



LET'S RETHINK PLASTIC

3 KEY STEPS TOWARDS A FUTURE FREE FROM PLASTIC POLLUTION



1 REDUCE

Reduce our plastic footprint by significantly cutting the use of single-use plastic items, overpackaging and top littered products, while eliminating microplastics.

2 REDESIGN

Make plastics responsible by design: long-lasting, reusable, recyclable, toxic-free, and incorporating recycled content.

3 BETTER MANAGEMENT

Ensure responsible plastic management by empowering producers, retailers and municipalities to achieve maximum collection and recycling, while avoiding leakages into the environment.



THINK BIG, ACT BIG, DELIVER BIG!

RETHINK PLASTIC

**IT'S TIME TO
STOP PLASTIC
POLLUTION
FOR GOOD**

Plastic is the fastest growing pollutant in the world. However, real solutions exist. We call on European Institutions and Member States to show global leadership and ambition in the implementation of the Strategy on Plastics in a Circular Economy.

**LET'S RETHINK
PLASTIC**

Rethink Plastic is an alliance of leading European NGOs, with thousands of active groups, supporters and citizens in every EU Member State. We bring together policy and technical expertise from a variety of relevant fields, and are part of the global Break Free From Plastic movement, along with over 800 NGOs and millions of citizens worldwide.

 **@RethinkPlastic**

www.rethinkplasticalliance.eu

