

Rethinking the future of Plastics – Marine Litter and the Circular Economy

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Leakage of plastics in the environment and its reasons



Behaviour

Waste collection systems working badly

Use of landfilling







Towards Marine Litter Solutions



Waste Management

Consumer Behavior

Global Action



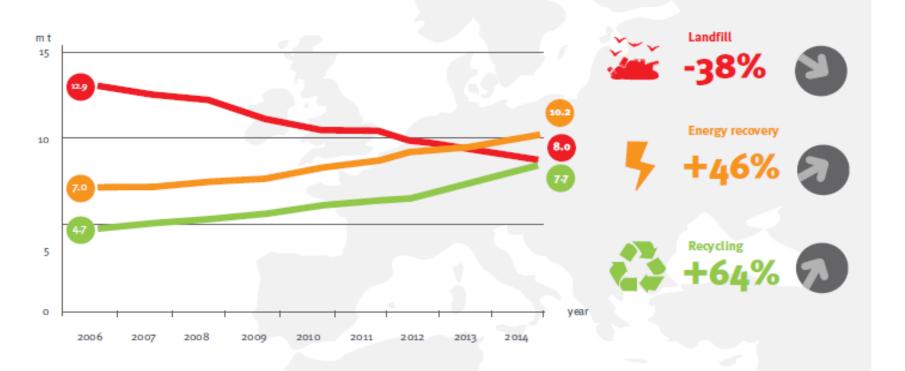
Plastics Waste = Resource

- Reduce
- Reuse
- Recycle
- Recover

Europe: Positive Trend – But Significant Potential Untapped







Total plastics waste recycling and energy recovery from 2006 to 2014 Source: Consultic

Towards Circular Economy and Resource Efficiency



Improve Collection

Increase Consumer Awareness

Ban Landfills

A Global Challenge needs **Global Answers**



Industry led Initiatives:









