

LESS PLASTIC INITIATIVE



USE THESE FACTS TO INSPIRE & MOBILIZE YOUR FRIENDS, FAMILY AND COMMUNITY TO JOIN THE MOVEMENT AND REDUCE PLASTIC POLLUTION!

6.

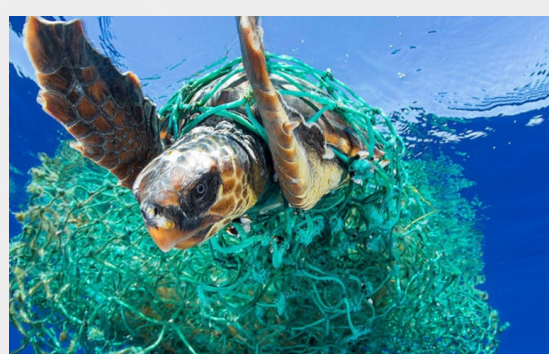


Virtually every piece of plastic that was ever made still exists in some shape or form (with the exception of the small amount that has been incinerated). [1]

91% of plastic waste isn't recycled. And since most plastics don't biodegrade fully, all that plastic waste could exist for hundreds or even thousands of years. [2]



7.



8.

8 MILLION METRIC TONS of plastic winds up in our oceans each year. That's enough trash to cover every foot of coastline around the world with five full trash bags of plastic...compounding every year. [3]

There is more microplastic in the ocean than there are stars in the Milky Way. [4]



9.



10.

If plastic production isn't curbed, plastic pollution will outweigh fish pound for pound by 2050. [5]



CHANGE
IN YOUR
HAND



MORE CLAY LESS PLASTIC

- [1] **Science Advances**, <https://advances.sciencemag.org/content/3/7/e1700782>
- [2] **National Geographic**, <https://news.nationalgeographic.com/2017/07/plastic-produced-recycling-waste-ocean-trash-debris-environment/>
- [3] **Science Advances**, <https://advances.sciencemag.org/content/3/7/e1700782>
- [4] **United Nations**, <https://news.un.org/en/story/2017/02/552052-turn-tide-plastic-urges-un-microplastics-seas-now-outnumber-stars-our-galaxy#.JWLA81BLyBJ>
- [5] **World Economic Forum Report**, http://www3.weforum.org/docs/WEF_The_New_Plastics_Economy.pdf
- [6] **Image**, <https://www.plasticsfacts.com/blog/2017/11/6/ocean-microplastics-what-are-they-why-are-they-bad-and-what-are-we-doing-to-phase-them-out>
- [7] **Image**, <https://fineartamerica.com/featured/crushed-plastic-bottles-wdnet-studio.html>
- [8] **Image**, <https://vegnews.com/2018/7/fishing-not-plastic-straws-is-destroying-the-ocean>
- [9] **Image**, <https://www.seeker.com/videos/earth/are-you-seasoning-your-food-with-microplastics-you-totally-are>
- [10] **Image**, <http://en.people.cn/n3/2016/0121/c90000-9007534.html>