



# Deja el Plástico

An Azul Campaign for a Plastic-Free Rising

Digital Version

2011 to Present

#DejaElPlástico  
#LatinosMarinos



# Deja el Plástico

2011 to Present

**Unnecessary single-use plastics have polluted our communities and our ocean for decades.** In fact, the entire life cycle of plastics, from source extraction to waste is harming us and our futures. Azul believes it's past due that the plastics industry be held accountable for the health harms and waste they've created — to reduce single use plastics, and ensure reprieve and support for the very communities who have been hardest hit by plastic pollution – a global environmental injustice.

In **2012**, Azul kicked off its now-iconic **Deja el Plástico** campaign to reduce plastic pollution. Our grassroots, gente-powered campaign and Latinx-inspired *bolsa* graphic with detailed woven colors, emphasized the cultural connection between Latinos and reusable bags, has been emblematic of the cultural roots we hold to protect our communities, Madre Tierra and ultimately to *Deja el Plástico* – to ditch plastic.

The successful **Deja el Plástico** initiative has spanned more than a decade with various wins along the way. Notably, in 2014, after the California State Legislature passed the first statewide ban on single-use plastic bags in the U.S. via SB1070 in 2014 – out-of-state bag producers and interest groups introduced a statewide referendum to overturn the ban. Despite being outspent by nearly \$5 million, Californians knew better and voted Yes on Prop 67 to ban plastic bags in the state. Azul's organizing and advocacy only continued to grow from that legacy win.



## INC-1

...We are heartened to see the conversation move to not solely consider the most immediately noticeable impacts of plastics pollution but rather the broader context.

-Marce Gutiérrez-Graudiņš,  
Azul written statement

## INC-2

### AZUL STATEMENT ON INC-2 PLASTIC POLLUTION TREATY NEGOTIATIONS IN PARIS

02 June 2023



## INC-3

Looking ahead to INC-3 and 4, we know the plastics crisis requires real governmental action from the U.S. – not expectations of magical plastic pollution reversals.



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**2021, Neglected: Environmental Justice**

**Impacts of Plastic Pollution:** This Azul and United Nations Environmental Programme report explores the injustices of plastic waste and plastic pollution and examines how marginalized communities are made vulnerable by all stages of the plastic lifecycle. It reviews legal and policy frameworks exploring historical successes and challenges, and proposes actions for various state and non-state rightsholders. The report shows that plastic pollution obstructs all 17 Sustainable Development Goals (SDGs), impedes environmental justice, and threatens the health and human rights of communities across the globe.

**2022, The Azul 2022 U.S. Latinos and the**

**Ocean Poll:** The U.S. Latino segment of the United States electorate is strongly committed to reducing harms to the ocean, seeking government intervention to protect the ocean and support the prevention of plastic pollution, curbing illegal, unreported and unregulated (IUU) fishing activities, and they're willing to see the nation pay more – and are even willing to pay more themselves – to advance ocean justice. These are the findings according to the first-of-its-kind national poll, conducted by Barreto Segura Partners (BSP) Research.

**2023, Coastal Justice: Lessons from the Frontlines,** co-authored by Marce Gutiérrez-Graudiņš, Azul's Founder and Executive Director, with Gregg P. Macey, Director of the Center for Land, Environment, and Natural Resources at UC Irvine School of Law, was published in **George Washington Journal of Energy & Environmental Law (JEEL)** Volume 14, No. 2.

“  
86% of U.S. Latinos agree that plastic pollution poses a **health risk** and **demand action**”

-Azul 2022 U.S. Latinos and the Ocean Poll

## AZUL'S LEGACY REPORT

**The Verde Paper:** In April 2016, following 18 months of interviews, “The Verde Paper” was released as by Azul's Founder and Executive Director Marce Gutiérrez-Graudiņš, the report's lead author. It elevated insights and commentary from the field and offered takeaways for an intentional and sustained movement to embrace Latinx conservation leaders. Gutiérrez-Graudiņš, at the time, said, “I hope that those leading established foundations and nonprofit organizations will work to evolve their institutions to be more equitable and inclusive. In the end, cultural competency and welcoming spaces will only make our conservation campaigns more effective.” The paper is a celebration of Latino conservation leadership.



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2013-2014

### SB405+SB270 Plastic Bag Ban

California State Legislature passed the first statewide ban on single-use plastic bags in the U.S., which Azul supported as referenced in this document's grounding. The organization's successful **Deja el Plástico** campaign included storytelling and videos, including "Latinos Ask You to Ban the Bag in California", which can be viewed on YouTube: [bit.ly/AzulBagBan](https://bit.ly/AzulBagBan).

Ultimately, the organization celebrated the passing of the historic bill and proved Latinxs were in favor of paying \$0.10 a pop for paper/reusable bags cost with NewsTaco applauding their efforts under the coverage of [Latino Environmentalists](#), [Saving the Ocean](#), [Banning Plastic Bags](#).

