

STOP BLAMING CONSUMERS for..



- wanting simplicity
- buying your plastic products
- follow their habits

INDUSTRY STANDARDS

we follow the NORM...

BE PROACTIVE

TAKE RESPONSIBILITY!



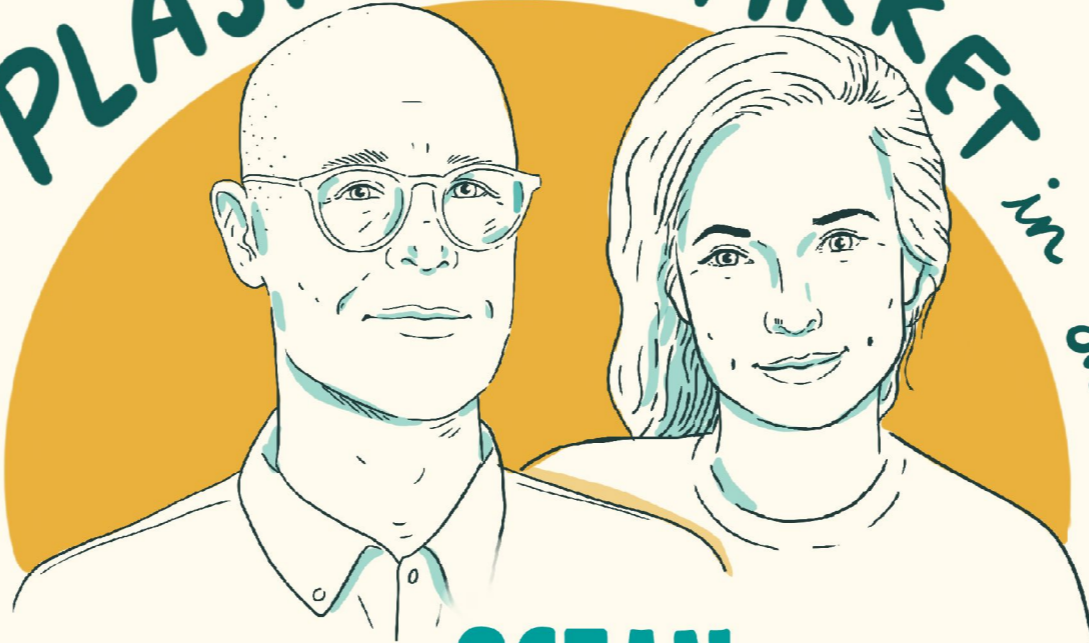
RETHINK & REDESIGN

join our 5 YEAR game plan

DARE TO...

JACOB ÖSTBERG
Stockholm business school

How to REWIRE the PLASTICS MARKET in Sweden



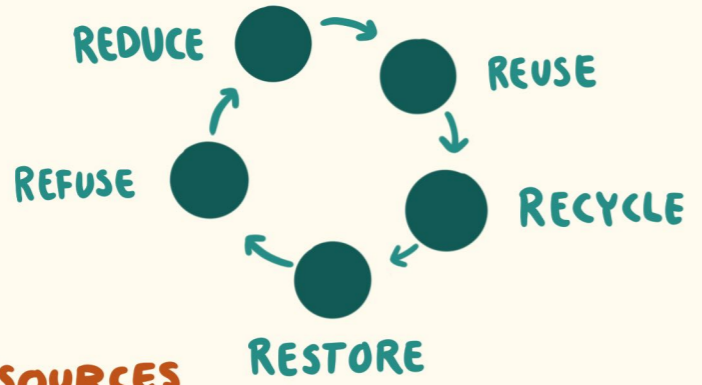
ANDERS MILDNER

OCEAN ALLIANCE

MALIN LETH

TODAY

our FUTURE 2030



2/3 NATURAL RESOURCES wasted

3% OF PLASTICS ENDS UP IN THE OCEAN

8% IS RECYCLED IN SWEDEN



SEMINAR



KEEP SWEDEN TIDY

HSR.SE/OCEANALLIANCE

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