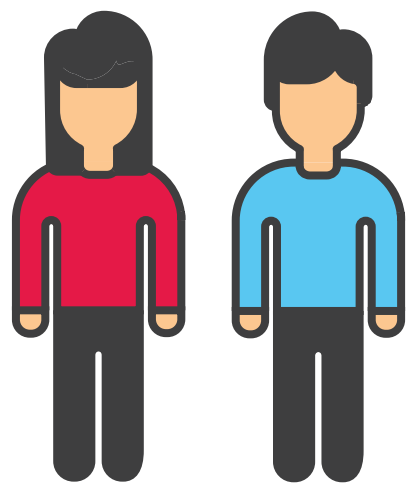


HOW CAN WE STOP PLASTIC ENTERING THE OCEAN?

HOW IS IT GETTING INTO THE RIVERS AND SEAS?

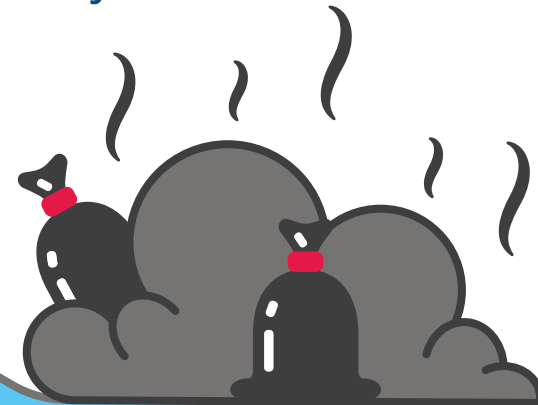


**2 BILLION
PEOPLE
WORLDWIDE**



Do **NOT** have access to solid waste collection – *United Nations*

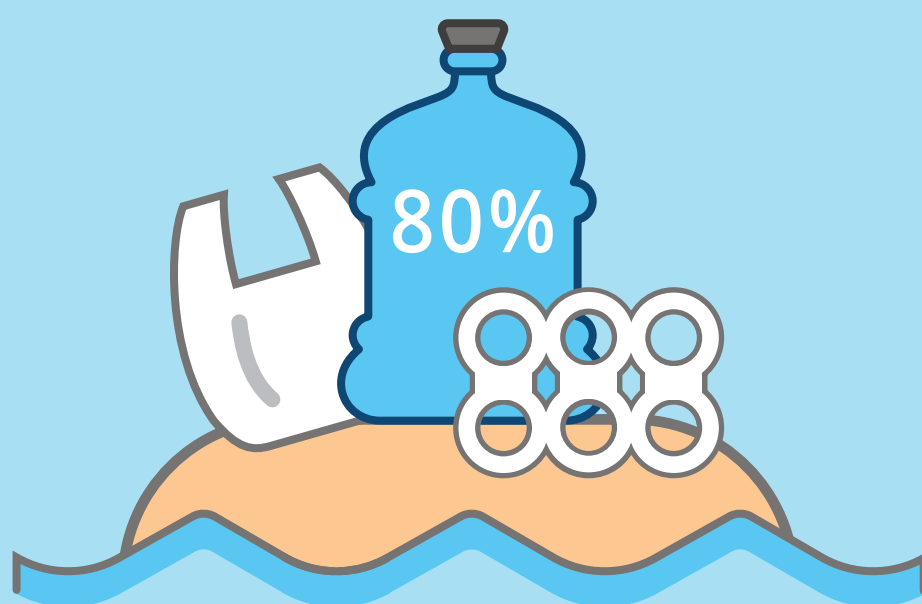
These people are left to rely on dumpsites, which are often located near oceans or waterways.



When plastic is littered on land or overflows from bins or dumpsites, it can end up in rivers and streams, which can carry it into the ocean.

WHERE DOES IT COME FROM?

Of the plastic that comes from land:



Approximately 80% comes from land-based sources

US & EUROPE
2%

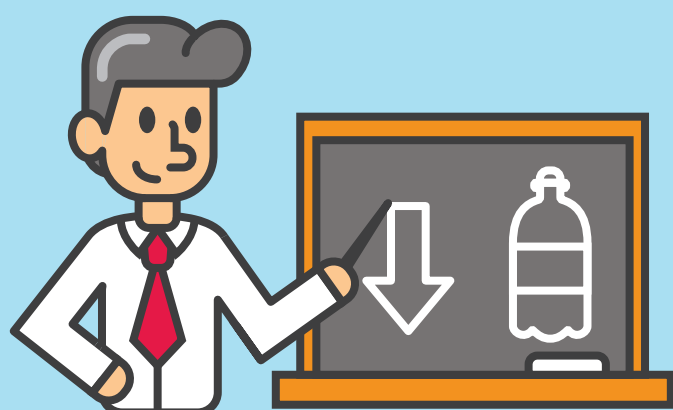


ASIA

82%

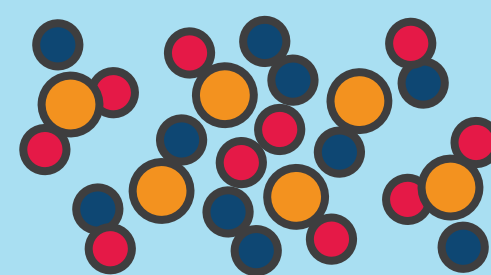
16% REST OF THE WORLD

WHAT IS BEING DONE ABOUT IT?



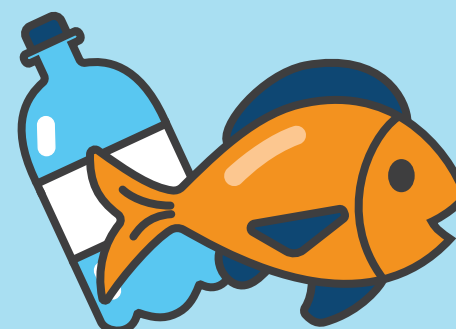
EDUCATION PROGRAMMES

Education programmes in schools on litter and environmental awareness with the Marine Conservation Society



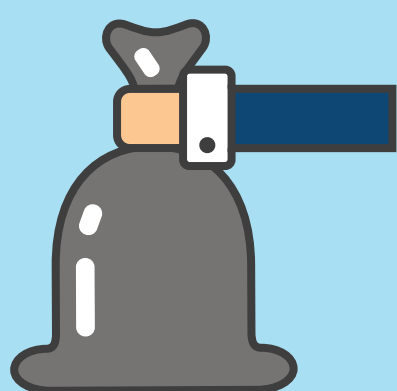
PHASING OUT MICROBEADS

The phasing out of plastic microbeads in cosmetic products



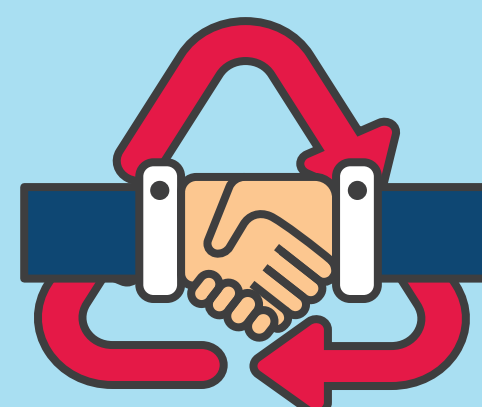
ANTI LITTERING

Innovative anti littering campaigns – such as For Fish's Sake #FFSLDN



OPERATION CLEAN SWEEP®

Operation Clean Sweep® – a global initiative to ensure raw materials do not enter the aquatic environment



SHARING BEST PRACTICE

Sharing best practice on waste management with high leakage countries.