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PLASTIC TARGETED IN INDONESIA'S CORAL TRIANGLE

Ocean expedition will contribute to global update on pollution

SEMINYAK, BALI (July 2018)—Ocean conservation non-profit The 5 Gyres Institute will celebrate its Coral Triangle Expedition by co-hosting an event at Bali's famed Potato Head Resort Beach Club July 30.

The zero-waste party will be hosted by Potato Head Family, which has successfully implemented rigorous sustainability standards including: Sorting and composting on site; eliminating single-use plastics such as bottles, cups, straws and lids; and planting tracking devices on trucks to make sure waste materials are disposed of in recycling facilities rather than landfills.

At the event, Potato Head Family will announce the launch of the Bali Coalition to Eliminate Plastic Pollution, with a challenge to other hotels to establish a timetable to also phase in these measures.

"Through our research we know plastics choke the world's oceans and are also polluting our food chain," says Belinda Waymouth, director of 5 Gyres. "However, arguably as important to the 85 percent of Bali's population depending on tourism for jobs, is the fact that in this region plastic pollution is impacting the local economy."

"With four million visitors to Bali annually, we have an opportunity to make a huge impact on the plastic pollution problem," says Scott Farren-Price, Potato Head Family's Director of Risk, Compliance and Sustainability. "By establishing and achieving concrete goals to eliminate single-use plastics, Bali will cement its reputation as a sustainable tourism destination."

Partnering with local NGOs and research institutions, the 5 Gyres [Coral Triangle Expedition](#) will travel from Bali to Komodo in July and August to explore solutions to the problem of plastic pollution and collect plastic samples that will contribute to the forthcoming [Global Update of Marine Plastic Pollution](#), which will be published in October.

Through the organization's [Asia Pacific Action Against Plastic Pollution](#) program, 5 Gyres is currently collaborating with NGOs in Southeast Asia to highlight and scale zero-waste efforts in the region. Representatives from participating NGO groups such as Bali Fokus and scientists from research institutions like Universitas Hasanuddin will be joining the 5 Gyres expedition and be trained on the organization's latest citizen science protocols. The local researchers and partners will also be loaned equipment through the 5 Gyres [Trawlshare](#) program in order to continue monitoring plastic pollution in the region after the expedition ends.

The expedition is being run in partnership with the [Oceanic Society](#) which is dedicated to marine conservation and a global leader in nature-based tourism experiences. The 5 Gyres crew will be on board the KLM. Sea Safari VII, Phinisi Buginese Schooner for two week-long voyaging legs that'll be part eco adventure part education. Additional crew consists of concerned citizens, eco-activists and surfers—including renowned Indonesian pro surfer and environmentalist [Rizal Tanjung](#).

ABOUT 5 GYRES

For the past 10 years, the non-profit 5 Gyres Institute has led the fight against plastic pollution. The organization was first to research in all five main subtropical gyres; in 2014, 5 Gyres published the first global estimate of surface pollution, finding 5.25 trillion particles weighing in at 270,000 tons of “plastic smog” worldwide. The 5 Gyres study on microbead pollution in the Great Lakes inspired a two-year collaborative campaign that culminated in the 2015 law which made these plastics illegal nationwide. Through 5 Gyres’ 2017 Nix the 6 Action Campaign, thousands of people pledged to refuse single-use polystyrene plastic and shared their actions through the #sneakystyrene hashtag. In 2018 the organization will embark on its 19th Expedition, to research microplastic pollution and zero-waste solutions in Indonesia. 5 Gyres is a science-to-solutions focused non-profit dedicated to a planet free of plastic pollution. More information is at www.5gyres.org.

ABOUT POTATO HEAD FAMILY

Potato Head Family is an Indonesian lifestyle brand expressed through a collective of dynamic hospitality projects in Jakarta, Bali, Hong Kong and Singapore. They take a conscious approach in everything they do, supporting sustainability initiatives within local communities and their own business practices. Potato Head Family restaurants source seasonal ingredients from regional farmers, and their cultural and musical programming promotes emerging talent from around the archipelago. They also work globally with like-minded creatives across music, art and fashion to offer an eclectic experience in each neighbourhood they are in, and imbue their “Local Spirit and Tropical Soul” wherever they go.