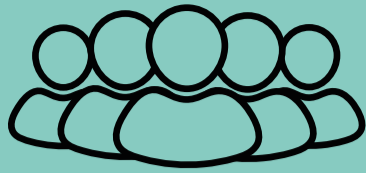


THE BIG PLASTIC COUNT RESULTS



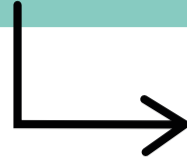
224,381 PEOPLE



77,783 HOUSEHOLDS

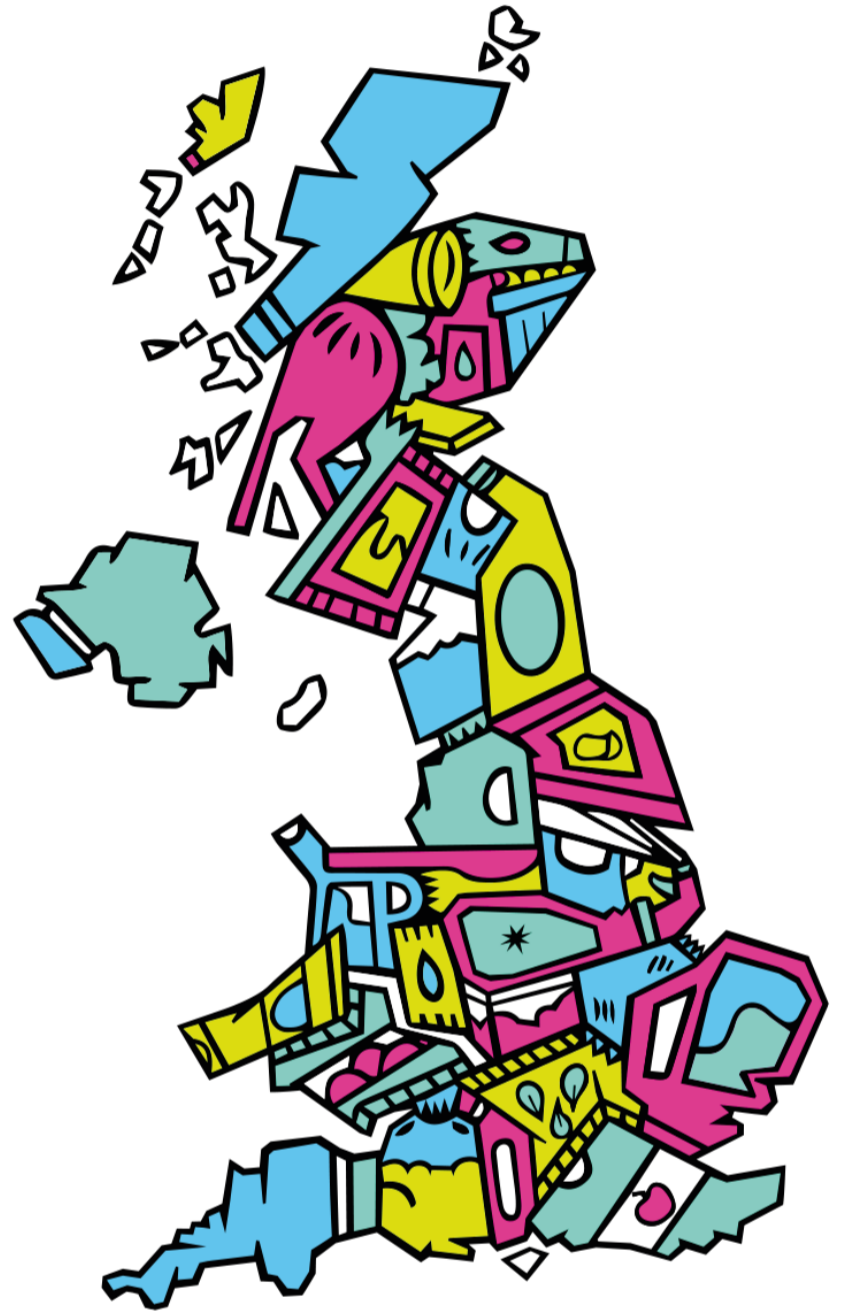


