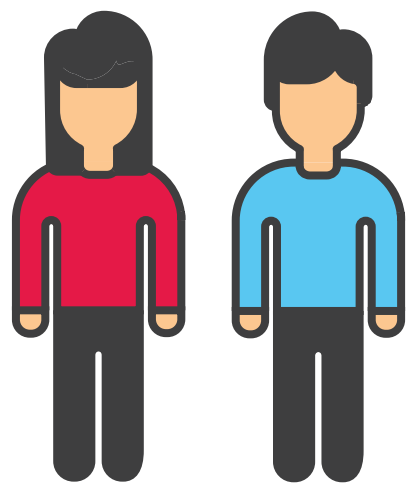


HOW CAN WE STOP PLASTIC ENTERING THE OCEAN?

HOW IS IT GETTING INTO THE RIVERS AND SEAS?

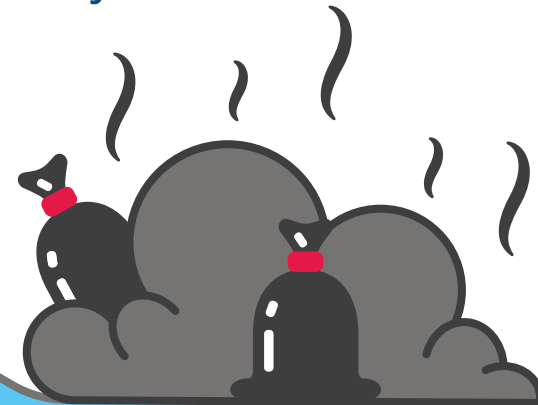


**2 BILLION
PEOPLE
WORLDWIDE**



Do **NOT** have access to solid waste collection – *United Nations*¹

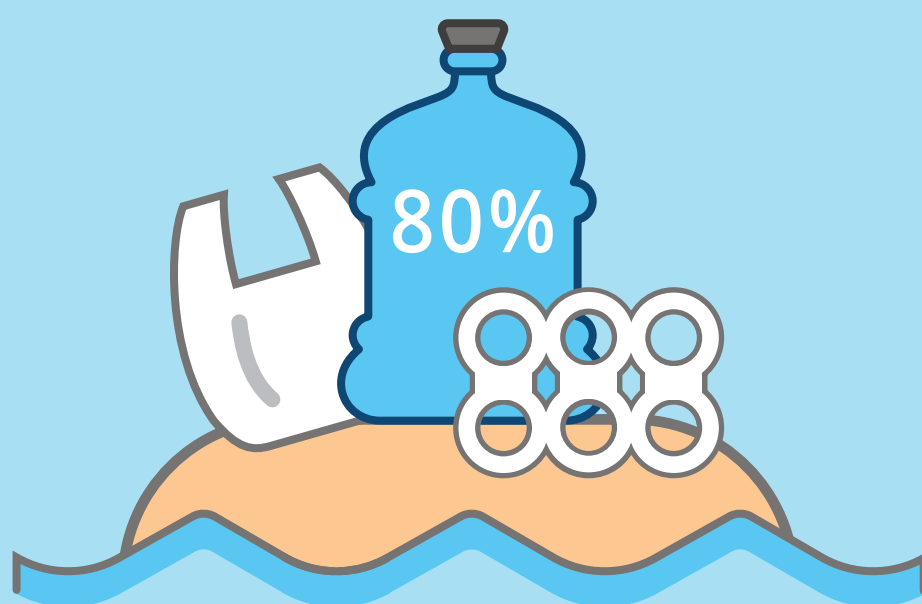
These people are left to rely on dumpsites, which are often located near oceans or waterways.²



