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News

Parley for the Oceans launches \$50m project to curb marine plastic pollution

By NS Packaging Staff Writer 09 Jun 2020

The Plastic Free Rivers and Seas for South Asia project aims to accelerate eco-innovation to curb marine plastic pollution



Plastic Free Rivers and Seas for South Asia project aims to accelerate eco-innovation. (Credit: Matthew Gollop from Pixabay)

Environmental organisation Parley for the Oceans, in partnership with World Bank and the South Asia Cooperative Environment Programme (SACEP), has launched a \$50m project to help curb its marine plastic pollution in South Asia.

The Plastic Free Rivers and Seas for South Asia project aims to accelerate eco-innovation to reinvent plastic use and production while curbing marine plastic pollution.

Parley founder and CEO Cyrill Gutsch said: "In 2015, we presented the Parley AIR strategy to end marine plastic pollution at the United Nations in New York; What began as a vision, was transformed in partnership with the Government of Maldives and Adidas into a visible proof of concept.

"From today, in partnership with the World Bank and SACEP, we look forward to supporting scalable end-to-end solutions that will avoid, intercept and redesign plastic and drive a Material Revolution for the oceans."

Parley's project will facilitate the transition to circular

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plastic economy

The project will encourage investments and greater collaboration between the public and private sectors and across countries to facilitate the transition to a circular plastic economy.

According to the World Bank, South Asia is claimed to be the third-largest plastic waste contributor globally.

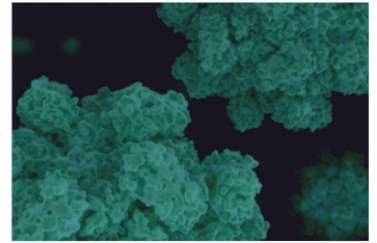
World Bank South Asia vice-president Hartwig Schafer said: "By turning the tide on marine litter and plastic pollution, South Asia will improve the health outcomes and food security of its people and secure a more sustainable habitat for future generations."

The regional project will receive \$37m grant from the International Development Association, the World Bank concessional fund, and \$13m parallel financing from Parley for the Oceans.

SACEP is a member-based regional organisation mandated to address environmental issues, including marine plastic pollution.

Recently, [The United Nations Environment Programme \(UNEP\) and Japan have announced a new "co-operative effort"](#) to tackle plastic pollution across Asia.

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