2018-2022

### #StopPoseidon Campaign

On May 12, 2022, ocean justice history was made in Orange County, California. The **California Coastal Commission** unanimously denied key permitting for the Brookfield-Poseidon Huntington Beach Desalination Plant – an \$650 billion dollar special interest project – in an area with increased risk of sea level rise for 50 years. The Commission cited *environmental justice* in its unanimous 11-0 vote, denying the foreign entity its coastal development permit. Following the hearing, on June 27, 2022, Brookfield-Poseidon's Poseidon Water rescinded its other permit requests after 20 years of attempting to build – the last five of which Azul led in environmental justice advocacy and outreach against the project.

The Stop Poseidon Coalition, an alliance of environmental, ocean, and social justice groups, included Azul, California Coastal Advocates, California Coastkeeper Alliance, OakView ComUNIDAD, Orange County Coastkeeper, the Society of Native Nations and the Surfrider Foundation.

Years prior, in [March 2019](#), the California Coastal Commission adopted the very policy that sought to "correct long-standing inequities that have disproportionately burdened lower-income communities of color," as Azul, The City Project, led by the late Robert Garcia – and more than 30 organizations and community partners advocated and informed the Commission's Environmental Justice Policy.

2002-2024

### Global Plastics Treaty

175 nations agreed to **develop a legally-binding plastic pollution agreement** by 2024. Azul's Marce Gutiérrez-Graudiņš is participating in treaty negotiations as an accredited observer and environmental justice advocate in the Intergovernmental Negotiating Committee on Plastic Pollution (INC). She's also the Break Free from Plastic environmental justice workgroup coordinator.

2016

### Prop 67 to the Voters

Azul supported and advocated for a "plastic free ocean" via **California's Prop 67**. As voters upheld the nation's first single-use carryout plastic bags in November 2016.

2018

### AB319 Plastic Bag Ban

Sought to require that every plastic bottle sold in California has a tethered cap connected to its bottle by 2020 to protect ocean life and address plastic debris. Azul's support for the policy tool received a shoutout from Assembly member Mark Stone on [Twitter](#), with Azul's Marce Gutiérrez-Graudiņš penning commentary in the [Mercury News](#).

2019-2022

### Reducing Plastic Pollution

The **California Plastic Pollution Reduction Act via SB54 and AB1080**, a successful legislative proposal by Lorena Gonzalez and Senator Allen, aimed to reduce plastic waste in California by 75 percent and require all single-use plastics to be recyclable or compostable by 2032. Azul celebrated the passage of SB54 in [July 2022](#) and the Governor's signing of the bill requiring all single-use plastic packaging by recyclable or compostable by 2032, in addition to ensuring \$5 billion over 10 years for California communities impacted by plastic pollution.

At the time, Marce Gutiérrez-Graudiņš wrote, "*From California to the UN Ocean Conference in Portugal, it is exciting to see a new focus on environmental justice and equity in ocean conservation. Based on our report "Neglected: Environmental Justice Impacts of Plastic Pollution" published in 2021 by the United Nations Environmental Programme, we understand that plastic pollution has a disproportionate effort on already vulnerable populations around the world, so we are heartened by the success of California's SB54 — with the leadership of Senator Ben Allen, Assembly Member Luz Rivas, and their legislative staff — which puts our state at the forefront of efforts to curb plastic pollution. While the work is just starting in order to achieve a global plastic treaty, California puts forth an excellent precedent to inspire the world in this effort.*"



**2013** | **“Deja El Plástico”**

In this February 2013 blog by environmental activist Jose Gonzalez, founder of Latino Outdoors, he writes of the debates in California over plastic reduction and Azul's *Deja El Plástico* campaign, leading in its cultural relevance, fluidity and timely calls to action to phase out single-use plastics.

**2014** | **Latino Environmentalists, Saving the Ocean, Banning Plastic Bags**

May 2014, in this news round up, [Marce Gutiérrez-Graudiņš](#) touches on the ever elusive state-wide plastic bag ban, which eventually was secured, *“While the environmental issue he championed last year – an ever-elusive statewide plastic bag ban – ultimately did not pass at the Senate level, this year there is cause for hope. In what can only be called an ode to community action and willing, receptive legislators – two of last year’s proposal opponents have now joined Sen. Padilla to pursue this worthwhile goal. I may be overly wonky here, but it was truly inspiring to see two Latino senators, Kevin De León (D-Los Angeles) and Ricardo Lara (D-Huntington Park and Long Beach), work with their constituents to support a statewide bag ban proposal.”*

