

NOAA Marine Debris Program Accomplishments 2007 Partnerships

American Chemistry Council

NOAA is currently serving on the advisory group for the American Chemistry Council Plastics Division Marine Debris Workshop. The purpose of the workshop is to bring together leaders from a diverse array of organizations to focus attention on solutions for the marine debris issue and explore how groups from all involved sectors can coordinate efforts for long-term solutions.

National Fish and Wildlife Foundation

The NOAA Marine Debris Program (MDP) is in its third year of partnership with the National Fish and Wildlife Foundation. This partnership was born of the need for an established Federal funding opportunity for organizations external to NOAA. These projects include a match of in-kind services, with the Federal contribution being greater than 1.5. The focus for these projects include Ports and Marinas, Marine Debris Research, and Prevention.

The Walt Disney Company

NOAA and The Walt Disney Company, along with the Ad Council, National Marine Sanctuaries Foundation, and Environmental Defense, entered into a partnership in 2006 to “Promote Marine Debris Awareness and Young Stewards of the Ocean” through the re-release of *The Little Mermaid*. This partnership has continued into 2007 and includes radio and television public service announcements, as well as a website and video game: www.KeepOceansClean.org.

- **Keep Oceans Clean Ocean Awareness Campaign – The Game**

The Keep Oceans Clean Ocean Awareness Campaign now has a new marine debris game online that children and adults alike can play to learn about marine debris. Also available on the Web site is information on how each of us can help keep our oceans clean, links to great ocean awareness games online, and links to excellent ocean resources for parents and teachers. For more information and to play the game, visit <http://www.keeпоceansclean.org/>.

Ocean Conservancy

NOAA and the Ocean Conservancy have enjoyed a fruitful partnership for many years. From the Marine Debris Program’s perspective, in the past three years NOAA has joined Ocean Conservancy in several nationwide efforts to educate citizens on the problems of marine debris. One such effort is in the form of the International Coastal Cleanup. Over 15 M tons of trash was collected by NOAA teams alone during the 2006 event. NOAA offices also donated a total of 127 volunteers, whose participation in this event was coordinated by the Marine Debris Program in the Office of Response and Restoration.