COMMUNITY ENGAGEMENT: WATERSHEDS AND COASTLINES

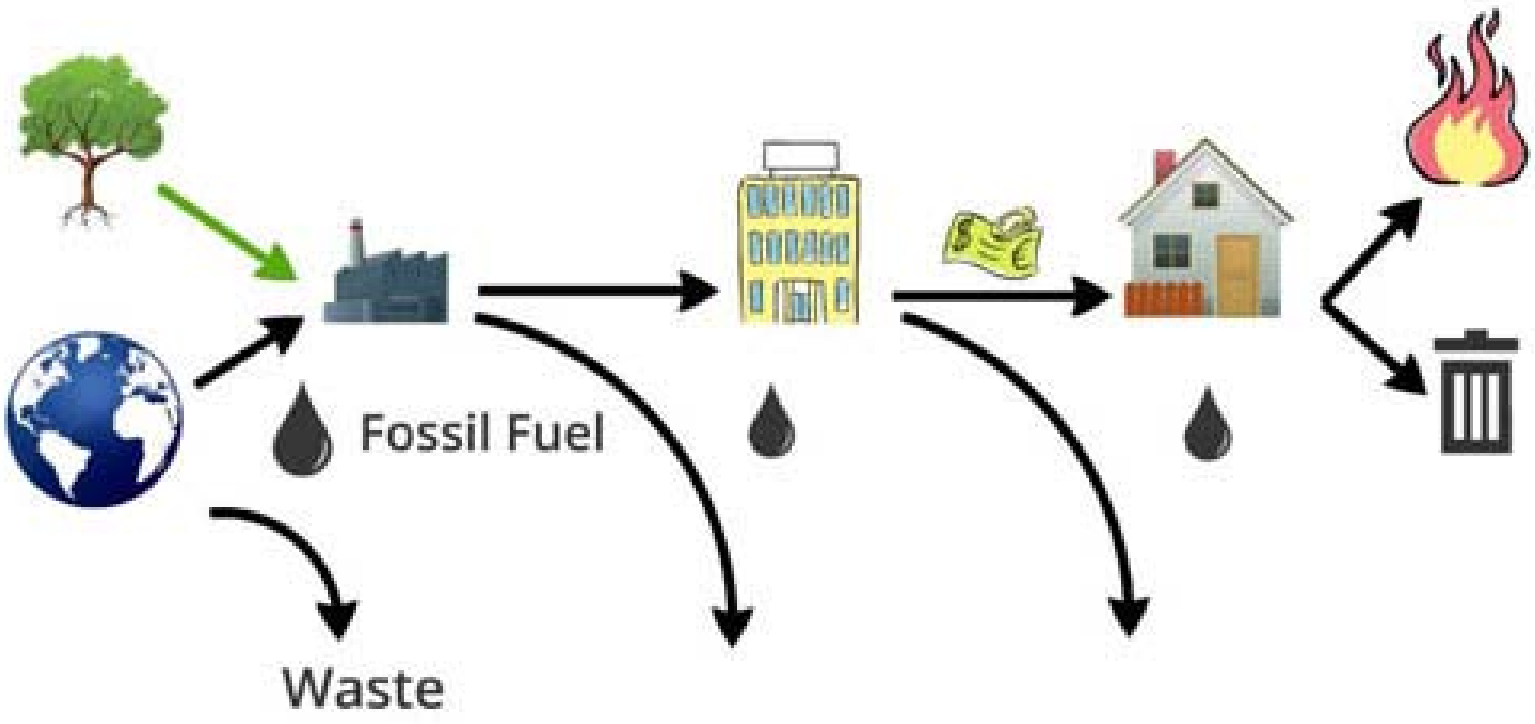
Doug Woodring

Founder

Ocean
Recovery Alliance

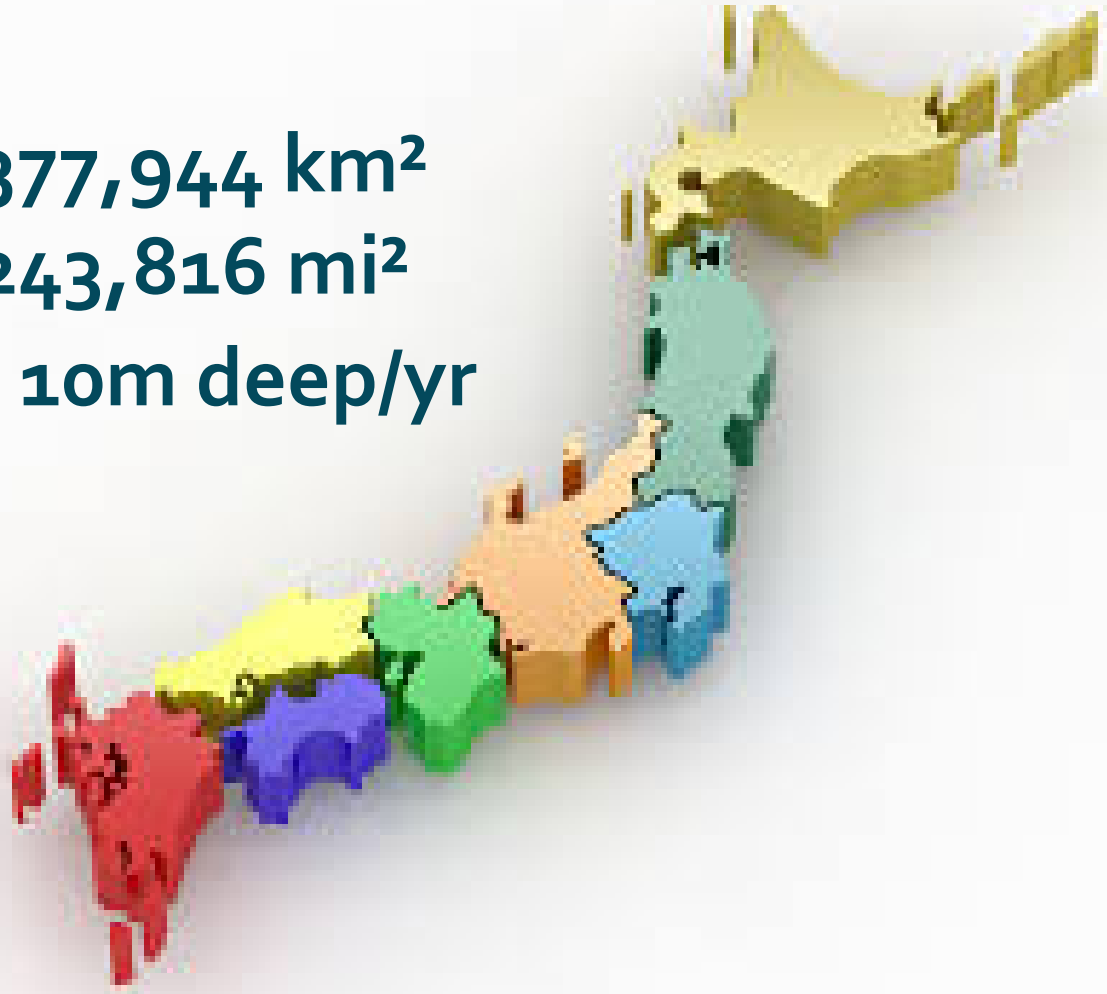
VIEWING WASTE AS A RESOURCE ……..

