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WWF teamed up with 14 domestic industry associations and civil organizations to establish a net plastic action network

Helping China's marine plastic waste zero emissions in 2030

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On June 6, in conjunction with World Environment Day and World Ocean Day, the World Wide Fund for Nature (WWF) teamed up with 14 industry associations and civil society organizations to jointly establish the "China Net Plastic Action Network". This is the action taken by WWF to join forces with the community to pay attention to the problem of plastic waste pollution after WWF launched the goal of "reforming the future, who will first take the shot".

According to a recent WWF report "Resolving Plastics through Accountability", the total amount of plastic waste produced by each person in 2016 is approximately equal to the weight of 93 basketballs; if the development of plastics continues, the ocean will be 2030. The plastic pollution in China will double, reaching more than 300 million tons, global plastic production may increase by 40%, the resulting carbon dioxide emissions can be increased by 50%, and emissions from incineration of plastic waste will also triple.

Zhu Xingxiang, president of the China Association of Circular Economy, said that only 9% of the world's 9 billion tons of plastics are recycled. This figure is shocking. As early as 2008, China began to implement the plastic limit order, and introduced relevant implementation plans and guidance. Local governments also carried out corresponding plasticization and prohibition work according to their own conditions. The China Association of Circular Economy assisted the National Development and Reform Commission in research on the disposal of new plastic wastes last year. It also expects WWF to introduce more international advanced experience into China and work together to help China's plastics reduction process.

As the supporting unit of this event, Secretary-General Xu Qiang of the Beijing Municipal Association for the Promotion of International Organizations (referred to as the "Beijing Promotion Association") was invited to attend the conference and gave a welcome speech. In his speech, he said that the "Net Plastic Nature" offline conference combined with the Sixth Five-Year Environmental Day and the Six-eighth Ocean Day is of great significance for promoting public awareness and behavior change. It is hoped that the future school community resources of the Beijing Promotion Association will be combined with WWF's NGO resources and people's resources. The two sides will work together to reduce the pollution of plastic waste to nature.

WWF Market Transformation Director Jin Zhonghao said that the network aims to bring together the limited resources of private environmental organizations and industry associations in China to face the challenges of plastic waste faced by China, including the awakening of public awareness and behavioral changes and urban and rural areas in China. The level of waste recycling and resource utilization is generally improved. On the basis of extensive and in-depth exchanges, consensus is reached and joint actions are organized to jointly achieve zero emissions of China's plastic waste to the ocean by 2030, and the total amount of plastic waste in China. Reduce your vision by 50%.



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Recruitment begins!

After the discussion of the first general meeting of the sponsors of the participating organizations, it was determined that the joint action plan of the network at this stage on "netting nature" is:

1. Do not discard: Do not throw or dump waste such as plastic waste outside the garbage collection system. Improve management and actively pick up.
2. Need to reduce: Optimize the design and reduce the need for unnecessary plastics, especially disposable plastic packaging.
3. It is necessary to circulate: accelerate the implementation of the waste sorting system, promote effective recycling of resources such as plastic waste, and realize resource recycling.

Yan Quan Andrea, general manager of Biotherm China, and Zhang Feng, vice president of Shanghai 哔哩哔哩 幕 screen network, respectively, represented the company as the official public welfare partner of the conference and introduced their efforts to reduce plastic pollution and promote resource recycling. . The event officially launched the "Beach Plastic Garbage Pickup Project" of Biotherm, WWF and Blue Ribbon Marine Protection Association in Hainan Province. By setting up a designated beach pick-up area in Hainan Province, the local fishermen will be formed to pick up the team and the beach and the seaside in the area. All plastic wastes are collected and collected for one year, which increases the awareness of the marine ecological environment while increasing the economic income of fishermen. Zhang Feng, vice president of Shanghai Boss Screen Network, introduced the "Blue Line" cross-dimensional support for sustainable marine protection. Together with WWF, he called on more young people and B-station users to pay attention to the marine environment and participate in their own way. Go to the ocean protection!

During the net plastic nature theme event, WWF and Huamao Center launched the marine protection theme public welfare art exhibition, inviting young origami artist Liu Tong, Austrian artist Wolfgang Trettnak and Spanish artist Margarita Cimadevila to use art to protect the ocean.

In addition, during the event, national netizens were invited to participate in the creation of the main visual posters. During the week, nearly 15,000 discarded plastic bottle caps were collected and a marine-themed art installation was created.

During the period, River Watchers, Lefen Environmental Public Welfare Promotion Center, Shanshui Nature Conservation Center, and Blue Ribbon Marine Protection Association organized tens of thousands of people to pick up garbage in the Yangtze River Basin and Sanya. Liu Sheng, secretary-general of the River Watcher, said: "We have discovered through the organization of garbage mainly in the Yangtze River basin that plastic is the main waste abandoned in the natural world such as the river. Compared with the amount of garbage left outside the recycling system, we have picked up The quantity is very limited and it is endless. But in this way, we want to call people not to discard plastic garbage at will."

Lu Sizhen, chief representative of WWF China, said that plastic pollution is now one of the most important environmental problems in the world, posing a great threat to human health and life. Through the positive impact of scientific exploration and public advocacy of the "Net Plastic Nature" mobile network, WWF hopes to let more people see China's roadmap and hopes for solving plastic pollution and recycling, and let more and more institutions and individuals Extensive participation in our net plastic nature action.

The following units are the list of sponsors of China Net Plastic Action Network:

World Wide Fund for Nature (Switzerland) Beijing Representative Office
China Recycling Economy Association
China Synthetic Resin Supply and Marketing Association Plastics Recycling Branch
China Materials Recycling Association Recycled Plastics Branch
Get rid of the
Blue Ribbon Ocean Protection Association
Shanghai Pudong Lefen Environmental Public Welfare Promotion Center (Lefen Environmental Protection & Pick up China)
River Watcher

Shanghai Rendu Marine Public Welfare Development Center
Shanshui Nature Conservation Center
Beijing Zero Meng Environmental Consulting Co., Ltd.
Guiyang Public Environmental Education Center
Beijing Entrepreneur Environmental Protection Foundation (Alashan SEE Foundation)
Vanke Public Welfare Foundation
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