

A PLASTIC PLANET

MY NAME IS SIÂN

AND I AM A PLASTIC ADDICT.

A PLASTIC PLANET

ONE GOAL.
TO IGNITE AND INSPIRE THE WORLD
TO TURN OFF THE PLASTIC TAP.

WHAT DO WE NEED?

COLLABORATION AND CONNECTION

PLASTIC POLLUTION

WASTE MANAGEMENT

FOOD WASTE

SOIL DEGRADATION

WE MUST NOT CONSIDER EACH IN A SILO ...
THEY ARE ALL CONNECTED

WHAT DO WE NEED?

LEGISLATION TO ENFORCE RESPONSIBILITY

NEW SUSTAINABLE PLASTIC-FREE MATERIALS

INCENTIVES TO USE THEM

AND MOST IMPORTANTLY



**EMPOWER PEOPLE TO BECOME PART OF THE
PLASTIC SOLUTION, NOT JUST PART OF THE
PLASTIC PROBLEM.**

THIS IS OUR FOCUS

A PLASTIC PLANET

**SIMPLE MESSAGING, SIMPLE CAMPAIGNS
TO ENROL AND EMPOWER CONSUMERS.**

THE LEAST DEFENSIBLE USE OF PLASTIC IS TO



PACKAGE OUR PERISHABLE FOOD AND DRINK.

**A PLASTIC PLANET.
OUR NEXT TWO CAMPAIGNS.**

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**INTRODUCING
THE WORLD'S FIRST
PLASTIC FREE
CONSUMER TRUST MARK.**



A PLASTIC PLANET

ANOTHER WORLD FIRST
JUNE 5TH
WORLD ENVIRONMENT DAY.

A **PLASTIC** PLANET

ONE
PLASTIC
FREE
DAY

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A **PLASTIC** PLANET.
TURNING OFF THE **PLASTIC** TAP.

CAN YOU HELP?
#STRONGERTOGETHER