The Linear Economy



Global Waste Output – 2025 Will cover Japan in 10m Deep of MSW Each Year = 2.2bn tons

377,944 km²
243,816 mi²
+ 10m deep/yr



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OMEGA

Global Waste Output: Tomorrow……

Would cover Japan, New Zealand and Spain, in 10m Deep, by 2050

1,152,596 km²
716,107 mi²

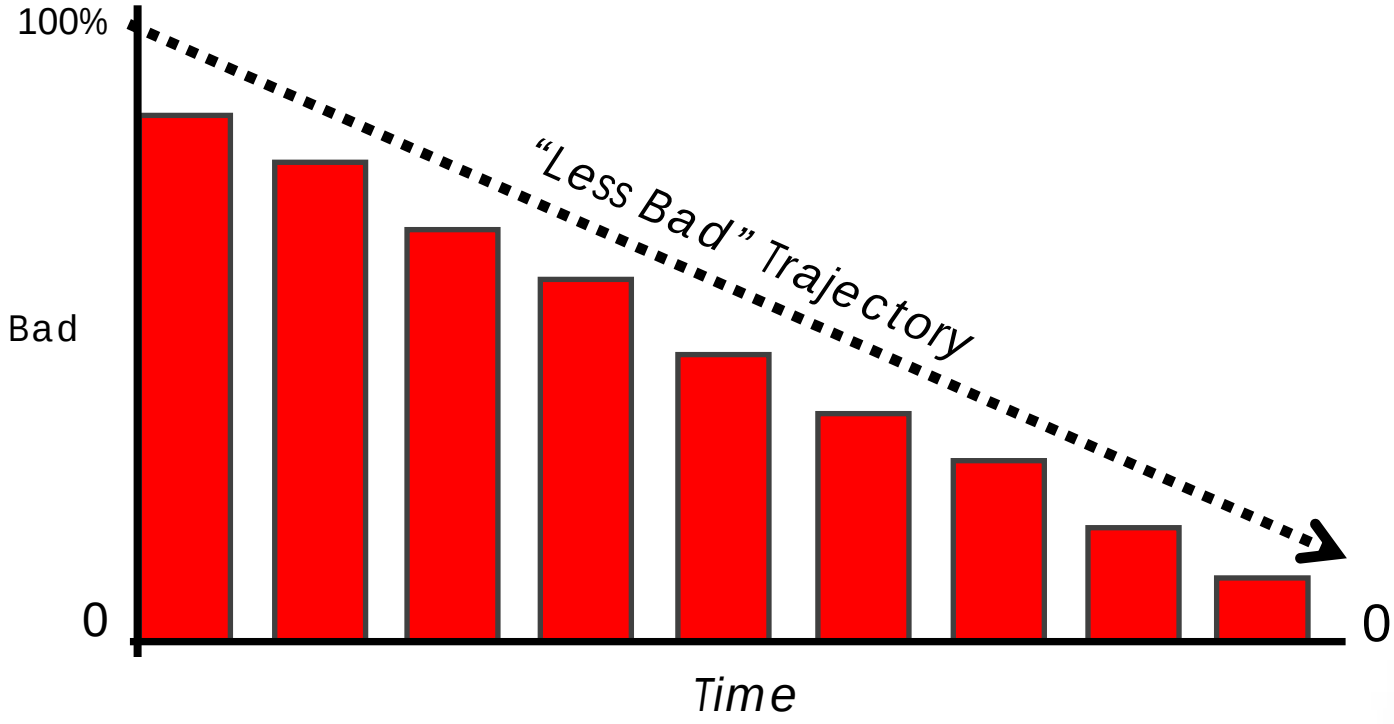
+

+

x 10M Deep/Yr

ECO-EFFICIENT GOAL: BEING LESS BAD

(REDUCE, AVOID, MINIMIZE)



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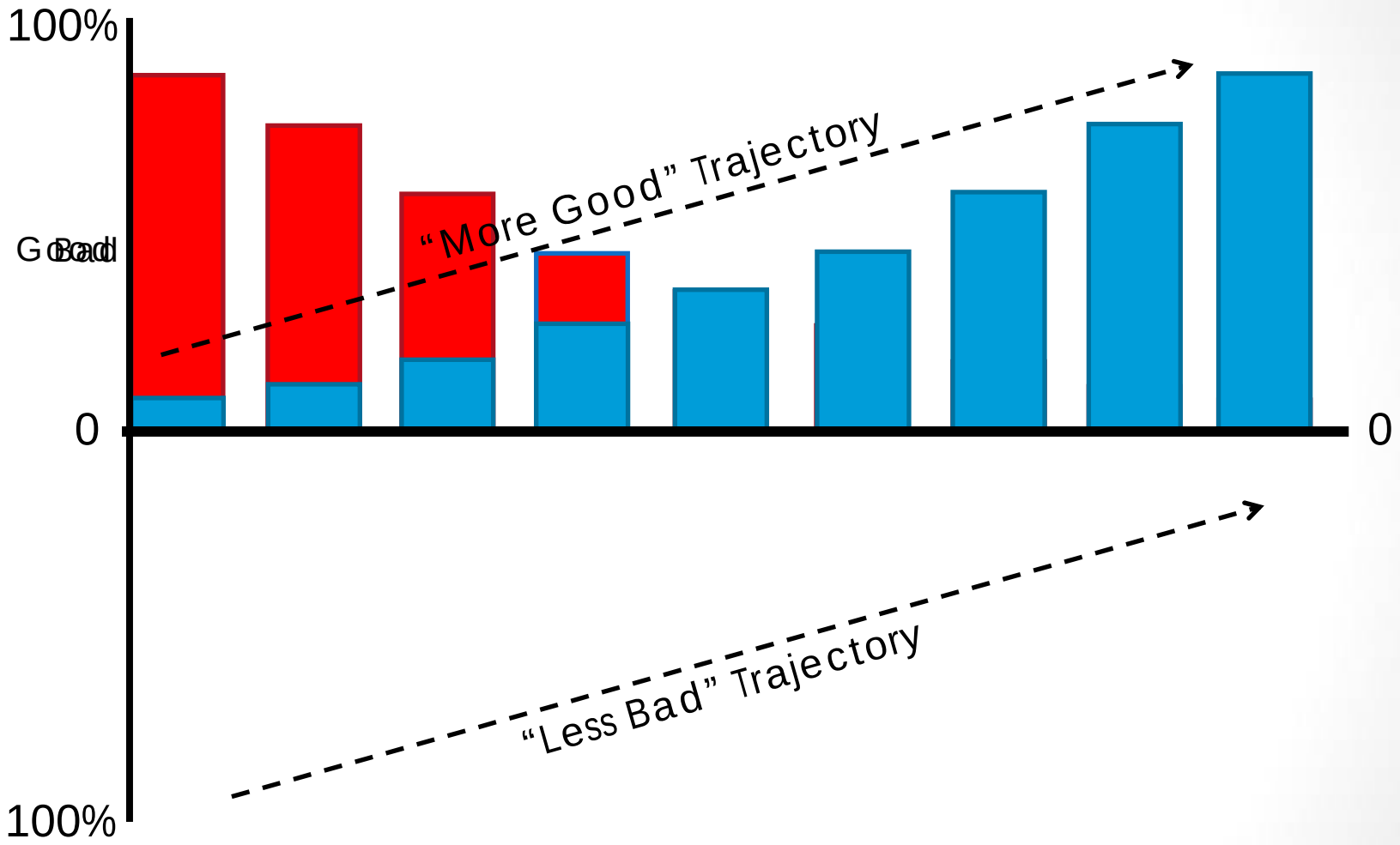

