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für Bildung und Forschung

**Plastik**  
in der **Umwelt**

Quellen • Senken • Lösungsansätze



# Codebook to the database on international actions against plastic pollution

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# Overview of categories and variables

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## General information about the database

This database *International actions against plastic pollution* presents international activism related to plastic as an environmental problem. All recorded cases acknowledge damage that plastic can cause to the environment, and initiate actions to counteract this problem. Only international actions or actions with an international focus have been included in the database. In addition, only actions started after 2015 or started before and which exist until October 2019 are recorded. The database comprises a total of 106 cases and was created as part of the REPLAWA project. This project covers questions of water resource protection in connection with wastewater treatment. The data is the result of extensive online research. Because many actions have a high online presence to draw attention and to receive support, it was adequate to rely on online sources. In addition, literature from different disciplines, but especially from political science, was used to add data.

### Variables of the database

The database has three sections. In the first section, variables that creates a structure are summarized. Variable V01 describes the case number and variable V02 show the date of the last update.

The second section includes formal variables that classify the case. This is how variable V03 describes the type of actor. The name of the responsible actor is recorded in variable V04, the name of the action itself in variable V05. Variable V06 describes the type of action, i.e. whether it is an initiative, a campaign, a network, a project, or a forum. The founding year is displayed in variable V07 and the last variable in this section, V08, describes the type of plastic or plastic product the action is about.

The third section summarizes all variables that describe the content of the case and all variables in this section allow multiple answers. Variable V09 describes the objective of the action. The motivation, that leads to the execution of the action, is described in variable V10; strategies for target achievement are represented by variable V11. Each action addresses one or more specific addressee. This information is represented by variable V12. In table 1, all sections are shown with the variables and the possible characteristics.

The database was structured according to the type of actors and includes actions by NGOs, companies, merge of NGOs, Merge of Companies, Multi-Stakeholder, and public-private partnerships (PPP). The sorting was then carried out alphabetically within each actor group according to the name of actor.

### Focus on Content Description

The special focus of these database is on detailed elaboration of the content description of the actions. So, the definition of the variables 'motivation' and 'strategy' was particularly intense and took place in a multi-stage

process. In the first step, various actions were examined in detail and their motives and strategies were analyzed. The focus was on how the actors presented their actions and whether certain keywords or pictorial representations were used. For the “Human health” category of the 'motivation' variable, for example, particular attention was paid to words such as “health threat”, “health damage” or “toxicological substances”. The ingestion of plastic via the food chain and the associated damage to the human body are also key factors in this category. All these words and expressions, after a comprehensive evaluation, led to the corresponding action being classified in the category “Human health”. In a further step, all collected motivations and strategies were analyzed and classified to create categories within the two variables 'motivation' and 'strategy'. All categories and their coding can be found under variable V10 and V11 in Table 1.

Table 1: Overview Variables

Encoding	Variable	Specification
<b>V01</b>	<b>No.</b>	
		1-106
<b>V02</b>	<b>Last update</b>	
Encoding	Variable	Specification
<b>V03</b>	<b>Kind of actor</b>	
		0 NGO 1 Company 2 Merger NGO 3 Merger Company 4 M. Stakehold. 5 PPP
<b>V04</b>	<b>Name of actor</b>	
<b>V05</b>	<b>Name of action</b>	
<b>V06</b>	<b>Kind of action</b>	
		0 Initiative 1 Campaign 2 Network 3 Project 4 Forum
<b>V07</b>	<b>Founding year</b>	
		9999 No data
<b>V08</b>	<b>Product</b>	
		0 In general 1 Single-use 2 Microbeads 3 Micropl.-Fibers 4 Industry Pellets, Flakes, Powder 5 Styrofoam 6 Package 7 Bag 8 Straw 9 PET-Bottle 10 Coffee mug

<b>Encoding</b>	<b>Variable with dichotomous characteristics (No - Yes Answers)</b>
<b>V09</b>	<b>Objective</b> Reduction of the plastic mass by avoidance Reduction of plastic waste through recycling
<b>V10</b>	<b>Motivation</b> Environmental protection (normative) Human health (normative) Strengthening individual responsibility, representing postmodern values (normative) Empowerment (rational) Maintaining market advantage (rational) Achieve innovation Define responsibility - Address accountability
<b>V11</b>	<b>Strategy for target achievement</b> Awareness raising Commitment Influencing the consumer and changing their behavior Creation of network Blaming & Shaming Establishment / further development of recycling systems Achieve innovation Creation of information to support research Sharing information Clean up Sale Petition
<b>V12</b>	<b>Addressee</b> Individual Company Organisation State actor International Organisation (IO)

Reference: Database *International actions against plastic pollution*

After this introduction, the following section describes all variables in chronological order. Table 1 can be used for orientation. Additional information about each case is provided in the appendix.

## Description of variables

### Section 1: Formal variables

<b>Encoding</b>	V01
<b>Name</b>	No.
<b>Type</b>	Numeric
<b>Description</b>	Continuous chronological numbering
<b>Characteristics</b>	Starting from <ul style="list-style-type: none"><li>• 1</li><li>to</li><li>• 106</li></ul>

<b>Encoding</b>	V02
<b>Name</b>	Last update
<b>Type</b>	Date
<b>Description</b>	Date of the last update of this case with the formatting dd.mm.yyyy

## Section 2: Organizational variables

<b>Encoding</b>	V03
<b>Name</b>	Kind of Actor
<b>Type</b>	Enumerated type
<b>Description</b>	Variable with description of the actor type
<b>Characteristics</b>	<p>6 Characteristics:</p> <ul style="list-style-type: none"> <li>• 0 - NGO – Non-Governmental Organisation</li> <li>• 1 - Company</li> <li>• 2 - Merger NGO – Association of several NGOs</li> <li>• 3 - Merger Company – Merger of several companies</li> <li>• 4 - M. Stakehold. – Union of public, civil society, and private actors.</li> <li>• 5 - PPP - Public Private Partnership – A contractually regulated cooperation between the private sector and state.</li> </ul>
<b>Remarks</b>	The sorting within this variable based on the number of actors involved. Starting with the individual actors (characteristics 0 and 1), to mergers of the same actor types (characteristics 2 and 3) to connections between different actor types (characteristics 4 and 5).

<b>Encoding</b>	V04
<b>Name</b>	Name of Actor
<b>Type</b>	String
<b>Description</b>	<p>Name of the actor, who initiates the action.</p> <p>In characteristics 2-5 of variable V03 (Kind of actor), it is possible to name several initiators or contributors.</p>
<b>Characteristics</b>	[Name of the actor (s)]
<b>Remarks</b>	Use of the original spelling of the actor.

<b>Encoding</b>	V05
<b>Name</b>	Name of Action
<b>Type</b>	String
<b>Description</b>	Name of action against plastic pollution
<b>Characteristics</b>	[Name of action]



<b>Remarks</b>	Only actions with an international orientation were included in the database. National or regional actions were not considered. Use of the original spelling of the action.
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<b>Encoding</b>	V06
<b>Name</b>	Kind of Action
<b>Type</b>	Enumerated type
<b>Description</b>	Variable with description of the action type
<b>Characteristics</b>	<p>5 Characteristics:</p> <ul style="list-style-type: none"> <li>• 0 – Initiative - Those actions that are considered pioneers are described as initiatives. These can be long-standing actions that were the first to draw attention to certain grievances, but also actions that pursue very new approaches.</li> <li>• 1 – Campaign – A campaign is a temporary action with a pre-defined objective. Three types of campaigns are summarized here: <ul style="list-style-type: none"> <li>• The campaign that builds political pressure on a topic to enforce or prevent a concrete decision;</li> <li>• the information campaign (through which a specific political opinion on a topic / problem is to be disseminated);</li> <li>• the image campaign, which should have a positive influence on the public image of an organization or a person, improving awareness, understanding and acceptance.</li> </ul> </li> <li>• 2 – Network - Networks are actions that aim to connect actors with one another</li> <li>• 3 – Project - A project denotes an action that has a technical output</li> <li>• 4 – Forum - A forum is an action that creates the opportunity for exchange.</li> </ul>

<b>Encoding</b>	V07
<b>Name</b>	Founding year
<b>Type</b>	Date
<b>Description</b>	Variable to show the year an action started
<b>Characteristics</b>	<p>[Year of Founding]</p> <ul style="list-style-type: none"> <li>• 9999 – No data</li> </ul>

<b>Encoding</b>	V08
<b>Name</b>	Product
<b>Type</b>	Enumerated type
<b>Description</b>	Variable to describe the plastic product or plastic type that is addressed in the action.
<b>Characteristics</b>	<p>11 Characteristics:</p> <ul style="list-style-type: none"> <li>• 0 - In general – Plastic is generally addressed as a substance or several products are addressed simultaneously and equally in one action</li> <li>• 1 - Single-use – Actions that summarize single-use products as a category and generally address them with their action</li> <li>• 2 - Microbeads – Actions with a focus on the microplastic components (Microbeads) in cosmetics</li> <li>• 3 - Micropl.-Fibers – Actions dedicated to the topic of microplastic fibers in the clothing and textile industries</li> <li>• 4 - Industry Pellets, Flakes, Powder – Actions with a special focus on industrial raw materials such as plastic pellets, flakes, and powder</li> <li>• 5 - Styrofoam – Actions involving Styrofoam</li> <li>• 6 - Package – Actions related to plastic packaging</li> <li>• 7 - Bag – Actions that are focused on plastic bags</li> <li>• 8 - Straw – Actions that are focused on straws</li> <li>• 9 - PET-Bottle - Actions that are focused on PET bottles</li> <li>• 10 - Coffee mug – Actions that are focused on disposable coffee cups or mugs</li> </ul>
<b>Remarks</b>	<p>The characteristics were sorted based on the following considerations:</p> <p>It was decided to set plastic “in general” as the first category, because this category sees plastic in a comprehensive way. It also forms a collective category. Characteristic 1 is not a collective category but defines the collective term "single-use". Characteristics 2 and 3 deal with the area of microplastics. Industrial raw materials such as pellets, flakes or powder are recorded in characteristic 4 because they are not considered as a product but as a material. The same applies to Styrofoam (5), a certain type of plastic that is used in industry and as packaging material. From characteristic 6 onwards, plastic is categorized as a product with predefined form and function. Characteristics 6 handles packaging and is therefore also a</p>

