



# 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.

An underwater photograph showing various pieces of plastic waste floating in clear blue water. The items include a clear plastic bottle, a red plastic straw, a green plastic can, and a large, crumpled clear plastic bag. The scene is lit from above, creating a bright, clear 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 already exist to the plastic pollution crisis. We call on the European Commission to show global leadership with an ambitious strategy and binding legislation.

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