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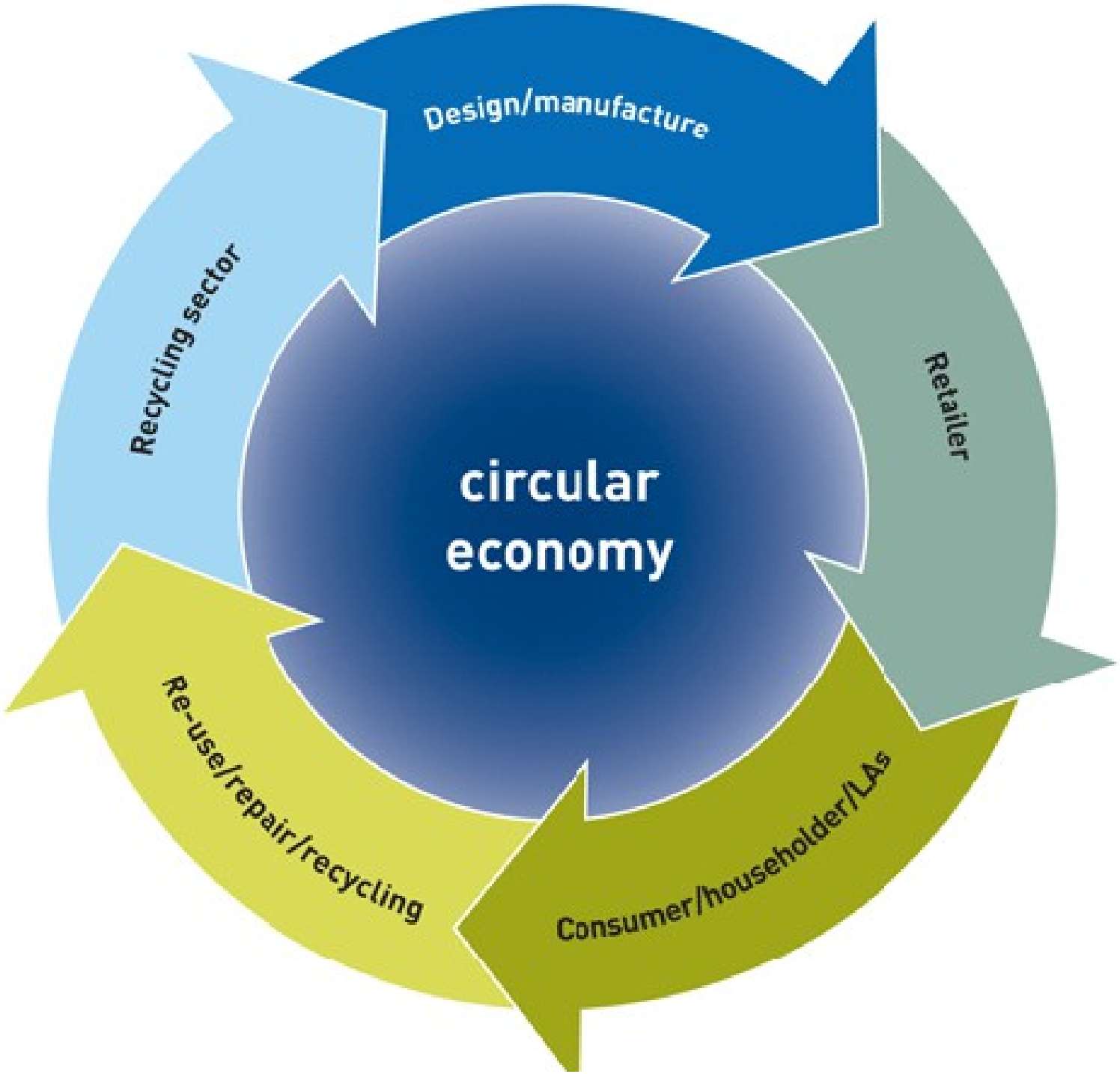
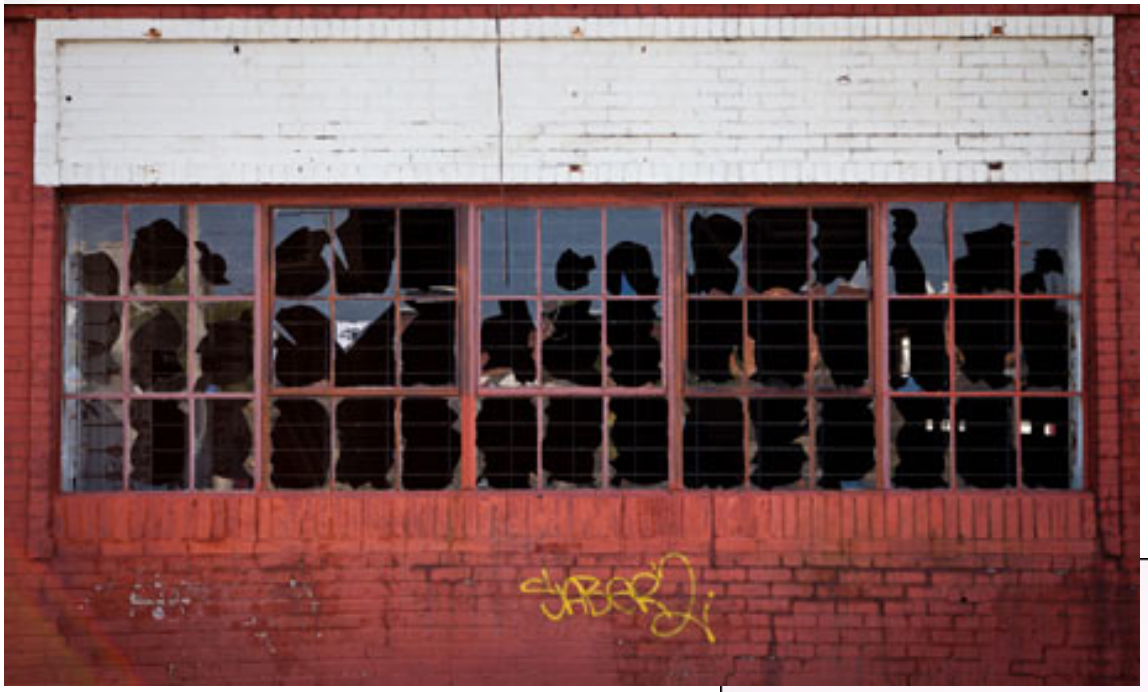

