

A person is seen from the chest up, holding a massive, overflowing bundle of plastic waste. The bundle is composed of numerous white plastic bags, clear plastic bottles, and other debris. Two yellow gloves are visible, one on each hand, gripping the bundle. The person is standing on a sandy beach with the ocean and a rocky breakwater in the background. Other people can be seen walking on the beach in the distance under a clear blue sky.

LET'S CELEBRATE
World Ocean Day

ACTIVITY GUIDE

Increasing Ocean *Litteracy*

Author: Elisa ATGER, World Ocean Network

A special thanks to Manuel CIRA (WON), Michael CREEK (WON), Maëlle MONTIER (WON), Benoit THEAU (WON) and Anne VERNIER (Nausicaa)



This project has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation (H2020-BG-2014-1) under grant agreement No. 652644. This publication/multimedia product/presentation reflects the views of the author, and the European Union cannot be held responsible for any use which might be made of the information contained therein.

Introduction

1. Why do something on World Ocean Day?

To organise an activity during World Ocean Day presents a lot of different advantages:

- It will make your organisation and the Sea Change project visible in a symbolic international day celebrated worldwide. This year, UNESCO is creating a UN worldwide online portal on which everyone will be able to register their Ocean Day activities and events. It will allow citizens to have a global overview of what is happening and where and also give them ideas to make their own Ocean day. Registering your event as part of the Sea Change project will allow the project's ideas and results to be displayed on an international mobilisation platform,
- It is a good opportunity to communicate on the Sea Change campaign, to have citizens pledge for the Ocean and to broadcast the campaign videos,
- It can be an opportunity to develop links and relations with other local or thematic Ocean-related organisations, share ideas and contacts with them and also perpetuate this relation by making this day a yearly meeting. It could create a long-lasting dynamic.

2. Why discuss the theme of plastic pollution?

First of all, it is a very important topic nowadays. Indeed, in fifty years, plastic has taken such an important place in our daily life that lives without it seems hardly possible. However, the impact of plastic in the ocean and its degradation into microplastics is raising significant concerns. Alongside climate change and loss of biodiversity, marine litter and plastic pollution are now considered as some of the greatest environmental concerns of our time.

Marine litter is a threat not only to wildlife and ecosystems, but also to human health and livelihoods. Toxic substances leaching from litter can build up in organisms, or pass from one organism to another through the food chain.

This is why national legislation on plastic use and recycling is growing worldwide and why the United Nations Environment Programme has started the [CleanSeas campaign](#). It is also part of the 14th Sustainable Development Goal of the United Nations, where the first target is to “prevent and significantly reduce marine pollution of all kinds from land-based activities by 2025”. Marine litter is explicitly mentioned in this regard. It can furthermore be included in the United Nations' theme for World Oceans Day: “Our Oceans Our Future”.

The plastic pollution theme is also a good way to introduce or develop the Sea Change campaign as it is the first part of the commitments campaign and it can be included in the theme #OurOceanOurHealth. Concerning the theme Our Ocean our Health, an activity on marine plastics can also be introduced or closed by one or several of the Sea for Society short [videos](#) explaining how essential the Ocean is for humans' health and activities. By explaining this and taking the theme of marine plastic pollution for your activity, it also contributes to the audience's Ocean Literacy as it gives concrete examples for understanding the Ocean's influence on us and our influence on the Ocean.

Apart from these context elements, the plastic marine pollution issue is a very tangible problem for all kind of audiences. All stakeholders and citizens use plastic components and they probably almost all have seen plastic on the beach or in the sea one day. Furthermore, there is a whole range of professionals working in the production, use, collecting, recycling and designing of plastic; and at each step of this cycle solutions can be brought and it is possible to engage with professionals.

In January and as part of the MARINA project, World Ocean Network has organised a meeting between different stakeholders on how to build an innovative approach that includes all stakeholders to empower citizens in reducing marine plastic pollution. What came out of this discussion was that there is a strong need for more general public awareness and mobilisation to tackle this issue. Indeed participants scarcely had a holistic vision of the issue. From this assessment, the participants worked together to define actions that could be implemented so as to include all stakeholders: policymakers and implementers, research and scientists, industry representatives, civil society, media professionals and citizens. Then, they built a [roadmap](#) of action considering four main priorities: multi-stakeholder dialogue to consult the right stakeholder at the right level, legislation awareness for more efficiency, knowledge transfer to be more informed and share ideas and the messages to spread to make the problem tangible.

The actions listed in this roadmap, such as organising a local living lab, a Ted talk or a contest for designers, as well as communicating on plastic legislation, can give you ideas for the creation of your activity.

3. Why this document?

This document has been produced to help you in the organisation of an event for World Ocean Day. In this guide we have gathered different types of documents that can feed into an activity related to marine litter and plastic pollution. We also provide you with some activity sheets to help you build and shape the event you want to organise.

All contents have been selected in the idea of organising an event on marine litter and plastic pollution during World Oceans Day. However they can be used for any other event targeting a specific audience.