**2015** | **Stopping Pollution Saves Money., Creates Jobs: Guest Commentary**

June 2015, In this **Los Angeles Daily News** op-ed guest commentary, written by [Azul’s Marce Gutiérrez-Graudiņš](#) to reflect the economic benefits of action to stop ocean pollution, from microbeads and plastic reduction to addressing oil spills. *“Collecting and disposing of pollution is not a jobs program. But catching and preparing fish whose bellies aren’t filled with tiny plastic fragments is. So are the scientific and tourism economies tied to protected marine areas and beaches uncoated by oily tar. And so is manufacturing and marketing reusable bags, an industry anchored in California and poised to grow exponentially when our state votes “yes” and bans polluting plastic grocery bags in all 58 counties. Asserting responsibility over defiant corporate polluters does more than interrupt profit and waste streams that make Californians and our government losers. It saves us money and creates jobs here.”*

**2016** | **What’s the Deal with Plastic Pollution?**

October 2016, This **Monterey Bay Aquarium** podcast series “Breaking Down: The Problem with Plastic Pollution” covers the impacts of plastic pollution. *Part 4: Hear how plastic pollution affects Latino communities. Guests are Marce Gutiérrez-Graudiņš, founder and director of Azul, and Claudio Garzon, artist, ocean advocate and educator.*

**2018** | **“Environmental Justice: A win-win for Marine Litter and Pollution”**

In this December 2018 **United Nations Environment Programme** and the **Office of the United Nations High Commissioner for Human Rights** side event, held in Geneva, Switzerland during the Second Meeting of the Ad Hoc Open-Ended Expert Group on Marine Litter and Microplastics gathering, Azul’s Marce Gutiérrez-Graudiņš

**2019** | **This Latina Leads the Way on Coastal Justice**

This April 2019 **Grist news** article by Zoe Saylor focuses on Azul’s Marce Gutiérrez-Graudiņš and how, *“She fights to clean up the water, and she wants everyone to have a chance to enjoy it, too.”*

**2020** | **Meet Marce Gutiérrez-Graudiņš, Founder and Director at Azul.org**

In November 2020, **California Parks Now** feature on Azul’s Marce Gutiérrez-Graudiņš hits on her perspective after the passage of AB1680: *“Forty years after the Coastal Act, we can finally say ALL beaches in California will be open to all Californians,” says Marce. ‘When we pass bills like AB1680 and meaningfully support youth access programs, we’re not just sending a strong message that everyone has a right to enjoy the outdoors. We’re going a step further to make sure these places are actually welcoming and accessible for all.”*

**2021** | **Plastic Pollution Disproportionately Hitting Marginalized Groups, UN Environmental Report Finds**

March 2021, This **UN News** article tells of the Azul and United Nations Environmental Programme (UNEP) report, [Neglected: Environmental Justice Impacts of Plastic](#): *“The report, entitled, Neglected: Environmental Justice Impacts of Plastic Pollution, was produced by the UN Environment Programme (UNEP) together with the grassroots environmental group, Azul. The findings aim to empower communities affected by plastic waste and advocate for their inclusion in local decision making.”*



## 2021 **Plastic Pollution is an Environmental Injustice to Vulnerable Communities – New Report**

March 2021 **UN Environment Programme** press release the Azul and United Nations Environmental Programme (UNEP) report, Neglected: Environmental Justice Impacts of Plastic, quotes Marce Gutiérrez-Graudiņš: “Co-author, Founder and Executive Director of Azul, Marce Gutiérrez-Graudiņš, said: ‘Plastic pollution is a social justice issue. Current efforts to manage and decrease plastic pollution are inadequate to address the full scope of problems it entails. Disparate impacts on communities affected by plastic, at every point from production to waste, should make environmental justice a customary consideration within the marine conservation field.’”

## **Plastic, Plastic Everywhere & Bottled Water Too - Worried about Plastic Pollution?**

March 2021, **The Brockovich Report** written by Erin Brockovich and Suzanne Boothby spotlights the Azul and United Nations Environmental Programme (UNEP) report, Neglected: Environmental Justice Impacts of Plastic, quoting Marce Gutiérrez-Graudiņš: “‘Plastic pollution is a social justice issue,’ said Marce Gutiérrez-Graudiņš, co-author and Founder and Executive Director of Azul in a statement. ‘Current efforts, limited to managing and decreasing plastic pollution, are inadequate to address the whole scope of problems plastic creates, especially the disparate impacts on communities affected by the harmful effects of plastic at every point from production to waste.’”

## **Marine Litter, Plastic Pollution and Environmental Justice**

December 2021, The **United Nations Environment Programme** held a webinar series titled featuring Azul’s Marce Gutiérrez-Graudiņš alongside Angela Kariuki, UN Programme Management Officer-Intergovernmental Affairs at year’s close to present NEGLECTED: Environmental Justice Impacts of Marine Litter and Plastic: “...disparate impacts on communities affected by plastic, at every point from production to waste, should make environmental justice a customary consideration within the marine conservation field.”

