



*Shaping the planet's future
and launching the new era of ocean
protection and preservation...*

PLASTIC OCEAN Summit

First edition by

OCEANALLIANCE 
CONSERVATION MEMBER

a part of
BLUE ECONOMY

OACM SOS - Sustainable Ocean Solutions

Introduction to Plastic Ocean Summit

The first edition of the Plastic Ocean Summit organized by Ocean Alliance Conservation Member group is focused on presenting countries', governments', corporations' and world-leading organizations' financially sustainable solutions in marine conservation, ocean protection and preservation that can be implemented with immediate effect and results. Unlike other summits and conferences,

Plastic Ocean Summit will deliver a major breakthrough in the environmental field, and solutions to one of the world's most serious environmental threat - ocean plastic pollution. OACM SOS (Sustainable Ocean Solutions) are being implemented globally by governments in collaboration with the corporate sector by ensuring the creation and expansion of Certified Safe Marine Areas, plastic-free zones, globally.

Never before has any global initiative had such an impressive and incredible visual effect on ocean protection and preservation, nor there has been any similar project based - with such a surgical precision - on concrete measures and direct action leaving behind safe ocean plastic-free marine areas - safe areas for humans, and aquatic life and species. 70% of all the plastic is currently laying on the seabed and OACM's main focus is to extract existing plastic from the ocean, to minimize the amount ending up in the ocean, and to prevent the pollution with educational programs and by raising awareness.

The OACM strategy is to integrate its system into the governments all around the world to achieve synergy and better efficiency among governments in the protection, preservation and extraction of the plastic from the ocean. The ocean protection is no longer a matter of choice but rather a survival matter, and sustainable solutions and concrete measures are required.

One of the main industries presented at the Plastic Ocean Summit is a constant growing global tourism industry which plays an essential role in ocean protection and responsibility. This summit will combine all needs that this industry requires to grow, evolve and provide financially sustainable solutions to develop and sustain itself.



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POS Part I

Participating Countries

More than 60 countries and governments from all 5 continents will participate in this summit and present their top environmental destinations provided to the global tourism industry. These areas are safe for tourists- including beaches, hotels, resorts, national parks, ports and harbours - because they have implemented White Flag CSMA plastic-free zones. Some of the governments will present their OACM implemented new achieved sustainable goals and initiatives used for positioning them self globally as top environmental destinations. Countries' representatives are attending the summit in collaboration with their corporate sector that has contributed to creating White Flag CSMA's.

The country's tourism industry will have its own promotion space to present their top tourism destinations, hotels, beaches, cities, marinas, etc. The Plastic Ocean Summit will provide an incredible contribution to the promotion of the countries' leading hotel and tourism industry offer to a global audience, and opportunity to achieve that through the GEPN - Global Environment Promotion Network.

Corporate Sector

Corporate sector will have its own program and promotion possibilities during the summit to introduce their initiatives and measures taken to become Ocean Guardians through presenting their integration of OACM into the company's social corporate responsibility. Most of the corporations created their White Flag CSMA (Certified Safe Marine Areas) in collaboration with the government sector and they are directly responsible for their country becoming a top environmental destination - Plastic Ocean Summit will promote this initiative.

Keynote speakers - Heads of States, Presidents, Prime Ministers and Members of the Royal Families

Official keynote speakers for the summit will be heads of states - mostly presidents, prime ministers and members of royal families who have directly contributed to the concrete measures taken in their county to fight the plastic ocean pollution by preserving their natural resources.

Various heads of states have been a part of the global viral campaign initiated by the WhiteFlag International "Raise the Flag for the Oceans" that has been officially initiated by H.E. Marie Louise Coleiro Preca, President of Malta. Since the Plastic Ocean Summit is only committed to presenting concrete measures and solutions, it will only promote individual heads of states who have been directly involved in this global initiative.

