

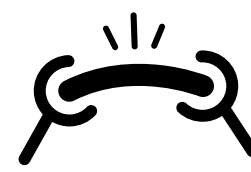
**HELLO**



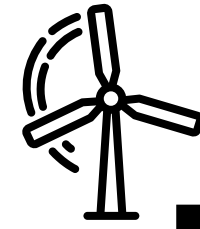
**PLASTIC**



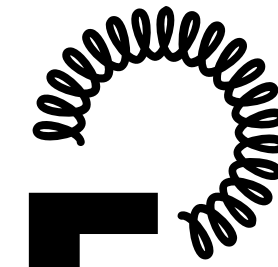




**STRONG**



**DURABLE**



**VERSATILE**

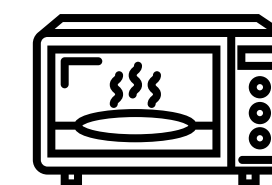


**INEXPENSIVE**



**LIGHTWEIGHT**

**MICROWAVABLE**





**SO WHAT'S  
THE PROBLEM?**

“

*The benefits of plastics  
are unmatched by any  
other material.*

*As well as the harm  
it causes...*

*Society of the Plastics Industry*



**QUIZZZ**

**HOW MUCH PLASTIC DO YOU  
THINK IS PRODUCED EVERY DAY?**