	<p>collection category. From characteristics 7 to 10 the assigned products have a fixed function and form and can therefore also be addressed in more direct ways. It should be mentioned here that multiple answers have been excluded. Many products in characteristics 6-10 are also single-use products and could also be listed under characteristic 1, however, these characteristic 1 should only function as a collective category if several products from this area have been mentioned.</p>
<i>Quelle</i>	<p>The selection of the characteristics was an open process, so that the characteristics were only formed after analyzing the cases. After the data collection was completed, it was sorted.</p>

### Section 3: Analytical variables

<b>Encoding</b>	V09
<b>Name</b>	Objective
<b>Type</b>	Category
<b>Description</b>	Variable for determining the objective
<b>Characteristics</b>	Subcategories: <ul style="list-style-type: none"> <li>• V09.0</li> <li>• V09.1</li> </ul>
<b>Remarks</b>	<p>The variable describes the objective, which is the focus of the action. Two approaches were identified, which are mostly pursued competingly. Subcategory V09.0 describes the approach that tries to reduce the amount of plastic by reduction. Thus, also limits the amount of plastic waste. The second approach, which is covered by subcategory V09.1, do not want to reduce the amount of plastic but tries to reduce the amount of plastic waste by increasing the recycling rates. A circular economy in which plastic that is already in use is reused is the ideal that the actors are striving for.</p> <p>An actor often follows one of the approaches, but some actions are so extensive that they follow both approaches.</p>

<b>Encoding</b>	V09.0
<b>Name</b>	Reduction of the amount of plastic by reduction through avoidance
<b>Type</b>	Numeric
<b>Description</b>	Variables on waste reduction through avoidance
<b>Characteristics</b>	Dichotomous Characteristics: <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>
<b>Remarks</b>	The variable describes whether the action aims to reduce plastic waste by avoiding / reducing plastic consumption.

<b>Encoding</b>	V09.1
<b>Name</b>	Reduction of plastic waste through recycling
<b>Type</b>	Numeric

<b>Description</b>	Variable about waste reduction through recycling
<b>Characteristics</b>	Dichotomous Characteristics: <ul style="list-style-type: none"><li>• 0 - No</li><li>• 1 - Yes</li></ul>
<b>Remarks</b>	The variable describes whether the action aims to reduce plastic waste by increasing the recycling rate.

<b>Encoding</b>	V10
<b>Name</b>	Motivation
<b>Type</b>	Category
<b>Description</b>	Variable to determine the driving motivation
<b>Characteristics</b>	Subcategories: <ul style="list-style-type: none"> <li>• V10.0</li> <li>• V10.1</li> <li>• V10.2</li> <li>• V10.3</li> <li>• V10.4</li> <li>• V10.5</li> <li>• V10.6</li> </ul>
<b>Remarks</b>	The variable describes the motivation that primarily drives the actor. The central question that this variable should answer is "why?" or "for what reason?". Asked more directly: "Why is an action carried out?"

<b>Encoding</b>	V10.0
<b>Name</b>	Environmental Protection (normative)
<b>Type</b>	Numeric
<b>Description</b>	Variable about environmental protection as a motivation for actions
<b>Characteristics</b>	Dichotomous Characteristics: <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>
<b>Remarks</b>	The variable describes whether environmental protection is one motivation to take action.

<b>Encoding</b>	V10.1
<b>Name</b>	Human Health (normative)
<b>Type</b>	Numeric
<b>Description</b>	Variable about human health as a motivation for actions
<b>Characteristics</b>	Dichotomous Characteristics: <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>

<b>Remarks</b>	The variable describes whether the protection of human health is one motivation to take action.
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<b>Encoding</b>	V10.2
<b>Name</b>	Strengthening individual responsibility, representing postmodern values (normative)
<b>Type</b>	Numeric
<b>Description</b>	Variable about postmodern values as motivation for actions
<b>Characteristics</b>	Dichotomous Characteristics: <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>
<b>Remarks</b>	The variable describes whether the representation of postmodern values is the motivation for carrying out the action. Addressing to the addressee's personal responsibility is linked to this variable. Actors with this motivation often appeal to society`s level of development and the ability to further development, for example for a reduced plastic life or conscious consumption.

<b>Encoding</b>	V10.3
<b>Name</b>	Empowerment (rational)
<b>Type</b>	Numeric
<b>Description</b>	Variable about maintaining one's own power to act as motivation for actions
<b>Characteristics</b>	Dichotomous Characteristics: <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>
<b>Remarks</b>	The variable describes whether the strengthening of self-power is one motivation for the execution of an action. The actor wants to gain self-empowerment and maintain or strengthen their own power of action. So, it is a motive directed inwards by the actor.

<b>Encoding</b>	V10.4
<b>Name</b>	Maintaining market advantage (rational)
<b>Type</b>	Numeric

<b>Description</b>	Variable about achieving a market advantage as motivation for actions
<b>Characteristics</b>	Dichotomous Characteristics: <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>
<b>Remarks</b>	The variable describes whether the achievement or maintenance of a market advantage is one motivation for talking action. The actor can either face the situation that he is urged to act to maintain his market position or he has the chance to improve his market position. In the latter case, self-motivation for the action is hoped to improve one's own market position.

<b>Encoding</b>	V10.5
<b>Name</b>	Achieve Innovation
<b>Type</b>	Numeric
<b>Description</b>	Variable about innovation as motivation for actions
<b>Characteristics</b>	Dichotomous Characteristics <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>
<b>Remarks</b>	The variable describes whether the will to develop an innovation is the motivation to carry out one action. In order to develop such an innovation, intrinsic motivation is usually required.

<b>Encoding</b>	V10.6
<b>Name</b>	Define Responsibility – Address Accountability
<b>Type</b>	Numeric
<b>Description</b>	Variable about addressing responsibility as motivation for actions
<b>Characteristics</b>	Dichotomous Characteristics: <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>
<b>Remarks</b>	The variable describes whether addressing responsibility is seen as a motivation to act. The actor defines and addresses a responsible actor and wants to achieve that this actor improves a situation (pollution etc.) caused by him.



<b>Encoding</b>	V11
<b>Name</b>	Strategy for target achievement
<b>Type</b>	Category
<b>Description</b>	Variable for determining the strategy for target replacement
<b>Characteristics</b>	<p>Subcategories:</p> <ul style="list-style-type: none"> <li>• V11.0</li> <li>• V11.1</li> <li>• V11.2</li> <li>• V11.3</li> <li>• V11.4</li> <li>• V11.5</li> <li>• V11.6</li> <li>• V11.7</li> <li>• V11.8</li> <li>• V11.9</li> <li>• V11.10</li> <li>• V11.11</li> </ul>
<b>Remarks</b>	<p>The variable describes the strategy pursued by the actors to achieve their target definition (In this case the objective recorded in variable V09). The question that should be answered with this variable is the "How?", In this case: "How should the objective be achieved?".</p> <p>The team made an individual assessment by using keywords when assessing the strategy.</p>

<b>Encoding</b>	V11.0
<b>Name</b>	Awareness Rising
<b>Type</b>	Numeric
<b>Description</b>	Variable about awareness raising as a strategy
<b>Characteristics</b>	<p>Dichotomous Characteristics:</p> <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>
<b>Remarks</b>	<p>The variable describes whether awareness raising is used as a strategy. Through their Action, the actors draw attention to a situation.</p>

<b>Encoding</b>	V11.1
<b>Name</b>	Commitment
<b>Type</b>	Numeric
<b>Description</b>	Variable about (self) commitment as a strategy
<b>Characteristics</b>	Dichotomous Characteristics: <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>
<b>Remarks</b>	The variable describes whether the commitment is used as a strategy to achieve the target. The actor commits himself to a certain objective and is therefore often a pioneer before an Action becomes mandatory through other processes.

<b>Encoding</b>	V11.2
<b>Name</b>	Influencing the consumer and changing their behavior
<b>Type</b>	Numeric
<b>Description</b>	Variable about influencing the consumer and his behavior as a strategy
<b>Characteristics</b>	Dichotomous Characteristics: <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>
<b>Remarks</b>	The actor tries to persuade consumers to adapt their actions to the predefined objective. This can be, for example, the conscious consumption of or refraining from certain plastic articles, the use of alternative products or the call to participate in certain events such as Clean ups.

<b>Encoding</b>	V11.3
<b>Name</b>	Creation of Network
<b>Type</b>	Numeric
<b>Description</b>	Variable about the formation of a network
<b>Characteristics</b>	Dichotomous Characteristics: <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>
<b>Remarks</b>	The variable describes whether the establishment of a network is used as a strategy. The actor joins forces with other actors to strengthen their

	power to act, to exchange information and opinions or to represent a closed position towards other actors.
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<b>Encoding</b>	V11.4
<b>Name</b>	Blaming & Shaming
<b>Type</b>	Numeric
<b>Description</b>	Variable about Blaming & Shaming as a strategy
<b>Characteristics</b>	Dichotomous Characteristics: <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>
<b>Remarks</b>	The variable describes whether blaming and shaming are used as a strategy. Through their action, an actor names other actor whom he considers as guilty or perpetrators of an offense. So, they increase the pressure on the addressees and hope for a reaction, for example a change in behavior, an improvement in conditions or a debt concession with compensation.

<b>Encoding</b>	V11.5
<b>Name</b>	Establishment / further development of recycling systems
<b>Type</b>	Numeric
<b>Description</b>	Variable about establishment or (further) development of a recycling system as a strategy
<b>Characteristics</b>	Dichotomous Characteristics: <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>
<b>Remarks</b>	The variable describes whether the development or further development of a recycling system is a strategy of the actor. With this measure, the actor focuses on reducing the amount of waste for more efficient recycling technology. This can be done either by advancing the technology or by creating the necessary structures.