## 2022 **White House Remarks of Dr. Jane Lubchenco at the 2022 Azul U.S. Latinos and the Ocean Poll**

July 2022, The **White House** issued remarks during the Azul U.S. Latinos and the Ocean Poll briefing held at the National Press Club to discuss the first-of-its-kind poll of Latino voters on ocean-climate solutions and the protection of the marine environment. Deputy Director for Climate and the Environment, Dr. Jane Lubchenco says: “I’m so pleased to be able to join you to hear the results of the first-of-its-kind poll of Latino voters regarding ocean-climate solutions and the protection of the marine environment. I can’t wait to hear the results. Hearty congratulations to Azul for initiating this poll and for sharing it widely.”

## 2023 **The Minderoo-Monaco Commission on Plastics and Human Health**

March 2023, In an academic report by **Landrigan, Philip J. et al.** in the *Annals of Global Health* vol. 89, 1 23, the Minderoo-Monaco Commission on Plastics and Human Health “comprehensively examine plastics’ impacts across their life cycle” and offers “science-based recommendations designed to support development of a Global Plastics Treaty, protect human health, and save lives” while citing Azul’s 2021 United Nations Environment Programme (UNEP) report.

“  
**92% of U.S. Latinos support doing more to prevent plastic pollution**

-Azul 2022 U.S. Latinos and the Ocean Poll

**2013** | **Latino Caucus: Conflicts of Interest Slow Environmental Progress**

October 2013, In this opinion editorial by Patricia Perez and Marce Gutiérrez for the **Mercury News**, they describe extreme conflicts of interest by some of the state's Latino lawmakers and missed opportunities to improve the quality of California's environment.

**"Deja El Plástico"**

In this February 2013 blog by environmental activist Jose Gonzalez, founder of **Latino Outdoors**, he writes of the debates in California over plastic reduction and Azul's *Deja El Plástico* campaign, leading in its cultural relevance, fluidity and timely calls to action to phase out single-use plastics.

**2014** | **Latino Environmentalists, Saving the Ocean, Banning Plastic Bags**

May 2014, in this news round up for **News Taco**, Marce Gutiérrez-Graudiņš touches on the status of the ever elusive California state-wide plastic bag ban.

**2015** | **Stopping Pollution Saves Money, Creates Jobs: Guest Commentary**

June 2015, **Los Angeles Daily News** op-ed guest commentary, written by Azul's Marce Gutiérrez-Graudiņš to reflect the economic benefits of action to stop ocean pollution, from microbeads and plastic reduction to addressing oil spills.

**2016** | **Latino Leaders Welcome Release of the Verde Paper**

January 2016, **Americas for Conservation and the Arts** press release on the Verde Paper, highlighting Latino perspectives on conservation leadership, Marce Gutiérrez-Graudiņš is a lead on the paper.

**Pedro Nava Y Marce Gutiérrez-Graudiņš: Las Playas son de Todos - Pero Hasta Cuando?**

February 2016, Pedro Nava, Chair of the California Little Hoover Commission and Azul's Marce Gutiérrez-Graudiņš co-authored this op-ed, published on **LinkedIn** and originally published in **Hoy Los Angeles**.

**2016** | **Interview: Marce Gutiérrez-Graudiņš on Latinos and Conservation**

February 2016, Marcia G. Yerman interviewed Marce Gutiérrez-Graudiņš for **Moms Clean Air Force** on the organization's commitment to Latinos and Conservation.

**What's the Deal with Plastic Pollution?**

October 2016, This **Monterey Bay Aquarium** podcast series "Breaking Down: The Problem with Plastic Pollution" covers the impacts of plastic pollution. Marce Gutiérrez-Graudiņš is a guest in Part 4: Hear how plastic pollution affects Latino communities.

**2017** | **Foam Fight: As California Balks at State Ban, Activists Target Local Level**

June 2017, **CalMatters** covers the potential foam ban in California, quoting Azul's Marce Gutiérrez-Graudiņš and the work ahead: *"I don't see any major environmental bill winning in California without the support of (Latino) communities and these environmental justice groups," Gutiérrez said.*

**2018** | **Don't Believe Plastics Lobby Claims about Latinos**

January 2018, in a **Lake County Record Bee** commentary piece, Azul's Marce Gutiérrez-Graudiņš writes of cultural conservation led by elders, like her grandmother.

**International Marine Debris Conference**

In March 2018, the **Sixth International Marine Debris Conference** was held in San Diego, California, with Azul's Marce Gutiérrez-Graudiņš being one of a handful of panelists discussing "Environmental Justice & Plastic Pollution". The panel included speakers from Mujeres de La Tierra, University of California-Northridge, Break Free from Plastic, Chintan Environmental Research and Action Group, and The Story of Stuff.

**2019** | **This Latina Leads the Way on Coastal Justice**

This April 2019 **Grist news** article by Zoe Saylor focuses on Azul's Marce Gutiérrez-Graudiņš and how, *"She fights to clean up the water, and she wants everyone to have a chance to enjoy it, too."*

2020

**Meet Marce Gutiérrez-Graudiņš, Founder and Director at Azul.org**

In November 2020, **California Parks Now** featured Azul's Marce Gutiérrez-Graudiņš and her perspective on the passage of California's AB1680.

