

PLASTIVIDA PROMOTES A PLASTICS SECTORAL FORUM – FOR A CLEAN OCEAN

Four years ago, in order to understand the issue, the entity settled a partnership with USP Oceanographic Institute. The results of such partnership will support the society's actions towards mitigating marine litter.

Plastivida promoted the Plastics Sectoral Forum – For a Clean Ocean aiming at discussing the possibilities and solutions to mitigate marine litter. The event took place on June 29th at the Auditorium of FAU USP – School of Architecture and Urbanism – São Paulo University.

This mobilization resulted in the Declaration of Intent, which established the commitment of the plastics production chain in Brazil to the issue. Besides Plastivida, there are other 16 signatory institutions so far: Abief, Abiplast, Abiquim, Abrade, Adirplast, Braskem, Dow, Instituto do PVC, Simperj, Simpesc, Simplás, Simplavi, Sindiplast, Sinplast, Sinproquim. All entities, associations, industries and players of the industrial sector are welcomed to participate, which will enhance the representativeness and effectiveness of its purposes.

In 2012, after Plastivida signed the “Global Declaration of Plastic Industry”, a worldwide movement aiming at the preservation of marine environment, settled a partnership with *USP Oceanographic Institute (IO/USP)* to produce a technical scientific work on the issue.

IO/USP has been conducting many scientific studies for years to gain expertise on this matter in Brazil. The institution has carried out many works, for instance: monitoring and identification of the waste present on the Brazilian coast (SP, BA and AL), the analysis of pallets lost in plastics production chain, which resulted in the “Zero *Pellets*” Guidelines, a diagnosis about the pollution in Guanabara Bay, and other environmental education projects about the issue.

According to Miguel Bahiense, Plastivida’s President, the findings of the 4-year partnership between Plastivida and IO/USP will not be enough to solve this issue alone, therefore, it is necessary to involve more than one sector to do that. “We are starting a work towards education, information and coordination

of actions, such as adequate disposal campaign, awareness raising, and others, which demand the shared engagement of the whole society – public entities, industries of many sectors, retailers and population – towards only one purpose: the preservation of oceans and environment”, explains the executive.

This work is carried out in accordance with the Federal Government, through the Ministry Environment Land Zoning Department. Marcia Oliveira, an environment analyst of the department, participated in the Forum event and said that a proactive initiative of the production sector is very important, because it knows all challenges to be faced in order to solve the marine litter issue, including the engagement of the whole society in all discussions. “We face a huge challenge due to so many aspects to be deal with, and the strengthening of a collective debate is of utmost importance. The Environment Ministry is involved in this issue not as a normative agent but to contribute to this joint effort”, says Marcia.

Alexandre Turra, from *USP Oceanographic Institute (IO/USP)*, who since 2012 has been coordinating all works in partnership with Plastivida, participates in all discussions held at the Environment Ministry. “The whole study enabled us to understand that marine litter issue goes beyond the coast cities, engaging all other cities and states, the waste management, basic sanity, environmental education, and the whole social culture which has to be structured.

As a result, our participation in the Ministry’s action group and the Plastics Sectoral Forum’s actions are of utmost importance for the adoption of concrete and definite proposals”, states Turra. “We believe that this will be a landmark change of our society, once it enlists different sectors of the society towards a sustainable development”.

All developments, practical actions, proposals of educational activities, among other actions will be shown on a specific portal especially dedicated to gather relevant information on the issue. On www.porummarlimpo.org.br you can sign the Declaration of Intend and participate in this movement.

About Plastivida – Plastivida is a social-environmental institute for plastics which by means of environmental education discloses precise and scientific information about plastics, their properties, applications, recycling, and their appropriate and responsible disposal aiming at contributing to the social and environmental development. Other



information can be obtained at www.plastivida.org.br.

Further information for the press:

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