

# PLASTICS SECTORAL FORUM – FOR A CLEANER OCEAN

## Brazilian Plastics Industry Action

[www.porummarlimpo.org.br](http://www.porummarlimpo.org.br)  
[pelletzero.porummarlimpo.org.br](http://pelletzero.porummarlimpo.org.br)



- ✓ Signature of "Honolulu Commitment".
- ✓ Elaboration and signature of the "Global Joint Declaration of Plastics Industries", of which Plastivida is one of the 54 signatories.

- ✓ Plastivida-IO/USP partnership setting up to implement, in Brazil, the commitments undertaken in the Global Declaration.
- ✓ Diagnosis and monitoring of waste along 13 beaches of São Paulo state coast.
- ✓ Bibliography and researchers survey related to the issue in Brazil and throughout the world.

- ✓ Waste diagnosis and monitoring along 3 beaches of Bahia state coast.
- ✓ Waste diagnosis and monitoring along 3 beaches of Alagoas state coast.
- ✓ Waste diagnosis and monitoring follow-up along 6 beaches of São Paulo state coast.

- ✓ Diagnosis of pellets loss in plastics production chain in Brazil, as well as, at seaport terminals in the country.
- ✓ Adjusting the "Zero Pellet – OCS®" Guidelines to the Brazilian reality. The "Zero Pellet – OCS®" program is of the sector's global actions.
- ✓ Waste monitoring follow-up on the coast of São Paulo, Bahia and Alagoas states.

- ✓ Implementation of environmental education actions in São Paulo state towns where the waste diagnosis and monitoring have been carried out.
- ✓ Diagnosis of pollution in Guanabara Bay, Rio de Janeiro state.
- ✓ Creation of the "Marine Litter Committee" by Plastivida in partnership with IO/USP.

2011

2012

2013

2014

2015



- ✓ Creation of the "Plastics Sectoral Forum – For a Cleaner Ocean" aiming at coordinating actions of the plastics production chain on this issue.
- ✓ Signature of the "Letter of Intent" presenting the commitments undertaken by the Brazilian plastics production chain.
- ✓ Design of the website: [porummarlimpo.org.br](http://porummarlimpo.org.br)
- ✓ Development of "EnTenda o Lixo" project during the Olympic and Paralympic Games in Rio de Janeiro.

- ✓ Implementation of educational activities of "EnTenda o Lixo" (talks, exhibitions and workshops).
- ✓ Presentation of the interactive installation "O Mar que Queremos" (The Ocean We Want) during the Virada Sustentável (São Sebastião/Ilhabela) and USP Cultural and Extension Week.
- ✓ Organization of the First National Seminar on "Combating Marine Litter" (November/2017 – Rio de Janeiro).

- ✓ Implementation of "EnTenda o Lixo" educational activities (talks, exhibitions and workshops).
- ✓ Presentation of the interactive installation of "O Mar que Queremos" at TAMAR Ubatuba (February)
- ✓ Participation in the 6<sup>th</sup> International Marine Debris Conference (San Diego, USA – March 12 to 16)
- ✓ Elaboration and launching of the Zero Pellets Loss Guideline.
- ✓ Collaboration to the comic book "Mariana e a batalha contra os Super Macabros" (Mariana and the Battle Against the Super Bizarro) (SECIRM/MMA)
- ✓ For a Cleaner Ocean International Seminar carried out by the Forum.

- ✓ Partnership with Canada Embassy: "EnTenda o Lixo" Project during Carnival on São Paulo/SP coast.
- ✓ Launching of Zero Landfill National Program – Environment Ministry: support and participation.
- ✓ Launching of the "National Plan for Combating Marine Litter", in partnership with the Environment Ministry: support and participation.
- ✓ "Rivers and Beaches Cleanup World Day" in partnership with the Environment Secretariat of Guarujá/SP and Ubatuba/SP: cleanup and Environmental Education action.
- ✓ Blue Flag Certification of Tombo beach in Guarujá/SP: "EnTenda o Lixo" Project.
- ✓ Plastivida becomes Operation Clean Sweep® licensor.

- ✓ Launching of Zero Pellet Program – OCS®.
- ✓ Launching of Guidelines for the Implementation of Zero Pellet Program – OCS®.
- ✓ Launching of Zero Pellet online Platform – OCS®.

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2016

2017

2018

2019

2020

