

Ocean Bottle joins Innovation Alliance to promote a comprehensive Global Plastics Treaty

Ocean Bottle joins forces with more than 60 plastic waste innovator companies in an alliance advocating for circular solutions in proposed Treaty

LONDON, UNITED KINGDOM, May 31, 2023 /EINPresswire.com/ -- In time for the second round of negotiations for a Global Plastics Treaty happening this week, social impact brand Ocean Bottle has joined the Innovation Alliance for a Global Plastics Treaty (IAGPT).

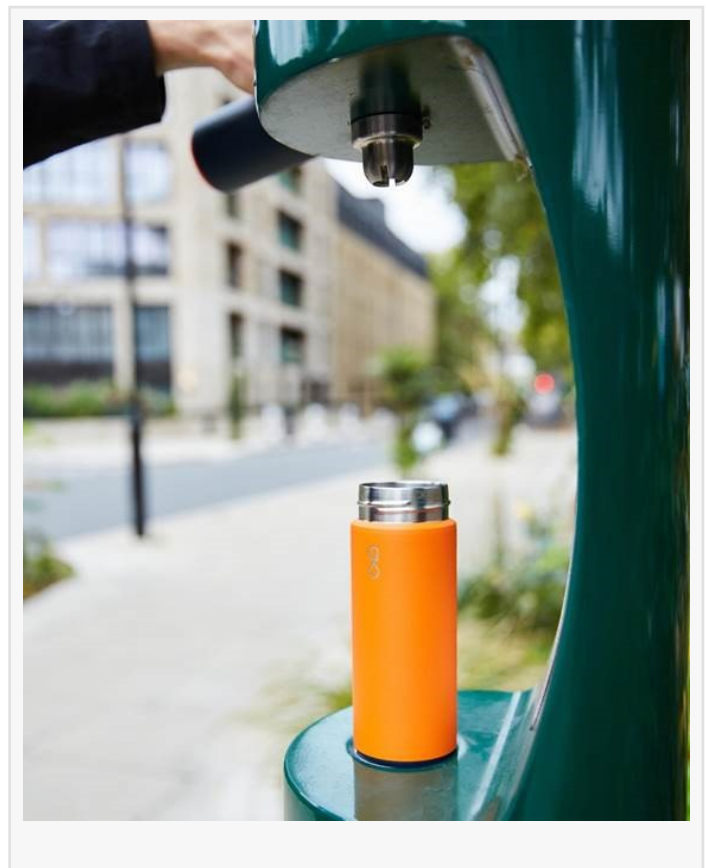
The IAGPT is a coalition of innovation champions and innovators from around the world, with members focussed on solutions addressing different stages of the plastic pollution lifecycle.

The purpose of the alliance is to provide a voice for plastic innovators in negotiations for a Global Plastics Treaty, which first began in March 2022 following a historic UN resolution to end plastic pollution.

The resolution was backed by 170 nations across the globe with the ambition of curbing global plastic pollution.

Ocean Bottle will appear at the next stage of negotiations for the Treaty, which began on the 29th May 2023. Ocean Bottle and its IAGPT partners will be present to advocate for favourable outcomes for organisations working to solve the plastics crisis.

Amongst the alliances policy aims are improving access to flexible finance for innovators; promoting the inclusion of existing innovations within regulatory frameworks; leveraging insights from within the innovation ecosystem to inform policy; and prioritising scalable approaches that



efficiently tackle the plastics problem.

Ocean Bottle joins the conveners RePurpose Global and The Ocean Cleanup, and more than 60 innovation champions as part of the alliance.

Ocean Bottle works to solve the plastics crisis by partnering with various NGOs across the globe on the collection of ocean plastic.

For each Ocean Bottle sold, the equivalent of 1000 ocean-bound plastic bottles are collected, and since being founded in 2018, Ocean Bottle has collected more than 9 million kilogrammes of plastic from our oceans.



Ocean Bottle Co-Founder, William Pearson

Will Pearson, Co-Founder of Ocean Bottle, said:

“The Global Plastics Treaty is a crucial moment in the fight against plastic pollution. The Treaty has the potential to be the turning point which allows us to end our dependency on plastic, but this is far from guaranteed.

“For the Treaty to truly succeed it requires strong, legally binding commitments to reduce plastic waste and give purpose-led organisations like ours the support they need to deliver problem-solving technology. Ocean Bottle will be in Paris alongside our IAGPT partners to make sure this is the case.”

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