<b>Encoding</b>	V11.6
<b>Name</b>	Achieve Innovation
<b>Type</b>	Numeric

<b>Description</b>	Variable about the development of innovation as a strategy for target achievement
<b>Characteristics</b>	Dichotomous Characteristics: <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>
<b>Remarks</b>	The variable describes whether the development of an innovative solution is used as a strategy to achieve the target. The innovation is mainly located in the technical area.

<b>Encoding</b>	V11.7
<b>Name</b>	Creation of Information to support research
<b>Type</b>	Numeric
<b>Description</b>	Variable about generating information as a strategy
<b>Characteristics</b>	Dichotomous Characteristics: <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>
<b>Remarks</b>	The variable describes whether the generation of information is a strategy for achieving the target of less plastic waste. The information and collected data serve to support further research.

<b>Encoding</b>	V11.8
<b>Name</b>	Sharing Information
<b>Type</b>	Numeric
<b>Description</b>	Variable about sharing information as a strategy
<b>Characteristics</b>	Dichotomous Characteristics: <ul style="list-style-type: none"> <li>• 0 - No</li> <li>• 1 - Yes</li> </ul>
<b>Remarks</b>	The variable describes whether the sharing and dissemination of information is used as a strategy. The actors see themselves in the position of making relevant information accessible.

<b>Encoding</b>	V11.9
<b>Name</b>	Clean Up
<b>Type</b>	Numeric

<b>Description</b>	Variable about cleanup as a strategy
<b>Characteristics</b>	Dichotomous Characteristics: 0 - No 1 - Yes
<b>Remarks</b>	The variable describes whether the organization of waste collection campaigns is used as a strategy to achieve the target of reducing plastic waste. The actors are mostly organizers or initiators of a clean-up. Often, the participants in the campaign are also asked to collect information about the materials collected.

<b>Encoding</b>	V11.10
<b>Name</b>	Sale
<b>Type</b>	Numeric
<b>Description</b>	Variable about product sales as a strategy
<b>Characteristics</b>	Dichotomous Characteristics: 0 - No 1 - Yes
<b>Remarks</b>	The variable describes whether the sale of products is used as a strategy. For example, the actors are trying to sell plastic-free alternatives to existing products, to design packaging made from recycled materials, or to sell products that are intended to minimize the release of plastic into the environment. Selling advertising products also serves to increase awareness, but also to generate income.

<b>Encoding</b>	V11.11
<b>Name</b>	Petition
<b>Type</b>	Numeric
<b>Description</b>	Variable about petition as a strategy
<b>Characteristics</b>	Dichotomous Characteristics: 0 - No 1 - Yes
<b>Remarks</b>	The variable describes whether the organization and initiation of petitions is used as a strategy. The actor is the founder of a petition and solicits the supporters' signatures.

<b>Encoding</b>	V12
<b>Name</b>	Addressee
<b>Type</b>	Category
<b>Description</b>	Variable for determining the addressee
<b>Characteristics</b>	Subcategories: <ul style="list-style-type: none"> <li>• V12.0</li> <li>• V12.1</li> <li>• V12.2</li> <li>• V12.3</li> <li>• V12.4</li> </ul>
<b>Remarks</b>	The variable describes the addressee to whom the actor wants to target with his action. It can be asked here: "Who is the action aimed at?".

<b>Encoding</b>	V12.0
<b>Name</b>	Individual
<b>Type</b>	Numeric
<b>Description</b>	Variable about individuals as addressees
<b>Characteristics</b>	Dichotomous Characteristics: 0 - No 1 - Yes
<b>Remarks</b>	The variable describes whether individuals are addressed with the action.

<b>Encoding</b>	V12.1
<b>Name</b>	Company
<b>Type</b>	Numeric
<b>Description</b>	Variable about companies as addressees
<b>Characteristics</b>	Dichotomous Characteristics: 0 - No 1 - Yes
<b>Remarks</b>	The variable describes whether companies are addressed.

<b>Encoding</b>	V12.2
<b>Name</b>	Organisation

<b>Type</b>	Numeric
<b>Description</b>	Variable about organizations as addressees
<b>Characteristics</b>	Dichotomous Characteristics: 0 - No 1 - Yes
<b>Remarks</b>	The variable describes whether organizations are addressed with the action.

<b>Encoding</b>	V12.3
<b>Name</b>	State actor
<b>Type</b>	Numeric
<b>Description</b>	Variable about state actors as addressees
<b>Characteristics</b>	Dichotomous Characteristics: 0 - No 1 - Yes
<b>Remarks</b>	The variable describes whether state actors are addressed

<b>Encoding</b>	V12.4
<b>Name</b>	International Organisation (IO)
<b>Type</b>	Numeric
<b>Description</b>	Variable about international organizations as addressees
<b>Characteristics</b>	Dichotomous Characteristics: 0 - No 1 - Yes
<b>Remarks</b>	The variable describes whether international organizations (IOs) are addressees of the action.

## Appendix

<b>No.</b>	1
<b>Name of Actor</b>	#HERplanetearth
<b>Name of Action</b>	Reduce your plastic waste
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Informative campaign about threat of plastic pollution and what consumers can do about it</li> <li>• Focus on changes in personal behavior</li> </ul>
<b>Link</b>	<a href="https://www.herplanetearth.com/reduce-plastic-waste.html">https://www.herplanetearth.com/reduce-plastic-waste.html</a>

<b>No.</b>	2
<b>Name of Actor</b>	1% for the planet
<b>Name of Action</b>	My Planet Pass
<b>Strategy</b>	Individuals shall give one percent of their salary annually to environmental nonprofits
<b>Link</b>	<a href="https://www.onepercentfortheplanet.org/my-planet-pass">https://www.onepercentfortheplanet.org/my-planet-pass</a>

<b>No.</b>	3
<b>Name of Actor</b>	5 Gyres Institute
<b>Name of Action</b>	Nixthe6 (formerly #foamfree, rebranded in 2018)
<b>Target</b>	Campaign against polystyrene foam
<b>Link</b>	<a href="https://www.5gyres.org/polystyrene">https://www.5gyres.org/polystyrene</a>

<b>No.</b>	4
<b>Name of Actor</b>	5 Gyres Institute
<b>Name of Action</b>	Plastic BAN List
<b>Strategy</b>	Series of reports which identifies the world's most dangerous plastics to better protect our oceans
<b>Link</b>	Better Alternative Now (BAN) List 2.0: Mostly about US-national plastics, life cycle about plant-based plastic products, informs about compostable and biodegradable plastics as a possibly next generation of greenwashing.



	<a href="https://static1.squarespace.com/static/5522e85be4b0b65a7c78ac96/t/5a99d29d41920278291296a4/1520030386318/5Gyres+BAN+List+2018.pdf">https://static1.squarespace.com/static/5522e85be4b0b65a7c78ac96/t/5a99d29d41920278291296a4/1520030386318/5Gyres+BAN+List+2018.pdf</a>
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<b>No.</b>	5
<b>Name of Actor</b>	Basel Action Network (Non-profit organization that advocates the Basel Convention)
<b>Name of Action</b>	BANtogether
<b>Strategy</b>	Support for global environmental justice by individual donation
<b>Link</b>	<a href="https://donatenow.networkforgood.org/BAN-together">https://donatenow.networkforgood.org/BAN-together</a> <a href="https://www.ban.org/give">https://www.ban.org/give</a>

<b>No.</b>	6
<b>Name of Actor</b>	Be Waste Wise
<b>Name of Action</b>	Global Dialogue on Waste
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Forum for discussion</li> <li>• Sharing of research and experience</li> </ul>
<b>Link</b>	<a href="https://wastewise.be/global-dialogue-waste/2018-global-dialogue-on-waste/">https://wastewise.be/global-dialogue-waste/2018-global-dialogue-on-waste/</a>

<b>No.</b>	7
<b>Name of Actor</b>	Bye Bye Plastic Bags
<b>Name of Action</b>	Bye Bye Plastic Bags
<b>Strategy</b>	<p>National and international movement with over 25 locations globally</p> <ul style="list-style-type: none"> <li>• Empowering people through education, campaigns, and political meetings</li> <li>• Projects: Pilot Village – Aims to make villages plastic bag free by distributing bags made from alternative materials</li> </ul>
<b>Link</b>	<a href="http://www.byebyeplasticbags.org/projects/">http://www.byebyeplasticbags.org/projects/</a>

<b>No.</b>	8
<b>Name of Actor</b>	Clear Rivers (formerly Recycled Island Foundation)
<b>Name of Action</b>	Recycled Island Foundation
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Clean ups</li> </ul>

	<ul style="list-style-type: none"> <li>• Recycling efforts – different products made from recycled plastic</li> <li>• “international all-inclusive approach on marine litter, 4 key elements: <ul style="list-style-type: none"> <li>• Litter Trap,</li> <li>• Circular Products,</li> <li>• Education,</li> <li>• Cleanups”</li> </ul> </li> </ul>
<b>Link</b>	<a href="https://www.clearrivers.eu/">https://www.clearrivers.eu/</a>

<b>No.</b>	9
<b>Name of Actor</b>	Conservation International
<b>Name of Action</b>	Healthy Oceans, Healthy Index
<b>Strategy</b>	The Ocean Health Index is a decision-making tool and framework for conserving the human-ocean ecosystem because people need a healthy ocean. The Index is the first assessment tool that scientifically measures key elements from all dimensions of the ocean’s health — biological, physical, economic and social — to guide decision makers toward the sustainable use of the ocean.
<b>Link</b>	<a href="https://www.conservation.org/projects/ocean-health-index">https://www.conservation.org/projects/ocean-health-index</a>

<b>No.</b>	10
<b>Name of Actor</b>	DoNation
<b>Name of Action</b>	You Mug
<b>Strategy</b>	Addresses individuals to give a pledge to use less cups
<b>Link</b>	<a href="https://www.wereadonation.com/do-actions/you-mug/">https://www.wereadonation.com/do-actions/you-mug/</a>

