

PARLEY AIR - BUSINESS
AVOID. INTERCEPT. REDESIGN.

The Strategy to End Marine Plastic Pollution

Plastic is a design failure. Once produced, it never dies, and a massive amount of it enters the oceans daily. A lack of imagination got us into this mess. Creativity and collaboration can guide us out. To address the fast-growing threat of marine plastic pollution, Parley for the Oceans devised a strategy that can be scaled across private households, governments, and corporations—and the creative industries that mold the reality we inhabit. Realized in three key pillars of action, Parley AIR is an invitation to own your role in the movement for solutions.

HOW CAN YOU HELP?

AVOID PLASTIC WHEREVER POSSIBLE

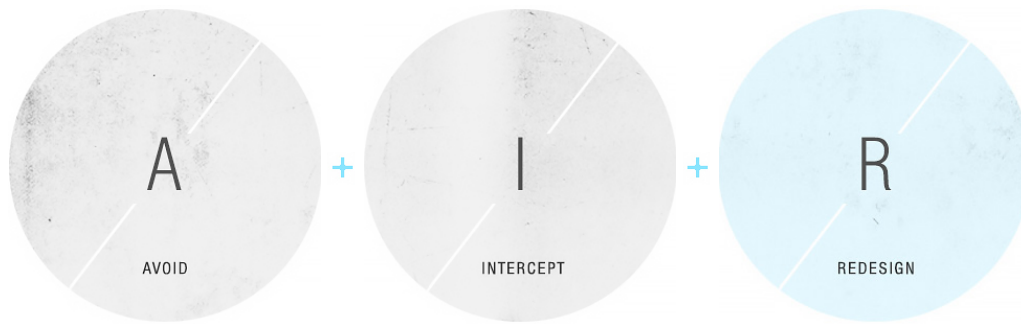
INTERCEPT PLASTIC WASTE

REDESIGN YOUR LIFE

JOIN THE MOVEMENT

air.parley.tv

 [@parley.tv](https://www.instagram.com/parley.tv)  [@parleyforoceans](https://twitter.com/parleyforoceans)  [@parleyfortheoceans](https://www.facebook.com/parleyfortheoceans)



'A' IS FOR AVOID

- Avoid plastic where possible and replace with alternative materials
- Avoid virgin plastic and replace with post-consumer recycled materials
- Inspire and convince your network and consumers to adopt a plastic-conscious mentality

'I' IS FOR INTERCEPT

- Take back products at end-of-life, and keep plastic in a closed loop
- Empower and incentivize consumers to return end-of-life products to the loop
- Intercept plastic reaching landfills, rivers, lakes or oceans, before it's burned or buried
- Organize or support cleanups to retrieve plastic debris from beaches, coastal areas, oceans, lakes, rivers.
- Recover at least as much waste as you produce, aiming for plastic neutrality
- Make recycling accessible for your employees and customers. Encourage and reward good behavior.

'R' IS FOR REDESIGN

- Question the 'reason to be' for every item you create or promote.
- Create products that last, from materials that do not harm the environment.
- Develop and support the use of eco innovative materials to replace plastic
- Disrupt plastic-dependent product categories with new business models.
- Rethink product packaging, from hang-tags to shipping materials.
- Support eco innovation and the development of new materials, methods and technologies to prevent plastic and microplastic pollution.
- Develop, support and implement new technologies to upcycle marine plastic debris.
- Communicate and educate. Empower your network to be part of the solutions.