

## News Release

For Immediate Release

22 March 2016

### Contacts

#### Europe

PlasticsEurope: Petra Ronda +32 2 676 1740

[Petra.Ronda@plasticseurope.org](mailto:Petra.Ronda@plasticseurope.org)

#### United States

American Chemistry Council: Allyson Wilson (202) 249-6623

[allyson\\_wilson@americanchemistry.com](mailto:allyson_wilson@americanchemistry.com)

#### Middle East

Gulf Petrochemicals and Chemicals Association: Femke Baudoin +971 4 451 0666 ext. 123

[Femke@gpca.org.ae](mailto:Femke@gpca.org.ae)

## A New Web Platform, a New Brand Identity for MarineLitterSolutions.com

*New resources support industry goal of zero plastics in the oceans*

**Brussels, 22 March 2016:** Associations representing plastics producers from around the globe—along with other allied associations committed to working toward zero plastics into the oceans—have launched a new website and brand identity today. The new online platform, MarineLitterSolutions.com, and its visual identity reflect the network’s growing number of projects to reduce and prevent waste, keep post-use plastics out of the ocean, increase recycling and foster regional and global partnerships.

The site was launched at the industry’s PolyTalk 2016 event, which brought together a range of stakeholders to discuss solutions to marine litter.

[Marinelittersolutions.com](http://Marinelittersolutions.com) provides a central location to learn more about the 185 marine litter projects that have been planned, are underway, or have been completed by the 64 organizations in 34 countries that have signed the *Declaration for Solutions on Marine Litter* since its launch in 2011. By signing the declaration, each of these organizations voluntarily committed to adopt additional improvements to reduce the effects of ocean pollution.

The website also provides information on the marine litter issue and allows policy-makers, non-governmental organizations, researchers, industry, other stakeholders and citizens to come to one, centralized location to get the latest news and information about industry involvement with the marine litter issue.

“Marine litter is a complex global environmental challenge,” said Karl Foerster, Executive Director at PlasticsEurope. “Effective solutions require that stakeholders work together locally, nationally, regionally and globally. With this new website, we are highlighting how plastics producers and our value chain partners are taking concrete steps around the world to combat marine litter. Plastics must be responsibly used, reused, recycled and finally recovered for their energy value. They should not end up in our oceans

and waterways. The new website, accompanied by a new visual identity, shows the determination of our industry to help deliver solutions, and will hopefully serve as a conduit for an increased number of partnerships with others.”

The new Marine Litter Solutions logo depicts the industry’s global reach; the separate waves with their distinct colors represent the different organizations coming together to work toward solutions.

Both the new website and the new visual identity reflect the six areas of engagement that are part of the [Global Declaration for Solutions on Marine Litter](#): raising awareness, research for facts, promoting best policies, spreading knowledge, enhanced recovery and preventing pellet losses. On the website, users can view all projects, or refine their results by region, country or area of engagement. The site also contains an area for news and events and is optimized for ease of navigation across multiple devices.

\*\*\*

#### **About PlasticsEurope**

*PlasticsEurope is one of the leading European trade associations with centres in Brussels, Frankfurt, London, Madrid, Milan and Paris. We are networking with European and national plastics associations and have more than 100 member companies, producing over 90% of all polymers across the EU28 member states plus Norway, Switzerland and Turkey. The European plastics industry makes a significant contribution to the welfare in Europe by enabling innovation, creating quality of life to citizens and facilitating resource efficiency and climate protection. More than 1.45 million people are working in 62,000 companies (mainly small and medium sized companies in the converting sector) to create a turnover above 350 bn EUR per year. The plastics industry includes polymer producers - represented by PlasticsEurope, converters - represented by EuPC - and machine manufacturers - represented by EUROMAP. For further info see the web links: [www.plasticseurope.org](http://www.plasticseurope.org), [www.plasticsconverters.eu](http://www.plasticsconverters.eu), [www.euromap.org](http://www.euromap.org) Visit <http://www.plasticseurope.org/>*

#### **About the American Chemistry Council’s Plastics Division**

*The American Chemistry Council’s Plastics Division represents leading companies dedicated to providing innovative solutions to the challenges of today and tomorrow through plastics. Ongoing innovations from America’s Plastics Makers™ have led to medical advances and safety equipment that make our lives better, healthier and safer every day. And advances in plastics are helping Americans save energy, reduce greenhouse gas emissions and decrease waste. Because plastics are such a valuable resource, the Plastics Division is leading efforts to “reduce, reuse, recycle and recover,” including through outreach, education and access to advances in recycling technology. Visit [plastics.americanchemistry.com](http://plastics.americanchemistry.com).*

#### **About the Gulf Petrochemicals and Chemicals Association**

*The Gulf Petrochemicals and Chemicals Association (GPCA) represents the downstream hydrocarbon industry in the Arabian Gulf. Established in 2006, the association voices the common interests of more than 250 member companies from the chemical and allied industries, accounting for over 95% of chemical output in the Arabian Gulf region. The industry makes up the second largest manufacturing sector in the region, producing up to US\$108billion worth of products a year. Visit <http://www.gpca.org.ae/>.*