<b>No.</b>	11
<b>Name of Actor</b>	Ecocity Builders
<b>Name of Action</b>	Ecocity 30 Days Zero Waste Challenge
<b>Target</b>	<ul style="list-style-type: none"> <li>• Individuals shall participate in Zero Waste Challenge, to become more conscious of consumption patterns and transform their everyday choices</li> <li>• Call to document their journey on Instagram</li> </ul>

	<ul style="list-style-type: none"> <li>Share and compare what Eco citizenship looks like in different cities and cultures</li> </ul>
<b>Link</b>	<a href="https://ecocitybuilders.org/ecocity-30-day-zero-waste-challenge-2/">https://ecocitybuilders.org/ecocity-30-day-zero-waste-challenge-2/</a>

<b>No.</b>	12
<b>Name of Actor</b>	GAIA
<b>Name of Action</b>	Zero Waste Cities
<b>Target</b>	Design and implementation of zero waste plans at local level
<b>Link</b>	<a href="https://zerowasteworld.org/how-does-it-work/">https://zerowasteworld.org/how-does-it-work/</a>

<b>No.</b>	13
<b>Name of Actor</b>	Global Citizen
<b>Name of Action</b>	#unplastictheplanet
<b>Target</b>	Stop 8 million tons of plastic waste from entering the oceans by 2020
<b>Strategy</b>	<ul style="list-style-type: none"> <li>Empowerment of activists, encouragement of companies to invest in plastic alternatives and pushing for legislative solutions</li> <li>Awareness raising</li> <li>Education about recycling</li> </ul>
<b>Link</b>	<a href="https://www.globalcitizen.org/en/content/ocean-plastic-campaign/">https://www.globalcitizen.org/en/content/ocean-plastic-campaign/</a> <a href="https://www.globalcitizen.org/en/info/campaigns/unplastic/">https://www.globalcitizen.org/en/info/campaigns/unplastic/</a>

<b>No.</b>	14
<b>Name of Actor</b>	Greenpeace
<b>Name of Action</b>	#IsThisYours
<b>Strategy</b>	Individuals shall take pictures from branded plastic waste and post the picture on social media to expose companies
<b>Link</b>	<a href="https://www.greenpeace.org/new-zealand/act/plastic-free-nz-2/plastic-free-nz/isthisyours/">https://www.greenpeace.org/new-zealand/act/plastic-free-nz-2/plastic-free-nz/isthisyours/</a>

<b>No.</b>	15
<b>Name of Actor</b>	Greenpeace
<b>Name of Action</b>	#PlasticMonster

<b>Strategy</b>	Petition to Nestle, Unilever, Coca-Cola, PepsiCo, Colgate, Danone, Johnson & Johnson and Mars to stop producing single-use plastic
<b>Link</b>	<a href="https://act.greenpeace.org/page/39417/petition/1?locale=en-GB">https://act.greenpeace.org/page/39417/petition/1?locale=en-GB</a>

<b>No.</b>	16
<b>Name of Actor</b>	Greenpeace
<b>Name of Action</b>	Don't let Coke Choke our Oceans
<b>Strategy</b>	Petition
<b>Link</b>	<a href="https://act.greenpeace.org/page/15047/petition/1?locale=en-AU">https://act.greenpeace.org/page/15047/petition/1?locale=en-AU</a>

<b>No.</b>	17
<b>Name of Actor</b>	Greenpeace
<b>Name of Action</b>	Plastic Free Future
<b>Motivation</b>	A Million Acts of Blue Toolkit – for a plastic free future, actions to push retailers, corporations, and businesses to reduce single-use plastic
<b>Strategy</b>	Actor's quote: “Start the reuse revolution” <ul style="list-style-type: none"> <li>• Petition - Aims to get companies to change strategy</li> </ul>
<b>Link</b>	Global Toolkit: <a href="https://storage.googleapis.com/planet4-international-stateless/2018/05/9ee1f850-ocean-plastic-toolkit.pdf">https://storage.googleapis.com/planet4-international-stateless/2018/05/9ee1f850-ocean-plastic-toolkit.pdf</a>  Seven Actions that help reduce plastic consumption: <a href="https://www.greenpeace.org/international/campaign/toolkit-plastic-free-future/">https://www.greenpeace.org/international/campaign/toolkit-plastic-free-future/</a>

<b>No.</b>	18
<b>Name of Actor</b>	Less Plastic
<b>Name of Action</b>	Plastic Game Changer
<b>Strategy</b>	Book that addresses businesses to reduce plastic in organization
<b>Link</b>	<a href="https://www.lessplastic.org.uk/book">https://www.lessplastic.org.uk/book</a>

<b>No.</b>	19
<b>Name of Actor</b>	Lonely Whale
<b>Name of Action</b>	#StopSucking
<b>Strategy</b>	Social media challenge that asks individuals, organizations, and brands to pledge their commitment to stop using single-use plastic straws
<b>Link</b>	<a href="https://www.lonelywhale.org/stopsucking">https://www.lonelywhale.org/stopsucking</a>

<b>No.</b>	20
<b>Name of Actor</b>	Lonely Whale
<b>Name of Action</b>	For a strawless ocean
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Raise awareness and drive measurable impact around single-use plastics</li> <li>• Toolkit for a Strawless Ocean: helps to track the restaurants or venues that need to transform</li> <li>• Network - Supported by over 50 NGOs and creative media partners. Global reach with collaborators in UK, EU, Asia, Central and South America</li> </ul>
<b>Addressee</b>	Individuals are encouraged to join in and take action against plastic pollution, starting with the plastic straw
<b>Link</b>	<a href="https://www.lonelywhale.org/strawlessocean">https://www.lonelywhale.org/strawlessocean</a>  <a href="https://www.strawlessocean.org/">https://www.strawlessocean.org/</a>

<b>No.</b>	21
<b>Name of Actor</b>	Making Oceans Plastic Free
<b>Name of Action</b>	Tasini
<b>Strategy</b>	Tasini should attached to keychain and has a foldable bag insight, to stop using single-use plastic bags. Project addresses especially Indonesian people, but can be purchased worldwide
<b>Link</b>	<a href="https://makingoceansplasticfree.com/tasini/">https://makingoceansplasticfree.com/tasini/</a>

<b>No.</b>	22
<b>Name of Actor</b>	The Marine Mammal Center

<b>Name of Action</b>	Pledge to Stop Trashing Our Oceans
<b>Strategy</b>	Consumers can take action to refuse and reduce single-use plastics – with this pledge individuals get research insights; retail offers and event invites
<b>Link</b>	<a href="http://tmmc.marinemammalcenter.org/site/Survey?ACTION_REQUIRED=URI_ACTION_USER_REQUESTS&amp;SURVEY_ID=1680">http://tmmc.marinemammalcenter.org/site/Survey?ACTION_REQUIRED=URI_ACTION_USER_REQUESTS&amp;SURVEY_ID=1680</a>

<b>No.</b>	23
<b>Name of Actor</b>	Ocean Conservancy
<b>Name of Action</b>	International Coastal Cleanup
<b>Target</b>	Stop the input of plastic waste in the ocean
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Awareness raising / Education</li> </ul>
<b>Link</b>	<a href="https://oceanconservancy.org/about/">https://oceanconservancy.org/about/</a>  Clean up reports: <a href="https://oceanconservancy.org/trash-free-seas/international-coastal-cleanup/">https://oceanconservancy.org/trash-free-seas/international-coastal-cleanup/</a>

<b>No.</b>	24
<b>Name of Actor</b>	Ocean Recovery Alliance
<b>Name of Action</b>	Plastic Disclosure Project
<b>Target</b>	Reduce plastic waste in environment, encourage sustainable business practices, inspire improved design and innovative solutions
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Encouraging businesses to measure, manage, reduce, and benefit from plastic waste which brings advantages for business and consumer and protecting the environment</li> <li>• Surveys plastic waste of manufacturers</li> <li>• Help to reduce waste through information, also for municipalities</li> </ul>
<b>Link</b>	<a href="http://www.plasticdisclosure.org/">http://www.plasticdisclosure.org/</a>

<b>No.</b>	25
<b>Name of Actor</b>	Oceanic Society
<b>Name of Action</b>	#BlueHabits

<b>Strategy</b>	Ocean health depends on human behavior <ul style="list-style-type: none"> <li>• Solution is to change behavior that damages ocean health, fight against plastic waste is one part of change</li> </ul>
<b>Link</b>	<a href="https://www.bluehabits.org/fight-plastic-pollution">https://www.bluehabits.org/fight-plastic-pollution</a>  <a href="https://www.bluehabits.org/">https://www.bluehabits.org/</a>

<b>No.</b>	26
<b>Name of Actor</b>	Oceanic Society
<b>Name of Action</b>	Drifters Project
<b>Strategy</b>	Mobilize individuals and communities across the globe to recognize, remediate and prevent plastic pollution through beach cleaning, education, and large-scale art production
<b>Link</b>	<a href="https://www.oceanicsociety.org/projects/drifters-project">https://www.oceanicsociety.org/projects/drifters-project</a>

<b>No.</b>	27
<b>Name of Actor</b>	One Earth One Ocean
<b>Name of Action</b>	Maritime Müllabfuhr
<b>Target</b>	Collection and sustainable recycling of plastic waste
<b>Link</b>	<a href="https://oneearth-oneocean.com/die-loesung/">https://oneearth-oneocean.com/die-loesung/</a>

<b>No.</b>	28
<b>Name of Actor</b>	Ozeankind
<b>Name of Action</b>	Plastikrebell Clean Up
<b>Link</b>	<a href="https://ozeankind.de/3rd-ozeankind-cleanup-in-january/?lang=en">https://ozeankind.de/3rd-ozeankind-cleanup-in-january/?lang=en</a>

<b>No.</b>	29
<b>Name of Actor</b>	Parley
<b>Name of Action</b>	Global Cleanup Network – A global alliance to end marine plastic pollution
<b>Target</b>	Remove plastic waste from beaches, remote islands, rivers, mangroves, and high seas
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Avoid Plastic wherever possible</li> </ul>