Design/manufacture
Retailer
Consumer/householder/LAs
Re-use/repair/recycling
Recycling sector
circular
economy

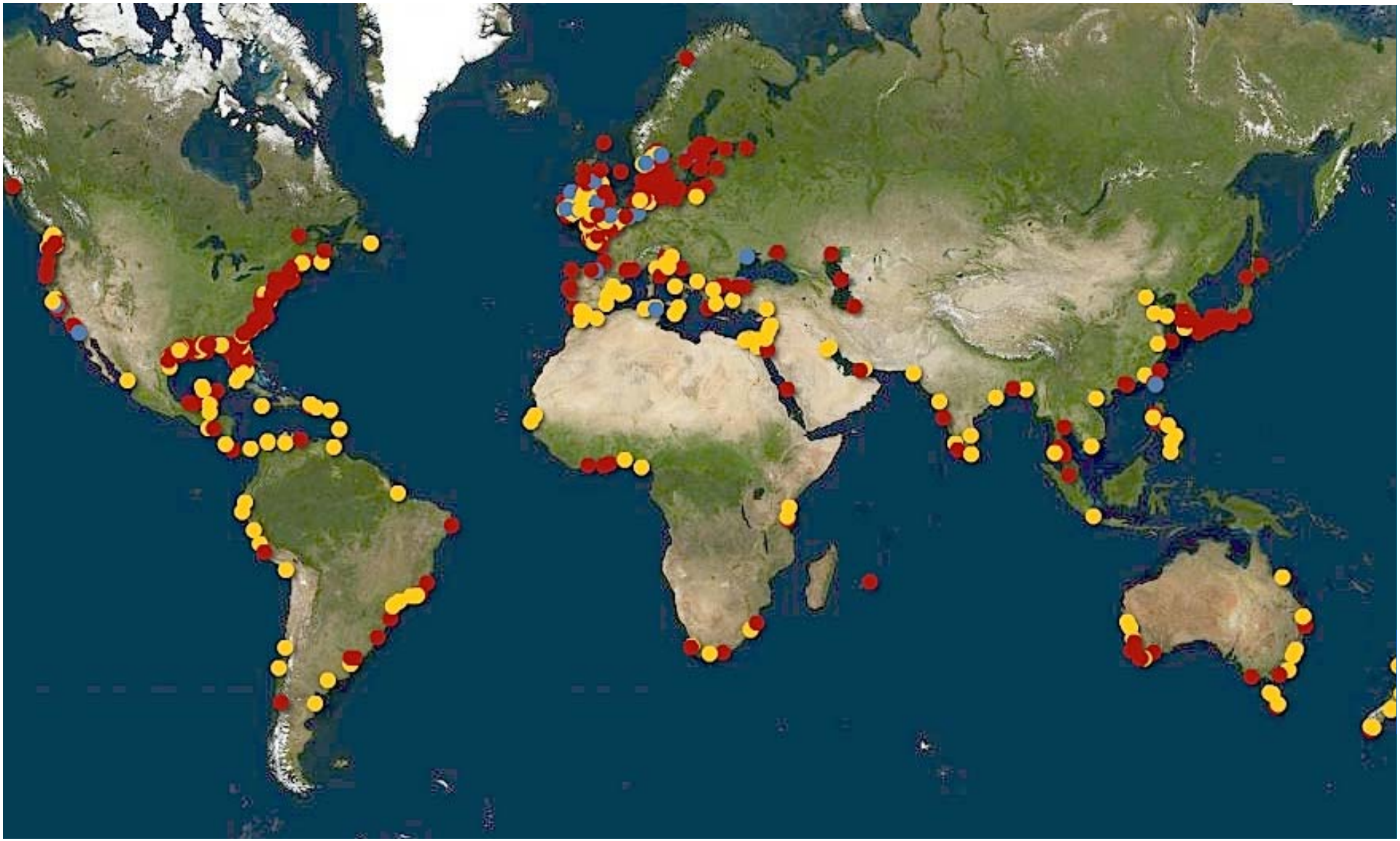
BROKEN WINDOWS THEORY



Degradation Speed = Time of Societal & Environmental Impact

- Cardboard – (2 weeks)
- An apple core (3 months)
- Matches (6 months)
- Newspapers and magazines (6 months, over 10 years)
- A cigarette end (1-2 years) - ***Poisonous***
- Chewing-gum (5 years)
- An aluminium can for drinks (10-100 years)
- Foam – (50 years)
- Plastic dishes and cutlery (100-1000 years)
- A disposable diaper (Approx 400 years)
- Telephone and top-ups cards (over 100 years)
- Plastic packaging – (400 years+)

OCEANIC DEAD ZONES



60% OF THE POPULATION LIVES IN COASTAL REGIONS

$340 – 630bn

Estimated value of the "circular economy" (source: WEF, 2013)

$11.4bn

Value of discarded post-consumer packaging being buried in U.S. landfills (source: As You Sow)

$100bn

Recycling and remanufacturing industries account for approximately one million manufacturing jobs and more than $100 billion in revenue. (source: EPA)

Waste/Recycling Facts – U.S.

