



Plastic pollution

The facts

Every day, in the UK alone, we use over 15 million single-use plastic bottles.



Plastic constitutes approximately 90% of all the rubbish floating in the oceans, with 46,000 pieces of plastic per square mile.

Of the estimated 13 billion plastic bottles used in the UK every year, only around 3 billion are put in the recycling bin.

When clothing that contains plastic (e.g. a garment made from polyester) is washed thousands of micro-fibres are released. These are too small to be filtered by the washing machines or water treatment works and end up in our oceans.

The UK bottled water market is worth over £2.1 billion

Most plastic bottles put in the recycling bin aren't actually 'recycled'. Instead, they're down-cycled into items like clothing and carpets.



Virtually every single piece of plastic ever made exists in some form on this planet.



Approximately a truck load of plastic waste enters our oceans every minute.

Over the last ten years we've produced more plastic than during the whole of the last century.

More than 40% of plastic is used just once before it's thrown away

Tap water is actually more thoroughly regulated than bottled water.