

plastic change



#plasticchange

#worldcleanupday

#Singleusesucks

#wechoosereuse

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## Anne Aittomaki

Strategic Director/CSO

Anne is an anthropologist from the University of Copenhagen and is the strategic director of Plastic Change.

Daily, she carries out strategic work in policy, communication and campaigns, as well as international work, where she among other things sits in the board of directors of the global movement Break Free From Plastic, which consists of 2,700 organizations worldwide.

Anne has been a part of Plastic Change since 2015 and has been a part of building the organization from voluntary grassroots to a professional organization.

Anne is strong in system thinking and uses design thinking in working with plastic pollution, the resource agenda and the green transition.

# About Plastic Change

Plastic Change was founded in 2014 where we began a series of scientific expeditions to the plastic soups in the Atlantic and Pacific Oceans to document and make visible the extent of the problem.

In November 2018 Plastic Change successfully gained accreditation to the UN Environment Assembly (UNEA) of UN Environment and since January 2019 Plastic Change has been a member of the Steering Committee of the global movement Break Free From Plastic, which involves more than 2600 organizations worldwide.

**By 2040, 29 million tonnes of plastic waste will end up in nature.**

**This is equivalent to 50 kg of plastic waste for every meter of coastline worldwide.**

*Source: PEW, "Breaking the Plastic Wave" July, 2020*



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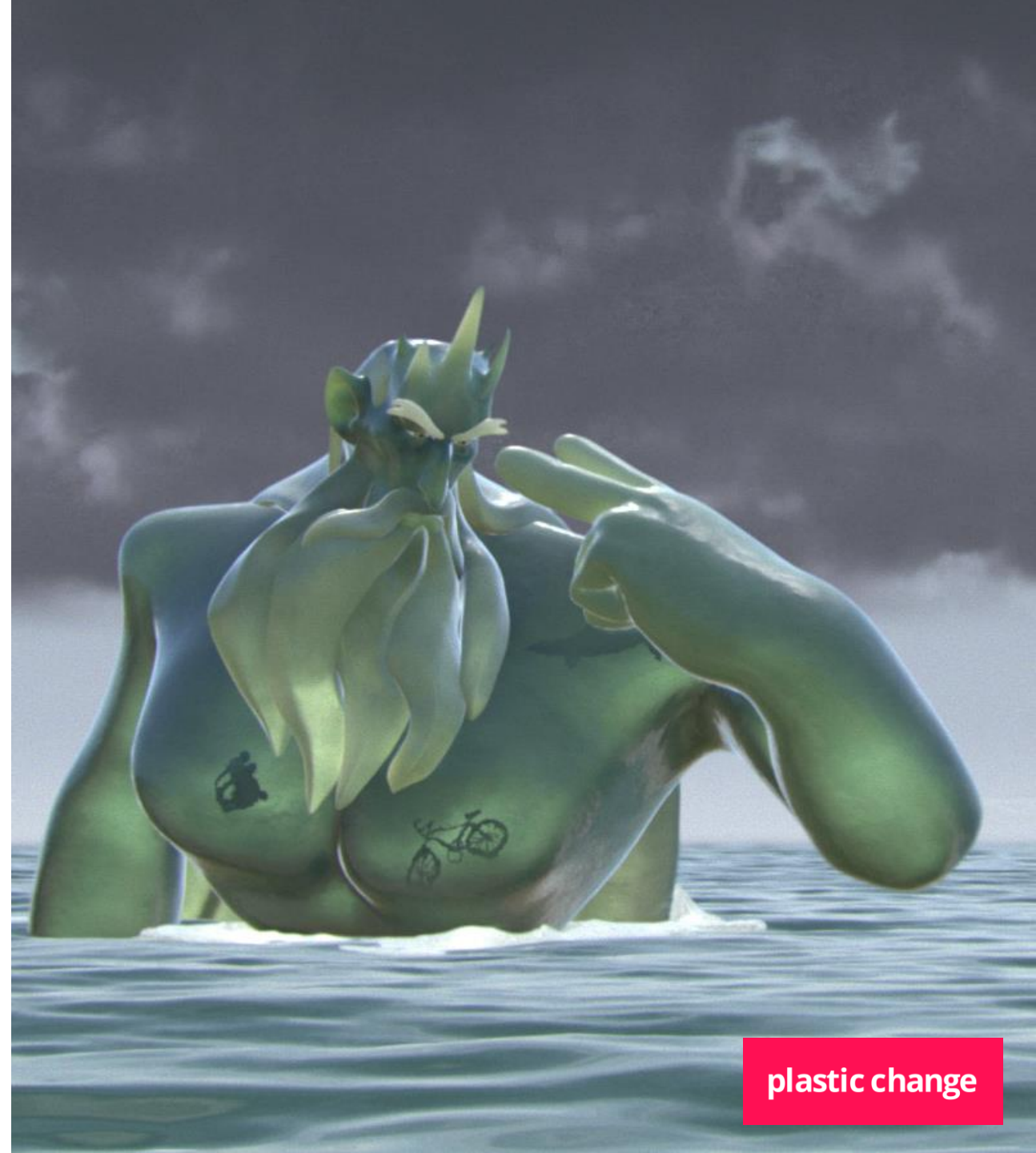
# Our mission

