[Assignment]

[Name of the Writer]

[Name of the Institution]

Protection Of World From Trash

Surfrider Foundation is a non-profit making organization working to preserve and protect the world's oceans by concentrating the quality of water, beach access, coastal ecosystem and surf spot, and beach preservations. It is mainly working in North America, different parts of South Africa, Japan, and Europe. It was founded by Glenn Hening, Lance Carson and Tom Pratte on 1984. Through the powerful activist network, the Surfrider Foundation is very keen for enjoyment and protection of the world's ocean, beaches, and waves.

Surfer Foundation promotes the acceptance of principles regarding water sensitive Urban Design. Within urban catchments, foundation protects the natural system (rivers, creeks, and wetlands). To protect the quality of water by refining the stormwater quality runoff draining from urban expansions. By using stormwater treatment system foundation integrates the stormwater treatment into the landscape that provides many benefits and incorporates multiple uses such as visual and recreational amenity, wildlife habitat, water quality treatment and public open space for the community. Surfer Foundation creates long term value with minimum development costs. Campaigns main objective is to give awareness to institutions and citizens of the necessity to minimize disposable plastic consumption and plastic bags. The foundation informs legally to the citizen about the cleanups through posters, press kits, and press releases. Surfriders is using a multi-tiered approach in North America to tackle the problems of oceans pollution. They test the water for toxins, bacteria, providing combined solutions to oceans pollution, raising public awareness, the solution that gives healthy watersheds, protect oceans from pollution, and protect local water supplies.

Greatest threats to the oceans ecosystem health are plastic pollution. Surfrider won 22 victories last year to prevent and reduce the harms of coastal environment plastic pollution. In the future, Surfriders will continue to pass state and local policies that keep cigarette butts, plastic bags and styrofoam, and other types of plastic trash out of the environment. By oceans friendly program, Foundation will certify many restaurants and ensure the plastic-free meals. The grassroots network of surfriders will clean up over 1000 local parks and beaches to eliminate more than 100,000 pounds of trash and give education to the community about the harmful impacts of plastic pollution.

The plastic bag is the main source of pollution in the environment, which creates land-based litter, marine debris, and impairs the water management system due to its less rate of recyclability (Surfrider Foundation, 2014). Research has conducted to address these problems and figure out the important steps which should be taken to reduce pollution. A plastic bag is the main sources of the debris of marine, land-based litter, and impairs stormwater management system due to its extremely low rate of recyclability. They are the cause of the reduction in efficiency of the automated recycling system (Wagner 2017). In five big categories, local government is trying to reduce the use of plastic bags which includes consumer education, bans, creating a minimum design of a product, mandating retailer take-back program and imposition of taxes and fees. A plastic bag is the main cause of land pollution, which may make land infertile (Muralidharan & Sheehan, 2018). Surfrider main focus is to clean up oceans and beaches from plastic to make them workable for the future generation.

There are many ways through which we can reduce the problem of trash which includes; Donate clothes to needy people in spite of waste them, Reduce the waste of food, save leftovers for next day, Try to buy those things which have less packaging, Plastic water bottle boycott is needed, boycott microbeads, Pressure big business to use less plastic items, government should improve waste management infrastructure, Take initiative to reduce pollution, buy such kind of stuff which can be recycled easily.

**References**

Muralidharan, S., & Sheehan, K. (2018). The role of guilt in influencing sustainable pro-environmental behaviors among shoppers: Differences in response by gender to messaging about England's plastic-bag levy. *Journal of Advertising Research*, *58*(3), 349-362.

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