The document is divided in three sections:

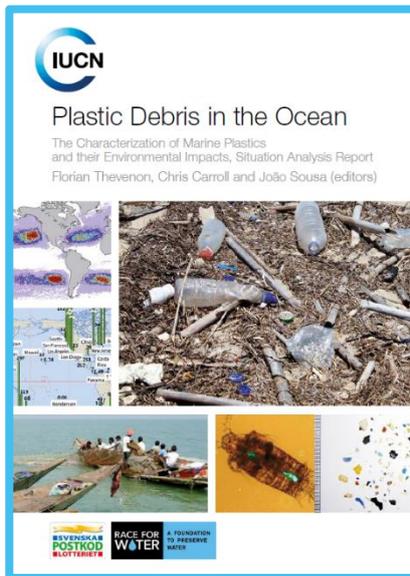
- **“To know more about plastics”**, it will present up-to date and specific reports and research on the current knowledge about plastic pollution at sea.
- **“How to build my activity?”**, in this section we will present specific to plastic and general activity sheets on which you can draw to shape your activity.
- **“What to present to the public?”**, in this section we have gathered different types of content that can feed your activity. These tools are clustered according to the public: general public, policy-makers or industrials.

I. To know more about plastics

You will find here some reports and publications that can help you have a clear and up-to-date vision of the marine litter and plastic pollution issue.

All icons are clickable and you will find following the links more information, or downloadable or streaming documents.

1. Plastic Debris in the Ocean



Click on the image to get to the report

Authors: IUCN, Florian Thevenon, Chris Carroll and Joao Sousa

Year: 2014

Public: Economic actors, policy makers and the public at large

Language: English

Abstract: It is a report conducted by the Global Marine and Polar Programme of the ICUN with the participation of the Race for Water Foundation. It aims to give a comprehensive overview of the effects of plastics on marine environments, organisms and ecosystems.

Why is it interesting?

It is a comprehensive document providing a good overview of plastic in marine environment and their impact on marine organisms as well as some recommendations to tackle this issue.

2. Biodegradable plastics and marine litter misconceptions, concerns and impacts on marine environment

Author: UNEP, Dr. Peter John Kershaw

Year: 2015

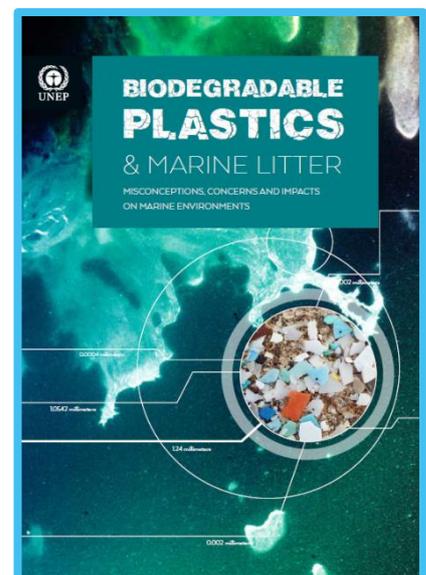
Public: Economic actors, policy makers and the public at large

Language: English

Abstract: This report aims to summarise discussions on biodegradability of plastics and their impacts on marine environment.

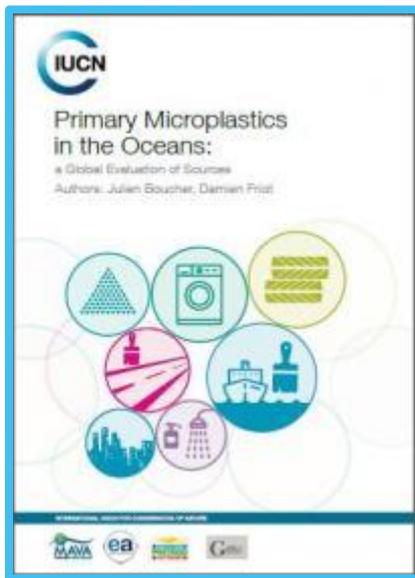
Why is it interesting?

Biodegradable plastics are often brought as the solution to plastic pollution in the Ocean, but this reports reminds us that “the adoption of plastic products labelled as ‘biodegradable’ will not bring about a significant decrease either in the quantity of plastic entering the ocean or the risk of physical and chemical impacts on the marine environment, on the balance of current scientific evidence”.



Click on the image to get to the report

3. Primary microplastics in the Ocean



Click on the image to get to the report

Authors: IUCN, Boucher Julien and Friot Damien

Year: 2017

Public: Scientific, but accessible to interested general public

Language: English

Abstract: “This report is one of the first of its kind to quantify primary microplastics leakage and to demonstrate that these primary microplastics are globally responsible for a major source of plastics in the oceans.”

Why is it interesting?

It is a very recent, so up to date, document and it put the emphasis on usual microplastic sources: synthetic textile, tyres, city dust, road marking, marine coating, personal care products and plastic pellet.

