



## Ocean Recovery Alliance in 2012

Dear Friends of the Ocean,

We are writing you with a quick update of some of our work in the past months, including two international projects related to reducing plastic waste that we announced at the Clinton Global Initiative. These are the [Plastic Disclosure Project](#) and Global Alert – Floating Trash, which we are now developing. We appreciate your support on these projects, as the more we can build momentum and awareness of these types of solutions, the more we can make a difference. We believe that these programs can bring about large scale change in the way that we think about plastic as a material and can spur innovation in the ways in which we use it, ultimately increasing efficiency, promoting alternatives, reducing total use, and making sure that it does not find its way into our ecosystem and ocean. [Click here and press "Donate to ORA" to support our efforts.](#)

In other projects, the Ocean Recovery Alliance is part of a small team of scientists from the University of Hawaii and Scripps Oceanography that is now tracking part of the eastern edge of the tsunami debris flow (a result of the March 11, 2011 earthquake in Japan) across the Pacific. Information from the drifter buoys that have been placed in this region of the ocean will give authorities valuable information about where and how this debris plume may be moving. [For more information, click here.](#)

We are also happy and excited to introduce some amazing [Ocean Ambassadors](#), all of whom excel in both sports and their spirit for the environment.

In Asia, we will welcome the Year of the Dragon by bringing the San Francisco Ocean Film Festival to Hong Kong, March 9-22, 2012, which will be the first ocean film festival in Asia. To coincide with this event, thanks to our sponsors and supporters, we will be releasing a 160 page coffee table book on the Hong Kong ocean, called "[Water Margin, Hong Kong's Link to the Sea](#)," which will be released in English and Chinese, with 500 copies being distributed to local schools. The Ocean Recovery Alliance will also be part of [China Maritime Week](#) , February 28 - March 1 in Hong Kong

*The Economist's* World Oceans Summit -

We are excited to let you know about the [World Oceans Summit](#) organized by *The Economist*, which will take place in Singapore from February 22-24, 2012. The Ocean Recovery Alliance is a supporting organization of the Summit, and we believe this marks a turning point in the way that businesses and our community views the ocean, both for new opportunities and for greater devotion to protection and improvements in the ocean's health. [Click here to see a flyer for the event.](#)

Speaker for this event include:

- Robert B. Zoellick, President, World Bank
- Sylvia Earle, Explorer-in-residence, National Geographic
- Malcolm Preston, Global Sustainability & Climate Change Leader, PriceWaterhouseCoopers
- Tim Smith, Chief Executive Officer, Asia, Maersk Line
- Robert Blaauw, Senior Arctic Advisor, Shell International

Full speaker faculty is available on the [World Oceans Summit website](#).

As our valued supporter, you are entitled to a special 20% discount off the standard ticket price. [Click here to register](#), and remember to enter the discount code “BSR” to enjoy the special rate.

Thank you again for your interest and support for the ocean, and we hope that you can be involved in some of the things that we are doing in the months to come.

Sincerely,  
Doug Woodring  
Co-Founder

[See our recent TEDx talk in Hong Kong!](#)

[Click here to view a short video on the Plastic Disclosure Project.](#)

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**Our mailing address is:**

Ocean Recovery Alliance  
20 Floor, Central Tower,  
28 Queen's Road,  
Central, Hong Kong