

**PARLEY AIR - INDIVIDUAL**  
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

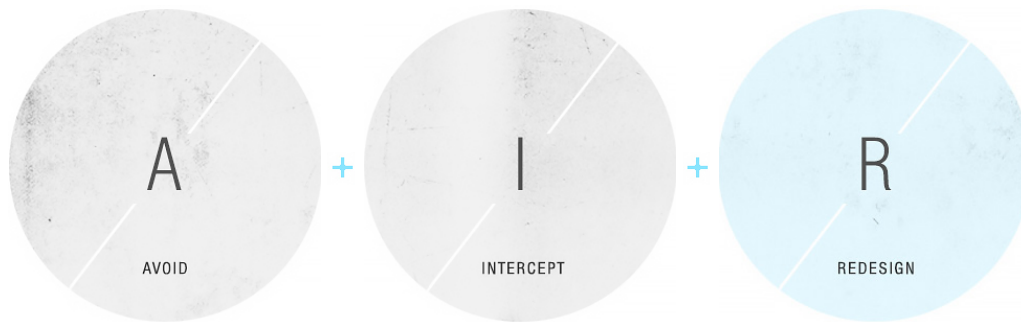
**INTERCEPT** PLASTIC WASTE

**REDESIGN** YOUR LIFE

JOIN THE MOVEMENT

[air.parley.tv](http://air.parley.tv)

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### **'A' IS FOR AVOID**

- Avoid plastic wherever possible and replace with alternative, eco-innovative materials.
- Opt for minimal or no packaging and refuse single-use plastics (e.g. bags, bottles, utensils, straws, lids).
- Plan ahead. Carry reusable alternatives and lead by example.
- Challenge friends and family to adopt a plastic-conscious mentality.

### **'I' IS FOR INTERCEPT**

- Look up local recycling and composting rules. Then follow them at home, at work, and on the road.
- Support businesses that participate in closed-loop industry and Parley AIR (e.g. brands with advanced recycling/upcycling initiatives, eateries that compost, purpose-driven businesses)
- Speak up. If you know a beach or shoreline in need of a cleanup, let us know.
- Participate in a beach cleanup (or lake, river, park cleanup). It's one thing to talk about the problem and another to confront it head on.

### **'R' IS FOR REDESIGN**

- Question both the reason-to-be and end-of-life for every item you use, purchase, or promote.
- Support the use of eco-innovative materials and alternatives to plastic.
- Rethink social media as a platform for advocacy and positive change (Keep us posted: @Parley.tv #ParleyAIR)
- Support and implement policies that prevent unnecessary plastics (like microbeads and plastic bags)
- Recycle, but see it for what it is: a necessary band-aid to a bigger problem and catalyst for solutions. To solve plastic for good, we must reinvent the material, methods and thinking behind it.
- Get creative. We have imaginations for a reason.
- Talk about it. Educate and empower your friends and family to be part of the solutions.