4. Plastic in cosmetics

Author: UNEP, H.A. Leslie (IVM)

Year: 2015

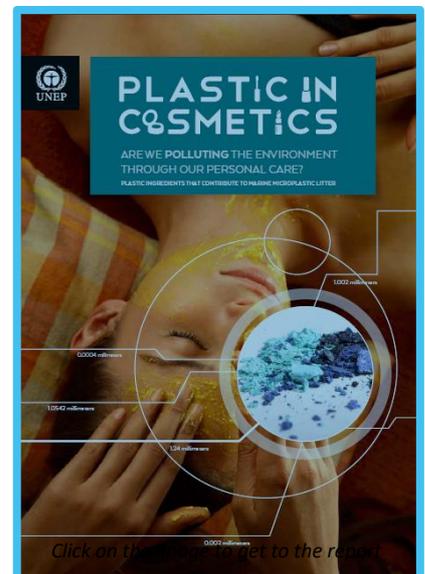
Public: Scientific, but accessible to interested general public

Language: English

Abstract: “This paper focuses on the emerging issue of plastic particles in personal care and cosmetic product (PCCP) formulations as a possible source of micro-sized plastic litter. The concern is that plastic ingredients in products that are being used by consumers in households worldwide are contributing to the total abundance of plastic particles smaller than 5 mm in the ocean today.”

Why is it interesting?

It deals with products that people use daily, so it is really tangible and relevant for everyone. And it can be coupled with a hands-on activity like a DIY workshop of cosmetics and personal care products.



II. How to build my activity?

In this section you will find activity sheets ready-to-use to build your own event. There are both activities specific to plastic and generic activity sheets that can be adapted to the plastic pollution theme.

1. Specific activity sheets on plastics

Know, Feel, Act! To stop Marine Litter: Lessons plans and activities for middle school learners



Click on the image to get to activities

Authors: Marlisco project, Alampei Iro, Malotidi Vicky, Vlachogianni Thomie & Scoullos Michael.

Year: 2014

Public: Teachers of 10-15 year-olds, but can be used by educators outside the schooling system

Language: English, Italian, French, Dutch, Slovenian, Romanian, Danish, Turkish, Portuguese, Bulgarian, Greek, German, Spanish, Arabic

Content: These educational tools are designed to inform, sensitise and enable teachers and students to take action. It is composed of 17 activities. For each activity it is detailed the learners' age, duration, objectives, sources, material and equipment needed and step by step instructions, and a worksheet for students is provided. All activities are self-standing, but they can be clustered.

Why is it interesting?

There are well documented and ready-to-use activity sheets for learners of all ages.

The activities are divided in four sections:

- Section A: Getting to know Marine Litter
- Section B: Land and sea-based sources
- Section C: Exploring the impacts
- Section D: Working towards solutions

2. General activity sheets for World Ocean Day

Sea For Society Activity Sheets



Click on the image to get to the website

Authors: Sea for Society project, WP3 Preparation of mobilisation (leader: Nausicaa)

Year: 2015

Public: Educator and relevant stakeholders organising an event

Language: English

Content: We have selected five of the sixteen activity sheets created for the mobilisation part of the Sea For Society project. In each sheet you will find an explanation on how to organise this type of event, with an average duration of the organisation, and main steps.

Why is it interesting?

Sea For Society was a European project led by Nausicaa from 2012 to 2015 aiming to shape the definition of the concept of Blue Society and “improve the governance of research related to the oceans and seas”. The project was divided in two phases: the consultation of different stakeholders and the mobilisation of all actors of marine environment.

The activity sheets were designed to help partners in mobilising their targeted public. They explain everything on how, why and with whom to organise specific events. Even though they are targeting Sea For Society partners and are shaped around the mobilisation on the Blue Society concept, they can very well be adapted to the plastic pollution and Ocean Literacy themes.

We have selected five of these activity sheets that can be organised in a short term and be easily adapted to the plastic pollution and Ocean Literacy:

1. [Blue Cafés](#)
2. [A Day With](#)
3. [Blue Talk](#)
4. [Contests](#)
5. [Business Sector](#)

If you are interested in other activity sheets, please follow this [link](#).

III. What to present to the public?

In this section, diverse tools, documents or videos has been clustered that can feed your activity with content. There are tools you can present to your audience.

1. International campaigns

a. The Sea Change Campaign

Click on the image to the website



As part of a task in Work Package 7 (dissemination and communication), the Sea Change project's partners, led by AquaTT, have developed the #OurOceanOurHealth campaign. Its goal is to have a clear and positive message, using simple language that can be locally adapted.

With the campaign, several tools have been developed that can be used during your World Ocean Day activity.

1. The "Take action – Make a Sea Change" pledge

This is a pledge for individuals, proposing concrete everyday-life actions, tips and resources to help protecting the Ocean. It is divided in four parts: Stop plastic marine debris, stop ocean acidification by reducing carbon emissions, stop pollution of Ocean by contaminants and stop depletion of fish stocks.

The pledge can easily be used in your activity, at the end for instance as a way to suggest concrete action to your audience.