We work for a world without plastic pollution and we pursue this mission by focusing on solutions that reduce plastic production and consumption for the benefit of both the environment, climate, and health.

- We work with policy towards ambitious national targets and legislation on reduction and reuse.
- We work with industry partner on innovative solutions and initiatives
- We engage, educate and mobilize the public in order to raise awareness in order to shape public opinion and interest towards reduction and reuse.

**If we achieve all the targets set by industries and governments worldwide, emissions of plastic waste will only be reduced by 7%.**

*Source: PEW, "Breaking the Plastic Wave" July, 2020*



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# Our vision

The vision is a zero waste society

Our vision is not only about plastic, but plastic has become a symbol of our single-use culture.

That is why we work for a society where all resources are used optimally in closed circular systems.

A society where the single-use culture is history and where we have established sustainable systems to use products, packaging, and materials again and again.

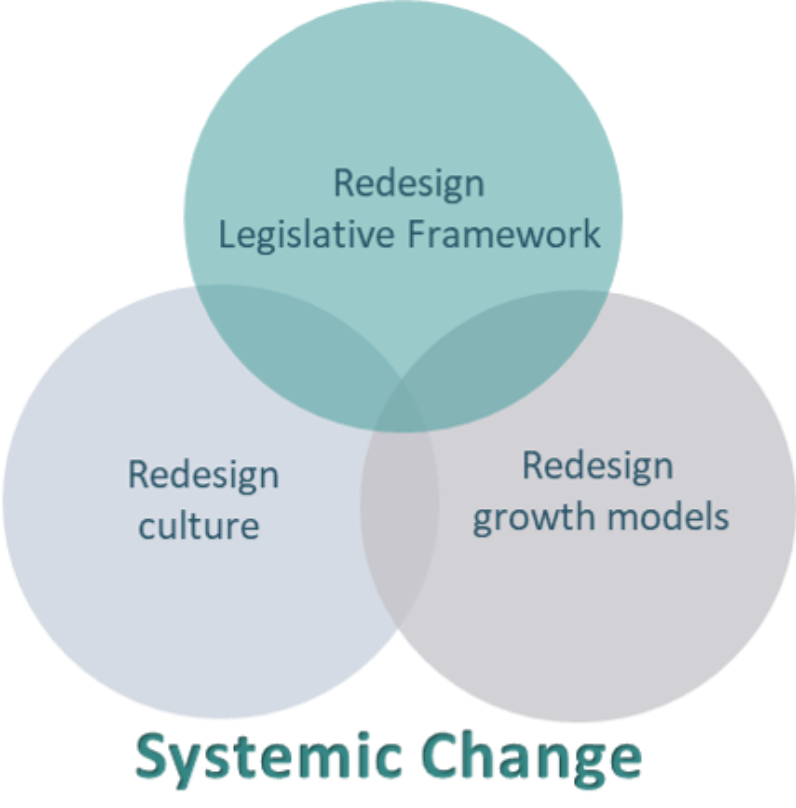
A zero waste society is both a path and a goal at the same time.