**Azul, una Organización que Une a los Latinos por el Océano**

In July 2020, **La Red Hispana** interviewed Marce Gutiérrez-Graudiņš on her journey with Azul and creating a conscious around ocean conservation.

2021

**Azul, an Organization Uniting Latinos for the Ocean**

This 2021 **Latino Verde** feature written by Monica Monsalve and Molly Muelto highlights Azul's Marce Gutiérrez-Graudiņš and her expertise in bringing Latinxs together for the ocean and coasts.

**Plastic Pollution Threatening Livelihoods of Marginalized Communities**

March 2021, This **News Ghana** article written by Xinhua cites Marce Gutiérrez-Graudiņš and the Azul and United Nations Environmental Programme (UNEP) report.

**Ocean Activist Wants to Change Narrative on Ocean Environmentalists**

March 2021, In a timely **NowThis News** produced video on Marce Gutiérrez-Graudiņš, Azul's effort to change the narrative around ocean conservation hits ahead of the curve – before growing attention and focus on plastic pollution – by telling of her cultural connection to stop plastic pollution: “My grandmother had [a reusable grocery bag] before Whole Foods existed.”

**UNEP, NGO Azul Warn about More Plastic Pollution**

This March 2021 **Prensa Latina** article cites the Azul and United Nations Environmental Programme (UNEP) report.

**Plastic Pollution Disproportionately Hitting Marginalized Groups, UN Environment Report Finds**

March 2021, This **UN News** published article, published in English, tells of the Azul and United Nations Environmental Programme (UNEP) report.

2021

**United Nations Environment Programme and Azul Launch Report on the Environmental Justice Impacts of Plastic Pollution**

This March 2021 press release in **PR Newswire** breaks the news on the Azul and United Nations Environmental Programme (UNEP) report: “*Plastic pollution is a social justice issue,*” says Marce Gutiérrez-Graudiņš, co-author and Founder and Executive Director of Azul. “*Current efforts, limited to managing and decreasing plastic pollution, are inadequate to address the whole scope of problems plastic creates, especially the disparate impacts on communities affected by the harmful effects of plastic at every point from production to waste.*”

**El Uso Exagerado del Plástico Durante la Pandemia de COVID-19 Afecta a los más Vulnerables**

March 2021, **Noticias ONU** article, published in español, tells of the Azul and United Nations Environmental Programme (UNEP) report.

**Marginalised Communities Bear the Brunt of Plastic Pollution: UNEP**

This March 2021 **Geneva Solutions** article, written by Michelle Langrand, focuses on plastics as an environmental justice issue according to the Azul and United Nations Environmental Programme (UNEP) report: “*Plastic pollution is a social justice issue. Current efforts to manage and decrease plastic are inadequate to address the full scope of problems it entails,*” co-author and executive director of Azul, Marce Gutiérrez-Graudiņš, said.

**Plastic Pollution is an Environmental Injustice to Vulnerable Communities – New**

March 2021, The **UN Environment Programme** press release announces its co-authored report **Neglected: Environmental Justice Impacts of Plastic** with Azul. Azul's Marce Gutiérrez-Graudiņš is quoted: “*Plastic pollution is a social justice issue. Current efforts to manage and decrease plastic pollution are inadequate to address the full scope of problems it entails. Disparate impacts on communities affected by plastic, at every point from production to waste, should make environmental justice a customary consideration within the marine conservation field.*”





**2021 | Plastic, Plastic Everywhere & Bottled Water Too - Worried about Plastic Pollution?**

March 2021, **The Brockovich Report** written by Erin Brockovich and Suzanne Boothby spotlights the Azul and United Nations Environmental Programme (UNEP) report, Marce Gutiérrez-Graudiņš is quoted.

**Plastic Pollution Disproportionately Hits Marginalised Groups, UN Environment Report Finds**

March 2021, This **Eco-Business** article on the Azul and United Nations Environmental Programme (UNEP) report discusses the report's findings.

**Break Free From Plastic Pollution Act**

In March 2021, Azul signed on to the Break Free from Plastic Pollution Act, an act introduced by Senator Jeff Merkley of Oregon.

**United Nations Environment Programme and Azul Launch Report on the Environmental Justice Impacts of Plastic Pollution**

April 2021, The **Southwest Organization for Sustainability** via **PRNewswire** highlights the Azul and United Nations Environmental Programme (UNEP) report Marce Gutiérrez-Graudiņš is quoted.

**'Plastic Pollution Is a Social Justice Issue,' New Report Warns**

April 2021, Olivia Rosane of **Eco Watch** writes in her article 'Plastic Pollution Is a Social Justice Issue,' of Azul and the United Nations Environmental Programme (UNEP) report and the human disparities created by plastic pollution.

**Break Free from the Plastic Death Cycle**

In this April 2021 **EcoJustice Radio podcast**, episode 96, Marce Gutiérrez-Graudiņš is interviewed to discuss her expertise and life's work to disrupt the plastic lifecycle.