	<ul style="list-style-type: none"> <li>• Intercept Plastic waste</li> <li>• Redesign the material itself</li> </ul>
<b>Link</b>	<a href="https://www.parley.tv/updates/parley-global-clean-up-network">https://www.parley.tv/updates/parley-global-clean-up-network</a>

<b>No.</b>	30
<b>Name of Actor</b>	Parley
<b>Name of Action</b>	Ocean Plastic Program
<b>Target</b>	Aims to end the threat of marine plastic pollution
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Plastic as material needs to be reinvented, redesigned</li> <li>• Plastic production must be stop - use of marine plastic waste instead</li> <li>• Avoid plastic where possible</li> </ul>
<b>Link</b>	<a href="https://www.parley.tv/oceanplastic#re_copy-of-ocean-plastic-program">https://www.parley.tv/oceanplastic#re_copy-of-ocean-plastic-program</a>

<b>No.</b>	31
<b>Name of Actor</b>	Plastic Free Foundation
<b>Name of Action</b>	Plastic Free July
<b>Target</b>	Reduce single-use plastic waste every day (Success: Over 120 million participants in 177 countries)
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Offering a challenge for Individuals to reduce plastic</li> <li>• Provides resources and ideas to help reducing single use plastic</li> </ul>
<b>Link</b>	<a href="https://www.plasticfreejuly.org/">https://www.plasticfreejuly.org/</a>

<b>No.</b>	32
<b>Name of Actor</b>	Plastic Ocean
<b>Name of Action</b>	Plastic Oceans Innovative Solution Lab
<b>Strategy</b>	Educational program that encourages students and teachers to design solution to plastic pollution crises in different age groups (primary school to university)
<b>Link</b>	<a href="http://www.aplasticocean.foundation/actions.html">http://www.aplasticocean.foundation/actions.html</a>



<b>No.</b>	33
<b>Name of Actor</b>	Plastic Ocean International
<b>Name of Action</b>	#Swimagainstplastic
<b>Strategy</b>	Through <ul style="list-style-type: none"> <li>• record-breaking swims,</li> <li>• beach cleanups and</li> <li>• youth education,</li> </ul> the action are empowering people to become part of the solution to this global epidemic that is polluting the oceans and waterways, killing wildlife, and even endangering the human food chain.
<b>Link</b>	<a href="https://swimagainstplastic.com/">https://swimagainstplastic.com/</a>

<b>No.</b>	34
<b>Name of Actor</b>	Plastic Oceans Limited
<b>Name of Action</b>	A Plastic Ocean Movie
<b>Target</b>	Raising awareness about plastic pollution to inspire behavioral change
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Awareness Rising - Solution-focused films and digital content – Promotion of global movement to rethink plastic</li> <li>• Highlights workable technologies and innovative solutions that everyone (governments to individuals can do)</li> </ul>
<b>Link</b>	<a href="https://www.aplasticocean.movie/">https://www.aplasticocean.movie/</a>

<b>No.</b>	35
<b>Name of Actor</b>	Plastic Pollution Coalition
<b>Name of Action</b>	#PlasticPollutes
<b>Strategy</b>	Appeal to consumers to demand change and sign petition
<b>Link</b>	<a href="https://p2a.co/plasticfreeamazon">https://p2a.co/plasticfreeamazon</a>

<b>No.</b>	36
<b>Name of Actor</b>	Plastic Pollution Coalition
<b>Name of Action</b>	The Last Plastic Straw
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Addresses individuals to change their behavior</li> <li>• Awareness raising</li> </ul>

	<ul style="list-style-type: none"> <li>• Education</li> </ul>
<i>Link</i>	<a href="https://www.plasticpollutioncoalition.org/thelastplasticstraw">https://www.plasticpollutioncoalition.org/thelastplasticstraw</a>

<i>No.</i>	37
<i>Name of Actor</i>	Plastic Soup Foundation
<i>Name of Action</i>	Beat the Microbead
<i>Strategy</i>	<ul style="list-style-type: none"> <li>• Awareness raising on the issue of microbead pollution through personal care products</li> <li>• Provide tools to consumers (Beat the Microbead App) to learn if cosmetics and personal care products contain plastic ingredients</li> <li>• Education about microbeads</li> </ul>
<i>Link</i>	<a href="https://www.beatthemicrobead.org/about-us/">https://www.beatthemicrobead.org/about-us/</a>

<i>No.</i>	38
<i>Name of Actor</i>	Plastic Soup Foundation
<i>Name of Action</i>	Ocean Clean Wash
<i>Target</i>	Tackle microfibers from synthetic clothes as source of pollution
<i>Strategy</i>	<ul style="list-style-type: none"> <li>• Awareness raising</li> <li>• Education</li> </ul>
<i>Link</i>	<a href="https://www.oceancleanwash.org/">https://www.oceancleanwash.org/</a>

<i>No.</i>	39
<i>Name of Actor</i>	Post-Landfill Action Network
<i>Name of Action</i>	PLAN
<i>Strategy</i>	The Post-Landfill Action Network cultivates, educates, and inspires the student-led zero waste movement. We inform students about the waste crisis and equip them with the necessary skills and resources to implement solutions to waste in their campus communities.
<i>Link</i>	<a href="https://www.postlandfill.org/">https://www.postlandfill.org/</a>

<i>No.</i>	40
<i>Name of Actor</i>	Project Aware Foundation
<i>Name of Action</i>	Say "No" to Single Use Plastic

<b>Strategy</b>	Pledge to say “No” to single use plastic
<b>Link</b>	<a href="https://e-activist.com/page/25073/data/1">https://e-activist.com/page/25073/data/1</a>

<b>No.</b>	41
<b>Name of Actor</b>	Project Aware Foundation
<b>Name of Action</b>	Dive Against Debris
<b>Strategy</b>	Citizen-science program, empowers scuba divers to remove marine debris from ocean and report data on type, quantity, and locations
<b>Link</b>	<a href="https://www.projectaware.org/diveagainstdebris">https://www.projectaware.org/diveagainstdebris</a>

<b>No.</b>	42
<b>Name of Actor</b>	Rozalia Project
<b>Name of Action</b>	Cora Ball – Microfiber Catching Laundry Ball
<b>Strategy</b>	Ball that catches microfibers from clothing in the washing machine and thus prevents them from ending up in the wastewater.
<b>Link</b>	<a href="https://rozaliaproject.org/stop-microfiber-pollution/">https://rozaliaproject.org/stop-microfiber-pollution/</a>

<b>No.</b>	43
<b>Name of Actor</b>	Rozalia Project
<b>Name of Action</b>	Data Cleanup
<b>Strategy</b>	Individuals shall use the Marine Debris Tracker App (by Southeast Atlantic Marine Debris Initiative) for entering data about collected garbage
<b>Link</b>	<a href="https://rozaliaproject.org/data-cleanups/">https://rozaliaproject.org/data-cleanups/</a>

<b>No.</b>	44
<b>Name of Actor</b>	Sea Cleaners
<b>Name of Action</b>	The Manta
<b>Target</b>	Preservation of the oceans
<b>Strategy</b>	Innovation: the MANTA is the first seagoing vessel that can collect and process macro plastic waste floating at the surface of oceans
<b>Link</b>	<a href="https://www.theseacleaners.org/en/the-manta-a-revolutionary-vessel/">https://www.theseacleaners.org/en/the-manta-a-revolutionary-vessel/</a>

	<a href="https://www.theseacleaners.org/en/wp-content/uploads/sites/3/2019/09/TSC-4PAGES-EN-SEPTEMBRE-2019-mail.pdf">https://www.theseacleaners.org/en/wp-content/uploads/sites/3/2019/09/TSC-4PAGES-EN-SEPTEMBRE-2019-mail.pdf</a>
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<b>No.</b>	45
<b>Name of Actor</b>	SeaLegacy
<b>Name of Action</b>	#TurningTheTide
<b>Target</b>	Aims to save the ocean  Individuals can “join the tide” and donate monthly to fund the research and action of SeaLegacy
<b>Strategy</b>	Awareness raising through documentaries
<b>Link</b>	<a href="https://www.sealegacy.org/tide">https://www.sealegacy.org/tide</a>

<b>No.</b>	46
<b>Name of Actor</b>	Stop! Micro Waste (a group of surfers and nature lovers)
<b>Name of Action</b>	Stop! Plastic Academy
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Awareness raising about microplastic, especially microfibers, based on research finding and experiences,</li> <li>• Train the Trainer program: school children and company representatives can share knowledge</li> </ul>
<b>Link</b>	<a href="https://stopmicrowaste.com/en/academy">https://stopmicrowaste.com/en/academy</a>

<b>No.</b>	47
<b>Name of Actor</b>	SUPER
<b>Name of Action</b>	It is time to be SUPER Less Plastic
<b>Target</b>	Global and systemic elimination of single-use plastic
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Information and Technology that helps businesses to calculate their SUP Footprint</li> <li>• Certification system – when reduction, the business gets certified (3 Tiers – Bronze, Silver, Gold)</li> <li>• Platform – data driven, connects supply and demand for alternatives to SUP</li> </ul>
<b>Link</b>	<a href="http://www.super.ngo/">http://www.super.ngo/</a>

<b>No.</b>	48
<b>Name of Actor</b>	Surfrider Foundation Europe
<b>Name of Action</b>	Ban the Bag
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Influencing – Mobilizing citizens in the fight against single-use plastic bags</li> <li>• Network – Building up a network of individuals, shops, and local cities</li> </ul>
<b>Link</b>	<a href="https://surfrider.eu/en/ban-the-bag/">https://surfrider.eu/en/ban-the-bag/</a>

<b>No.</b>	49
<b>Name of Actor</b>	Tara Ocean Foundation
<b>Name of Action</b>	Mission Microplastic 2019
<b>Strategy</b>	6-month mission on 10 European rivers to identify the origin of plastic pollution
<b>Link</b>	<a href="https://oceans.taraexpeditions.org/en/m/science/news/press-2019-microplastics-mission/">https://oceans.taraexpeditions.org/en/m/science/news/press-2019-microplastics-mission/</a>