28,397 PUPILS



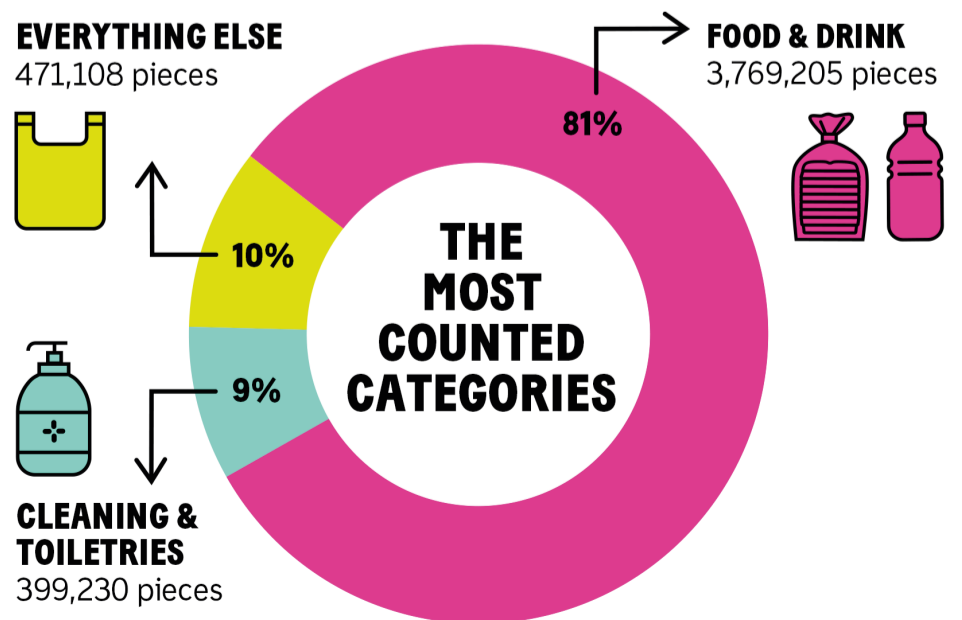
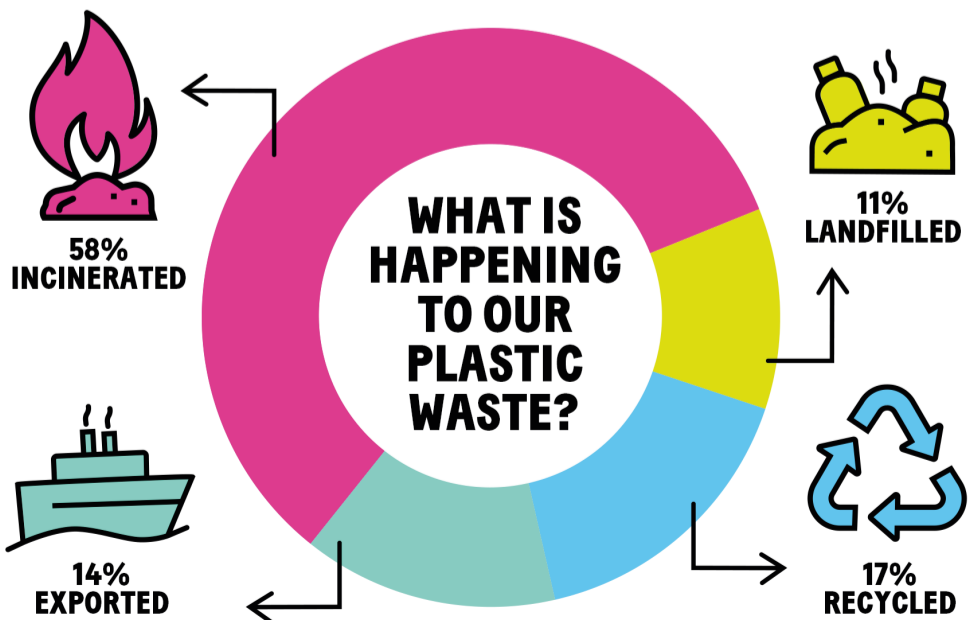
THEY COUNTED **4,639,685** PIECES OF PLASTIC IN A SINGLE WEEK

