



“See – Share – Solve” – Community Engagement with the *Global Alert* Platform to Report Trash Hotspots in our Waters

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Critical Need

Healthy marine and coastal ecosystems support all life on earth and provide necessary services, including food security, resources for economic growth, recreation and tourism, all of which can hinder or benefit the welfare of the coastline itself. 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.



Land-based marine debris flowing to our ocean with no geographic or political boundaries



Solution: GLOBAL ALERT | Floating Trash

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, along ocean coastlines, and even underwater on reefs. The platform was partly funded by the World Bank’s Global Partnership for Oceans, and it is now one of the most powerful tools to broaden awareness, aggregate information for decision-making, and spur solutions to reduce plastic debris outflows via the

world's rivers or accumulation on coastlines. Global Alert helps to address issues of plastic pollution in our waters by:

- Enabling community participation for reporting and problem solving
- Catalyzing active watershed stewardship focusing on rivers
- Providing global awareness and monitoring

By visualizing trash hot-spots on a map, along with being able to learn about best practices for cleanup and prevention programs, community groups can develop better recycling programs and plastic management strategies, ultimately leading to less floating trash making its way to the ocean. Using Global Alert, citizens and school groups will easily “See, Share and Solve” their floating trash problems. Users will be able to upload photos or videos of trash in their water systems or coastlines, provide information on the location and coverage area based on the volume of trash they see. Monitoring agencies and community groups will be able to add, review, visualize and analyze their own data, as well as Global Alert data provided by the community, empowering them to make positive steps for improvements. Together we can leave a legacy of healthy oceans, rivers and engaged communities. Cleaner water, both fresh and salt, will be the result.

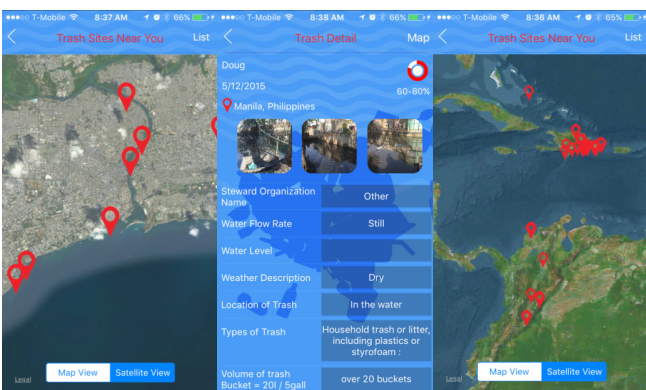
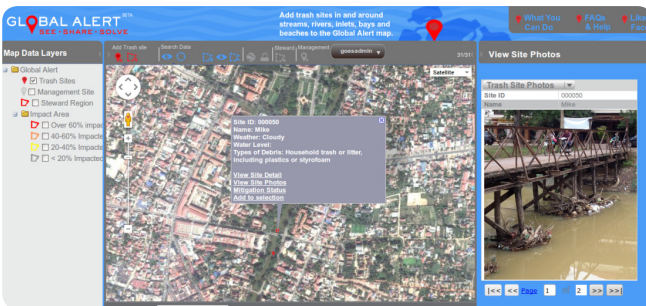
The **Global Alert App/Platform** was recently launched in Times Square in the month of April on the big digital screens of the Morgan Stanley building. This helped draw international attention to the issue of plastic in our ocean and waters, and was highlighted in one of the busiest locations in the world – Times Square.



Global Alert App/platform launched in Time Square, New York, USA (April 2016)

CASE STUDY – Bali, Indonesia

The two photos below illustrate the volume and type of trash found in the landfill which adjacent to the riverbed. The last picture is of the riverbed itself, which when full, acts as a transport mechanism for the waste to flow directly into the ocean.