34.5% Municipal solid waste is recycled in the US (EPA)

9% Overall plastics recycling rate (EPA)

80% Of US $3.2 trillion in materials value goes to waste. 20% is recovered. (WEF)

GLOBAL ALERT | Floating Trash

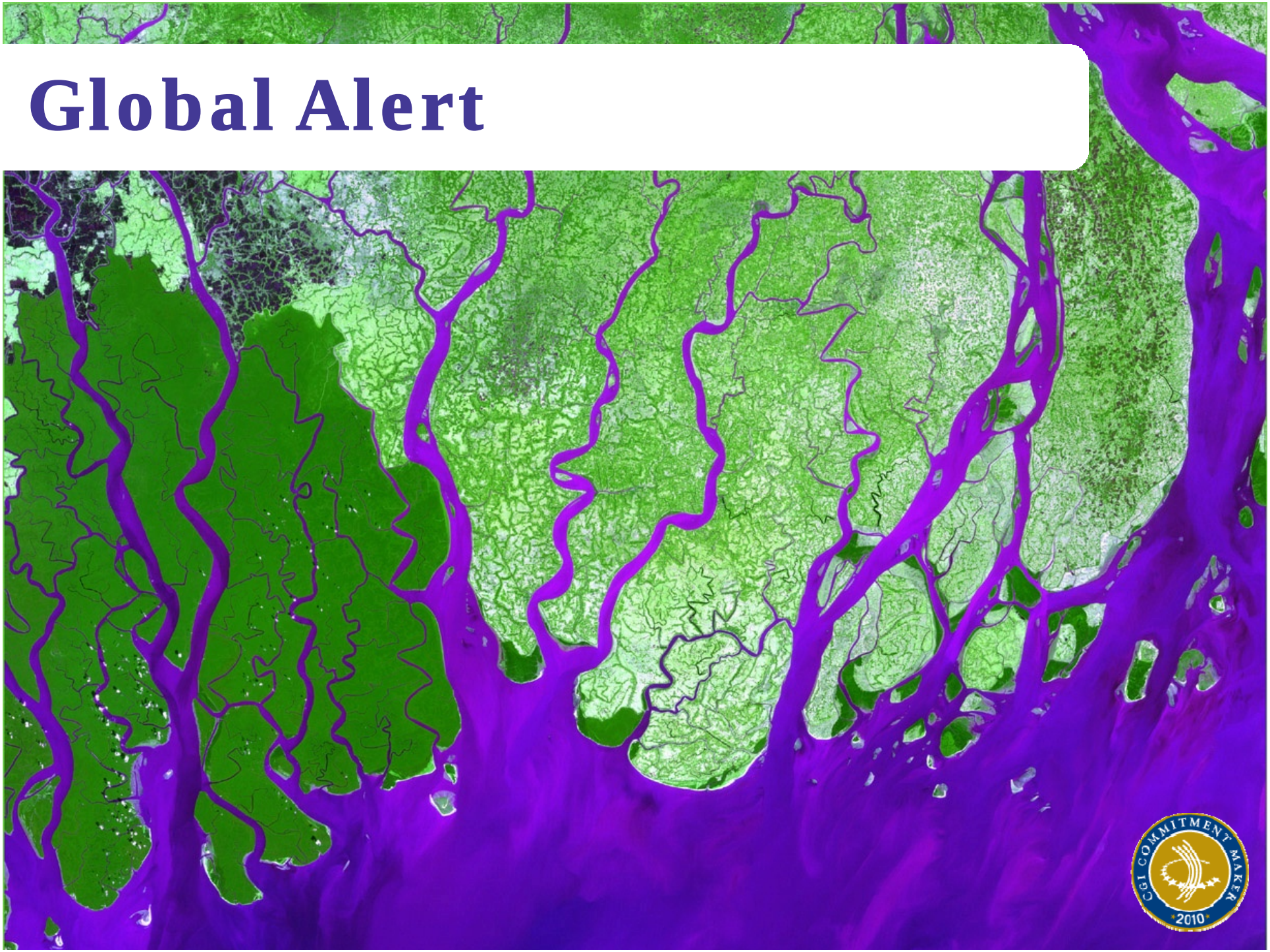
SEE | SHARE | SOLVE

Ocean Recovery Alliance

CGI COMMITMENT MAKER 2010

A COLLABORATIVE PLATFORM FOR CHANGE

Global Alert



MONGOLIA
TAKLA MAKAN DESERT
GOBI DESERT
BEIJING
CHINA
QILIAN SHAN
KUNLUN MTS.
Yangtze River
Huang He
Grand Canal
Yellow Sea
HUABEI PINGYUAN
QIN LING
TIBETAN PLATEAU
Han
Huai
Yalong
Yangtze Gorges
Nanjing
Shanghai
Brahmaputra
Chengdu
Wuhan
Tai Hu
HIMALAYAS
Dam
Min
Chongqing
Poyang Hu
East China Sea
BHUTAN
Dongting Hu
Wu
INDIA
Xiang
Gan
Kunming
Gui
Guangzhou
TAIWAN
BURMA
Mekong
Xi
HONG KONG
Bay of Bengal
Irrawaddy
VIETNAM
LAOS
South China Sea