**The System Change Scenario reduces 80% of plastic pollution by 2040 through the immediate implementation.**

*Source: PEW, "Breaking the Plastic Wave" July, 2020*



# While we work on systemic change....



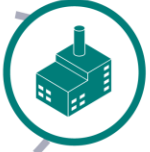
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OIL EXTRACTION



PLASTIC PRODUCTION



RETAIL BUSINESS



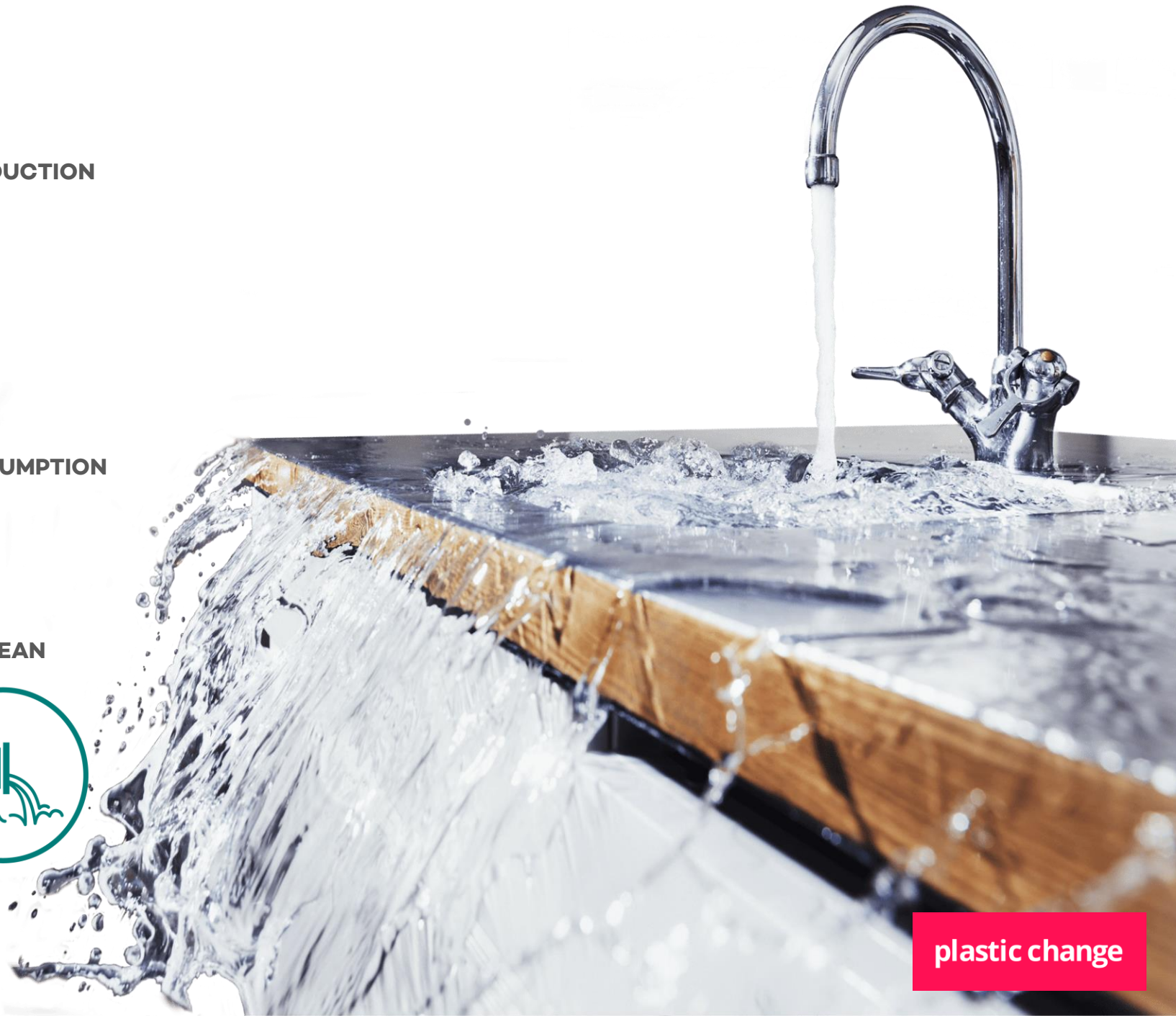
CONSUMPTION



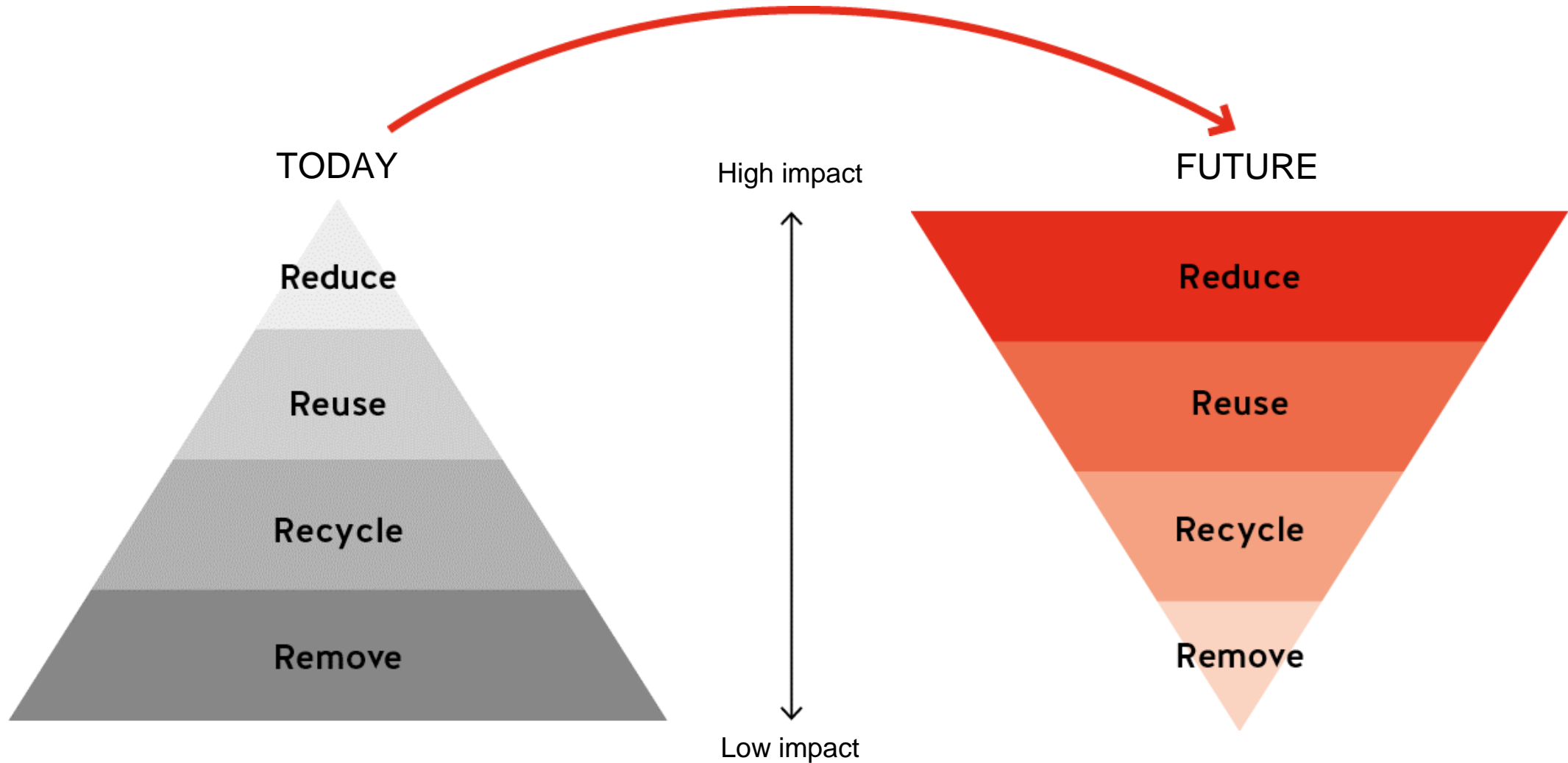