Global Exposure and Media

Plastic Ocean Summit will have its appearance in the global media as the world's most concrete measure ever taken by governments and corporations to fight against plastic pollution in the oceans. This significant and important topic will be broadcasted globally by mainstream media with support from national media from all the countries that are participating in the summit.

Plastic Ocean Summit will not only be followed by global mainstream media but also supported by them through raising awareness and promotion of the White Flag CSMA (Certified Safe Marine Areas) provided by OACM to global public in general. OACM as the official organizer of the summit has the responsibility to promote all the governments' and corporate efforts done in creating and expanding the White Flag CSMA's as part of the biggest fight against plastic pollution in the oceans, lakes and rivers.

POS Award Ceremony

*Heads of States - White Flag's Water Drop Award**

White Flag's concrete measures in the fields of ocean protection and plastic extraction from the ocean are launching the first White Flag's Water Drop Award. This award will only be given to individuals who took concrete measures and actions toward ocean protection, preservation and cleaning. Plastic Ocean Summit will host the first White Flag's Water Drop Award focused on awarding the heads of states, presidents, prime ministers and members of the royal families for their contribution. More than 8 presidents and prime ministers will receive this highest environmental award in a special part of POS, a reserved award ceremony specially dedicated to these individuals.

** see the catalog for White Flag's award*

Signing of the OACM Membership

During the Plastic Ocean Summit, new countries and governments will have the exclusive opportunity to meet official OACM Board Members (former presidents, prime ministers) and acquire information, legal documents and information about the OACM membership for their countries. Only ministers and heads of states have the clearance to sign OACM membership during the Plastic Ocean Summit. There will be organized an official OACM membership signing with the highest heads of states, in the presence of the international press and by officially revealing the countries White Flag CSMA (Certified Safe Marine Areas). This is an extraordinary promotion and exposure opportunity for countries to promote their top environmental ocean destinations, hotels, beaches, marinas and other marine areas to global media. This represents one way for countries to place their products and sights on the global tourism market, and affiliate it with the world's leading tour operators, agencies and newly launched GEPN during POS.

Screening of the OACM Documentary "A Certified Paradise"

OACM is currently preparing to film a documentary movie in three small island countries with developing tourism that will be focused on natural resources that contribute to their economy and growth. These countries have been chosen for the White Flag certification of a large area (beaches and marine areas) and implementation of OCEPS and GEPN - communication and promotion network - into the country's infrastructure. This documentary will show the entire process of the certification, from the detailed cleaning of the seabed by divers, to the award ceremonies with the heads of the states.

The documentary will capture the reaction of the tourists that enter these countries and how they feel once they encounter the White Flag GEPN monitor on the arrival hall in the airport or OCEPS boards at the beaches. This is a journey filmed at the world's most exotic locations, and introduction to the ocean protection at the highest level, that promotes concrete measures and action taken by humans to protect our most precious natural resource, the ocean. The movie will be screened before the POS White Flag's Water Drop Award to heads of states.

POS Business and SOS (Sustainable Ocean Solutions)

POS Official Promotion of Countries, Hotels, Beaches and Other White Flag CSMA's

During the summit, there will be organized an official presentation of the world's leading top environmental destinations that are categorized as CSMA (Certified Safe Marine Areas) provided to the global public as safe, plastic-free zones representing one of the most advanced environmental breakthroughs in history. These areas are being expanded by constantly creating new ones - an incredible initiative to save the ocean, lakes and rivers, by OACM and its government and corporate sector members.

These zones directly save aquatic life and protect the human, the objectives that the world-leading organizations have been trying to achieve for years. These areas will be officially displayed in the main conference hall with attendance of all heads of states and international media.

POS Bilateral Meetings

POS will provide reserved high-class rooms for bilateral meetings during the summit. There will be organized additional conference halls and offices for internal use of the attended governments if requested in advance (with detailed info about presence).

