



# Cleaning up the World's Oceans with the Ecora Foundation

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## The Vision of Ecora

The Ecora Foundation is a company that wants to change the world. Changing attitudes to pollution and actively doing something about the billions of tons of plastic floating in the oceans is a good place to start. The company is working on inventions that will break down and remove the plague of our waste products currently being pumped into the seas by environmental policies that are nothing short of ecological vandalism as well as a real danger to human health.

Recent viewers of the BBC series 'Blue Planet 2' were horrified to see plastic debris in the ocean killing a baby whale. The 'Independent' newspaper reported that *'this is a*

global problem which needs a *global solution...the volume of plastic in our seas continues to grow with an estimated 12m tonnes of plastic waste entering the oceans each year*'. Even worse is the plastic we cannot see, micro plastic suffocating and killing wildlife and entering their food chain and ours.

## The Ocean Is My Office

Surfers for good reason are at the forefront of initiatives to curb pollution in the water. Earlier this week I had the opportunity to ask leading professional Big Wave surfer and World Record holder Andrew Cotton, **'the man who has put Britain on the surfing map'** for his thoughts and concerns on this serious problem affecting the marine environment.



He commented: – *'As a professional surfer the ocean is my office and it's quite clear to see the impact we're having on the oceans and beaches with plastic pollution. On a positive though I do feel a change is coming, people are starting to change their single use plastic daily habits and businesses are realising it's beneficial to look into other options as to how they package their products.'*

I have 2 young children 5 and 10 and both are very aware of the damage plastic is doing to our planet. If we all just do a couple of changes in our single use plastic daily habits and think before we buy or use, we can make a massive difference on plastic pollution *and be on our way to living plastic free*'.

# Ecora Solutions for Change

Being part of that change is where the Ecora Foundation steps in. But what does a cryptocurrency finance company have to do with oceanic pollution? Ecora io leads the way as the first in the field fully committed to green energy revolutionising the incredible power drain created by the incredible demand for mining Bitcoin. This power consumption is now approaching the level of usage of small nations and is not eco-friendly and harms the planet.

10% of the profits of the foundation will go directly to cleaning up plastic in the ocean **with innovative products designed by the company's chief technical officer.** We are drowning in plastic on sea and dry land and how we deal with this menace will affect generations to come. Hopefully the Ecora Foundation can begin to help with the global effort needed to resolve this huge dilemma.



## Intelligent Care for our Planet

Ecora has many concepts for improvement in the areas of green energy, respect for the purity of the oceans, global conservation and rescue of animals. Opposed to the cruelty and caging of wildlife are related areas that the foundation wants to explore.

One thing is certain – the days of treating the ocean as a trash can must come to an end before it ends us. We have all the abilities to achieve this and responsibly marry business to care of the environment.

Andrew Cotton's website is:

<http://andrewcotton.co.uk>

Author Ciarri Winter