**Beyond Plastic Bermuda**

In April 2021, **Beyond Plastic Bermuda** published this article on the Azul and United Nations Environmental Programme (UNEP) report with Azul's Marce Gutiérrez-Graudiņš quoted.

**2021 | Plastic Pollution an Environmental Injustice, Current Efforts to Ease It Not Enough – UNEP-Azul Report**

April 2021, **Weekly Echo** published an article on the Azul and United Nations Environmental Programme report.

**Conservation Policy Must Include More Diverse Voices**

May 2021, in a **Cal Matters** op-ed, Azul's Marce Gutiérrez-Graudiņš writes that we need to include diverse voices in policy discussions.

**Congressional Democrats Propose 5-cent Virgin Plastic Tax**

In this June 2021 **Plastic News** article by Steve Toloken, titled Congressional Democrats propose 5-cent virgin plastic tax, he cites Azul's work and the battle against taxing plastic use.

**Proteger el Océano es una Meta Urgente para 2030. América Latina ya está Marcando la Pauta**

In June 2021, the **Almendron** via the **Washington Post** wrote about the strides Latin America is making in ocean conservation via plastic pollution reduction and the 30x30 campaign – hitting on Azul's work and leadership as the organization works in the U.S. and Latin America.

**Fighting Plastic Pollution in California at the Ballot**

July 2021, Linda Escalante of NRDC writes about the fight to get plastic pollution on the ballot in California, referencing the then-November 2022 ballot initiative to curb single-use plastic pollution impacts on people, wildlife, and climate. She cites Azul's environmental justice work on plastics, as well as Azul's report with the United Nations Environmental Programme (UNEP).

**Plastic Pollution Panel**

June 2021, On Ocean Day 2021, Marce Gutiérrez-Graudiņš joined a virtual panel to call out how, "Plastic is an issue of environmental justice."



**2021** | **House of Natural Resources Committee - Testimony by Azul**

June 2021, Azul's Marce Gutiérrez-Graudiņš served as an expert witness, testifying before the House Natural Resources Committee on the "Ocean-Based Climate Solutions Act of 2021". Her full testimony and video of the hearing are available for viewing.

**Plastics and Human Rights**

September 2021, Azul's Marce Gutiérrez-Graudiņš was a speaker on this **Geneva Environment Network** event panel, discussing the human rights issues at the heart of the lifecycle of plastics.

**Customers Now Have to Ask for Plastic Utensils, Napkins at Los Angeles Restaurants**

November 2021, **ABC-7 Los Angeles** reports on the Los Angeles ordinance that made plastic utensils and napkins available to customers when requested. Azul was quoted on sustainable and equitable solutions to single use plastics.

**A Daily Look of the National Caucus of Environmental Legislators (NCEL) at COP26**

November 2021, The **National Caucus of Environmental Legislators** published a wrap up of COP26, Day Two, in Glasgow, Scotland: "*State Senator Lee was joined by Marce Gutiérrez-Graudiņš from Azul and Anna-Maria Laura from Ocean Conservancy. The panel discussion covered a range of topics related to ocean climate solutions, but especially highlighted the dangers of fossil fuels to the ocean. This included the production and disposal of plastics and the need for policymakers to inspire historically excluded communities that are facing the worst impacts from pollution and the climate crisis.*"

**Marine Litter, Plastic Pollution and Environmental Justice**

December 2021, The **United Nations Environment Programme** held a webinar series titled featuring Azul's Marce Gutiérrez-Graudiņš alongside Angela Kariuki, United Nations Programme Management Officer for Intergovernmental Affairs focused on Azul's joint report, **NEGLECTED: Environmental Justice Impacts of Marine Litter and Plastic**.

**2022** | **Plastic Unlimited: How Corporations Are Fuelling the Ecological Crisis**

In this 2022 book authored by Alice Mah on the ecological crisis of plastic pollution, Azul's report with the United Nations Environment Programme is referenced and discussed.

**Plastic Waste Hurts Poor Communities the Most, but California Voters Can Act**

In this March 2022 **Desert Sun** Commentary by Assemblymember Cristina Garcia of Bell Gardens, a representative for California's 58th Assembly District, she describes how plastic pollution harms low income and communities of color, referencing global action on plastic pollution as a necessity, while citing Azul 's work and reports.

**United Nations Adopts Historic Resolution to End Plastic Pollution**

In March 2022, the **California Ocean Protection Council** article quotes Marce Gutiérrez-Graudiņš after the United Nations Environment Assembly unanimously approved a resolution to end plastic pollution and begin drafting the treaty. "This ambitious mandate creates the opportunity for a global effort to reduce plastic pollution," she said.

**Vote to Reduce Plastics and Clean Up Our Environment**

March 2022, In this **CalMatters** Commentary by Assemblymember Cristina Garcia, a representative for California's 58th Assembly District, she cites the Azul and United Nations Environment Programme's report to connect to her culture and personal story of conservation to encourage voters to reduce plastic pollution and focus on the environment.

