

## **Escaping the Single-use Plastic Ecosystem**

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The last two years has seen a dramatic step-change in public awareness and cross-sectorial engagement on the issue of plastic pollution. Broadcasters, including the BBC and Sky, have projected this global crisis into global public consciousness, highlighting seascapes and wildlife choked with single-use plastics. Despite this, production of plastics continues to grow and is forecast to quadruple by 2050.

In the face of this global crisis, public pressure must grow to call for the material and system revolution that will stop the proliferation of avoidable, single-use plastics. The ‘Plastic-free’ community movement must continue to demand business behaviour change and swifter government intervention – new policies and legislation – which will encourage business to lower their plastics emissions or penalise them where action is insufficient.

Hugo Tagholm will use SAS as a case-study, taking action from the beach front to the front bench of UK Parliament.