UK HOUSEHOLDS ARE THROWING AWAY AN ESTIMATED* 1.7 BILLION PIECES OF PLASTIC A WEEK – THAT’S 90 BILLION PIECES PER YEAR



*Assuming the data from our households are typical across the UK

OUR FINDINGS



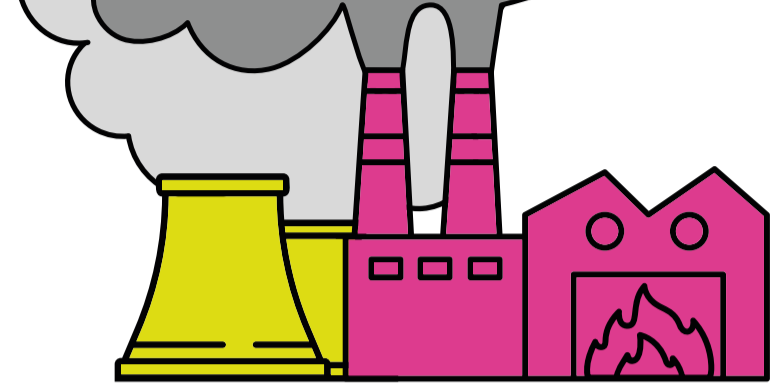


OVER HALF* OF THE PIECES OF PLASTIC WE THROW AWAY IS BEING INCINERATED

THIS HAS GONE UP FROM 46% IN 2022, TO 58% TODAY

*This figure is based on the total number of plastic pieces that were counted, not the weight.

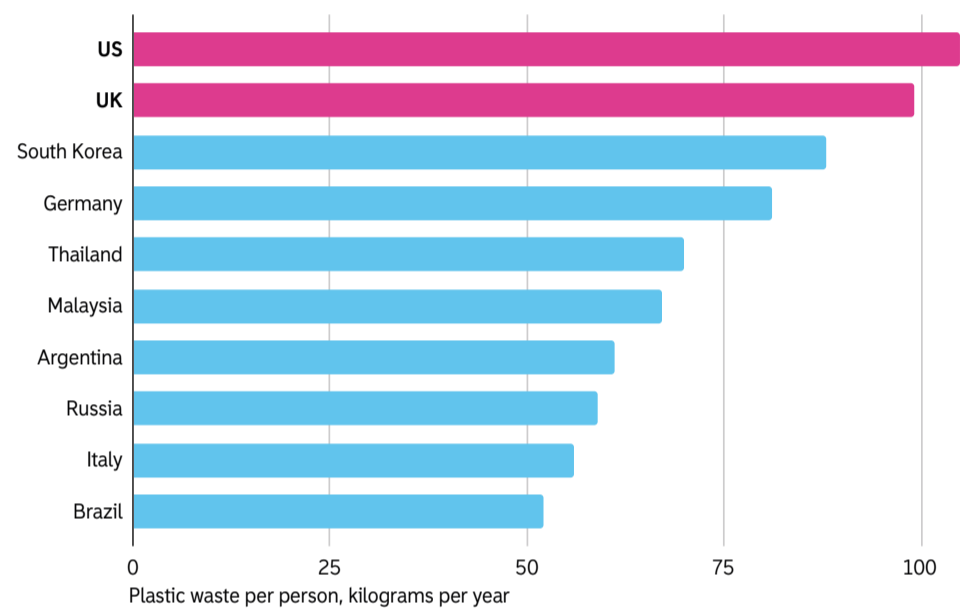
INCINERATING PLASTIC CAN RELEASE MORE CARBON DIOXIDE PER TONNE THAN BURNING COAL



RECYCLING ALONE WON'T FIX THE PROBLEM

Even when plastic gets recycled, it ultimately ends up in the same place as unrecycled plastic. Plastic quickly degrades during recycling and can only be re-processed once or twice before it's landfilled, exported or incinerated.