# HOW MUCH PLASTIC DO YOU THINK IS PRODUCED EVERY DAY?

**300 million tons of plastic every year,  
half of which is for single use.**

**More than 8 million tons of plastic  
is dumped into our oceans every year.**

**Today alone 900,000 tons  
of plastic has been produced.**

**HOW MUCH PLASTIC  
IS THROWN AWAY EVERY DAY?**



# HOW MUCH PLASTIC IS THROWN AWAY EVERY DAY?

**75% of what we produce  
we throw away.**

**675000 TONS  
we throw away  
EVERY DAY.**

**WHERE DO YOU THINK  
IT ENDS UP?**

**WHERE DO YOU THINK  
IT ENDS UP?**

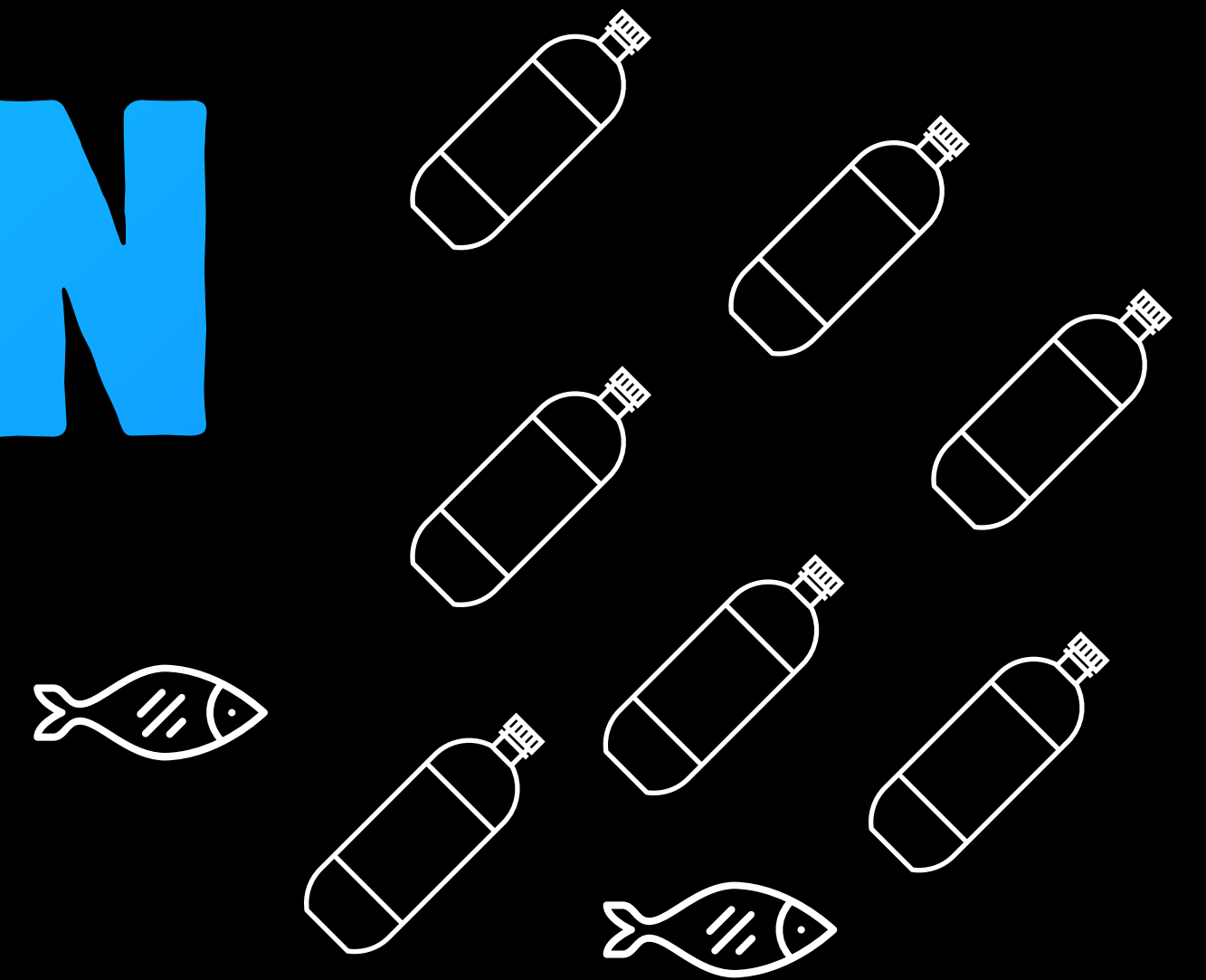
**More than  
8 MILLION TONS  
of plastic is dumped  
into our oceans every year.**