**Changing the System: A New Approach for Ocean Conservation**

In April 2022 Marce Gutiérrez-Graudiņš served on a **Zoological Society of London** panel and delivered a separate presentation to the Society's Science & Conservation panel to share insights from Azul's report with the United Nations Environmental Program (UNEP).

**LA City Council Votes to Phase Out Single-Use Plastics at City Facilities**

April 2022, **Spectrum News** quotes an Azul spokesperson on Los Angeles' process to phase out single-use plastics and its connection with disrupting environmental racism.

2022

**3 Latina Environmental Organizations to Support this Earth Day**

April 2022, The **Latinas in Business** article features Azul as one of three Latina-led organizations to support on Earth Day. Marce Gutiérrez-Graudiņš is quoted in the feature.

**Compromise on Plastics Ban Comes Under Fire in California Legislature. Ballot Fight Likely**

June 2022, **The Los Angeles Times** cites Azul as one of several leading environmental groups who support the California Recycling and Plastic Pollution Reduction Act.

**White House Remarks - Dr. Jane Lubchenco 2022 Azul U.S. Latinos and the Ocean Poll**

July 2022, The **White House Office of Science and Technology**, Deputy Director for Climate and the Environment, Dr. Jane Lubchenco, issued remarks during the Azul U.S. Latinos and the Ocean Poll briefing held at the National Press Club to discuss the first-of-its-kind poll of Latino voters on ocean-climate solutions and the protection of the marine environment.

**A Reckoning for Plastic Pollution**

July 2022, The **California Ocean Protection Council** reports on California's groundbreaking new circular economy and plastic pollution reduction law. Marce Gutiérrez-Graudiņš is quoted as one of California's ocean conservation leaders that have played a prominent role in Lisbon and at the forefront of efforts to curb plastic pollution.

**Ocean Conservation for La Gente**

In this September 2022 **Atmos Magazine** feature as told to Yessenia Fuenes, Marce Gutiérrez-Graudiņš reflects on her career and the life of working on ocean conservation for communities of people.

**California's Landmark Plastics Law Affects Just About Everything**

July 2022, In an **LAist** article by Erin Stone on California's Plastic Pollution Prevention and Packaging Producer Responsibility Act, SB54, Marce Gutiérrez-Graudiņš is interviewed *from the United Nations Ocean Conference in Lisbon, Portugal, where a major topic of discussion is the development of a global treaty to address plastic pollution. She said California's law provides a model for the nation and internationally.*

**OPINIÓN: La Justicia Oceánica es También Justicia Ambiental**

August 2022, In a **Los Angeles Times** op-ed, Marce Gutiérrez-Graudiņš writes of the ocean justice movement and how to achieve it with support from Latinxs.

2022

**Plastic Pollution Coalition: Letter from 50 Environmental NGOs to Stop a Plastic Waste Facility**

In this September 2022 **letter** to the CEO of PureCycle Technologies, signed by Azul and other environmental NGOs call for a stop to a toxic plastic waste facility.

**Azul Case Study: Engaging the Latinx Communities to Drive Action on Ocean Justice and Climate Policy**

A November 2022 **Multiplier** case study on Azul's growth *from a woman with a backpack [Marce Gutiérrez-Graudiņš] and a passion for the ocean* into the grassroots powerhouse with a seat at the table in state, national, and international ocean and plastics policy development.

**Las Comunidades Latinas Tienen Soluciones a los Desafíos del Océano y el Clima**

December 2022, In this **La Opinión** op-ed, Marce Gutiérrez-Graudiņš writes that the ocean is one of our best solutions in mitigating the worst consequences of climate change.

2023

**La Semillita of Action: Latinx Working for the Health of our Ocean**

In this 2023 **Abuelas en Acción** podcast, a spotlight is placed on Azul's leadership and seeds of action for the health of our ocean and coasts.

**Not All Equal in Front of Plastic Pollution**

January 2023, **The Sea Cleaners** reference Azul's work on plastic pollution as an environmental justice and human rights issue in their post on plastic pollution's inequities.

**The Minderoo-Monaco Commission on Plastics and Human Health**

March 2023, In an academic report by **Landrigan, Philip J. et al.** in the *Annals of Global Health* vol. 89, 123, the Minderoo-Monaco Commission on Plastics and Human Health offer "science-based recommendations designed to support development of a Global Plastics Treaty, protect human health, and save lives" while citing Azul's 2021 United Nations Environment Programme (UNEP) report.

**California Tackles Plastic Pollution at Source**

May 2023, In an **American Bar Association** article by Tara Brock on California tackling plastic pollution, Azul and the United Nations Environment Programme's report is cited in relation to *California's SB54 law and Plastic Pollution Mitigation Fund.*



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## 2023 **Ola Imparable: Plásticos Infiltran Todos los Sistemas y Afecta Salud y Economía del Planeta**

June 2023, This **La Opinión** op-ed, co-authored by Marce Gutiérrez-Graudiņš of Azul and Monterey Bay Aquarium's Chief Conservation & Science Officer Margaret Spring, connects plastic pollution and global health to issues for immediate action. They urge the U.S. Government to adopt a national strategy on plastic pollution.

