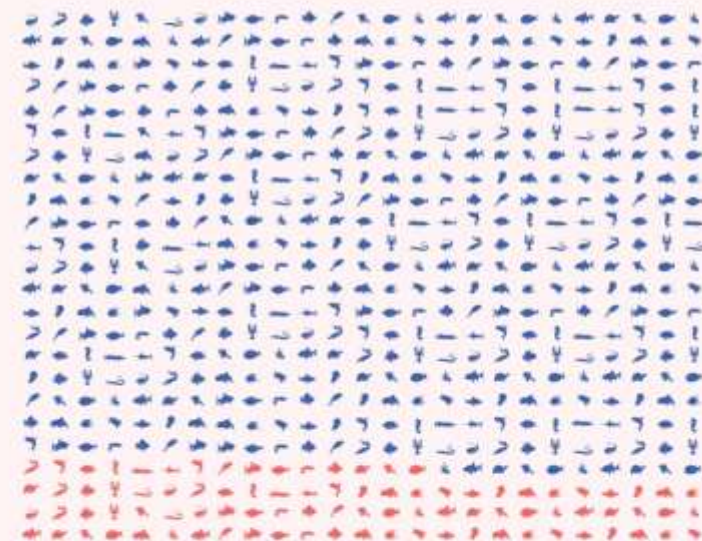
of seabirds will have ingested plastic



Marine litter harms over

600

marine species



15%

of species affected by ingestion & entanglement from marine litter are endangered

#CleanSeas





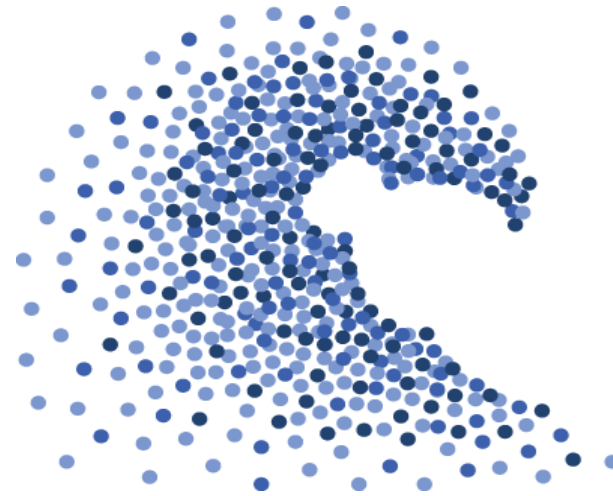
Volvo Ocean Race - Sustainability Pillars



1. To minimise the race's own footprint with a particular **focus on reducing and where possible eliminating the use of single-use plastic** by the teams, and in the Race Villages
2. To maximise the race's impact using its **global communications platform to spread awareness**, an **educational programme** to change views, and a **science programme**, using the Volvo Ocean 65 racing yachts to capture data while at sea and contribute to our understanding of the oceans in the most remote areas of the planet.
3. **To leave a positive legacy** wherever it goes, through many actions but in particular the creation of **Ocean Summits to bring together science, government, sport and business**, with an objective of getting attending parties to commit to new positive actions in this area.

Wales Clean Seas Partnership - Partneriaeth Moroedd Glân Cymru

UN Environment launched #CleanSeas in February 2017, with the aim of engaging governments, the general public, civil society and the private sector in the fight against marine plastic litter.



**clean
seas**

turn the tide
on plastic

People care
deeply about
our coasts and
WANT to get
involved



Our Award Winning Coast & Communities

- Keep Wales Tidy coordinate the International Blue Flag Award for Beaches and Boat operators – **Wales currently has 50 Blue Flag Awards!**
- National Awards also include the Green Coast Award which encourages volunteer adoption of beaches – **Wales has 25 Green Coast Award sites!**
- In the UK, the Seaside Award is also granted to sites with exceptional facilities - **85 awards were given in 2017!**

Keep Wales Tidy also run the international **Eco-Schools programme** In Wales which champions environmental education. We've reached 94% of schools in Wales!

We're helping to set the standard for sustainable tourism in Wales with **Green Key** – the largest, global, environmental accreditation awarded to thousands of tourism providers in **more than 50 countries worldwide.**





- **Blue Flag** 'Goriad Las
- A world-renowned eco-label trusted by millions

- Longer established eco-label for beaches and marinas in the world
- 4,154 beaches and marinas in 50 countries
- Transformational impact on water quality, environmental awareness and management, safety and top class facilities at our beaches and marinas





- Green Key 'Goriad Gwyrdd

- Unlocking sustainability in the hospitality industry

- Globally recognised eco-label supported by the World Tourism Organisation and United Nations Environment Programme.
- 57 countries across the world with more than 2,600 sites awarded world-wide.
- Businesses throughout the sector can apply - B&Bs, hotels, self-catering accommodations, camping sites, conference centres, restaurants and attractions



Our Award Winning Coast & Communities



- Coast Care groups across Wales are supported by Keep Wales Tidy working in partnership with Local Authorities.
- Keep Wales Tidy are joining forces with Terracycle to **recycle the marine plastic collected by volunteers and turning it back into shampoo bottles!**



cadwch keep
gymru'n wales
daclus tidy





- **Aberystwyth Town Council** supports the Plastic-Free Coastline campaign initiated locally by Surfers Against Sewage.
- The Town Council undertakes to ensure that single-use plastic items are not used at its premises and functions.
- As part of the initiative, the Council also *“agrees to support the campaign to discourage and reduce the dispensing of single-use plastic from retail premises within our coastal town in order to assist in reducing street litter and contribute to the global campaign against marine pollution.”*



Sbwriel Crícieth
Crícieth Litter

PROSIECT ECOSYSTEMAU MOROL LLŶN LLŶN MARINE ECOSYSTEMS PROJECT

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Tua 10 busnes yng Nghricieth yn cefnogi'r ymgyrch

Approx. 10 businesses in Cricieth have signed up



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How you can get involved...



- ☐ Commit to support our action plan going forward and do what you can to reduce single use plastics in your business
- ☐ Sign and promote our Wales Clean Seas Pledge
- ☐ Link with other Year of Sea initiatives
- ☐ Pilot ideas in coastal communities
- ☐ Work with local authorities and communities to maximise the potential of our seas and coasts
- ☐ Support the development of 'Circular' marine litter initiatives

We hope that you can join us!



As a country, we are small enough to make it happen, big enough to make a difference

Contact us

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