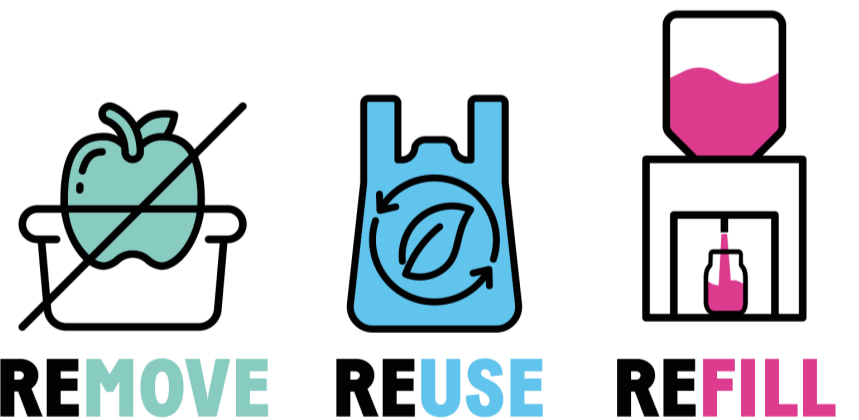
THE UK PRODUCES MORE PLASTIC WASTE PER PERSON THAN ALMOST ANY OTHER NATION



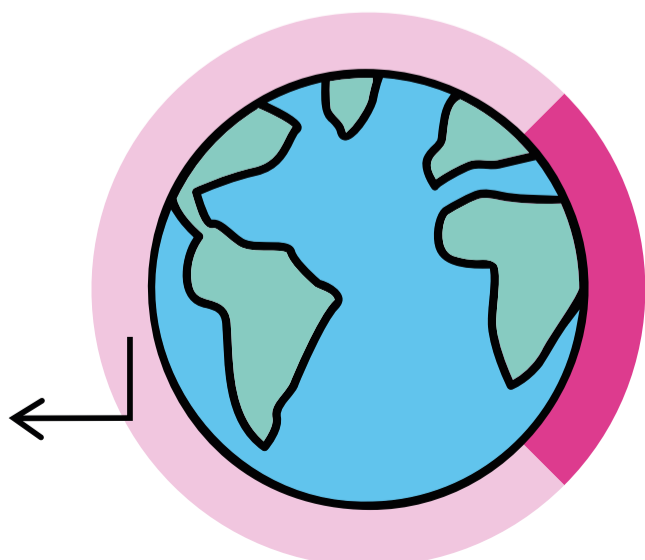
THE SOLUTION

Thanks to tens of thousands of people who counted their plastic waste, the evidence is beyond doubt: the only way to tackle household plastic waste is to cut it at the source. That means reducing the amount we're making from the get go. The UK public is overwhelmingly in favour this and is calling for 'remove, refill and reduction' schemes that transform the way we shop. That's why we're urging the government, brands and supermarkets to call for a strong, legally-binding Global Plastics Treaty that cuts plastic production by 75% by 2040. With this level of ambition, life in the UK would be vastly improved, with cleaner air, healthier people, a greener environment and accessible packaging alternatives that meet everyone's needs.

We're all doing our bit. It's time for the government, big brands and supermarkets to finally do theirs.



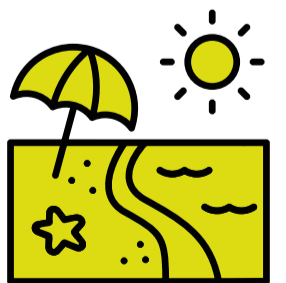
WE NEED A STRONG GLOBAL PLASTICS TREATY THAT CUTS PLASTIC PRODUCTION BY AT LEAST 75% BY 2040



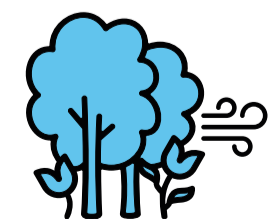
WHAT WOULD OUR WORLD LOOK LIKE WITH 75% LESS PLASTIC?



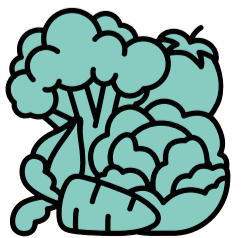
Accessible, affordable alternatives



Clean beaches



Clean parks & air



Less waste