POS OACM Consulting

OACM will gather its main consultants at the summit and they will be disposable for meeting with high-level government officials. These consultants will mainly assist the governments through the OACM concept including:

- Financial guidance for the CSMA country certification,
- Providing information on potential global corporate partners,
- How to increase economic growth through sustainable ocean tourism development,
- Development of new laws and regulations for the country's environmental sustainability,
- Effective use of international media and social networks for promotion,
- Effective management of government budgets and increased efficiency through OACM promotion,
- Future environmental investments and creating new jobs in the environmental field,
- Necessary investment for the country's better global positioning in the global tourism market,
- Educational programs and awareness system for schools and public,
- Branding of the country's main natural resources (marine areas, beaches) and global visibility,
- Complete guidance and integration of the White Flag concession, a franchise in governmental infrastructure and implementation of laws and rules.

Promo Corners for Countries and Corporations

A part of the Plastic Ocean Summit concept is exposure and promotion of the governments and corporations who are members of OACM group. This summit will provide the opportunity for OACM governments and corporations to expose their CSMA as tourists' choice, as a product or initiative.

Summit will provide necessary space, materials, and organizational support. POS is developing a strategy in which direction these future promotions will develop and how to reach their necessary customers.

POS will not only focus on becoming a place for promotion of governments and corporations but it will ensure the direct link between the product and consumer which makes the summit an ideal place for product placement regarding countries' tourism industry. Attended tourism industry at the summit will play an important role in creating a link between the industry and government sector in achieving the sustainability and countries' economic growth.



POS Part II - Summit Objectives

Mission and Goals

- Fighting the plastic pollution with concrete measures and solutions,
- Global tourism industry taking environmental part and responsibility,
- Sustainable ocean tourism development (SOTD) / economic growth through environmental protection,
- Developing small ocean countries' future environmental investments,
- Global implementation of OACM ocean protection and cleaning program,
- Global corporations and White Flag CSMA expansion,
- GEPN monitor / Global Environment Promotion Network launch,
- Promotion of top ocean environmental country destinations,
- Establishing sustainable collaboration between the corporate and government sector,
- Integration of OCEPS and GEPN promotion channel in countries for communication with the public,
- Uniting world-leading organizations, governments, corporate sector for the more effective ocean preservation program.

Attendants and participants

Governments' Officials and Representatives

- Presidents' offices, Prime Ministers, Royal Representatives
- Ministries of Environment and Sustainable Development, Ministries of Tourism, Ministries of Finance
- Tourism councils and representatives
- County and city mayors and representatives

Initiatives and Solutions Implemented by the Governments

- World leaders taking concrete initiative and measures
- Governments taking White Flag in concession for increasing the economic growth
- Government's blue economy development through OACM - creating new jobs
- Investing in country's environmental development

World Organizations

- United Nations
- European Commission
- UNESCO
- UNWTO
- WTTC

Tourism Industry Sector

- Hotels and hotel chain concepts,
- World-leading tour operators,
- Airline companies,
- Representatives from the yacht and nautical tourism,
- Leisure cruise companies,
- Industry suppliers and consumers.

Tourism Industry Sector Objectives and Concrete Measures

- Providing tourism with new environmental luxury - plastic-free ocean
- Minimizing global plastic print in global tourism industry and general
- Creating CSMA (Certified Safe Marine Areas), plastic-free ocean zones for tourists in hotels and frequently used marine areas
- Implementing sustainable ocean tourism development (SOTD) program in all tourism industry segments
- GEPN launch
- Promotion and raising awareness through the tourism industry sector
- Shaping the environmental future of the tourism industry and economic growth through environmental protection
- Using more environmental components and materials in hotels
- Banning the single-use plastic
- Presentation of OCEPS (Ocean Communication, Education and Promotion System) channel through hotels, airline companies and tour operators





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Summit

www.plasticoceansummit.com
www.oacmblueeconomy.com
www.oacmblueeconomy.solutions

info@plasticoceansummit.com
info@oacmblueeconomy.com

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