Part 1

PROMAR
Prevention of Marine Litter

TERMS YOU SHOULD KNOW

Marine Litter

Solid waste that **enters and accumulates in the ocean**, including plastic bottles, bags, and packaging. An estimated 80% originates from land-based sources.



Microplastics

Small plastic **fragments formed as larger plastic items degrade over time**. They enter the marine food chain and are ultimately ingested by fish, marine life, and humans.



Circular Economy

An economic model focused on **reusing, recycling, and redesigning products** to remain in use longer, replacing the traditional “take, make, and dispose” approach.



BlueBox

PROMAR’s **dedicated toolkit of resources**, helping municipalities, NGOs, and communities implement circular economy solutions to prevent marine litter.

BLUE BOX

Download the BlueBox and all its available tools via promar.org

Extended Producer Responsibility (EPR)

A policy framework that **holds producers accountable for the environmental impact of their packaging** throughout its lifecycle, including collection and disposal.



Visit promar.org to learn more

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