

#breakfreefromplastic

A holistic approach of the plastic pollution issue





**150 million tonnes of
plastics in the ocean**





**And many economies rely
on fishery activities**



**More plastic than fish
in the ocean in 2050**



**Plastics in the
ocean is just the
visible part of the
plastics issue**

Plastic pollution does not start when plastics enter the ocean



**Plastic pollution does not
start when plastics enter
the ocean**




Plastic = fossil fuel



**Plastic production represents 6%
of global oil consumption**





“Petrochemicals are rapidly becoming the largest drive of global oil consumption. They are set to account for more than a third of the growth in oil demand to 2030, and nearly half to 2050, ahead of trucks, aviation and shipping.”

The main driver of the petrochemical industry’s growing climate footprint will be plastics.

International Energy Agency, October 2018

**Plastic pollution does not
start when plastics enter
the ocean**





Environmentally and socially unsustainable production system

**Plastic pollution does not
start when plastics enter
the ocean**





Throw-away culture



Double standards

**Plastic pollution does not
start when plastics enter
the ocean**



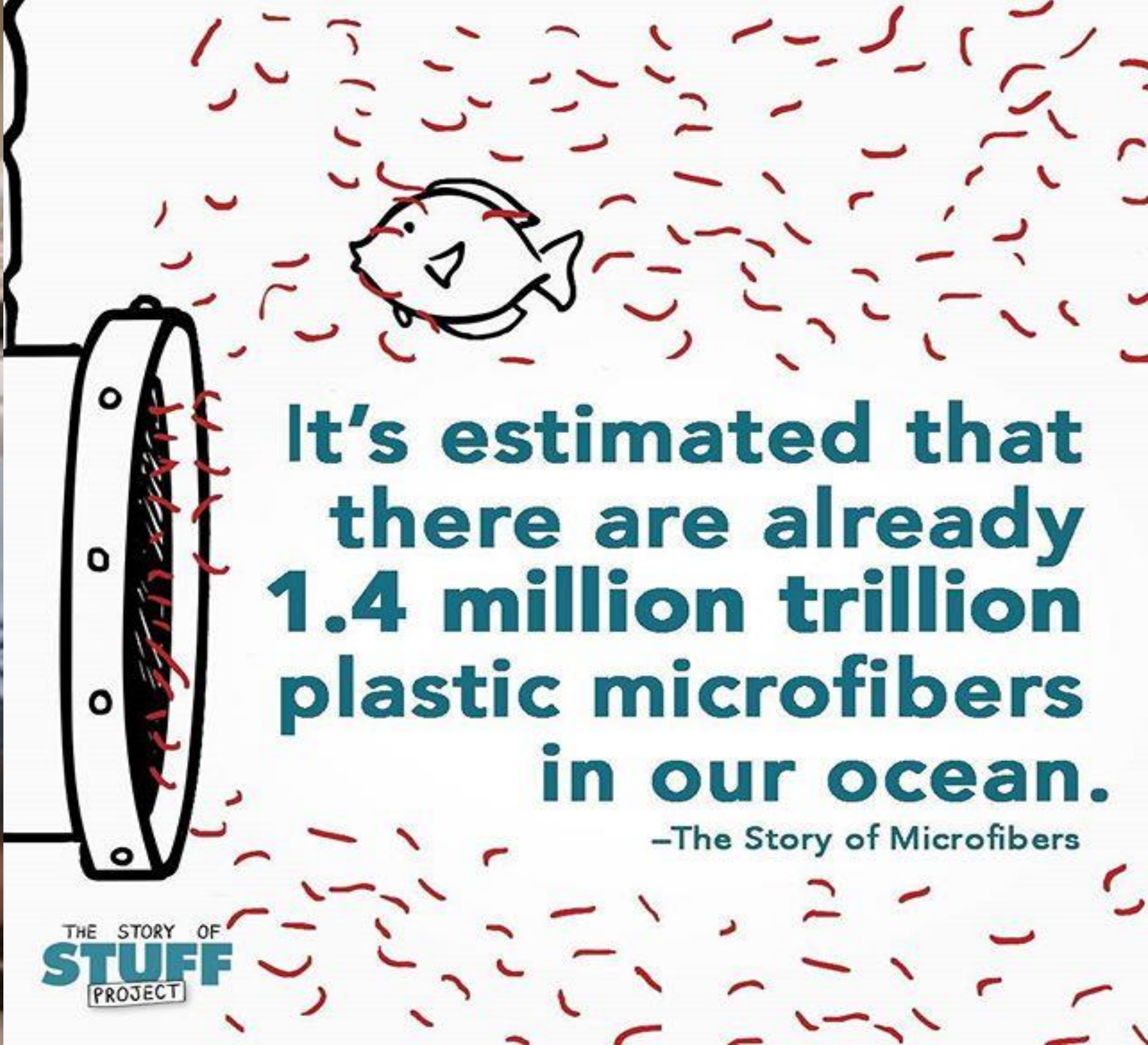


TOY OR TOXIC WASTE?

