



# SUSTAINABILITY 101

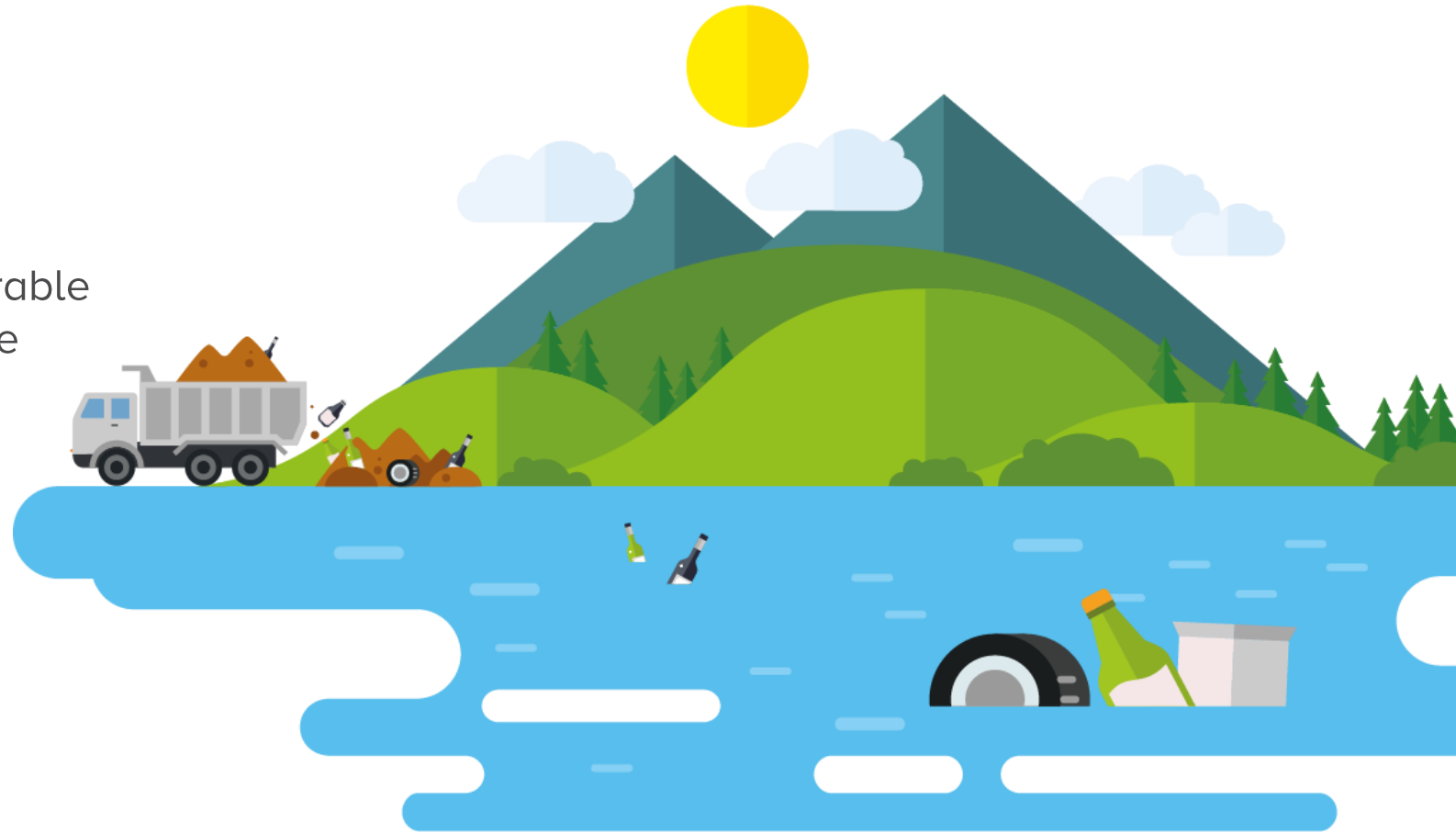
EPISODE 1 - LITTER

# LITTER

## Simply waste in the wrong place!

It's a global issue resulting from undesirable human behaviour and inadequate waste management!

Litter can now be found everywhere on the planet, from the Arctic Circle to the top of Mount Everest.



# WHERE DOES LITTER COME FROM?

A circular infographic showing 32% of a circle filled with a light blue arc. The number 32% is written in white inside the circle.

32%

It is estimated that **32% of plastics escape collection** systems globally\* through processes such as littering or poor waste infrastructure.

A circular infographic showing 54% of a circle filled with a light blue arc. The number 54% is written in white inside the circle. Below the number are icons of a cigarette and a piece of gum.

54%

The most commonly littered items are **cigarette ends and gum litter**. A 'Keep Britain Tidy' study found these items account for almost 54% of litter!

\*The new plastics economy: Rethinking the future of plastics.

# WHERE DOES LITTER COME FROM?



Approximately **80% of marine litter comes from land-based sources\*** with only 2% coming from the US & Europe, and 82% from Asia\*\*.



\*The UN Ocean Conference, Addressing Marine Pollution  
\*\*Ellen MacArthur Foundation, The New Plastics Economy


# WHAT EFFECT DOES LITTER HAVE?



Contaminates ecosystems



Affects health



Reduces tourism



Expensive to clean



Litter breeds litter

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Stay tuned for  
the next episode

