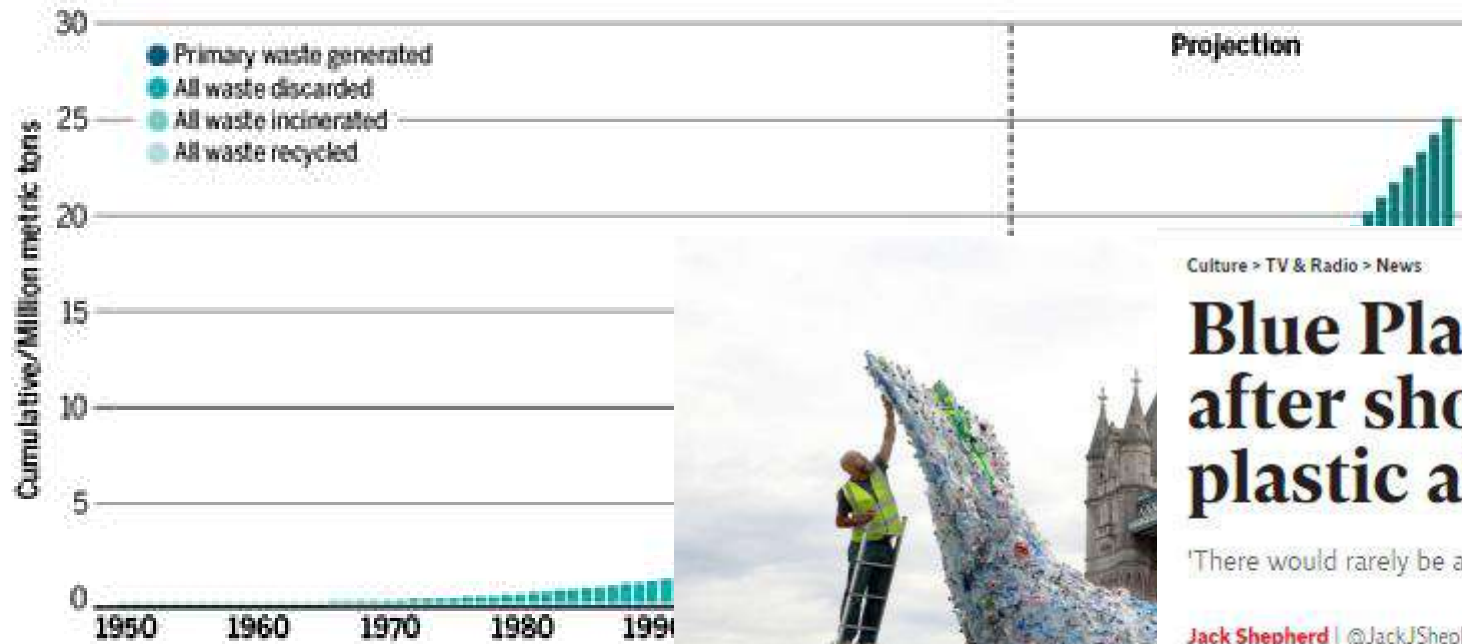


# Reducing plastic pollution: what are we doing about it?



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PLASTIC WHALE (MATT AL)

Culture > TV & Radio > News

## Blue Planet 2 left viewers heartbroken after showing the extent to which plastic affects the ocean

'There would rarely be a dive where I wouldn't find some form of plastic'

Jack Shepherd | @JackJShepherd | Monday 20 November 2017 12:01 | 0 comments



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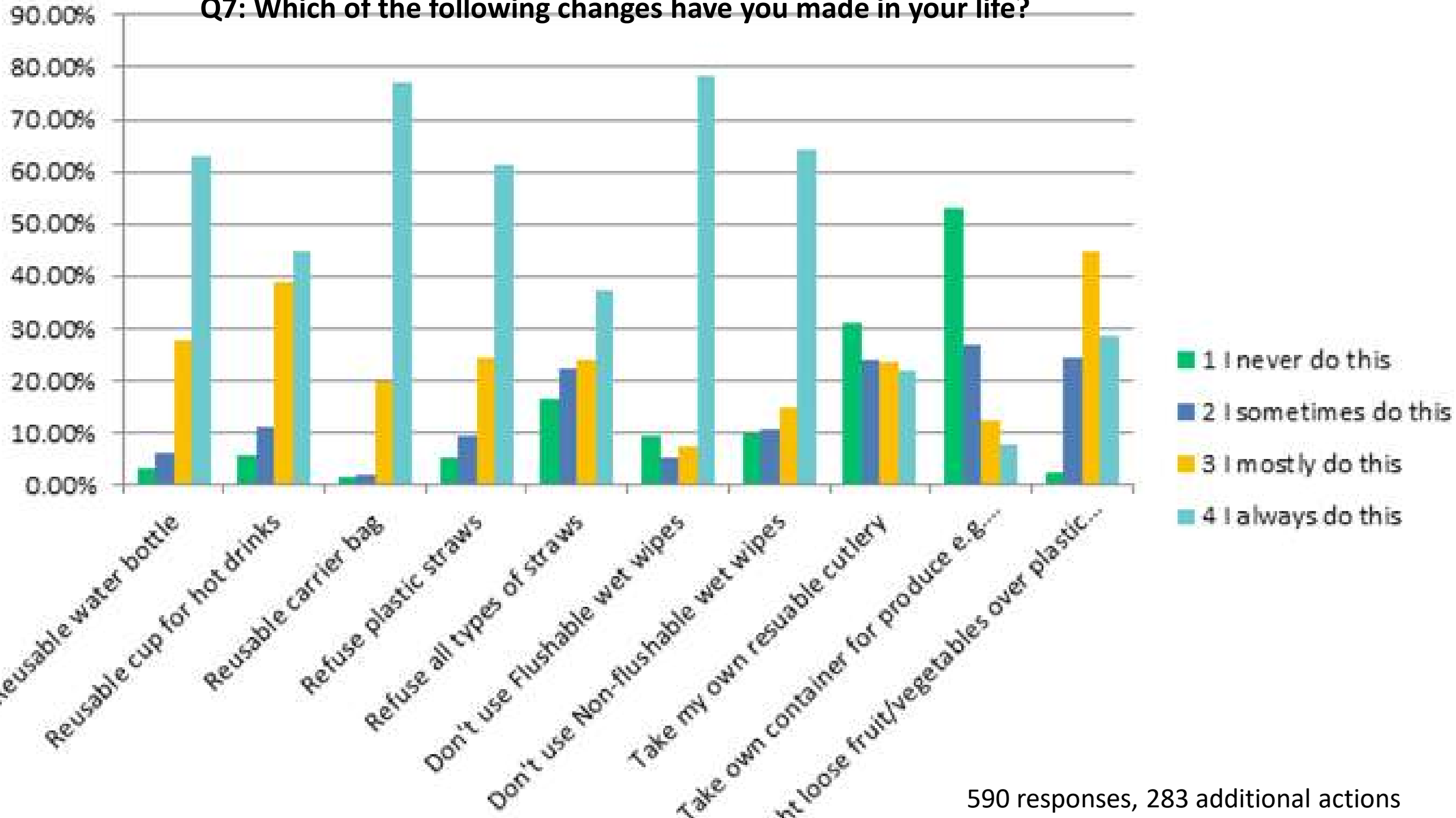