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 sources³

US & EUROPE
2%

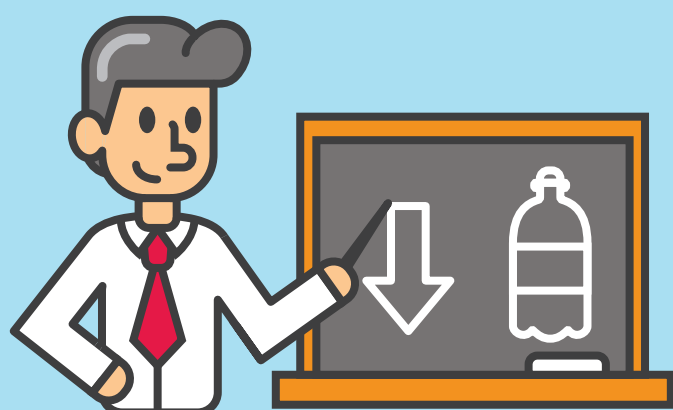


ASIA⁴

82%

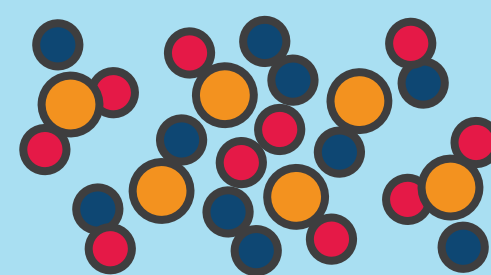
16%
REST OF THE WORLD

WHAT IS BEING DONE ABOUT IT?



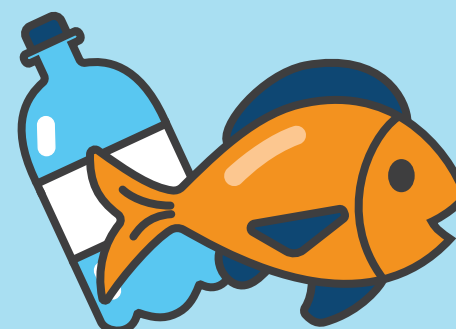
EDUCATION PROGRAMMES

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



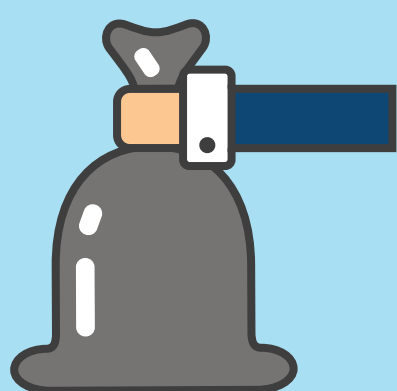
PHASING OUT MICROBEADS

The phasing out of plastic microbeads in cosmetic products



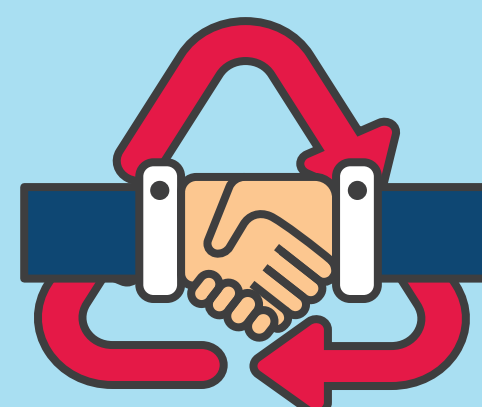
ANTI LITTERING

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.

SOURCES

1 At least 2 billion people do not have access to regular waste collection and they are served by dumpsites. Global Waste Management Outlook, UNEP - ISWA 2015, available at <http://unep.org/ietc/ourwork/wastemanagement/GWMO>

2 These people are left to rely on dumpsites, which are often located near oceans or waterways. Dumpsite definition: 'The term "open dump" (or dumpsite) is used to characterize a land disposal site where the indiscriminate deposit of solid waste takes place with either no, or at best very limited measures to control the operation and to protect the surrounding environment.' p19 ISWA A Roadmap to closing dumpsites <https://www.iswa.org/home/news/news-detail/article/press-release-iswas-roadmap-report/109/>
Proximity to waterways: 'closing the world's dumpsites will provide substantial reduction of CO2 emissions and it will decrease the leakages of solid waste to the oceans, as many dumpsites are located near the coast or inland waterways.' P17 ISWA A Roadmap to closing dumpsites <https://www.iswa.org/home/news/news-detail/article/press-release-iswas-roadmap-report/109/>

3 Approximately 80% comes from land-based sources. The UN Ocean Conference, New York, 5-9 June 2017, Concept Paper: Partnership dialogue 1: Addressing Marine Pollution. <https://sustainabledevelopment.un.org/content/documents/14398Partnershipdialogue1.pdf>

4 82% of plastic: Asia. 2% Europe & US. 16% rest of the world. Ellen MacArthur Foundation. 2016. The New Plastics Economy using the analysis completed by: Jambeck et al. 'Plastic waste inputs from land into the ocean'. Science. https://www.iswa.org/fileadmin/user_upload/Calendar_2011_03_AMERICANA/Science-2015-Jambeck-768-71__2_.pdf