

Plastic Oceans

8 million metric tonnes



Perspective: 8 million MT* is equivalent to...



"Lining up five grocery bags of trash on every foot of coastline around the globe."
~ Jenna Jambeck, University of Georgia

5 bags/foot = 16,400 bags/km



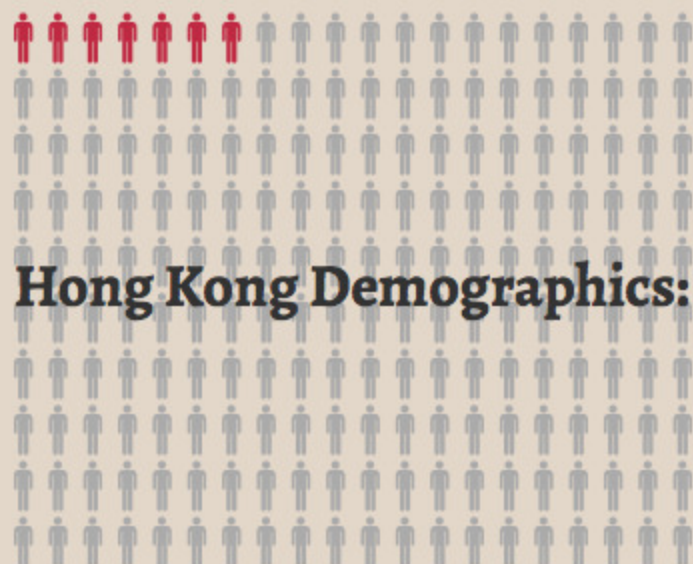
1.36 km of trash, or 22,300 bags
= 1 Boeing 747-8F Cargo Freighter*



57,000 full 747-8F Cargo Freighters!



What will you do about it today?



People: 7,200,000
Coastline: 800 km
Beaches: 100



People/beach: 144,000
People/km of coast: 9,000

2015 Hong Kong Cleanup Challenge



1% of the population

5 x Engagement



Future



5% of the population

Our goal is to motivate 5% of Hong Kong's population—the tipping point at which a social movement develops its own momentum. As of 2015, only 1% of the population were engaged as volunteers, and they picked up over 4,600 tonnes of trash off our beaches.

However, Hong Kong generates almost 10,000 tonnes/day of municipal solid waste, of which 21% - or 2,000 tonnes - is plastic. Of that, 95% - or 715.8 thousand tonnes/year - is NOT recycled.*** We need to grow our volunteers by a factor of 5 to keep up with this growing problem and to hit the tipping point. Your donation can help us to get there.

* Jambeck et al., (2015). Plastic Waste Inputs from Land into the Ocean. Science.
<http://science.sciencemag.org/content/347/6223/768>

** Max capacity = 140,590 kg
Cargo volume = 858.4 m3
http://cargolux.com/ftp/press/Brochures/pdfs/Boeing_747-8F.pdf

*** Hong Kong 2014 Municipal Solid Waste - At A Glance
https://www.wastereduction.gov.hk/sites/default/files/mw2014_ataglance.pdf