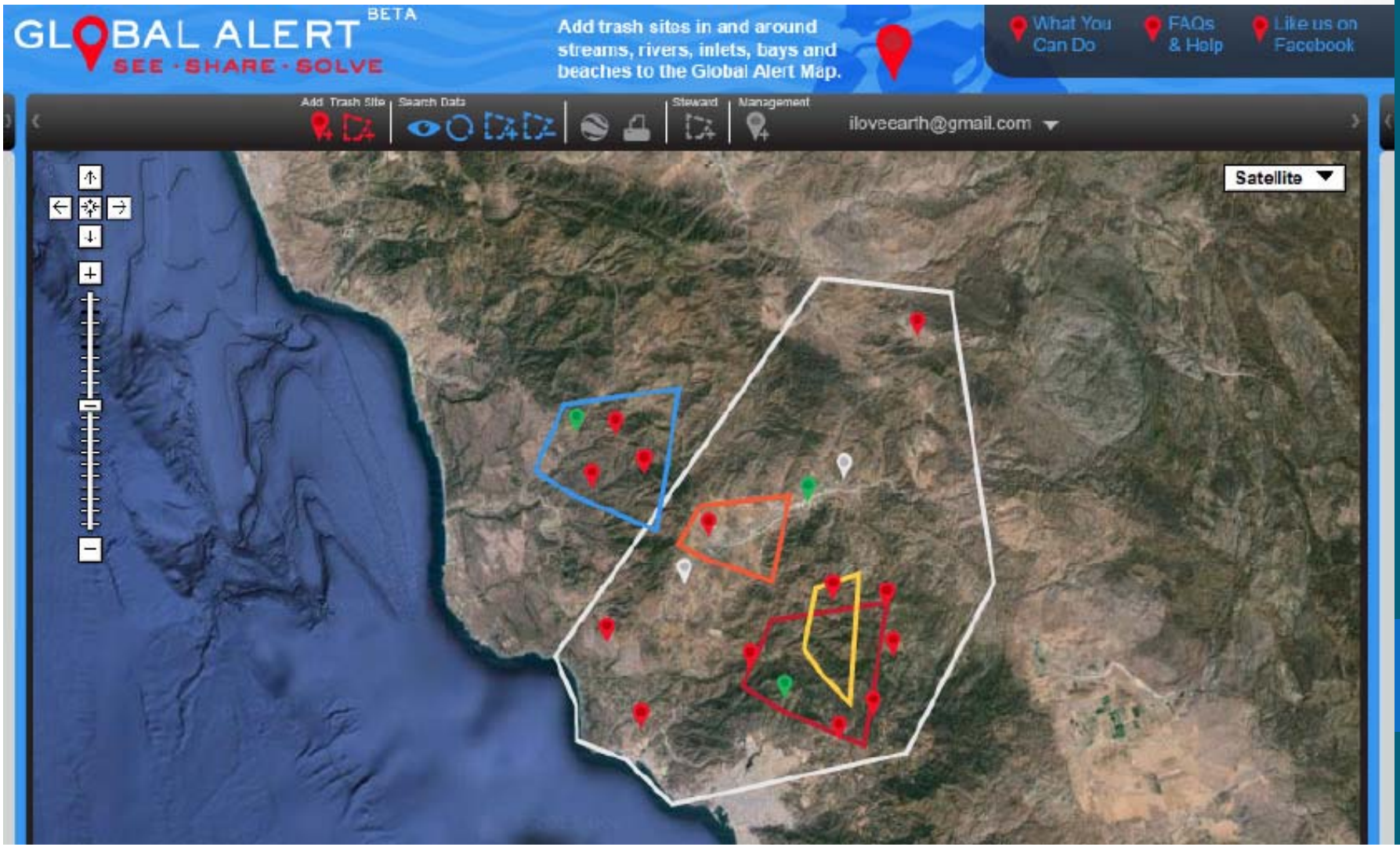
60% OF THE POPULATION LIVES IN COASTAL REGIONS

Global Alert – Floating Trash

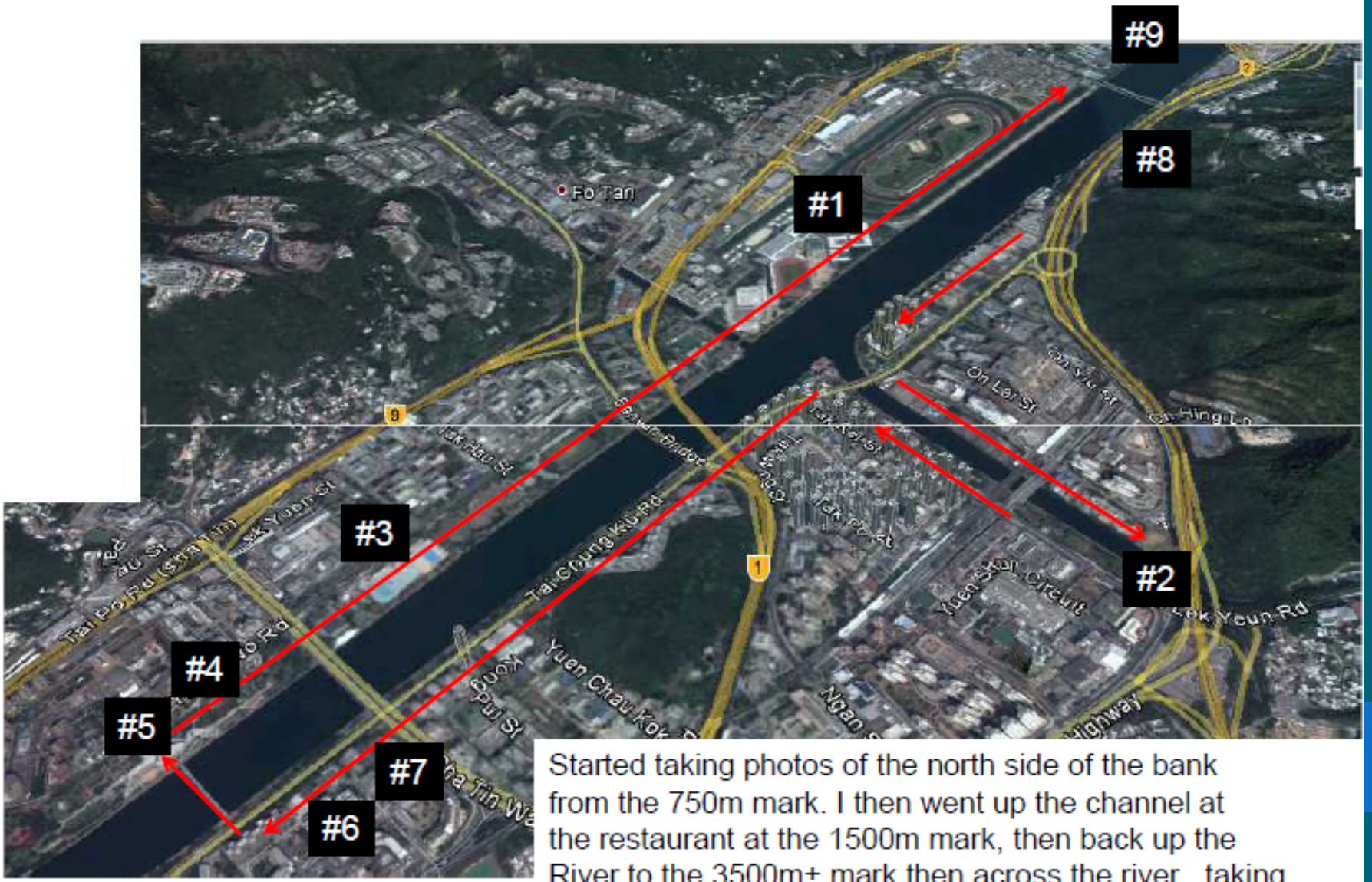
Ocean Recovery Alliance Inc

GET

Localized Focus on Watersheds and Coastlines

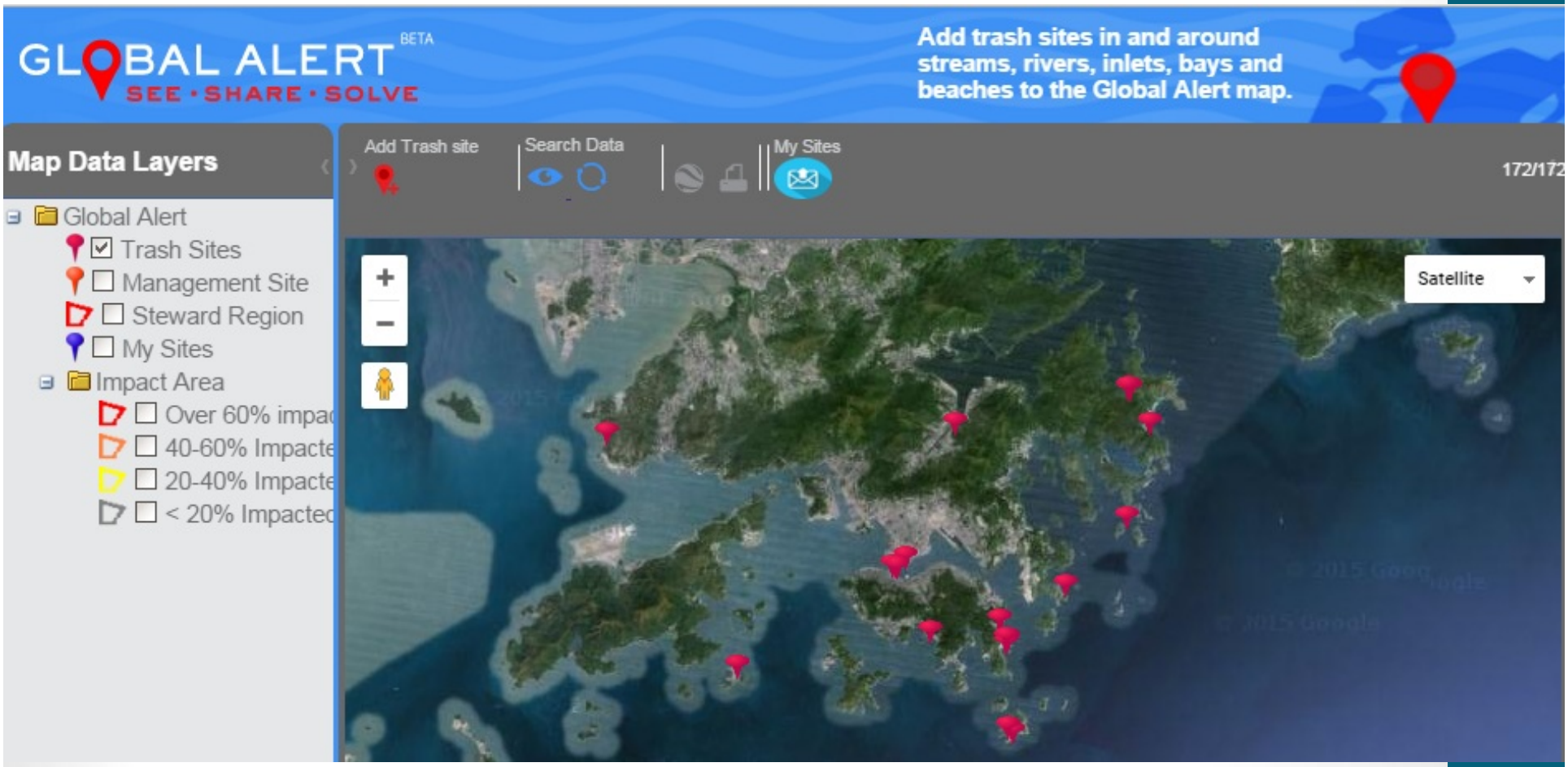


Hot-Spot Mapping – By You

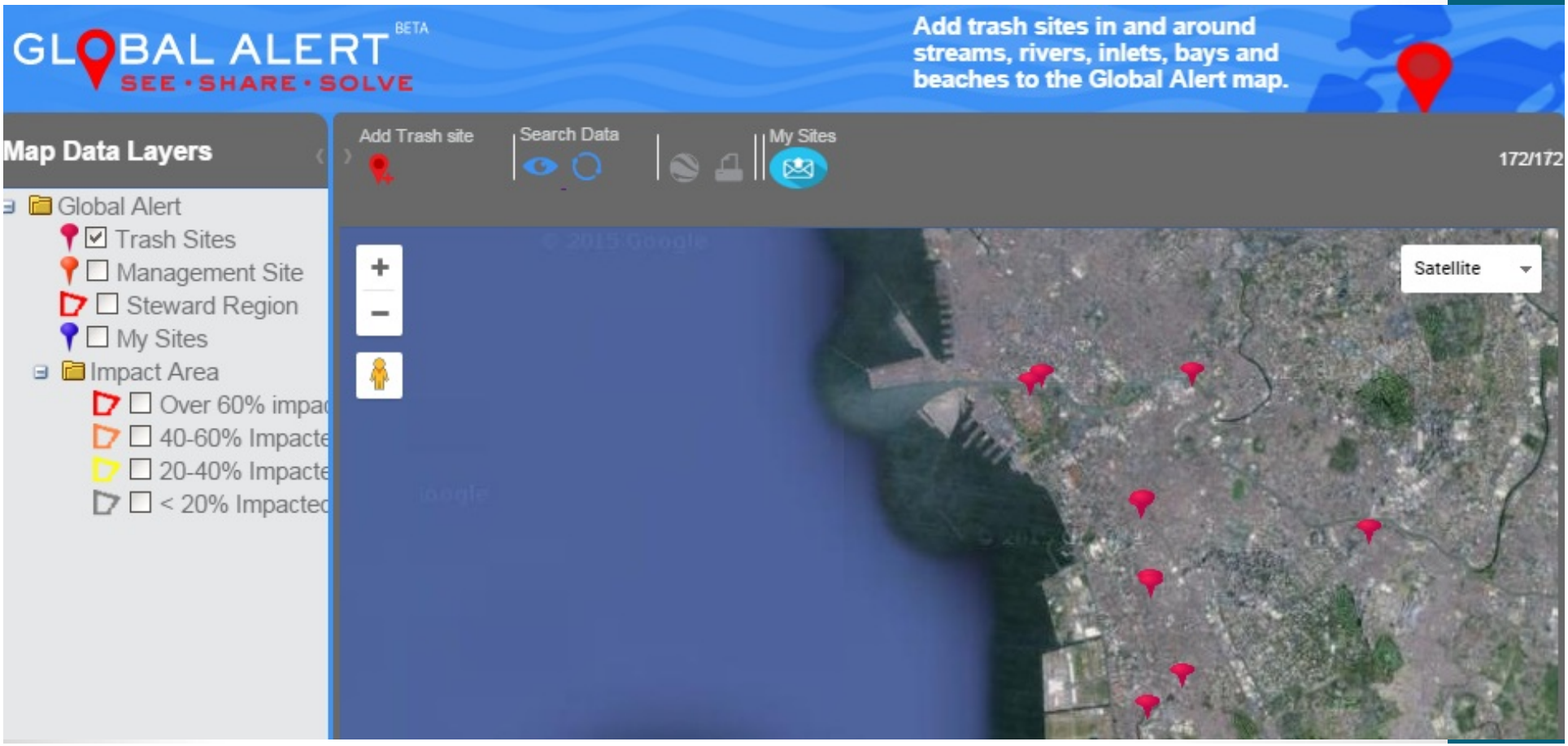


Started taking photos of the north side of the bank from the 750m mark. I then went up the channel at the restaurant at the 1500m mark, then back up the River to the 3500m+ mark then across the river , taking pictures of the south side of the bank down to the 0m mark.

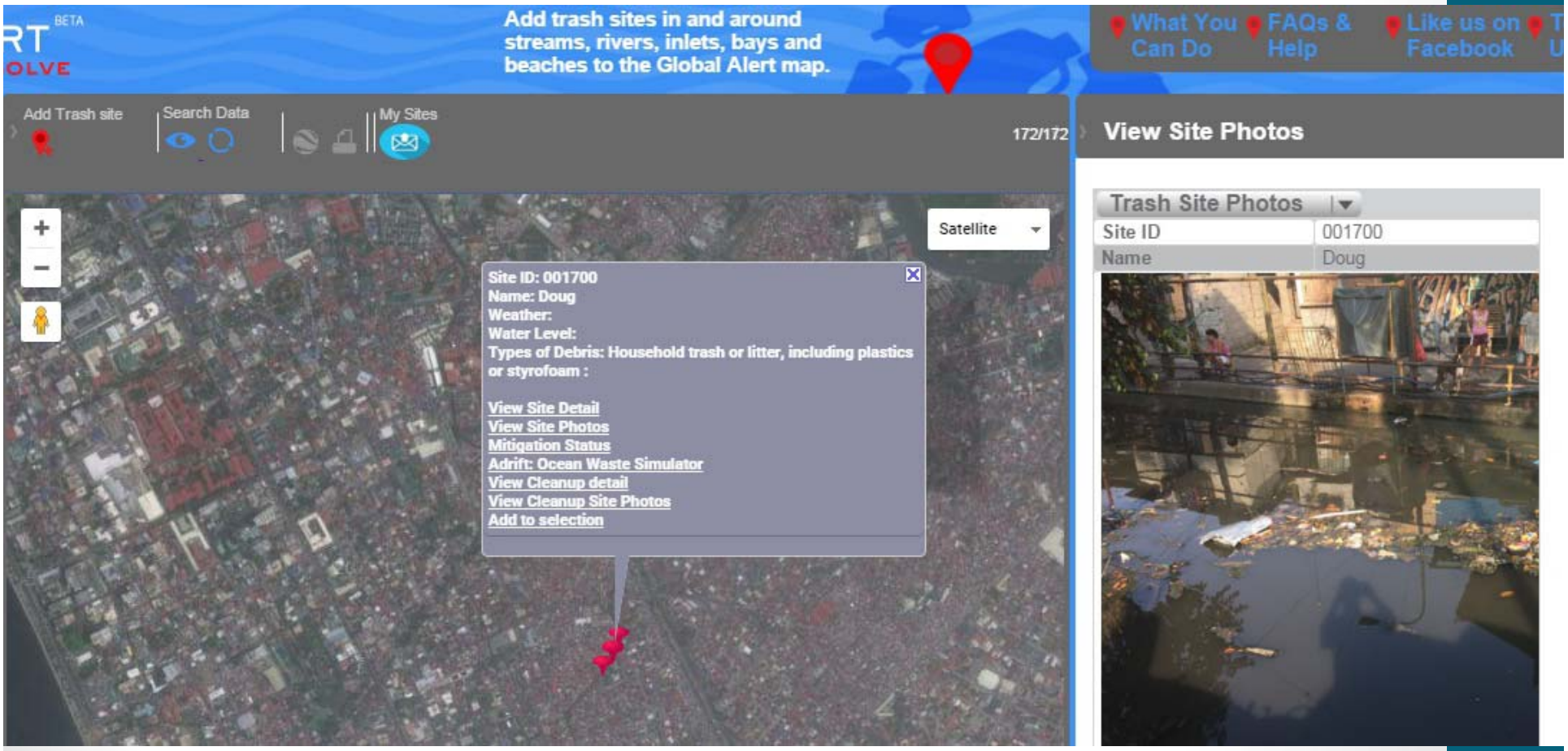
Sites Where Action is Needed, or Where Cleanups Take Place