### **The Inequity of Plastic Pollution**

August 2023, In a **Monterey Bay Aquarium** feature Q&A by Kera Abraham Panni, she interviews the Aquarium's Chief Conservation & Science Officer Margaret Spring. Spring discusses plastic pollution inequities, citing Azul's work and leadership.

## **En Tema del Océano, los Representantes Republicanos están Jugando con Fuego**

September 2023, In an op-ed for **La Opinión**, Marce Gutiérrez-Graudiņš underscores the importance of the ocean as a solution to climate change and the need for greater U.S. leadership at the federal level: *"Exigimos a esta Administración y a los líderes de nuestra nación que den prioridad a nuestras comunidades, especialmente a las más castigadas por la contaminación y el clima extremo. No hay mejor momento que ahora para defender nuestro océano y nuestro clima – y en última instancia, nuestra humanidad."*

## SOCIAL MEDIA HIGHLIGHTS

**Assemblymember Mark Stone** @AsmMarkStone  
 More support for **#AB319** and other bills to curb plastic pollution from @azuldotorg founder @minsd in @mercnews: mercurynews.com/2018/01/29/opi...  
 12:32 PM · Jan 29, 2018

**NRDC** @NRDC  
 From saving fish to banning plastic bags, @minsd has been a pivotal activist in protecting California's coasts—all while keeping Latinx voices central to ocean advocacy. 🐟🌊 on.nrdc.org/2oZtYdC

**Marce G. Graudiņš** @minsd  
**#Plastic** single use bags are relatively new in **#Mexico**, my Abuelita (Nana) only used these when we went to el **#Mercado** http://bit.ly/10Wqt6  
 11:26 AM · Aug 25, 2009

**CAP Ocean** @OceanProgress · Apr 22, 2019  
 A7: @AzulDotOrg works with CA Latinxs to conserve coasts and oceans and has done amazing work around **plastic** pollution & access. Founder @minsd says she used to sell fish, now she saves them! More: azul.org  
**Packard Foundation** @PackardFdn · Apr 22, 2019  
 Q7: We've seen a growing diversity of partners and advocates from every sector join in the collective effort to protect #OurSharedSeas. What initiatives do you think can serve as a model or inspiration for others?

**Latino Outdoors** @LatinoOutdoors · Sep 14, 2014  
 Proudest moment: "Going from a **plastic** bag ban that was a myth to a bag ban that demonstrated true Latino environmental leadership." @minsd

**Marce G. Graudiņš** @minsd · Apr 22, 2010  
 Eco-tip No. 3: Bring your own reusable bags to the mercado. Hey, it was good enough for your abuelita right? **#plastic #latism #earthday**

**Azul** @AzulDotOrg  
 Communities of color clearly see plastic pollution as a serious problem for California's environment. It's time to do something about it. Let's pass **#Ab1080** and **#SB54** today. plasticpollutioncoalition.org/blog/2016/5/19... **#DejaelPlastico #YesOn1080 #YesOn54**

**Azul** @AzulDotOrg · Nov 28, 2022  
 The entire life cycle of **plastics** is a threat to marginalized communities around the globe.  
 Our founder & executive director, @minsd, is in **#Uruguay** for **#INCI** & she shares how our report with @UNEP highlights the impacts of **plastic** pollution. **#PlasticsINC**  
 bit.ly/azul-unep-repo...

**Azul** @AzulDotOrg  
 🌍 •• This **#WorldEnvironmentDay** check out @minsd's **#OpEd** written alongside @MontereyAq's @MargaretSpring on why we must take action to end the **#plastics** crisis that is polluting our ocean, neighborhoods + our bodies. Read it en **#español** via @LaOpinionLA

**Azul at #PlasticsINC**  
 "Our report, published with UNEP in 2021, highlights the impacts of plastic pollution on environmental justice and its effects on the achievement of the Sustainable Development Goals. The report also illustrates how the full life cycle of plastics, from extraction at source to waste, disproportionately affects

**Alex Padilla** @AlexPadilla4CA · May 29, 2013  
 Thx! MT @minsd California, Leave **plastic** behind: URGE your state senator to support ban on wasteful **plastic** bags action.ecovote.org/p/dia/action3/

**Marce G. Graudiņš** @minsd · May 23, 2012  
 Ban on **plastic** bags at L.A. markets is approved latimesblogs.latimes.com/lanow/2012/05/... **#banthebagla**

Azul is a Latinx-led and serving environmental justice organization working to protect the ocean and coasts. It was founded in 2011 to bring Latinxs perspectives and participation to ocean conservation.



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**#DejaElPlástico**  
**#LatinosMarinos**