

# MATERIAL WASTE

## 85%

### WAIT, WHAT?

15% of everything we eat is filled with microplastics; the air we breath in, the food we eat, the water we drink, everything. So, only 85% is **toxic free**.

### SOME REAL LIFE EXAMPLES

**Aldi** - the first supermarket who bannend free plastic bags for fruit and vegetables for good.

**CIRCL** - ABN AMRO started a fully circular restaurant called 'CIRCL'; the building itself, the food and drinks. CIRCL is located at the Zuidas, Amsterdam.



## QUICK WINS

#1

### SHARING IS CARING

Just share or lease! To reduce material waste people can **share products** instead of buying new ones.

#2

### BYE MAILBOX

Paper advertisement? Magazines? That's so **old fashion!** People can reduce paper use a lot.

#3

### SECOND BEST

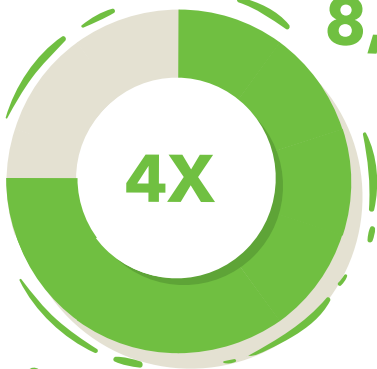
Do you know that products have a **second life**? Go second hand shopping!

#4

### GO BAMBOO

Bamboo straws, coasters, napkins; even this **small** little changes can have a **big** share to reduce material waste.

### FACTS



## 8,3 MILJARD TON

### QUOTES

"There is no such thing as 'away'. When we throw anything away it must go somewhere." - Annie Leonard, Proponent of sustainability

"We cannot solve our problems with the same thinking we used when we created them." - Albert Einstein, Physicist

8.3 BILLION TONS; THE AMOUNT OF PLASTIC PRODUCED BETWEEN 1990 AND 2015. THIS CAN BE USED TO FILL THE SURFACE OF THE NORTH SEA FOUR TIMES

1.000.000 > 20.000

WORLDWIDE 1 MILLION PLASTIC BOTTLES ARE SOLD PER MINUTE; 20.000 IN ONE SECOND

"If we could build an economy that would use things rather than use them up, we could build a future." - Ellen MacArthur, founder Ellen MacArthur Foundation