by

2050

**MORE PLASTIC  
IN THE OCEAN  
THAN FISH**



**70%**

**of the oxygen we breathe**





**BLOBFISH**





**MEXICAN AXOLOTL FISH**





**PEACOCK MANTIS SHRIMP**









**IT'S DESTROYING  
OUR OCEANS**

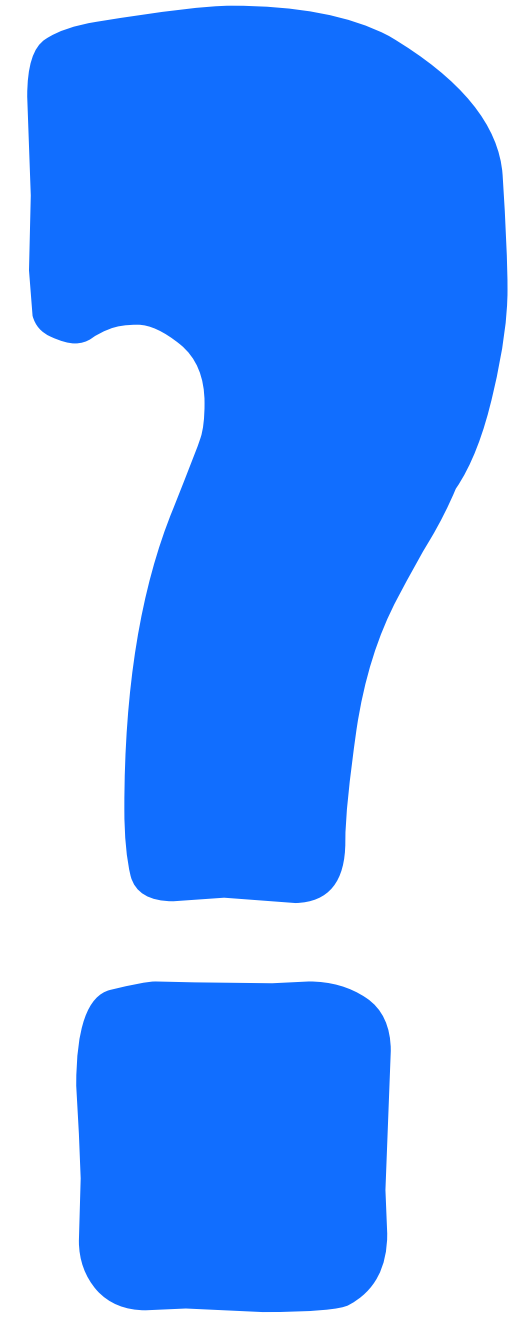






**IT'S DESTROYING  
THE PLANET**





**Plastic will eventually degrade, right?**

**PLASTIC  
NEVER  
GOES AWAY**

**5000 - 10000**

**years for a plastic item to degrade**



**PLASTIC  
KILLS  
WILDLIFE**







**PLASTIC  
KILLS  
PEOPLE**



HOW DID WE LET IT GET SO  
**FAR?!**

**900%**

**of the ocean's plastic pollution comes  
from just 10 rivers in Africa and Asia**

**Nile, NIGER, Indus, Ganges, Amur, Mekong, Pearl, Hā he, Yellow and Yangtze**

**ACKNOWLEDGEMENTS**

**ALTERNATIVES**

**WASTE CONTROL SYSTEM**

**EDUCATION**

**CAPITAL**



**SOME IDEAS**



**PLASTIC MONSTERS**

**CONCEPT**



**TO INCREASE EDUCATION FOR A YOUNGER AUDIENCE  
AND TO RAISE AWARENESS OF THE IMPACT POORER  
COUNTRIES ARE HAVING, WE CAN INSPIRE A NEW  
GENERATION OF PEOPLE TO RISE TO THE ISSUE.**