<b>No.</b>	50
<b>Name of Actor</b>	The 3R Initiative
<b>Name of Action</b>	The 3R Initiative
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Responsible use and recover plastic and packaging materials</li> <li>• Reduce plastic waste footprints and mitigate potential leakage in environment</li> <li>• Develop new recycling and recovery project worldwide</li> </ul>
<b>Link</b>	<a href="https://3rinitiative.org/">https://3rinitiative.org/</a>

<b>No.</b>	51
<b>Name of Actor</b>	The Ocean Clean Up
<b>Name of Action</b>	The Ocean Clean Up
<b>Target</b>	<ul style="list-style-type: none"> <li>• Cleaning up 90 % of ocean plastic pollution</li> <li>• Presentation of the largest clean up in history</li> </ul>
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Development of advanced technologies to rid ocean of plastic</li> </ul>

	<ul style="list-style-type: none"> <li>• Passive clean up system: long floater with skirt that concentrates plastic at one point to collect.</li> </ul>
<b>Link</b>	<a href="https://theoceancleanup.com/oceans/">https://theoceancleanup.com/oceans/</a>

<b>No.</b>	52
<b>Name of Actor</b>	The Recycling Partnership
<b>Name of Action</b>	DIYSign for Recycling
<b>Strategy</b>	Provides free, open-sourced templates so that individuals can inform others about recycling
<b>Link</b>	<a href="https://recyclingpartnership.org/diysigns/">https://recyclingpartnership.org/diysigns/</a>

<b>No.</b>	53
<b>Name of Actor</b>	The Recycling Partnership
<b>Name of Action</b>	Let's Fight Recycling Contamination
<b>Motivation</b>	Contamination as threat to efficiency and safety of recycling systems
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Individuals and communities can get anti-contamination kits (drop of and curbside)</li> <li>• Survey: Acceptable material worksheet</li> <li>• “Campaign builder” to customize campaign materials for community recycling issues</li> </ul>
<b>Link</b>	<a href="https://recyclingpartnership.org/fight-contamination/">https://recyclingpartnership.org/fight-contamination/</a> <a href="https://recyclingpartnership.org/pdf-builder-login/">https://recyclingpartnership.org/pdf-builder-login/</a>

<b>No.</b>	54
<b>Name of Actor</b>	The Story of Stuff
<b>Name of Action</b>	The Story of Microbeads
<b>Target</b>	Aims to build a healthier planet
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Individual shall join the community to fight against microplastic</li> <li>• Critique on materialistic behavior “using and throwing away too much stuff”</li> </ul>
<b>Link</b>	<a href="https://www.storyofstuff.org/">https://www.storyofstuff.org/</a>

	Video about the story of microbeads <a href="https://www.storyofstuff.org/movies/lets-ban-the-bead/">https://www.storyofstuff.org/movies/lets-ban-the-bead/</a>
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<b>No.</b>	55
<b>Name of Actor</b>	The Story of Stuff
<b>Name of Action</b>	The Story of Microfibers
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Awareness Rising: Movie about microfibers and their dangers and damage</li> </ul>
<b>Link</b>	<a href="https://storyofstuff.org/movies/story-of-microfibers/">https://storyofstuff.org/movies/story-of-microfibers/</a>

<b>No.</b>	56
<b>Name of Actor</b>	TreadRight Foundation
<b>Name of Action</b>	Make Travel Matter
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Influencing individual behavior: Treat planet right while travelling, refuse single-use plastic, recycle</li> <li>•</li> </ul>
<b>Link</b>	<a href="https://www.treadright.org/pledge/">https://www.treadright.org/pledge/</a>  <a href="http://www.treadright.org">www.treadright.org</a>

<b>No.</b>	57
<b>Name of Actor</b>	Waste Aid UK
<b>Name of Action</b>	Making Waste Work – A toolkit
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Toolkit for community waste management in lower and middle-income countries</li> <li>• Provides information to help setting up a community-led waste management system and recycling businesses</li> </ul>
<b>Link</b>	<a href="https://wasteaid.org/toolkit/making-waste-work/">https://wasteaid.org/toolkit/making-waste-work/</a>

<b>No.</b>	58
<b>Name of Actor</b>	World Wildlife Fund
<b>Name of Action</b>	Fight against plastic pollution
<b>Motivation</b>	Plastic is “choking our oceans and killing wildlife” – Need for urgent action at UN to stop leakage of plastics into the oceans – Need for

	united global response, worlds governments have to be made accountable for ending marine plastic pollution
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Awareness rising - Use of video and graphics to inform about plastic pollution as thread to ocean and wildlife</li> <li>• Petition - Petition for a legally binding UN agreement that must stop the leakage of plastics into oceans by 2030: <ul style="list-style-type: none"> <li>• Set strict targets for pollution reduction in each UN member state</li> <li>• Instruct the states to create national action plans to achieve these targets</li> </ul> </li> </ul>
<b>Link</b>	<a href="https://www.wwf.org.uk/fight-plastic-pollution#edit-container">https://www.wwf.org.uk/fight-plastic-pollution#edit-container</a>

<b>No.</b>	59
<b>Name of Actor</b>	Zero Waste Europe
<b>Name of Action</b>	#PlasticBagFreeDay
<b>Strategy</b>	Awareness raising on plastic bags on 3 <sup>rd</sup> July and the environmental alternatives to plastic bags
<b>Link</b>	<a href="https://zerowasteurope.eu/plastic-bag-free-day/">https://zerowasteurope.eu/plastic-bag-free-day/</a>

<b>No.</b>	60
<b>Name of Actor</b>	Bacardi
<b>Name of Action</b>	The future doesn't suck
<b>Target</b>	Removement of 1 billion plastics straws by 2020
<b>Strategy</b>	Transformation of used plastic straws into limited-edition vinyl – Request consumer to purchase a record “with the purchase (...) you will prevent 600 single-use straws from polluting our water and further fund initiatives to keep our oceans clean”
<b>Link</b>	<a href="https://www.thefuturedoesntsuck.org/">https://www.thefuturedoesntsuck.org/</a>

<b>No.</b>	61
<b>Name of Actor</b>	Better Future Factory
<b>Name of Action</b>	Perpetual Plastic Project
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Plastic recycling installation – plastic waste is recycled into new products by 3D-printers</li> </ul>



	<ul style="list-style-type: none"> <li>Interactive: people can transform their own throwaway cups with 3d printers into new products</li> </ul>
<b>Link</b>	<a href="http://www.perpetualplasticproject.com/">http://www.perpetualplasticproject.com/</a>

<b>No.</b>	62
<b>Name of Actor</b>	Carlsberg
<b>Name of Action</b>	Together Towards ZERO
<b>Target</b>	Aims to reduce waste through prevention, reduction, recycling, and reuse.
<b>Link</b>	<a href="https://carlsbergdeutschland.de/nachhaltigkeit/together-towards-zero/">https://carlsbergdeutschland.de/nachhaltigkeit/together-towards-zero/</a>  Green fiber beer bottle as part of strategy <a href="https://www.thedrinksbusiness.com/2019/10/carlsberg-unveils-worlds-first-paper-beer-bottle/">https://www.thedrinksbusiness.com/2019/10/carlsberg-unveils-worlds-first-paper-beer-bottle/</a>

<b>No.</b>	63
<b>Name of Actor</b>	Coca-Cola Company
<b>Name of Action</b>	A world without waste
<b>Target</b>	Coca Cola promises the collecting and recycling a bottle or can for every one it sells globally by 2030.  Actor’s quote: “through our WWW vision, we are investing in our planet and in our packaging to help make the world’s packaging problem a thing of the past”
<b>Strategy</b>	Holistic strategy: focus on entire packaging lifecycle
<b>Link</b>	<a href="https://www.coca-colacompany.com/au/news/world-without-waste-coca-cola-progress">https://www.coca-colacompany.com/au/news/world-without-waste-coca-cola-progress</a>

<b>No.</b>	64
<b>Name of Actor</b>	Covanta Holding Corporations (Global network of Energy-from-Waste)
<b>Name of Action</b>	Covanta Environmental Solutions
<b>Target</b>	Provide sustainable waste and energy solutions
<b>Strategy</b>	Minimize business risks, while providing a sustainable alternative to landfill

<b>Link</b>	<a href="https://www.covanta.com/Our-Solutions">https://www.covanta.com/Our-Solutions</a>
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<b>No.</b>	65
<b>Name of Actor</b>	Empower
<b>Name of Action</b>	Become Plastic Positive
<b>Target</b>	Aims to create a solution to the plastic waste problem by giving plastic a value – “cleaning the world while fighting poverty by providing a wage to those in need”
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Giving plastic economic value as incentive to clean and use waste instead of throwing it away</li> <li>• Creation of a fund to pay for delivery of plastic waste to collecting stations</li> </ul>
<b>Link</b>	<a href="https://empower.eco/">https://empower.eco/</a>

<b>No.</b>	66
<b>Name of Actor</b>	Forum for the Future
<b>Name of Action</b>	School of System Change
<b>Target</b>	Tackle global environmental problems in a holistic way
<b>Link</b>	<a href="https://www.forumforthefuture.org/navigating-system-change">https://www.forumforthefuture.org/navigating-system-change</a>  <a href="https://www.forumforthefuture.org/equipping-people-to-drive-change">https://www.forumforthefuture.org/equipping-people-to-drive-change</a>

<b>No.</b>	67
<b>Name of Actor</b>	No More Styrofoam
<b>Name of Action</b>	No More Styrofoam
<b>Target</b>	No More Styrofoam “growing as a virtual community of people dedicated to the fight against the use of expanded polystyrene foam”
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Raise awareness about threat of expanded polystyrene foam to the environment</li> <li>• No more Styrofoam as a startup that will offer alternatives in food delivery industry, business actor, part of circular economy</li> </ul>
<b>Link</b>	<a href="http://nomorestyrofoam.org/">http://nomorestyrofoam.org/</a>

<b>No.</b>	68
<b>Name of Actor</b>	OrganiCup
<b>Name of Action</b>	The #NewPeriod
<b>Strategy</b>	Awareness raising about waste generated by disposable period products – change human lives, bodies, and environment
<b>Link</b>	<a href="https://www.organicup.com/impact/">https://www.organicup.com/impact/</a>

