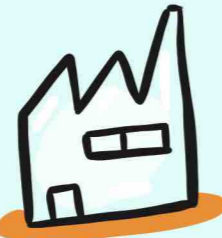


REFUSE!



one time CONSUMPTION PRODUCTS



needs to be done by...

COMPANIES



INDIVIDUALS



POLICY MAKERS



PEOPLE POWER
mindset shift trigger

NEED to find ALTERNATIVES

THINK ABOUT THE PRODUCT life cycle

make it **EASY** for **CONSUMERS** to do it **RIGHT**

more needed
global

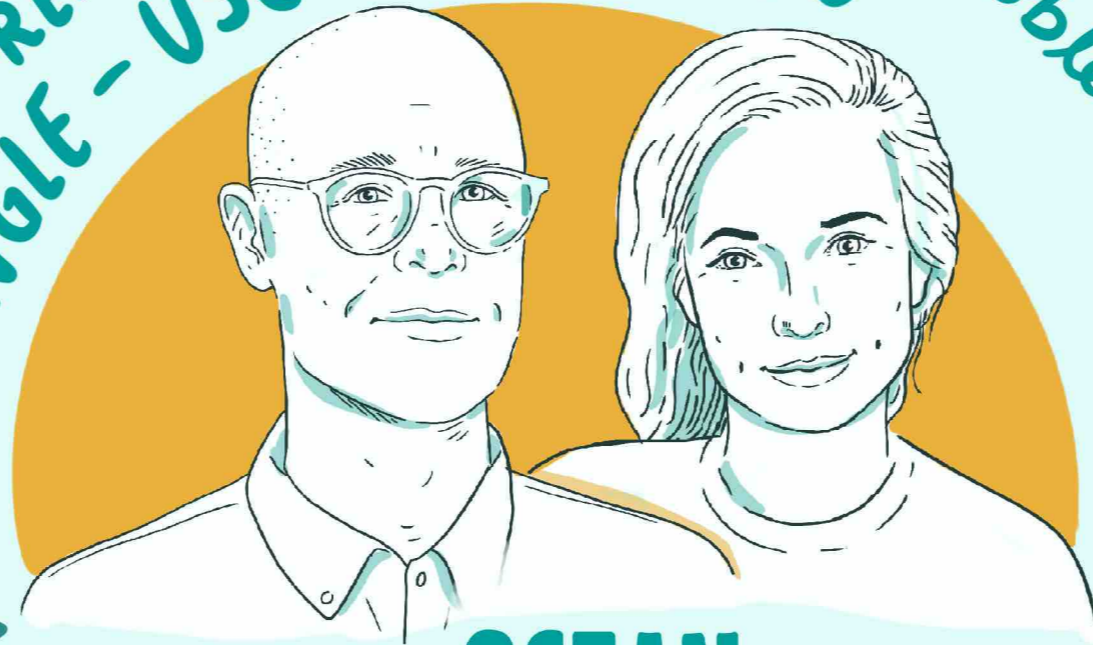
SINGLE USE PLASTICS DIRECTIVE

NATIONAL ROADMAP FOR SUSTAINABLE USE OF PLASTICS
national

OCEAN ALLIANCE
corporate & personal

unnecessary & problematic
PLASTICS

How to **REFUSE - USE SINGLE - USE**



ANDERS MILDNER

OCEAN ALLIANCE

MALIN LETH



2022

1900 ← 1950

PACKAGE FREE

OWN CONTAINERS

SCALE UP!

We encourage **REUSABLE CONTAINERS!**
++ Habitual changes ++

EVERYONE is NEEDED!

SYSTEM leakage

loss of resources



A CARD of MICRO PLASTICS per WEEK. into our bodies



KEEP SWEDEN TIDY

[HSR.SE/OCEANALLIANCE](https://www.hsr.se/oceanalliance)

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