

What can you do about plastic pollution?

A few tips on reducing this pollution problem:

- Dispose of plastic items correctly
- **Recycle and reuse** everyday plastic items – think creatively!
- Try and **reduce** the amount of plastic you use each day
- Use **canvas tote bags** instead of plastic bags whenever possible



GLOBAL OCEAN
for those who care

Global Ocean

Global Ocean is a marine conservation charity from London aiming to encourage children to learn and care about their local marine environment, in order to conserve key habitats and species for generations to come.

Our focus in Kerala is to try and reduce plastic pollution in freshwater and saltwater environments.

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Kerala's Plastic Problem

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Plastic Pollution in Kerala

Plastic pollution in Kerala is causing **health problems** and **economic loss**. The presence of plastic pollutants is having extremely negative impacts on:

- **Economically vital fish breeds** - such as entanglement and digestion leading to starvation
- **Efficiency of gill nets** - causing detriment to the livelihood of artisanal fishermen
- **Tourism at local beaches** – as high pollution levels are extremely unappealing
- **Human immunity, hormone levels, breast cancer incidence and reproductive health**



Why must we stop plastic pollution?

The effect on the ECONOMY

- Abundance in plastic pollution can lead to vital fish breeds consuming plastic debris and starving to death – leading to decreased population numbers. This can have extremely negative impacts on fisheries as the demand for fish within Kerala cannot be met by the supply. A recent study at Vembanad Lake revealed that the number of fish species decline from 61 to 45 in three years.

The effect on LOCAL FISHERMEN

- The livelihoods of local fishermen are affected as their equipment, such as gill nets, are damaged by marine litter. This is increased due to the fact that litter is able

to get into water bodies during high tide.

The effect on TOURISM

- Beach litter is extremely unbecoming, and can lead to a decrease in visitors to beaches, which can result in a loss of income for Kerala.

The effect on HEALTH

- Plastics exposed to sunlight release toxins that can be eaten by marine life – which potentially enter human food systems. The additives used in creating plastics can be linked from breast cancer to obesity and attention deficit disorder to genital abnormalities in boys and girls alike.