An Analysis of 41 Plastic Toy and Beauty Products Made from Toxic Recycling

Jitka Straková and Jindřich Petrlík
 Arnika – Toxic and Waste Programme

December 2017



**It's estimated that
there are already
1.4 million trillion
plastic microfibers
in our ocean.**


—The Story of Microfibers

THE STORY OF
STUFF
PROJECT



**Plastic pollution does not
start when plastics enter
the ocean**





**Burning plastics = burning fossil
fuel**





Since 1950, only 9% of plastic was “recycled”

A photograph showing a slum area with makeshift shacks made of wood and metal. The ground is covered in a thick layer of plastic waste, including bottles, bags, and other debris. A person is visible in the background near one of the shacks. The scene illustrates the accumulation of plastic waste in a densely populated, low-income area.

**79% of all plastic ever made
has accumulated in land and
marine environments**

It's time to close the tap!



#breakfreefromplastic

The global movement to stop plastic pollution for good



A strategy to get there

*Change the **dominant narrative***



*Change **corporate behaviour***

*Build **zero waste cities***

*Work in **synergy** with other movements*



Governments set the standard

Commission targets end to throwaway plastic culture

By Sam Morgan | EURACTIV.com

📅 28 mai 2018 (updated: 📅 29 mai 2018)



Plastic throwaway cutlery is one of the items the Commission wants to ban. [Shutterstock]

Languages: Français | Deutsch

Comments

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The European Commission presented its long-awaited marine-litter-busting proposal on single-use plastics on Monday (28 May). The first legislative proposal from the Plastics Strategy aims to help the EU clean up the continent’s beaches and waterways.

Supl



Plastics Recycle



Plastics Recyclers Annual conference covering the plastics recycling industry focus on the aspects of in waste as the cornerstone

News

EU hopes to spur ‘race to the top’ with plastics ban

Robert Hodgson, 28 May 2018



EU proposals to restrict the use of disposable plastic products, banishing a range of items from supermarket shelves, should be seen as a challenge to other parts of the world to address marine pollution, European Commission vice-president Frans Timmermans said on Monday.

Advocating for global binding action



A photograph showing a large pile of discarded coffee cups and lids on a sidewalk. The cups are from various brands, including Greggs and All Things New. The image is overlaid with a semi-transparent blue filter. The text "Companies turn the tide" is centered over the image in a white, bold, sans-serif font.

Companies turn the tide

HEY MCDONALDS,

STYROFOAM IS
FOREVER.

YOU CAN STOP IT TODAY.

GET #FOAMFREE

**Challenge
polluting business
practices and
models**



A long-exposure photograph of a multi-lane highway at dusk. The road curves into the distance, with light trails from cars creating streaks of white, yellow, and red. In the background, a city skyline is visible against a twilight sky, with several tall buildings illuminated. The overall scene is captured in a cool, blue-toned aesthetic.

Cities on the frontline

Zero Waste cities in Europe

CASE STUDY 10 – The Story of Sardinia



Fifteen years ago Sardinia was Italy's worst performing region in waste management. Today, it is the best performing island in the Mediterranean. Who said Zero Waste cannot work in tourist destinations?

CASE STUDY 9 – The Story of Besançon



Located in Eastern France, the city of Besançon has rolled out an extensive system of decentralized composting, managing to cover 70% of its population and to significantly reduce the waste sent for disposal. Learn how they did it!

Building zero waste cities in Asia



Invest in zero waste

Divest from
petrochemical
s and waste-to-
energy



#break**free**fromplastic



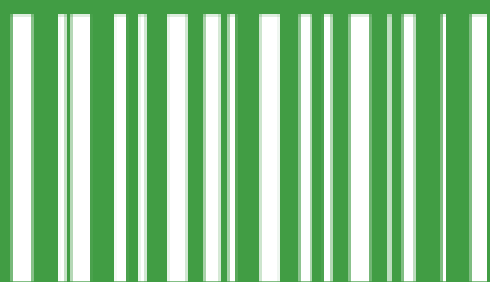
@bryanMMathers

Win the battle of narrative



UNWRAPPED

HOW THROWAWAY PLASTIC IS FAILING TO SOLVE EUROPE'S FOOD WASTE PROBLEM (AND WHAT WE NEED TO DO INSTEAD)



RETH!NK
PLASTIC



SHORT FOOD SUPPLY CHAIN

ASSOCIATED ANNUAL COSTS OF FOOD WASTE FOR THE EU ARE ESTIMATED AT €143 BILLION







zerowastemillennial
Badung, Bali, Ind...

Abonné(e)

zerowastemillennial #zerowastemillennial
kit:

- . 1. Americano coffee - non sugar
- . 2. Reusable cups for take-away Ice Grande NonFat Cappuccino .
- 3. Mirrorless camera
- . 4. Fidget spinner
- . 5. iPhone to keep updated from your friends and family
- . 6. Reusable spork and straws to lend to your disposable-lover friends. .

#breakfreebali #breakfreefromplastic

zerowastemillennial #coffeesnobs
#millennials #iphone #mirrorless
#indonesia #instaphoto #instanusanantara



31 J'aime

IL Y A 5 JOURS

Ajouter un commentaire...



***“The best way to
predict the future is to
create it.”***

Dennis Gabor, Nobel Prize in Physics

THANK YOU!

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free
from
plastic**

