

Abstract

SESSION 2:

Accelerating Actions for Sustainable Development and Climate Change

WORKSHOP 2.1:

Scaling up ICM: Innovations and Impacts at Local, National and Regional Levels

Community Engagement for Integrated Management of Waste in Watersheds and Coastlines

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The use of community generated information is not only powerful for citizen engagement and education, but is a significant tool for resource constrained departments who do not have the capacity to regularly monitor, report, map, and remediate. The Global Alert platform allows stakeholders to use the same system in any country, while allowing for better waste management reduction in waterways and the ocean, bringing strong social and environmental benefits along the way.

Each year, roughly 11 billion pounds of plastic enters the ocean, damaging marine and coastal ecosystems. Global Alert is a new platform which provides an innovative scalable solution that will engage, empower, and change the behavior of hundreds of communities globally to make collective improvements in reducing plastic waste that makes its way to the ocean.

Healthy marine and coastal ecosystems support all life on earth and provide necessary services, including food security, resources for economic growth, recreation and tourism. The United Nations Environment Program (UNEP) has estimated that over 70% of marine debris starts out on land. From there it makes its way into the lakes, rivers and streams that form an extensive network—a circulatory system—that can carry trash across continents and straight into the heart of the world's ocean. Floating trash has no geographic or political boundaries, so solutions must involve scalable international collaboration, yet be local in scope and reach.

To address the problem of increasing marine debris flowing to our ocean, Ocean Recovery Alliance announced the Global Alert platform at the Clinton Global Initiative, as an innovative, online tool and mobile app which allows users to report, rate and map plastic pollution levels in their rivers, coastline or reefs. This will broaden awareness, aggregate information for decision-making, and spur solutions to reduce plastic pollution in our waters.



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About Douglas Woodring:

Mr. Woodring is the Founder of Ocean Recovery Alliance, a non-profit organization which is focused on bringing innovative solutions, technology, collaborations and policy together to impact positive improvements for the health of the ocean. Two of its global programs were launched at the Clinton Global Initiative in 2010. He is a UNEP Climate Hero for his efforts on plastic pollution, and has been on the advisory board of the XPrize, and The *Economist's* World Oceans Summit, and in 2011, he co-authored the UNEP Yearbook chapter on the danger of plastic in the ocean. The group is the first NGO in the world to be working with both UNEP and the World Bank on plastic pollution and ocean issues.

Born in California, Mr. Woodring has a dual master's degree from The Wharton School (MBA) and Johns Hopkins University, School of Advanced International Studies (SAIS) where he studied Environmental Economics. He has an undergraduate degree in Economics and Political Science from U.C. Berkeley.