<b>No.</b>	69
<b>Name of Actor</b>	Plastic for Change
<b>Name of Action</b>	Procure with Purpose
<b>Motivation</b>	Ethical sourcing platform to create sustainable livelihoods for the urban poor while transitioning the industry towards circular economy
<b>Link</b>	<a href="http://www.plasticsforchange.org/for-corporations">http://www.plasticsforchange.org/for-corporations</a>

<b>No.</b>	70
<b>Name of Actor</b>	Plastic Whale
<b>Name of Action</b>	Together for Plastic-Free Waters
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Collect Waste</li> <li>• Create economic value from waste</li> <li>• School programs for education</li> </ul>
<b>Link</b>	<a href="https://plasticwhale.com/">https://plasticwhale.com/</a>

<b>No.</b>	71
<b>Name of Actor</b>	PlasticBank
<b>Name of Action</b>	Plasticbank
<b>Target</b>	Prevention of plastic waste in ocean, collection of plastic waste
<b>Link</b>	<a href="https://plasticbank.com/our-impact/">https://plasticbank.com/our-impact/</a>

<b>No.</b>	72
<b>Name of Actor</b>	Save the Turtles
<b>Name of Action</b>	Keep Our Sea Plastic Free
<b>Target</b>	Keep oceans clean
<b>Strategy</b>	Offering reusable straws and other sustainable products
<b>Link</b>	<a href="https://www.savetheturtles.ca/?variant=29385575268449">https://www.savetheturtles.ca/?variant=29385575268449</a>

<b>No.</b>	73
<b>Name of Actor</b>	Soulbuffalo
<b>Name of Action</b>	Ocean Plastic Leadership Summit
<b>Strategy</b>	Leaders from across the plastic value chain share best practices, highlight existing solutions, and explore new innovations
<b>Link</b>	<a href="https://www.oceanplasticsleadershipsummit.com/experience">https://www.oceanplasticsleadershipsummit.com/experience</a>

<b>No.</b>	74
<b>Name of Actor</b>	SYSTEMIQ
<b>Name of Action</b>	Project Stop
<b>Target</b>	Initiative that aims to design, implement, and scale circular economy solutions to marine plastic pollution – focus on countries with high leakage of plastics into ocean
<b>Link</b>	<a href="https://www.systemiq.earth/stop">https://www.systemiq.earth/stop</a>

<b>No.</b>	75
<b>Name of Actor</b>	Terracycle
<b>Name of Action</b>	Terracycle
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Company offers investment and technology to recycle waste</li> <li>• Address companies to partner with them to recycle plastic and create useable material (e.g. Head &amp; Shoulders)</li> </ul>
<b>Link</b>	<a href="http://www.ownterracycle.com/">http://www.ownterracycle.com/</a>

<b>No.</b>	76
<b>Name of Actor</b>	The Humble Co.
<b>Name of Action</b>	There is no Planet B
<b>Target</b>	Development of health/wellness products that are eco-friendly and socially responsible
<b>Link</b>	<a href="https://thehumble.co/our-story/">https://thehumble.co/our-story/</a>

<b>No.</b>	77
<b>Name of Actor</b>	Tupperware
<b>Name of Action</b>	No Time to Waste

<b>Target</b>	Increasing longevity of planet, people, and communities by significantly reducing the amount of food and single-use waste produced
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Use business opportunities to make impact</li> <li>• Appeal to consumers to “do your part and pledge to waste less” – Pledge and tips to use less plastic</li> </ul>
<b>Link</b>	<a href="https://sustainability.tupperwarebrands.com/en/index.html#take_the_pledge">https://sustainability.tupperwarebrands.com/en/index.html#take_the_pledge</a>

<b>No.</b>	78
<b>Name of Actor</b>	Unilever
<b>Name of Action</b>	Keeping our plastic in the loop
<b>Target</b>	Aims to reduce plastic pollution in the environment
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Commitment to halve use of new plastic in packaging</li> <li>• Collect and process more plastic packaging than sold packaging by 2025</li> </ul>
<b>Link</b>	<a href="https://www.unilever.com/news/news-and-features/Feature-article/2019/plastics-announcement.html">https://www.unilever.com/news/news-and-features/Feature-article/2019/plastics-announcement.html</a>

<b>No.</b>	79
<b>Name of Actor</b>	Upasana (Began as local initiative, but is acting globally now)
<b>Name of Action</b>	Small Steps
<b>Target</b>	Aims to sell sustainable bags and raise awareness about plastic bags and environmental issues
<b>Link</b>	<a href="https://www.smallsteps.in/">https://www.smallsteps.in/</a>

<b>No.</b>	80
<b>Name of Actor</b>	Breakfreefromplastic
<b>Name of Action</b>	#breakfreefromplastic
<b>Target</b>	Global movement to stop plastic pollution
<b>Link</b>	<a href="https://www.breakfreefromplastic.org/">https://www.breakfreefromplastic.org/</a>

<b>No.</b>	81
<b>Name of Actor</b>	Earth Day Network

<b>Name of Action</b>	End Plastic Pollution
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Awareness raising, learning about the plastic problem and what consumers can do</li> <li>• Plastic Pollution Primer and Action Toolkit to support anyone who wants to contribute</li> <li>• Plastic pollution footprint calculator and tracker - Consumers can assess their current consumption of plastics and determine how to limit it</li> </ul>
<b>Link</b>	<a href="https://www.earthday.org/campaign/end-plastic-pollution/">https://www.earthday.org/campaign/end-plastic-pollution/</a>  Plastic Pollution Primer and Action Toolkit <a href="https://160g7a3snajg2i1r662yjd5r-wpengine.netdna-ssl.com/wp-content/uploads/Plastic-Pollution-Primer-and-Action-Toolkit.pdf">https://160g7a3snajg2i1r662yjd5r-wpengine.netdna-ssl.com/wp-content/uploads/Plastic-Pollution-Primer-and-Action-Toolkit.pdf</a>

<b>No.</b>	82
<b>Name of Actor</b>	Alliance to end plastic waste
<b>Name of Action</b>	Endplasticwaste
<b>Target</b>	The Actor wants to eliminate plastic waste in the environment while maintaining the benefits of plastics – Actor's quote: “with a thoughtful, comprehensive and strategic approach we can do both”
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Actor welcomes commitment across sectors and actors (consumers, manufacturers, technology developers, finance community, government, and civil society), focus on companies</li> <li>• Infrastructure development (collect and manage plastic waste)</li> <li>• Innovation (minimize waste by new technologies for recycling and recovering)</li> <li>• Education of governments, businesses, and communities</li> <li>• Clean up</li> </ul>
<b>Link</b>	<a href="https://www.vci.de/ergaenzende-downloads/2019-01-16-aepw-fact-sheet.pdf">https://www.vci.de/ergaenzende-downloads/2019-01-16-aepw-fact-sheet.pdf</a>

<b>No.</b>	83
<b>Name of Actor</b>	American Chemistry Council, Plastics Industry Association (PLASTICS)
<b>Name of Action</b>	Operation Clean Sweep
<b>Target</b>	Supporting practices that counteract the loss of plastic pellets, powder, etc.
<b>Link</b>	<a href="https://www.opcleansweep.org/about/value-of-ocs/">https://www.opcleansweep.org/about/value-of-ocs/</a>

<b>No.</b>	84
<b>Name of Actor</b>	Global Plastics Alliance (Collaboration of plastic producers and manufacturers worldwide)
<b>Name of Action</b>	Marine Litter Solutions
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Reduce waste</li> <li>• Increase recycling</li> <li>• Litter prevention programs</li> </ul>

<b>No.</b>	85
<b>Name of Actor</b>	NaturALL Bottle Alliance
<b>Name of Action</b>	NaturALL Bottle Alliance
<b>Target</b>	Research consortium formed in 2017 by Danone, Nestlé, and Origin Materials to develop innovative packaging solutions made with 100% sustainable and renewable resources. PepsiCo has also been a member of the alliance since 2018
<b>Link</b>	<a href="https://www.nestle-waters.com/newsroom/news/welcome-pepsico-to-naturall-bottle-alliance">https://www.nestle-waters.com/newsroom/news/welcome-pepsico-to-naturall-bottle-alliance</a>

<b>No.</b>	86
<b>Name of Actor</b>	NextGen Consortium
<b>Name of Action</b>	NextGenCup
<b>Target</b>	NextGen Cup as first initiative aims to advance recoverable solutions for the fiber to-go cup system
<b>Link</b>	<a href="https://www.nextgenconsortium.com/">https://www.nextgenconsortium.com/</a>

<b>No.</b>	85
<b>Name of Actor</b>	NextWave
<b>Name of Action</b>	Keeping Plastics in the economy and out of the ocean
<b>Target</b>	Keeping Plastics in the production cycle
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Ocean-bound plastics established as commodity to decrease the volume of plastic waste before it enters the ocean</li> <li>• Creating of the first global network of ocean-bound plastics supply chains</li> <li>• Creation of an integrated collection system that turns mismanaged ocean-bound plastic into managed waste, provision of on-land collection of fishing nets</li> <li>• Awareness raising amongst global manufacturing community about the commercial value of ocean-bound plastics – members demonstrate other manufacturers how to benefit from the new resource</li> </ul>
<b>Link</b>	<a href="https://www.nextwaveplastics.org/">https://www.nextwaveplastics.org/</a>  Charter: Commitment to ten principles e.g. transparency, open-source, science-based, accountability, enduring <a href="https://www.nextwaveplastics.org/charter">https://www.nextwaveplastics.org/charter</a>

<b>No.</b>	88
<b>Name of Actor</b>	Plastics Industry Association
<b>Name of Action</b>	This is Plastics
<b>Strategy</b>	Information about the benefits of plastic
<b>Link</b>	<a href="https://www.thisisplastics.com/about/">https://www.thisisplastics.com/about/</a>