WASTE MANAGEMENT



OCEAN

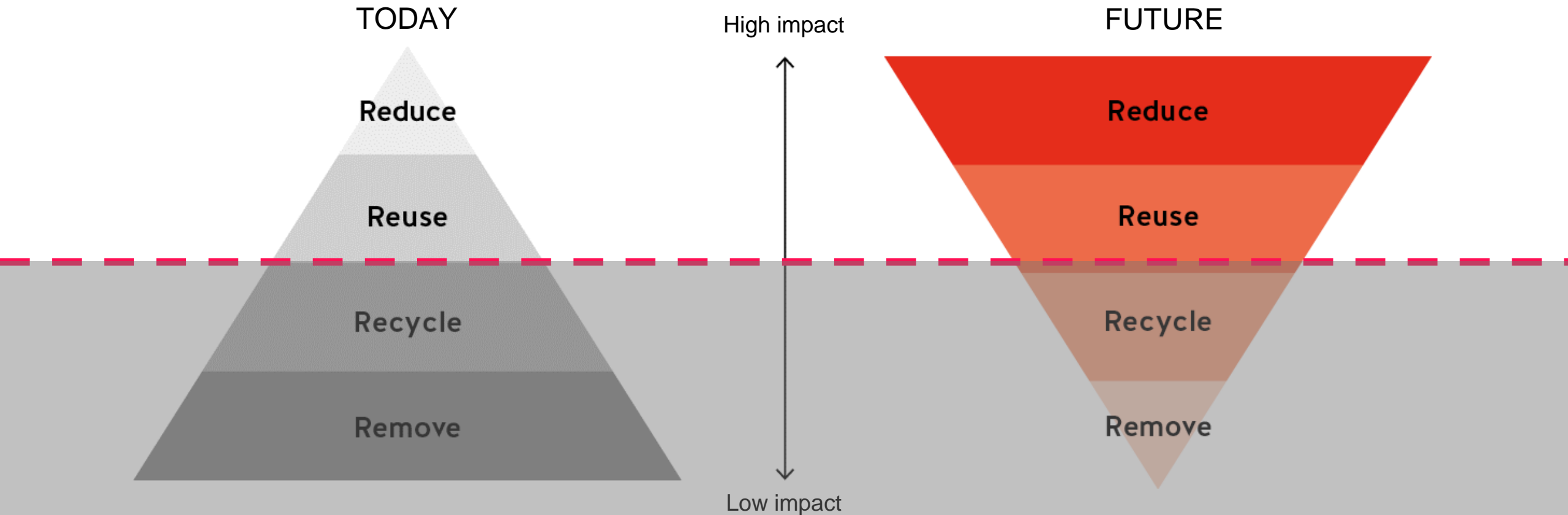


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# Waste prevention



# Waste Management

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