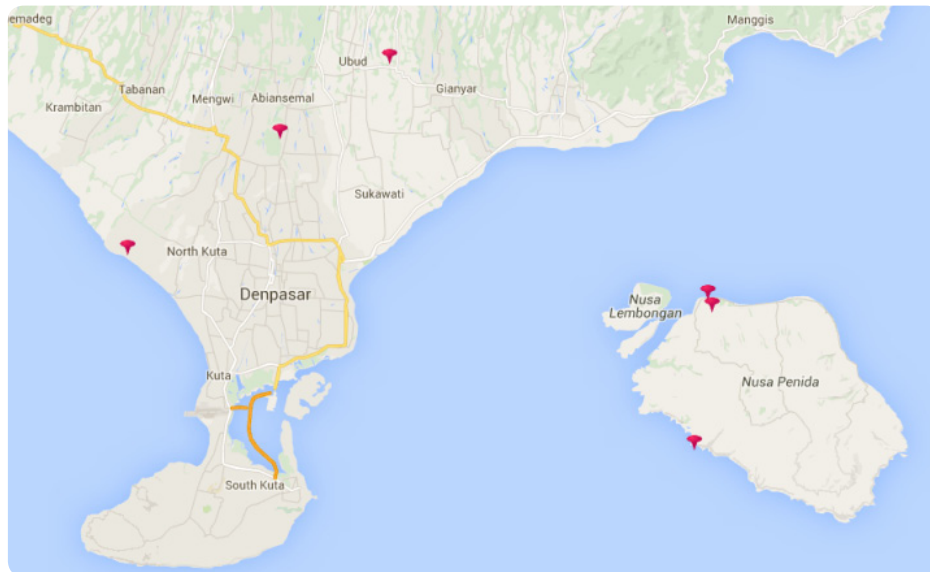


Global Alert App. Using the app, citizens and school groups will easily “See, Share and Solve” their floating trash problems

Landfill near riverbed, Indonesia



Trash in Toyapakeh, Sampalan, and Nusa Penida, Indonesia



Location of survey sites in Indonesia

Testimonial: “As a result of using the Global Alert Platform, I have been able to host some important meetings with local businesses, The Nusa Penida Conservation Department, The Coral Triangle Centre [NGO], The Nusa Penida “Eco-Club” at the local high school, The Nusa Penida Youth Forum, local business owners and marine tourism operators, and the “Camat” of Nusa Penida, or the district head i.e. the highest governing official on the island. Through consultation with all of these groups, using data compiled at the trash hot spots, and with discussions about reasons for the trash source, we are now working on the following initiatives:

1. The 9km shoreline on the north of the island is the number 1 trash “hot-spot”: or area most at risk of allowing trash to enter the ocean. Local communities discard their waste on the beach where it is swept away. When asked why, they insist there is no alternative. Data from this “hot-spot” has been uploaded to community-managed online platform “Global Alert” and socialisation techniques are being discussed, such as plays.

2. The waste collection service currently services only 2km of this shoreline, but should service all 9km. The trucks have the time to extend their route but not the budget. We are determining the budget and also payment mechanisms. Once we are aware of the cost and discover a means of sustainably sourcing funds for the trash collection service expansion, we will provide trash bins to all north shore households and educate them in how to prepare their waste for collection.

3. On Wednesday March 23rd, a trash cleanup was arranged with members from the Nusa Penida Youth Forum and the Eco-Club. Identifying the types of trash collected and where they are located will help the student groups come up with socialisation techniques such as plays to perform for the local communities, explaining why dumping trash is so bad for the environment and economy. Footage of these and similar efforts will be shared with the local and international media to highlight the cause.



Beach clean up process involving Ecoclub and Penida along the beach shoreline.

4. The teacher in charge of the Eco-Club is in conversation with a former Head of Customary Performance and Arts (Kepala Adat), to develop entertainment to be performed in the temples at various ceremonies, island-wide. The performances will explain the social, economic and environmental effects of trash dumping.



Pak Wayne Oka – Ecoclub Teacher on the clean up

5. A social media campaign under the banner #PenidaTanpaSampah” (“Penida Without Litter”) will collate photos and information about waste management so

that we can form a visual database to track ideas and progress.”

Key points: The Global Alert Platform provides a way to visualize and support advocacy of litter reduction and waterway/coastal health. Reporting on the platform allows users to share successes, while also alerting local authorities or other community stakeholders to the importance of cleanup, and long-term prevention with education and improved landfill management and recycling capacities.

To join the Global Alert Platform, simply sign up at www.globalalert.org, or download the mobile application to use on your iPhone or Android. If you represent an organization, please get in touch with us about becoming an early adopter. Info@globalalert.org Introduction Videos: <http://bit.ly/GlobalAlert> and <http://bit.ly/GlobalAlertIntro1>

About: Ocean Recovery Alliance is a 501c3 registered non-profit in California, and is a registered charitable organization in Hong Kong. The group focuses on initiating innovative and creative programs with collaborators who often are not directly related to the ocean, in order to bring solutions and improvements to the health of the ocean. The group is one of the first NGOs to be working with both UNEP and the World Bank, as a result of its two projects at the Clinton Global Initiative, the other being the Plastic Disclosure Project (www.plasticdisclosure.org).

In June, 2014, it launched a world-first report on the natural capital cost of plastic with Trucost and UNEP at the UN Environmental Assembly in Nairobi. It also runs the unique Plasticity Forum, which is now in its 5th year, focusing on plastic innovation, design, materials, recycling and solutions, for a world without the plastic footprint.