

## DO SOMETHING ABOUT OCEAN PLASTIC - #FRAMEWORKSFORSOCIALGOOD

SOLUTION	DESCRIPTION	IMPACT	COST
No Straw November	Most people are unaware of the direct impact of plastic trash in the oceans, so use a ban on plastic straws for a single month to raise awareness of the problem.	An estimated 176 billion plastic straws are used each year. This campaign has the potential to remove 14 billion straws plus reduce plastic consumption by consumers in other areas of their lives.	\$300
Fund Advanced Research into Plastic Eating Bacteria	In 2016, Japanese researchers discovered a naturally occurring bacteria that consumes the type of plastic most commonly found in water bottles.	Isolate, optimize & industrialize the enzyme this organism utilizes to eat plastic. If successful, this solution has the potential to remove one-sixth of the plastic found in the oceans.	\$3200
Install One Million Water Refill Stations	On average, US consumers use over 35 billion plastic water bottles a year, but less than 25% of those are recycled. Encourage the reuse of plastic bottles with new water refill stations.	By making the switch to refillable water bottles, individuals can prevent an average of 156 plastic bottles from making their way into the landfills (and the oceans) each year.	\$600
Intercept Plastic Waste at Rivers	The majority of the world's ocean plastic comes from ten rivers, eight of which are in Asia. Lower a boom at the mouth of the major rivers in this region to intercept trash before it enters the ocean.	4Oceans, a private enterprise based in Florida, pays local fishermen to collect trash. Expand their operations globally to gather more trash and recycle this trash into trendy bracelets and other products.	\$900
Deploy Autonomous Garbage Drones	Deploy autonomous drones to vacuum up plastic, microplastics and other ocean pollutants. When the drones are full, they bring the garbage back to shore.	RanMarine Technologies has developed a line of networked drones that have the capacity to capture 200 liters of garbage before returning to their home base. Invest to expand upon their successful pilot operations in Rotterdam and Dubai.	\$1200
Manufacture & Distribute Edible Cutlery	In India, 120 billion pieces of plastic cutlery are disposed of annually, most of which end up in landfills or rivers (which eventually lead to the sea).	Bakeys, an Indian startup, has created a brand of biodegradable cutlery that if you do not like the taste will degrade in five days.	\$600
Establish a Global Fund for Plastic Recycling & Removal	Apply a 1¢ tax for every pound of plastic resin manufactured to offset later recycling and cleanup costs.	Raise roughly \$6 billion USD a year that could be used to finance garbage collection systems in developing nations.	\$1100
International Coastal Cleanup Day	Pick up the (plastic) garbage that can be found in rivers and along the coast. While not sexy, this type of local activism has a real impact for local populations.	In 2018, over 13,000 volunteers in Los Angeles County removed over twenty-nine tons of trash in three hours. Expand this operation globally and it could have an oversized local impact.	\$700

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Mine for Plastic in Urban Landfills	Since World War II, humans have produced over 8.3 billion tons of plastic. About 75% of that plastic has gone straight into landfills (and the oceans).	Improve the waste collection infrastructure of various Southeast Asian countries so that plastic waste can be collected, i.e. mined, and reincorporated into new products.	\$3000
Cleanup the Great Pacific Garbage Patch	The Pacific Garbage Patch is the most well-known of the five ocean gyres collecting garbage, but the others need to be cleaned-up as well.	Ocean Cleanup, a Dutch engineering company, has developed a passive, wind-driven system that has the potential to remove 50% of the plastic from the Pacific Garbage Patch in less than five years.	\$1800