HOW CAN WE STOP PLASTIC ENTERING THE OCEAN?

HOW IS IT GETTING INTO THE RIVERS AND SEAS?

2 BILLION PEOPLE WORLDWIDE

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

Approximately 80% comes from land-based sources

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:

- **ASIA**: 82%
- **US & EUROPE**: 2%
- **REST OF THE WORLD**: 16%

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.

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