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PLASTIC USE AWARENESS WEEK



The Scenario

WHO WE ARE?
WHAT ARE WE WORKING ON?

The Pitch



Did you ever wonder about the global impact of plastic consumption? Join our week-long Instagram series for a data-driven exploration.

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Beyond the numbers, our visuals tell a compelling story. From the historical evolution of plastic use across countries over the years to its profound effects on wildlife and oceans, our posts paint a vivid picture of the plastic landscape.

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Ready for a visual journey that goes beneath the surface? Swipe, engage, and let's spark awareness for a plastic-free future!

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in Data

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Plastic Pollution

By Hannah Ritchie, Veronika Samborska and Max Roser

Introduction

Key Insights

Data Explorer

Research & Writing

Charts

Endnotes

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Plastic production has sharply increased over the last 70 years. In 1950, the world produced just two million tonnes. It now produces over 450 million tonnes.

Plastic has added much value to our lives: it's a cheap, versatile, and sterile material used in various applications, including construction, home appliances, medical instruments, and food packaging.

However, when plastic waste is mismanaged – not recycled, incinerated, or kept in sealed landfills – it becomes an environmental pollutant. One to two million tonnes of plastic enter our oceans yearly, affecting wildlife and ecosystems.

Improving the management of plastic waste across the world – especially in poorer countries, where most of the ocean plastics come from – is therefore critical to tackling this problem.

On this page, you can find all of our data, visualizations, and writing on plastic pollution.

You can also find a summary of this material in our [slide deck](#).

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AUDIENCE CHARACTERISTICS /
NEEDS

Our average audience does not have great data analysis skills, so it is important for us to create clear and impactful visualizations. More importantly, on average we imagine they are not informed about the topic we need to talk about.

The Audience

AUDIENCE CHARACTERISTICS / NEEDS

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DESIRED OUTCOME

- Make people understand the impact of plastic use
- Persuade them to think about what we can do to improve this situation
- Give an overview of which countries are more responsible for oceans pollution
- How laws can mitigate the production and waste of plastic

The Audience

AUDIENCE CHARACTERISTICS / NEEDS	DESIRED OUTCOME	MEASURE OF SUCCESS
Our average audience does not have great data analysis skills, so it is important for us to create clear and impactful visualizations. More importantly, on average we imagine they are not informed about the topic we need to talk about.	<ul style="list-style-type: none">• Make people understand the impact of plastic use• Persuade them to think about what we can do to improve this situation• Give an overview of which countries are more responsible for oceans pollution• How laws can mitigate the production and waste of plastic	Our measures of success are interactions with posts, such as likes, comments and shares.

Data Questions



▶ How has the **amount** of plastic changed over the years?



▶ What type of **damage** are we discussing?



▶ How does plastic waste impact **wildlife**?



▶ Are we **recycling** enough? Can we address this issue increasing recycling efforts?



▶ What is the **Italian situation**, and what actions can we take?

The Format