<b>No.</b>	89
<b>Name of Actor</b>	Procter & Gamble and TerraCycle
<b>Name of Action</b>	Fairy Ocean Plastic Bottle
<b>Target</b>	Aims to raise awareness on ocean pollution
<b>Strategy</b>	Bottle made from 100 percent recycled plastic and ocean plastic – 320,000 bottles fabricated



<b>Link</b>	<a href="https://www.pgnewsroom.co.uk/press-release/uk-news-releases/procter-gamble-launches-new-fairy-ocean-plastic-bottle-made-100-recyc">https://www.pgnewsroom.co.uk/press-release/uk-news-releases/procter-gamble-launches-new-fairy-ocean-plastic-bottle-made-100-recyc</a>
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<b>No.</b>	90
<b>Name of Actor</b>	Sustainable Packaging Coalition (Startup)
<b>Name of Action</b>	Protective Packaging Design Challenge
<b>Target</b>	Aims to enhance recycling, invent innovative solutions
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Individuals can submit their innovations in protective packaging materials</li> <li>• Exploration the environmental impact of the packages or package system</li> <li>• Implementation of How2Recycle: US-based package recycling label</li> </ul> <p>150 entrepreneurial members</p>
<b>Link</b>	<a href="https://sustainablepackaging.org/spc-protective-packaging-challenge/">https://sustainablepackaging.org/spc-protective-packaging-challenge/</a>

<b>No.</b>	91
<b>Name of Actor</b>	TransGlobal Events
<b>Name of Action</b>	Plastic Free World Conference & Expo
<b>Strategy</b>	<p>Key question: “How international businesses can reduce their use of fossil-based plastics?”</p> <ul style="list-style-type: none"> <li>• Eliminate single-use plastics</li> <li>• Create sustainable bio-sourced products</li> </ul>
<b>Link</b>	<a href="https://plasticfree-world.com/about/">https://plasticfree-world.com/about/</a>

<b>No.</b>	92
<b>Name of Actor</b>	1% for the planet
<b>Name of Action</b>	1% for the planet
<b>Target</b>	Protecting the future of the planet

	“Every business, every organization, every individual has the opportunity to take responsibility for the planet and drive positive change”
<b>Link</b>	<a href="https://www.onepercentfortheplanet.org/join">https://www.onepercentfortheplanet.org/join</a>  Businesses commit to give one percent of gross sales each year to approved nonprofit partners <a href="https://www.onepercentfortheplanet.org/business-members">https://www.onepercentfortheplanet.org/business-members</a>

<b>No.</b>	93
<b>Name of Actor</b>	Adidas, Parley
<b>Name of Action</b>	Material Revolution
<b>Strategy</b>	“Adidas Parley is the official collaboration product line between Adidas and Parley for the Oceans, an environmental organization that addresses environmental threats towards the oceans, through ocean plastic pollution. Adidas Parley shoes are produced with recycled plastic which helps to mitigate the amount of plastic which ends up in the ocean plastic ocean debris. Adidas recreated three editions of their UltraBoost shoe, and a new version of their Adidas Originals shoe.”
<b>Link</b>	<a href="https://en.wikipedia.org/wiki/Adidas_Parley">https://en.wikipedia.org/wiki/Adidas_Parley</a>

<b>No.</b>	94
<b>Name of Actor</b>	Biofabricate, Parley
<b>Name of Action</b>	Material Revolution
<b>Strategy</b>	Technological innovation: Use biofabrication as a redesign of material
<b>Link</b>	<a href="https://www.parley.tv/updates/2018/10/24/parley-x-biofabricate-2018">https://www.parley.tv/updates/2018/10/24/parley-x-biofabricate-2018</a>

<b>No.</b>	95
<b>Name of Actor</b>	Ellen Macarthur Foundation
<b>Name of Action</b>	New Plastics Economy
<b>Link</b>	<a href="https://www.newplasticseconomy.org/">https://www.newplasticseconomy.org/</a>

<b>No.</b>	96
<b>Name of Actor</b>	European Plastics Converters
<b>Name of Action</b>	Waste Free Oceans (WFO)
<b>Target</b>	Aims to mobilize and unite the fisheries sector, international plastics industry, and stakeholders, combating the issue of floating litter on the coastlines, rivers and in the seas
<b>Link</b>	<a href="http://www.marlisco.eu/Waste_Free_Oceans_Initiative.en.html?articles=Waste_Free_Oceans_Initiative">http://www.marlisco.eu/Waste_Free_Oceans_Initiative.en.html?articles=Waste_Free_Oceans_Initiative</a>  <a href="https://www.wastefreeoceans.org/about">https://www.wastefreeoceans.org/about</a>

<b>No.</b>	97
<b>Name of Actor</b>	Trash Free Seas Alliance (Alliance unites industry, science, and conservation leaders)
<b>Name of Action</b>	Trash Free Seas Alliance
<b>Target</b>	The Target is a healthy ocean, free of trash.
<b>Strategy</b>	This constructive forum is focused on identifying cross-sector solutions
<b>Link</b>	<a href="https://oceanconservancy.org/trash-free-seas/plastics-in-the-ocean/trash-free-seas-alliance/">https://oceanconservancy.org/trash-free-seas/plastics-in-the-ocean/trash-free-seas-alliance/</a>

<b>No.</b>	98
<b>Name of Actor</b>	Federal Ministry of Education and Research, German Marine Research Consortium
<b>Name of Action</b>	Ocean Plastics Lab
<b>Target</b>	Inviting the public to engage with scientific work being done about extent and impact of plastic in the ocean
<b>Strategy</b>	Sharing Information - international travelling exhibition about science that showcases the contribution of science to understand and tackle the problem of plastics in the ocean.
<b>Link</b>	<a href="https://oceanplasticlab.net/">https://oceanplasticlab.net/</a>

<b>No.</b>	99
<b>Name of Actor</b>	Global Plastic Action Partnership
<b>Name of Action</b>	Global Plastic Action Partnership (GPAP)
<b>Target</b>	Public-private collaboration platform – Aims to help translate political and corporate commitment into concrete action plans
<b>Strategy</b>	Transition towards a circular plastics economy and create growth of opportunities  Concrete regional work in Indonesia, Ghana, Viet Nam
<b>Link</b>	<a href="https://www.weforum.org/gpap/about-us">https://www.weforum.org/gpap/about-us</a>

<b>No.</b>	100
<b>Name of Actor</b>	International Union for Conservation of Nature  Donor: Swedish International Development Agency
<b>Name of Action</b>	MARPLASTICCS  Marine Plastics and Coastal Communities, part of the IUCN's Marine and Polar Programme
<b>Target</b>	Governments and regional bodies within the Eastern and Southern Africa and the Asia Regions promote, enact, and enforce legislation and other effective measures that contain and reduce marine plastic pollution
<b>Strategy</b>	Equip governments, industry and society with knowledge, capacity, policy options, and plans of action to control plastic pollution
<b>Link</b>	<a href="https://www.iucn.org/sites/dev/files/marplasticcs_factsheet_updated_august_2019.pdf">https://www.iucn.org/sites/dev/files/marplasticcs_factsheet_updated_august_2019.pdf</a>  <a href="http://marplasticcs.org/">http://marplasticcs.org/</a>

<b>No.</b>	101
<b>Name of Actor</b>	International Union for Conservation of Nature  Donor: Norwegian Agency for Development Cooperation (NORAD)
<b>Name of Action</b>	Plastic Waste Free Islands

<b>Target</b>	Aims to reduce plastic leakage to the ocean from six small island developing states, three from pacific, three from Caribbean.  Projects aims to repurpose waste into commercially viable products, generating job opportunities and income for local communities.
<b>Link</b>	<a href="https://www.iucn.org/theme/marine-and-polar/our-work/close-plastic-tap-programme/projects">https://www.iucn.org/theme/marine-and-polar/our-work/close-plastic-tap-programme/projects</a>  <a href="https://www.iucn.org/sites/dev/files/pwfi_factsheet_final_0.pdf">https://www.iucn.org/sites/dev/files/pwfi_factsheet_final_0.pdf</a>

<b>No.</b>	102
<b>Name of Actor</b>	Ocean Wise, University of British Columbia
<b>Name of Action</b>	Ocean Heroes Bootcamp
<b>Strategy</b>	Youth participants (ages 11-18) learn the tools of building a successful impact campaign to reduce single-use plastic in their own communities
<b>Link</b>	<a href="https://www.youtube.com/watch?v=ZSDqI8NIqkY">https://www.youtube.com/watch?v=ZSDqI8NIqkY</a>

<b>No.</b>	103
<b>Name of Actor</b>	UNEP, Governments, Companies (e.g. VOLVO), Individuals (Multi-Stakeholder: public-private partnership: governments, companies, and individuals)
<b>Name of Action</b>	#CleanSeas
<b>Target</b>	Aims to engage governments, public, private sector in fight against marine plastic pollution
<b>Strategy</b>	Targeting the production and consumption of non-recoverable and single-use plastic
<b>Link</b>	<a href="https://www.cleaneas.org/clean-seas-timeline">https://www.cleaneas.org/clean-seas-timeline</a>  <a href="https://www.cleaneas.org/about">https://www.cleaneas.org/about</a>

<b>No.</b>	104
<b>Name of Actor</b>	Wrap Global
<b>Name of Action</b>	Re-invent, rethink, re-define what is possible
<b>Target</b>	Targeting a sustainable, resource-efficient economy
<b>Link</b>	<a href="http://www.wrapglobal.org/">http://www.wrapglobal.org/</a>

<b>No.</b>	105
<b>Name of Actor</b>	Zero Waste International Alliance, National Affiliates
<b>Name of Action</b>	Zero Waste Business Recognition Program
<b>Link</b>	<a href="http://zwia.org/zero-waste-business-certification/">http://zwia.org/zero-waste-business-certification/</a>

<b>No.</b>	106
<b>Name of Actor</b>	Zero Waste International Alliance, National Affiliates
<b>Name of Action</b>	Zero Waste Community Certification
<b>Link</b>	<a href="http://zwia.org/zero-waste-community-certification/">http://zwia.org/zero-waste-community-certification/</a>