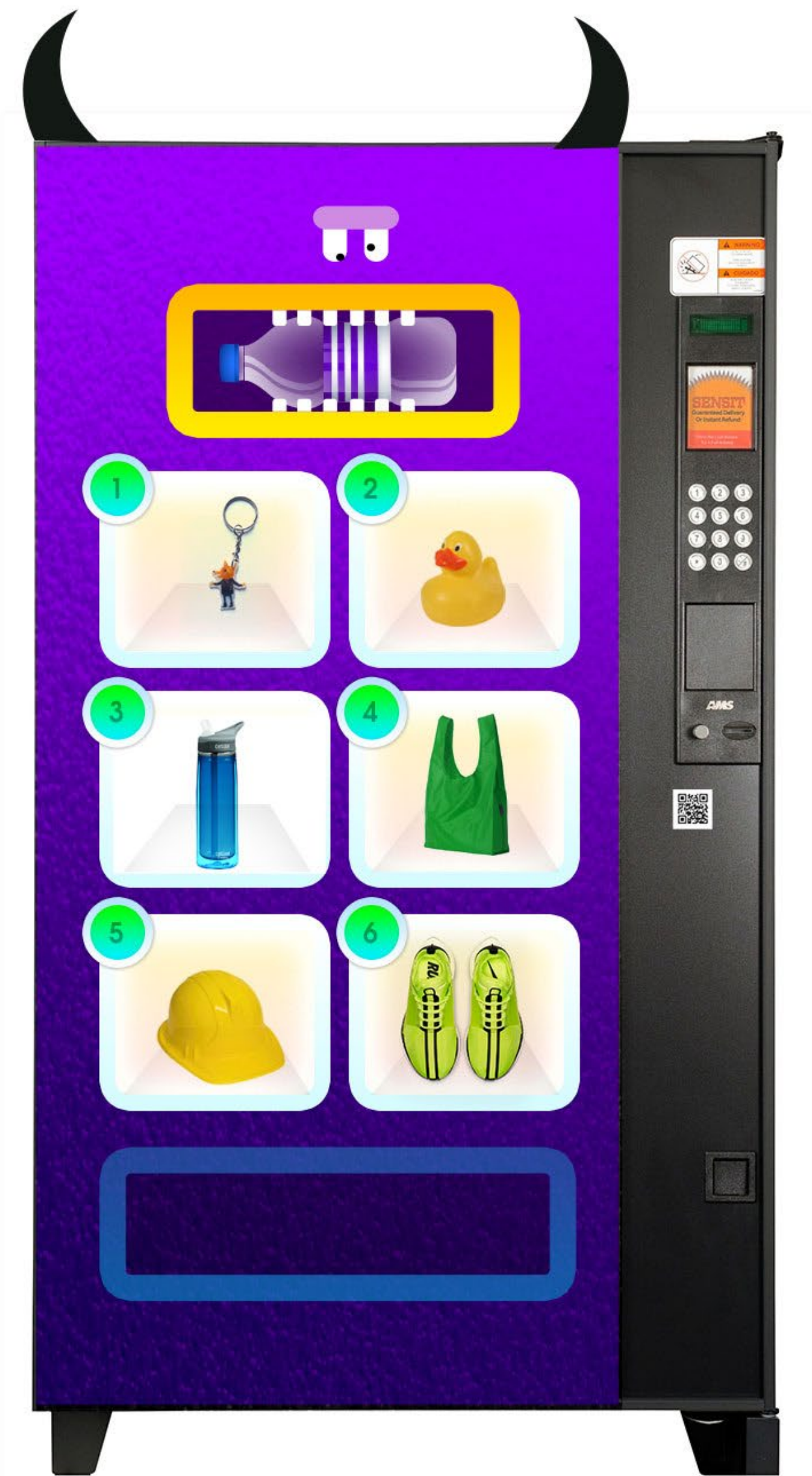


# PLASTIC MONSTERS



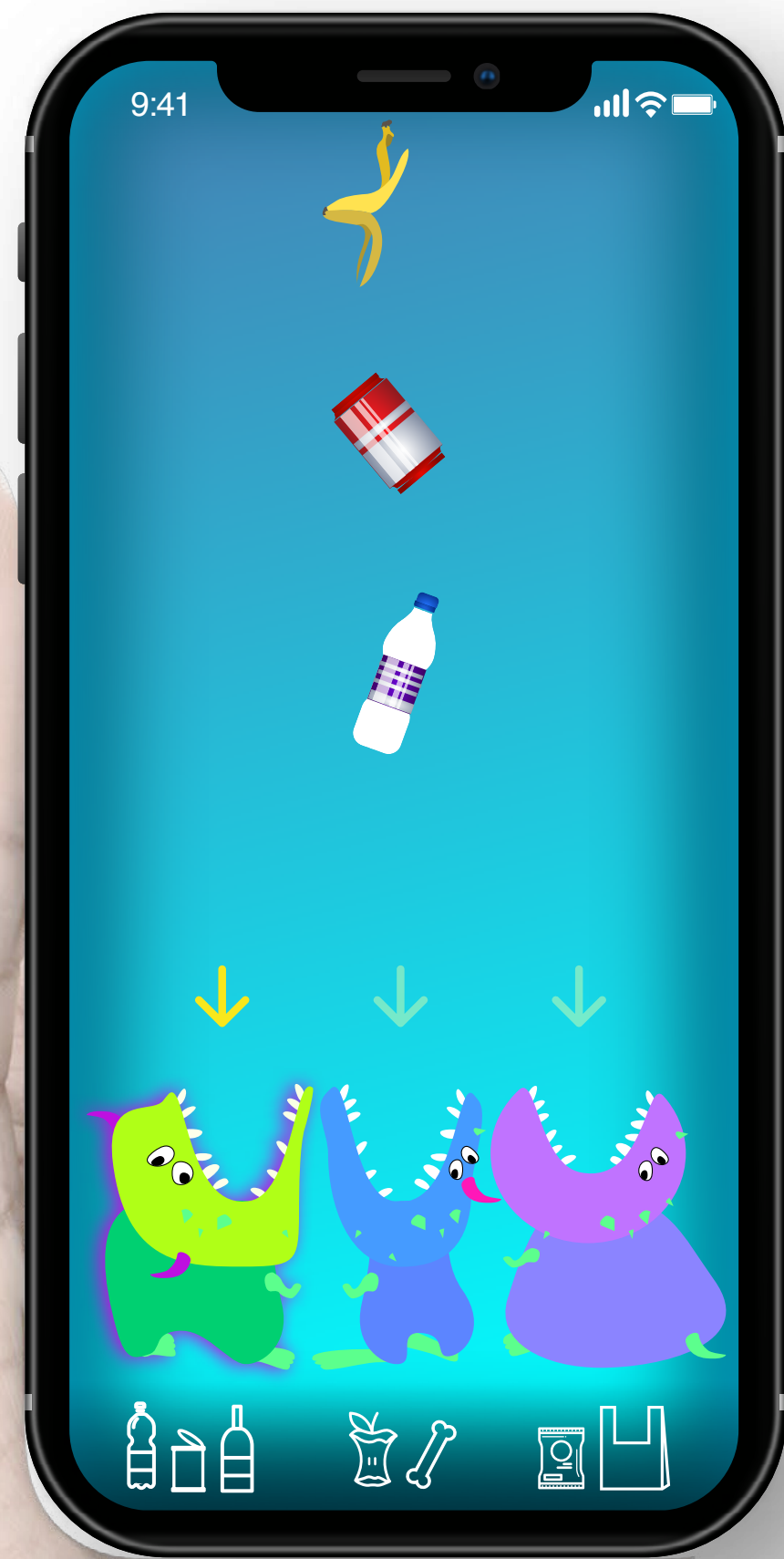


# PLASTIC MONSTERS





# PLASTIC MONSTERS



LEVEL 1

**QUIZ – LEARN ABOUT THE SCALE OF THE PROBLEM**

LEVEL 2

**SHOPPING FOR NON-PLASTIC ITEMS**

LEVEL 3

**MONSTERS FEAST / LEARN TO RECYCLE – FEED THE MONSTERS WITH CORRECT RUBBISH OR GET EATEN!**

LEVEL 4

**PLASTIC HUNTING – COLLECT PLASTIC**

LEVEL 5

**PLASTIC HUNTING FOR REAL – GATHER UP YOUR FRIENDS AND GO LITTER PICKING AROUND YOUR LOCAL AREA**



# PLASTIC APOCALYPSE

CONCEPT



**BRINGING HOME THE PROBLEM IN A WAY THAT  
CAUSES SHOCK, WE WILL CREATE A WEBSITE  
DEDICATED TO THE PLASTIC APOCALYPSE.**



