



Driving the transition  
towards a zero waste future

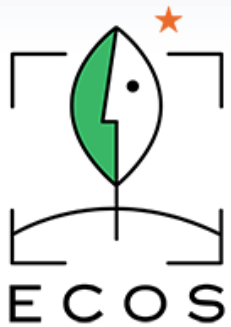


The fastest growing pollutant in the world

# RETHINK PLASTIC

[www.rethinkplasticalliance.eu](http://www.rethinkplasticalliance.eu)

@RethinkPlastic



# 635,000 signatures and counting for an ambitious strategy on plastics

Bewegt Politik  
**campact!**

#aufstehn

de·clic  
societatea civilă în acțiune

Skiftet

**UPLIFT**  
PEOPLE POWERED CHANGE

Sum  
Of  
+ Us

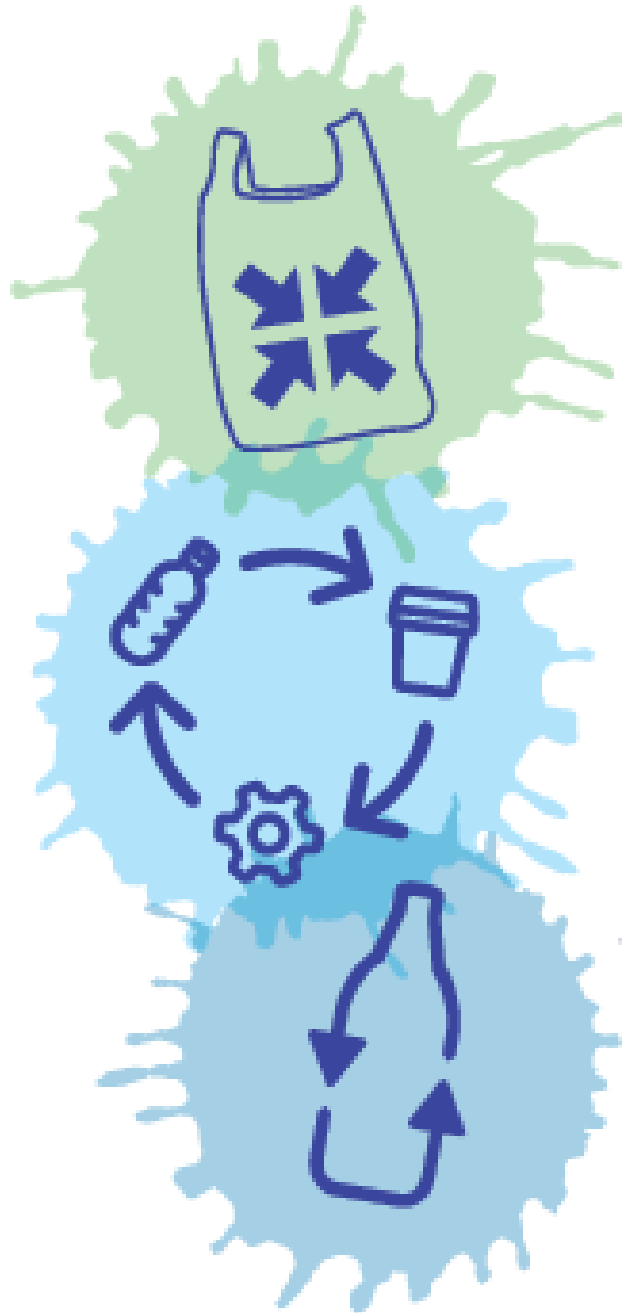
RETH!NK  
PLASTiC





OFF





# 3 steps to rethink plastic:

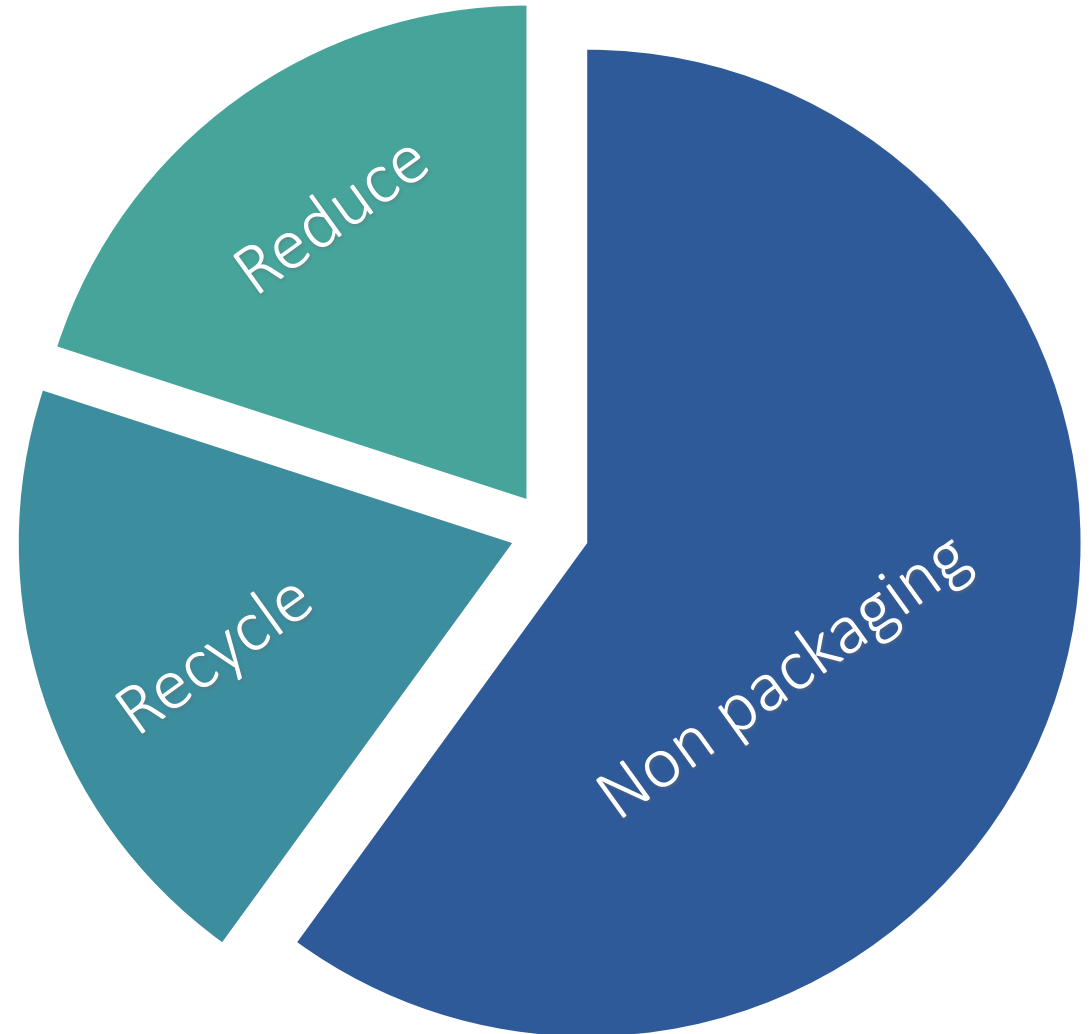
Reduce

Redesign

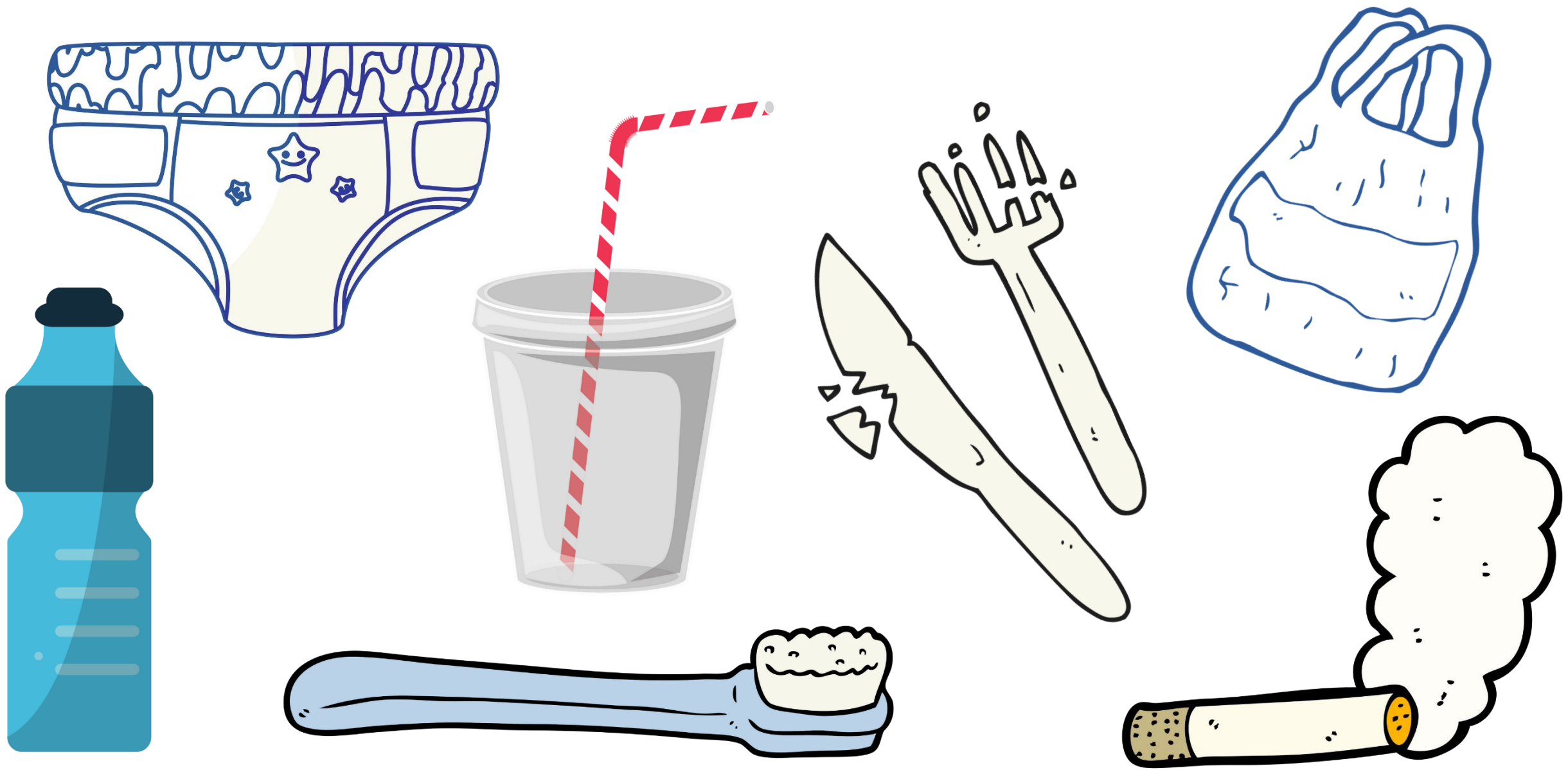
Better management

# 40% of plastics is packaging.

Half of the packaging  
can be reduced  
via redesign & reuse!







Beyond single-use items: solutions exist





With great power comes  
great responsibility



RETHINK  
PLASTIC