2. The "Plastic in the marine environment" infographic

An infographic was designed concerning the impact of plastic on the marine environment (see in Annex). It is a good document that sums up major facts and figures and that anyone can understand.

3. The Campaign stickers

Stickers have also been created as they can be a good way of engaging with the general public. Two of them can be directly related to the marine plastic pollution: "Take action" and "Skip the straw".

4. "A small change can be a... Sea Change" videos

A series of six videos are being produced to present calls for action in citizens' everyday lives. Some of these actions will be related to plastics and the video can be used during a World Ocean Day activity. They will be available soon on the Sea Change project [website](#).

5. Sea For Society clips

To support the Sea Change campaign you can also work on existing material such as the [videos](#) created by the Sea for Society project that present all aspects of positive impacts that the Ocean has on human activities.

b. The UNEP's Clean Seas Campaign

The CleanSeas campaign is an international campaign developed by the United Nations Environmental Programme on the specific problematic of plastic.

They also have developed several tools that can be shared with your activity's audience.



Click on the image to get to the website

6. Commitments

On the website, commitments are suggested and anyone can commit to them, one by one. It is also possible to submit your own commitment, and to share those commitments on social Medias.

7. Facts of the Day

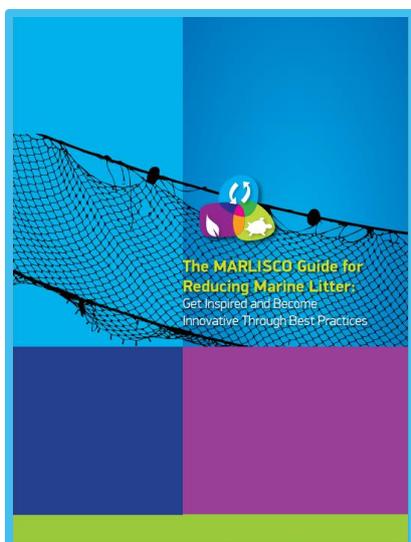
Also presented to website visitors are "facts of the day" to inform them on current knowledge about plastic pollution at sea.

8. #CleanSeas on social media

The Clean Seas campaign is very active on Social Medias (Twitter, Facebook, Instagram, Medium, LinkedIn and Steller). This campaign can be used by your audience to follow up on the plastic pollution issue.

2. Specific materials for General public

a. The Marlisco guide for reducing Marine Litter



Click on the image to get to the document

Authors: Marlisco project, Demetra L.Orthodoxov, Xenia I.Loizidou and Michael I.Loizidou

Year: 2014

Public: All stakeholders

Language: English, Greek, Turkish, Portuguese, Italian, Deutsch, Arabic

Abstract: This document gives “an overview of the types of activities, clustered in 14 categories, which different stakeholders could implement to reduce marine litter.”

Why is it interesting?

It is a very well documented guide and it targets all stakeholders, with case studies for each categories. It can help partners to engage a discussion with the general public, by sharing concrete possible actions.

Video Documentaries:

b. CleanSea, a scientific voyage into the problem of marine litter and what we can do about it



Click on the image to see the video

Author: CleanSea project, Bill Kirton and Thomas Glass

Year: 2015

Running time: 20'20

Public: All public

Language: English

Summary: “Can you imagine a world without marine litter? An ambitious group of European researchers asked themselves this question and got to work studying what would need to happen to achieve that. Reflecting the direction of their goal, they call their project ‘CleanSea’.”

Why is it interesting?

This documentary illustrates the major issues and difficulties that causes plastic pollution and looks for solutions. It is a good document to present to a general or specialised public as an introduction to the topic.

c. Marlisco, Troubled waters

Authors: Marlisco project, Isabelle Sylvestre

Year: 2015

Running time: 78' (26 videos of about 3 minutes)

Public: All public, European

Languages: English, French, Greek, Italian, Portuguese, Romanian, Turkish, Russian

Summary: Troubled Waters questions us, we Europeans, on our ability to change our behaviour towards waste.

For two years, filmmaker Isabelle Sylvestre travelled across Europe in order to meet different groups and individuals who are all part of the waste management system.

It is an interactive documentary, which means that it is divided in several short videos and you can choose in what order you want to watch it.

Why is it interesting?

It is a good documentary to present solutions and empower citizens or group of citizens to help tackling this issue with tangible action. It can give you an opportunity to interact with your audience as the public has to choose which mini films they want to see first.



Click on the image to see the video

Educational clips:

d. Ocean Confetti!



Click on the image to see the video

Authors: MinuteEarth, Henry Reich

Year: 2014

Duration: 2'56

Public: General public

Language: English, subtitles in German, Arabic, Spanish, French, Japanese and Dutch

Summary: Very short video that sums up the micro-plastic issue in the Ocean.

Why is it interesting?

It gives a brief and clear understanding of the issue and can be watched without sound (during a very crowded event for instance) thanks to the subtitles.

e. Two minutes on Oceans with Jim Tooney: Marine Litter

Authors: UNEP, James Tooney

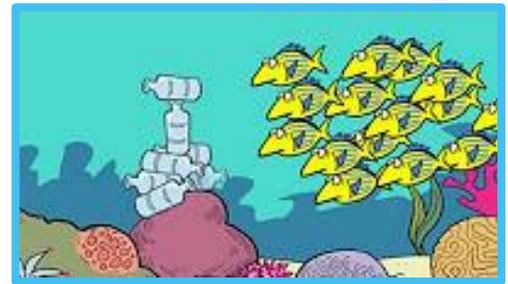
Year: 2012

Duration: 2'13

Public: General public

Language: English

Summary: It is a short video introducing the issue of marine litter in two minutes.



Click on the image to see the video

Why is it interesting?

It is easy to understand and can be an introductory document to any contact with general public or other stakeholders.

Games/Apps

f. Sea Dream Team: Serious game on marine litter for youngsters



Click on the image to see the video

Author: Marlisco project

Support: Marlisco's website

Public: youngsters

Languages: English, Arabic, Italian, French, Dutch, Slovenian, Romanian, German, Grec, Bulgarian, Portuguese, Turkish, Danish, Spanish

Summary: "Discover 8 characters from different sectors (e.g. fisherman, beach user, owner of a bar at the beach) and help them -in a fun and engaging way- to choose the most responsible behaviour to specific situations, in which marine litter can be generated or prevented."

Why is it interesting?

This game is a great tool for engaging young public to responsible behaviour toward the sea and it can be used in many European countries thanks to the diverse translations available.

g. Beat the Microbeads App

Authors: North Sea Foundation and Plastic Soup Foundation

Support: smartphones (Apple, Android and Windows)

Public: consumers of personal care products

Languages: English, Arabic, Italian, French, Dutch, Slovenian, Romanian, German, Greek, Bulgarian, Portuguese, Turkish, Danish, Spanish

Summary: “With this App you can check if a product contains microbeads by just scanning the barcode with your smartphone camera.”

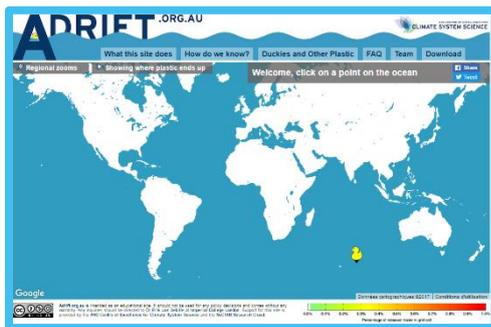
Why is it interesting?

It can give you a tool to present to citizens so that they can act toward the reduction of microplastic in their daily-life.



Click on the image to get to the App

h. Adrift



Click on the image to get to the website

Authors: Erik Van Sebille and David Fuchs

Support: Online website, data can be downloaded

Public: General public

Language: English

Summary: On this website, inspired by the research into Ocean circulation of Dr Erik Van Sebille, you can choose a place at sea where to virtually throw a rubber duck and observe and explore where it will probably drift through the Ocean for the next ten years.

Why is it interesting?

It can give very tangible example and illustration of the drifting of plastic object through the Ocean. It is also attached to a website, plastinography.org, which gives information on the issue of plastic pollution. This site displays the information in a very entertaining way. It is divided in six sections, or lessons:

- How does plastic reach the Ocean?,
- What does plastic do in the Ocean?,
- How does the Ocean work?,
- Where does my plastic go?,
- How does plastic impact marine life? and
- What can you do about plastics?

Inspiring stories

In this section we have selected stories and mobilisations initiated by citizens or groups of citizens that can inspire action of general public and empower them for action.

i. Mumbai Versova Beach clean-up: world's largest beach clean-up in history

The **Versova Beach clean-up** has started in **October 2015** and is still going on after 81 weeks of cleaning.

It was initiative by **Afroz Shah** a 33-year-old Versova resident and some neighbour. The initiative has been recognised by the UNEP (United Nations Environment Programme) as the largest beach clean-up in history and Afroz Shah was awarded “Champion of the Earth” in October 2016. In October 2016, after 52 weeks of clean-up, they had already collected around 3 million kgs of plastic, glass and other litter.



Click on the image to get to the facebook page

On April 16th 2017, to celebrate the eighteenth week of cleaning, they have planted 30 coconut trees. “The idea is to turn the beach into a coconut lagoon”.

You can have a glimpse of the work in the UNEP’s [video](#) at the occasion of Afroz Shah’s award, and follow their action the [Facebook page](#) of the initiative.

j. The Bye Bye Plastic Bags campaign in Bali

Click on the image to the website



This initiative started in **2013** with **Isabel and Melati Wijzen**, aged 12 and 10 and living in **Bali**. They have started their campaign simply with discussing the garbage issue in Bali with their classmates. Then they organised actions such as beach cleaning and distributions of reusable bags in

shopping centres. But discovering the extent of the issue, they decided to address their concern to the Governor of Bali, Made Mangku Pastika, through an [online petition](#) and the launch of the Bye Bye Plastic Bags campaign.

