



**Driving the transition
towards a zero waste future**

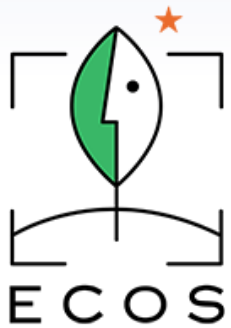


The fastest growing pollutant in the world

RETHINK PLASTIC

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

RETHINK
PLASTIC





OFF





3 steps to rethink plastic:

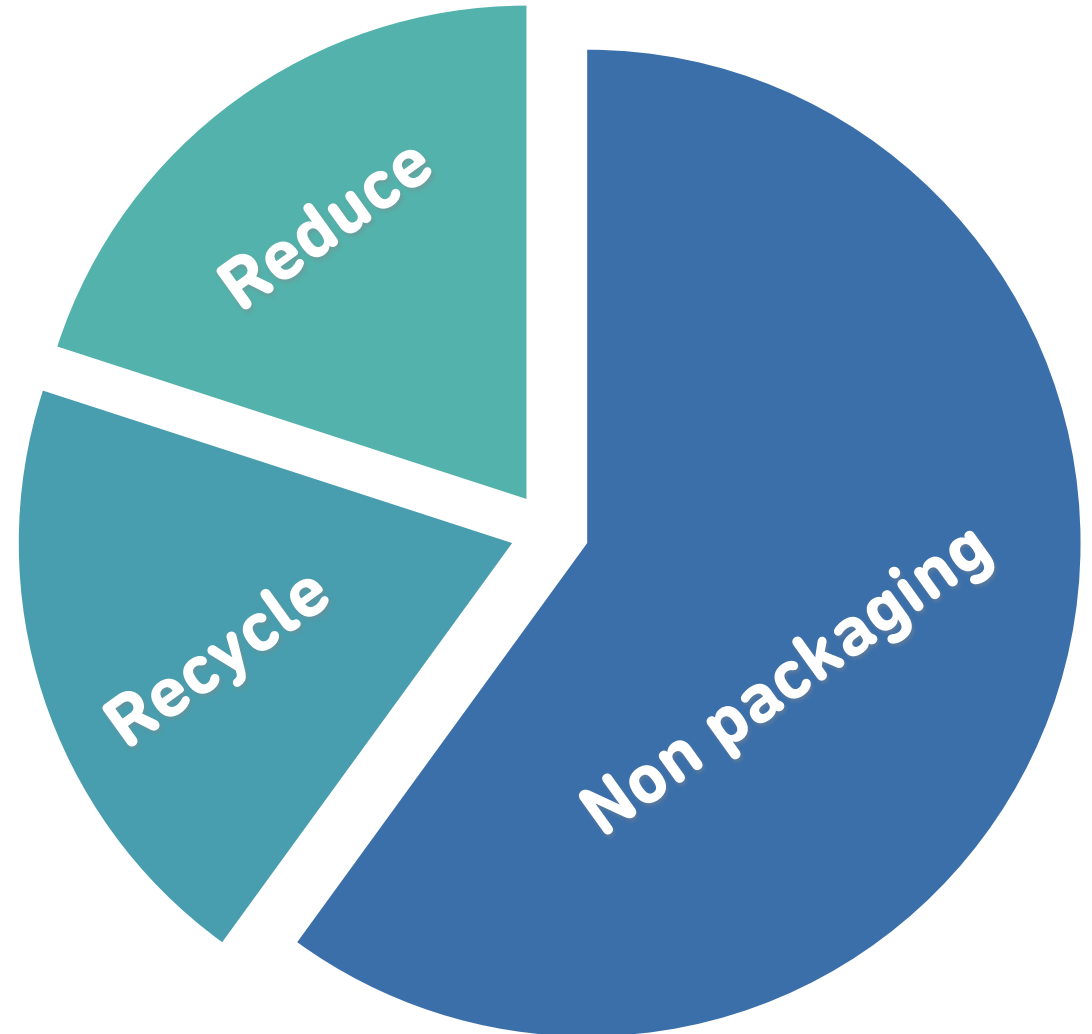
Reduce

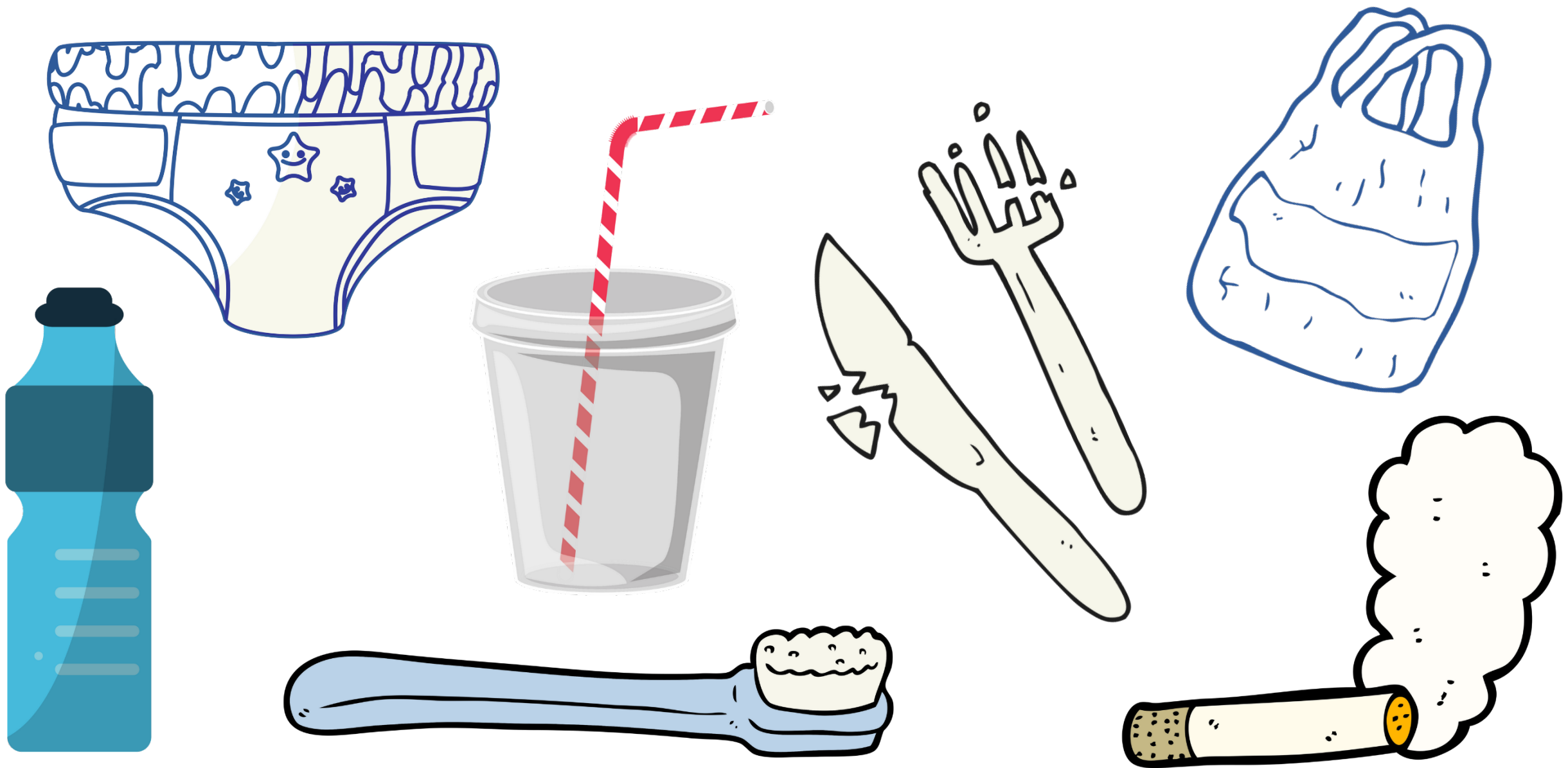
Redesign

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**