PLASTIC APOCALYPSE



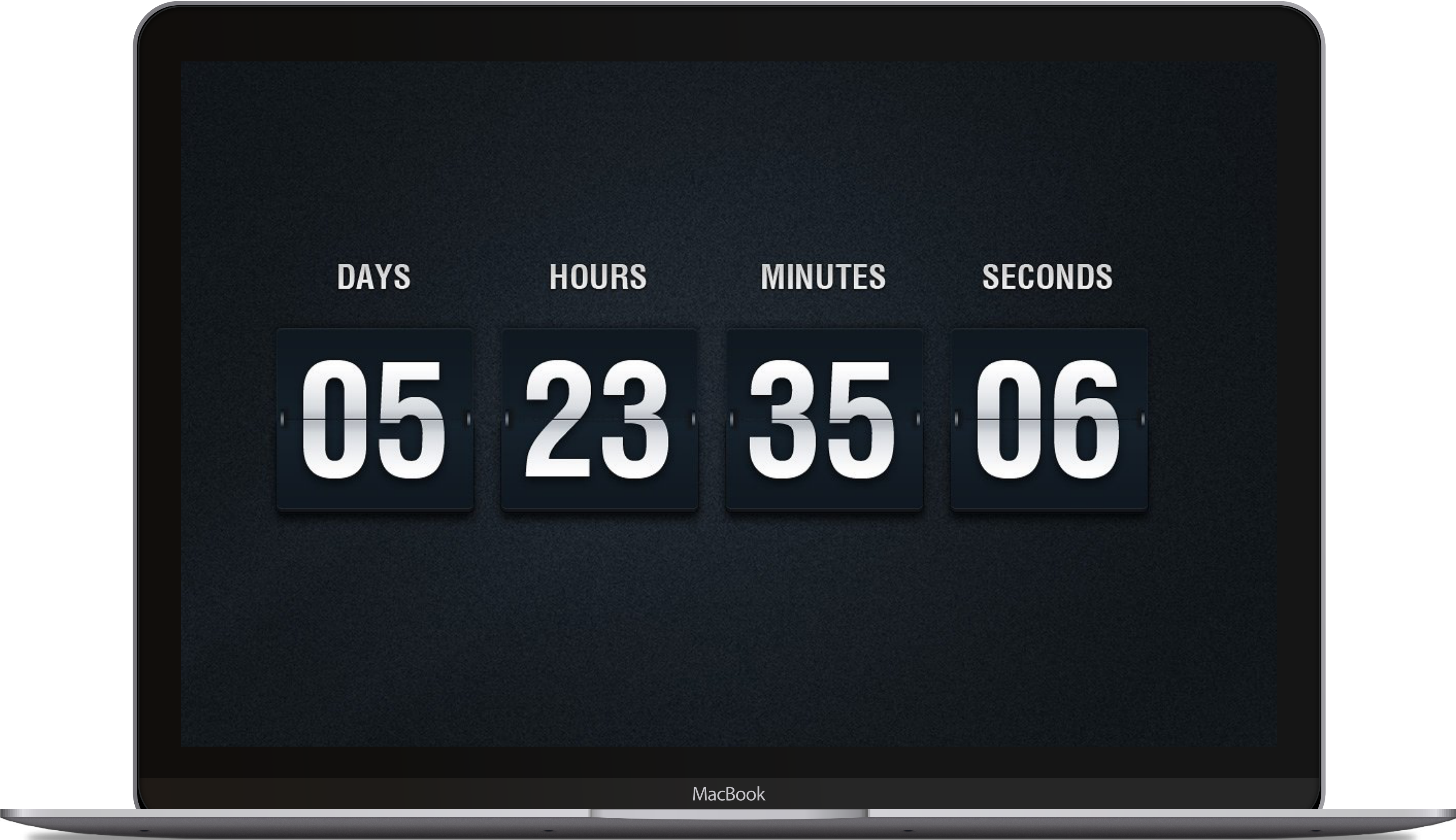
# PLASTIC APOCALYPSE

COMING SOON...VERY SOON

MacBook



PLASTIC APOCALYPSE



DAYS

HOURS

MINUTES

SECONDS

05

23

35

06

MacBook



**WHAT GOES AROUND  
COMES AROUND**

**AROUND**

**AROUND**



**THIS IDEA IS FOCUSED ON THE GENERATION OF  
PEOPLE WE LEAVE THIS PLASTIC LEGACY FOR.  
THE CHILDREN OF OUR PLASTIC REVOLUTION.**



WHAT GOES AROUND, COMES AROUND

WE ARE  
WHY  
WE EAT



Nutrition Facts	
Serving Size	154g
<b>Amount Per Serving</b>	
<b>Calories</b> 280	Calories from Fat 40
% Daily Value*	
<b>Total Fat</b> 12.5g	<b>19%</b>
Saturated Fat 1.9g	<b>10%</b>
Trans Fat 5g	
<b>Cholesterol</b> 109mg	<b>36%</b>
<b>Sodium</b> 86mg	<b>4%</b>
<b>Total Carbohydrate</b> 0g	<b>0%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 0g	
<b>Plastic</b> 42.6g	<b>32%</b>
Vitamin A	<b>1%</b>
Vitamin C	<b>0%</b>
Calcium	<b>2%</b>
Iron	<b>9%</b>

\*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.



WHAT GOES AROUND, COMES AROUND

WE ARE  
WHAT  
WE EAT





**30-DAY  
PLASTIC FREE  
CHALLENGE**



**SOME TRICKS**





**DON'T BE A BLOB**



**think**

**REUSABLE**

**not**

~~**DISPOSABLE**~~



and please

**RECYCLE**



**THANK YOU**



**since we started presenting this morning**

**38,136,000 lbs**

**of plastic have been produced globally**