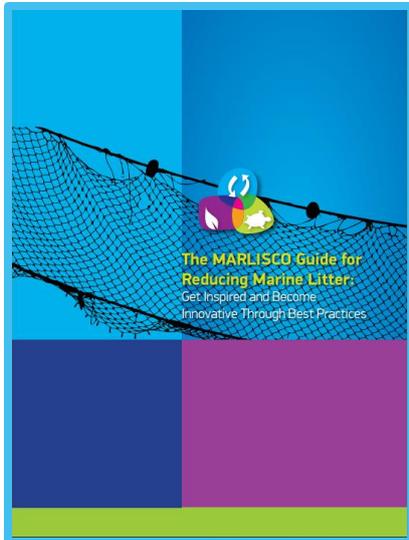
They eventually convinced the Governor to meet them and they returned from this meeting with a memorandum of understanding to make Bali a plastic-free zone by 2018.

Their very inspiring campaign has received international acclaim and support and the sisters have participated to different Talks and conference to present their actions.

You will find [here](#) the TED talk they gave about their campaign in September 2015, London.

3. Specific materials for Policy Makers

a. The Marlisco guide for reducing Marine Litter



Click on the image to get to the guide

Authors: Marlisco project, Demetra L.Orthodoxov, Xenia I.Loizidou and Michael I.Loizidou

Year: 2014

Public: All stakeholders

Language: English, Greek, Turkish, Portuguese, Italian, Deutsch, Arabic

Abstract: This document gives “an overview of the types of activities, clustered in 14 categories, which different stakeholders could implement to reduce marine litter.”

Why is it interesting?

It is a very well documented guide and it targets all stakeholders, with case studies for each categories. It can help partners to engage a discussion with policy makers, by sharing concrete possible actions.

b. Cleansea Brochure: Policies options for litter-free seas

Authors: Cleansea project, Veiga J., Leslie H., Fernandez P., Pérez C., Ferreira M., Altvater S.

Year: 2015

Public: Policy makers, regional and local authorities

Language: English, Greek, Turkish, Portuguese, Italian, Deutsch, Arabic

Abstract: “This brochure aims to provide policy makers, regional and local authorities, and other interest groups with practical policy options and co-management measures to support progress towards marine litter reduction”

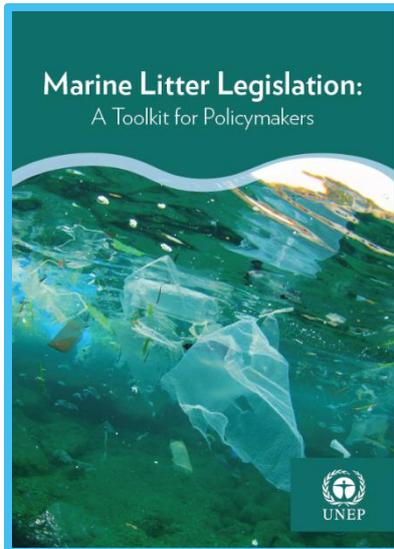
Why is it interesting?

This document will provide you with ideas and concrete actions to suggest if you want to engage a discussion with policy makers on marine litter.



Click on the image to get to the brochure

c. Marine Litter legislation: toolkit for policy makers



Click on the image to get to the toolkit

Author: UNEP

Year: 2016

Public: Policy makers

Language: English

Abstract: “This report provides an overview of legislation that countries have implemented to tackle marine litter, focusing in particular on upstream solutions.”

Why is it interesting?

It can help you build tailored recommendations of legislation to your local, national or international policymaker. It also provides you with examples when engaging discussion with policymakers.

d. Marine plastic debris and microplastics, global lessons and research to inspire action and guide policy change

Author: UNEP, Dr Peter J Kershaw

Year: 2016

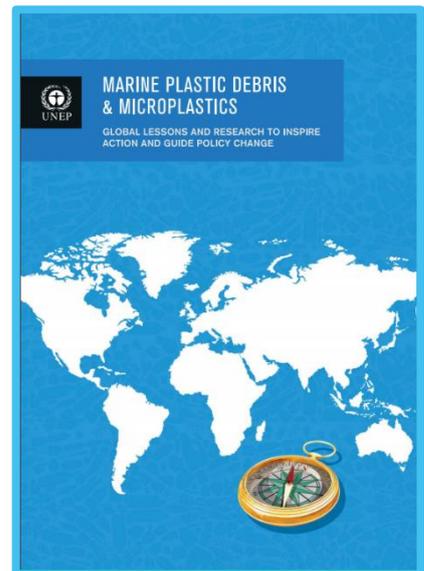
Public: Policy makers

Language: English

Abstract: This document compile an overview study of the latest science on marine litter-related topics and a set of policy recommendations for decision-makers that can be adapted to local, national, regional and global contexts.

Why is it interesting?