Do you think climate change or plastic pollution is the more important issue?

- A) Climate Change
- B) Plastic Pollution
- C) Equal
- D) Don't know



### Q7: Which of the following changes have you made in your life?



590 responses, 283 additional actions

Q7 Which of the following changes have you made in your life? (unless medical exception)

glass sandwich bags home now cleaning products shampoo bars instead possible  
bathroom plastic free soap shampoo bars alternatives Use bamboo toothbrush toothpaste  
instead shower gel try looking switched Stopped using cling toiletries instead cling film  
use cling film company things small rather loose leaf tea also clothes instead  
shampoo conditioner plastic packaging refill  
bamboo toothbrush Stopped reusable use reusable bottles  
recycle plastic shop etc food bar soap bags buy food  
wrapped cardboard products supermarket use  
cosmetics plastic food wrap buy toothbrush made started  
packaging goods avoid covers Changed paper bags  
recycling Use beeswax wraps containers always paper  
sandwiches washing liquid plastic bottles cotton buds  
shampoo bars comes reduce refuse choose buying less glass bottles e.g  
try  
buy swapped take non single use glass jar produce bread Stopped using razor  
ones soap shampoo conditioner less rather cling film reuse bulk cling film dog  
plastic containers tin

Do you ever think about carbon footprint when you are making these changes?

- A) Yes always
- B) Sometimes
- C) Never
- D) Don't know



# What motivates or limits our actions?

## Motivations:

- Concern about the environment (97%\*)
- Concern about marine plastics (93%\*)
- Sustainability (92%\*)



## Limitations:

- Limited availability in my local shops/supermarket (86%\*)
- Lack of alternatives (79%\*)
- Cost (43%\*)

\*Figure combines survey response of Always & Often

What payment would motivate you to return a drinks bottle?

- A) 2p
- B) 5p
- C) 10p
- D) 20p
- E) 50p
- F) £1







*Loysel's  
Toy.*

HOT COFFEE CO.

# Values



## Top 5 things we are already doing

1. Bringing about change in the workplace (52%\*)
2. Pick up plastic or other litter routinely (51%\*)
3. Publicise concern via social networks (46%\*)
4. Take part in online petitions (45%\*)
5. Try and bring about change within community (33%\*)

The harder things to do - question Cafes/restaurants regarding use of their single use plastic – 38.36% (39% - so almost 40% said never)



\*Figure combines survey response of Always & Often

Q8 What motivates your actions?

lives humans recycled litter will planet work children marine health  
environment love Concern wildlife plastic animal  
use beach reduce personal impacts also waste impact wildlife  
pollution trying seeing

Q9 What do you feel limits your actions?

shopping go etc convenience wrapping able limited organic buy  
single use plastics Lack difficult supermarkets bag food  
items plastic eg packaging e.g alternatives  
need recycling use time plastic free choices paper bags always buy organic  
make hard try

Can we reduce plastic POLLUTION without negatively impacting carbon footprint?

A) Yes definitely

B) Maybe

C) No

D) Don't know



Can we reduce plastic USE without negatively impacting carbon footprint?

A) Yes definitely

B) Maybe

C) No

D) Don't know



# Reducing waste: look at waste hierarchy



# Reducing plastic pollution- what are we doing?



## A summary of results from the Coastal Futures survey:

- Over 40% have become aware of the issue within last 2-5 years, in line with rise in media and focused attention on the subject.
- Top 3 that motivates action: Concern about the environment (97%\*), concern about marine plastics (93%\*) and sustainability (92%\*).
- Top 3 barriers to action: Limited availability in local shops/supermarket (86%\*), lack of alternatives (79%\*), and cost (43%\*).
- Examine challenges, barriers and what drives action.
- To help with your plastic free reduction lifestyle visit our plastic free living [webpages](#) ; [plastic free business](#)

\*combines Always and Often survey responses