Metro Manila Development Agency



Photos and Data Bring Value to Management and Strategy



‘The Plastic Catch’

Using recycled plastic to support the removal of trash from the ocean

Ocean
Recovery Alliance

Waste2Wear
TEXTILE PRODUCTS MADE FROM
RECYCLED PLASTIC BOTTLES

Plastic Catch Innovation

- Over 2m bottles go to landfill in HK per day, at a value of over US$10m/year

- Turns valuable plastic collections into rewards for local communities

Waste2Wear
TEXTILE PRODUCTS MADE FROM RECYCLED PLASTIC BOTTLES

Plastic Catch – Measured Removal

- Drives higher recovery and recycling rates
- All material is measured by volume
- Community awareness and engagement

Waste2Wear
TEXTILE PRODUCTS MADE FROM RECYCLED PLASTIC BOTTLES

PLASTIC CATCH!

Ocean Recovery Alliance

How it works

- Waste Collection points
- Recycling process
- US$.65/KG reward allocation

Waste2Wear

TEXTILE PRODUCTS MADE FROM RECYCLED PLASTIC BOTTLES

Help Improve Hong Kong's Waste Problem

- *The Plastic Catch* drives social momentum
- Corporate collaboration and staff involvement
- Positive community impact

Waste2Wear
TEXTILE PRODUCTS MADE FROM RECYCLED PLASTIC BOTTLES

Plastic Catch: Added Advantage

- Clothing and products made from recycled bottles innovation
- Waste2Wear products

Waste2Wear
TEXTILE PRODUCTS MADE FROM RECYCLED PLASTIC BOTTLES

Ocean Recovery Alliance

GLOBAL ALERT
SEE • SHARE • SOLVE

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