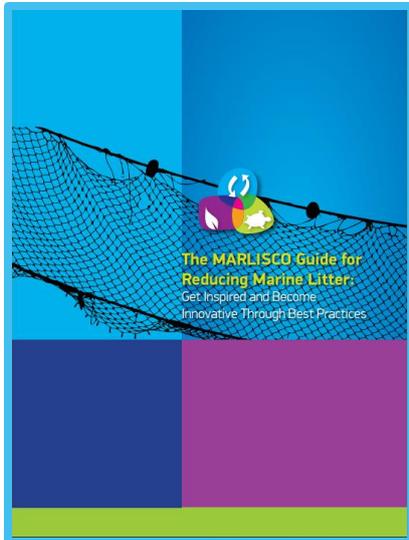
It is a very comprehensive document on the state of knowledge about plastic and a selection of different types of measures to guide policy making towards the tackling of marine plastic pollution.



Click on the image to get to the report

4. Specific materials for Industry stakeholders

a. The Marlisco guide for reducing Marine Litter



Click on the image to get to the guide

Authors: Marlisco project, Demetra L.Orthodoxov, Xenia I.Loizidou and Michael I.Loizidou

Year: 2014

Public: All stakeholders

Language: English, Greek, Turkish, Portuguese, Italian, Deutsch, Arabic

Abstract: This document gives “an overview of the types of activities, clustered in 14 categories, which different stakeholders could implement to reduce marine litter.”

Why is it interesting?

It is a very well documented guide and it targets all stakeholders, with case studies for each categories. It can help partners to engage a discussion with industry stakeholders, by sharing concrete possible actions.

b. Valuing plastic: business case for measuring, managing and disclosing plastic use in the consumer goods industry

Authors: UNEP, Julie Raynaud

Year: 2014

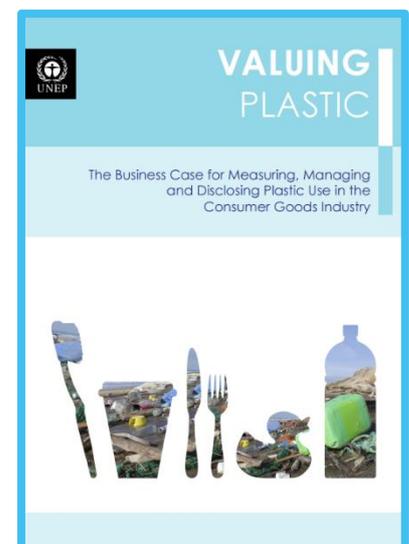
Public: Consumer goods industry

Language: English

Abstract: “The objective of this report is to help companies manage the opportunities and risks associated with plastic use. It articulates the business case for companies to improve their measurement, disclosure and management of plastic in their designs, operations and supply chains.”

Why is it interesting?

This document will provide you with keys to understand and discuss with industrial stakeholders the natural capital cost of plastic. For instance, according to this report, the natural cost of plastic in the consumer goods sector represents \$75bn per year.



Click on the image to get to the report

c. Inspiring business stories

Skipping Rocks Lab



Click on the image to get to the website

Skipping Rocks Lab is an innovative sustainable packaging start-up based in London. Their goal is to create packaging from natural materials extracted from plants and seaweed.

Their first product, Ooho, is a substitute to plastic bottle. It is an edible and flexible sphere made from plants and seaweed material cheaper than plastic. They can be used with water or other liquids such as soft drinks, spirits and cosmetics.

Bureo's Fish Scale skateboard

This company from Chile has developed the "Net Positiva" program to prevent plastic fishing nets from entering the Ocean thanks to fishing net collection points. After a recycling process, they make skateboards and sunglasses from the plastic fishing nets collected.



Click on the image to get to the website

Adidas' Ocean plastic trainers



Click on the image to get to the website

Since 2015 Adidas has developed several series of trainers made from plastic collected in the Ocean. The first one in 2015 was both 3D printed and made with Ocean plastic. In 2016, through a collaboration with Parley for the Ocean, they have developed a new edition of their trainers. The collaboration with Parley for the Ocean went on also in 2017, when they have designed swimwear made with Ocean plastic. A new edition of trainers is also born in 2017, designed by Stella McCartney.

Table of content

Introduction.....	1
1. Why do something on World Ocean Day?	1
2. Why discuss the theme of plastic pollution?	1
3. Why this document?	2
I. To know more about plastics.....	3
1. Plastic Debris in the Ocean	3
2. Biodegradable plastics and marine litter misconceptions, concerns and impacts on marine environment.....	3
3. Primary microplastics in the Ocean	4
4. Plastic in cosmetics.....	4
II. How to build my activity?	5
1. Specific activity sheets on plastics	5
Know, Feel, Act! To stop Marine Litter: Lessons plans and activities for middle school learners	5
2. General activity sheets for World Ocean Day.....	6
Sea For Society Activity Sheets	6
III. What to present to the public?	7
1. International campaigns.....	7
a. The Sea Change Campaign	7
b. The UNEP’s Clean Seas Campaign	8
2. Specific materials for General public	9
a. The Marlisco guide for reducing Marine Litter.....	9
b. CleanSea, a scientific voyage into the problem of marine litter and what we can do about it	9
c. Marlisco, Troubled waters	10
d. Ocean Confetti!	10
e. Two minutes on Oceans with Jim Tooney: Marine Litter	11
f. Sea Dream Team: Serious game on marine litter for youngsters.....	11

