

Our Routes for Solving the **Plastics Crisis**



THICKNESS = IMPACT

Reduce plastic bags

Develop packaging-free products

Product take-back

Deposit schemes

Ban microbeads

REPURPOSE
REDUCE
REFUSE
REUSE
RECYCLE

Double mechanical recycling

Scale-up infrastructure

refill shops & systems

Policy labs

MORE REUSE & REPURPOSING

Forge circular plastic systems

Byproduct reuse