**Brief report** on the workshop “Se os oceanos tivessem apenas um dono (empresa privada), qual seria a abordagem ao problema da poluição plástica? Oque seria mais fácil, o que seria mais difícil? Quais seriam os passos concretos?”

Two workshops were proposed to a large group of attendants to the “Mar sem Lixo, Mar da Gente” Conference. A group of seven participants chose to join the workshop based on the *private sector theme*. The group included researchers, post-graduation students, under graduation students and people from the third sector. The two facilitators presented the group with the following situation:

*A private company acquired the world oceans and now intends to make profits from it. To decide the approach to be taken, the CEO calls a board meeting. At the board meeting, there are representatives from different departments within the company: financial department, personnel department and the trainees and innovation department.*

The participants were split into groups that represented the different departments to discuss (*department meetings*) how to contribute with the management of the new company’s patrimony according to each department’s talent. Then, a *board meeting* took place during which the ideas that occurred to each department were exposed and briefly discussed. These steps were followed by an explanation of the outcomes to the other participants in the conference, who were concomitantly taking part in the *one government theme*:

* Sustainable exploitation would only be possible after all the plastics were recovered from the oceans and used as primary matter in the industry;
* The sale of this primary matter would be one of the initial income sources for new investments in the conservation of the oceans;
* The conservation of the oceans should include a healthy and sustainable market situation, avoiding overfishing, pollution etc;
* Other income sources proposed were tolls for using the oceans for maritime transportation, sale of desalinated water, sale of salt, sale of living and other non-living resources, including trade of ecological services related to the tourism industry;
* Loans were also discussed and rated as affordable since the income from investments would have an interesting potential at different time-terms;
* The personnel department raised the need for staff participation in the company’s earnings according to their yearly performance;
* They also proposed that the company should build environment-friendly villages next to the sea so workers and their families could live, work and profit from the positive outcomes of oceans new conservation status generated by the company.

The workshop participants were vividly interested and came out with possible suggestions. It was clear from the general discussion step that neither the private nor the public sector could act it without helping each other. Support from organized social groups and individuals would also be important. It was also clear that the necessary investments made to depollute the oceans from plastics would, eventually, be paid off.

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Conference “Mar sem Lixo, Mar da Gente”.

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