g. Beat the Microbeads App	12
h. Adrift	12
i. Mumbai Versova Beach clean-up: world’s largest beach clean-up in history	13
j. The Bye Bye Plastic Bags campaign in Bali	13
3. Specific materials for Policy Makers	14
a. The Marlisco guide for reducing Marine Litter.....	14
b. Cleansea Brochure: Policies options for litter-free seas	14
c. Marine Litter legislation: toolkit for policy makers	15
4. Specific materials for Industry stakeholders.....	16
a. The Marlisco guide for reducing Marine Litter.....	16
b. Valuing plastic: business case for measuring, managing and disclosing plastic use in the consumer goods industry	16
c. Inspiring business stories.....	17
IV. Annexes.....	20
1. World Ocean Day UN portal (flyer)	20
2. Let’s celebrate World Ocean Day!	21

IV. Annexes

1. World Ocean Day UN portal (flyer)

United Nations Online Portal

World Oceans Day

Information Sheet

Initiative coordinated by:



UN-DOALOS



United Nations
Educational, Scientific and
Cultural Organization



Intergovernmental
Oceanographic
Commission

The UN Online Portal for World Oceans Day is a joint initiative of the Intergovernmental Oceanographic Commission (IOC) of UNESCO, the UN Division on Oceans and the Law of the Sea (DOALOS), The Ocean Project, and the World Ocean Network.

The initiative is supported by a Technical Group composed of the four founding institutions, and advised by a Steering Group.

The Portal will be online for the 2017 Edition of World Oceans Day

For more information:
Ms. Francesca Santoro
(f.santoro@unesco.org)

Many countries have celebrated World Oceans Day on 8 June since 1992, following the UN Conference on Environment and Development. The UN General Assembly officially recognized the World Oceans Day in 2008, further catalyzing an increasing number of celebrations worldwide with events that range from community-organized beach clean-ups to awareness-raising seminars hosted by aquariums, to scientific round-tables organized by oceanography centers to events organized by the United Nations Secretariat and its Specialized Agencies.

Largely due to uneven diffusion of communication materials and lack of multilingual resources, many countries and some important segments such as Governments and the Scientific Community have not been engaged in the celebrations.

Objectives

- Create unified gateway for all World Oceans Day stakeholders**
(i.e. UN Agencies, Civil Society, Private Sector)
- Link existing World Oceans Day communities**
(i.e. www.worldoceansday.org, the World Ocean Network, United Nations System)
- Engage new actors around World Oceans Day**
(i.e. Scientific community, Governments)
- Enlarge the geographic scope of World Oceans Day**
(i.e. through multilanguage, multicultural outreach)

Who can participate?

The UN Online Portal for World Oceans Day will be open for all.

Through www.unoceansday.org you will be able to:

- **Discover who's mobilizing for World Oceans Day:** whether worldwide or just around the corner
- **Use the available resources** to bring World Oceans Day to your institution and community
- **Plan your World Oceans Day activities** with the shared expertise of worldwide networks
- **Tell the world** about your events!

2. Let's celebrate World Ocean Day!

World Ocean Day history:

It was the Canadian government, at the 1992 Earth Summit in Rio that first mooted the idea of World Oceans Day. In 1998, UNESCO's Intergovernmental Oceanographic Commission lent its support to this international Day of celebration.

Since 2003, World Oceans Day has been coordinated jointly by the World Ocean Network and The Ocean Project. They have worked closely together to promote World Ocean Day. For 6 years they strove to obtain official recognition of this Day as an International celebration by the United Nations. A petition to the United Nations requesting the Day's official designation obtained tens of thousands of signatures from all around the world. Thanks to all the collective and individual efforts and to the increasing public mobilisation for World Ocean Day, the United Nations General Assembly has now designated the 8th June World Ocean Day, the first official international celebration took place in 2009. An International reach: every year, across the 5 continents, aquariums, research centres, museums, associations and institutions with a marine environment outreach role celebrate the 8th June. More than 600 organisations from 80 countries come together to take part in this festival of the ocean. They organise activities, games, arts and craft workshops, conferences and films; it's a fun day out and entirely dedicated to the ocean.

World Ocean Day logo:

It can be downloaded [here](#).

We also have developed a World Ocean Day flyer that can be downloaded on the same webpage and adapted for your activity.



World Ocean Day on social media:

On Twitter and Facebook, you can use the hashtag **#WorldOceanDay** to connect your post with all other posts related to World Ocean Day.

Also, you can use the hashtag of the Ocean Conference held in New York during WOD: **#SaveOurOcean**.