#breakfreefromplastic
The global movement envisioning a future free from plastic pollution.
Bring systemic change through a holistic approach tackling plastic pollution across the whole plastics value chain, focusing on prevention rather than cure, and providing effective solutions.

**Sustainable Lifestyles**
Our lifestyles and economy fit within the environmental limits of the planet.

**Reduce Waste**
Waste is reduced, first and foremost.

**Responsible Material Lifecycles**
The life cycle of the materials and products we use - from extraction and production, to end use, recycling, composting, and disposal - sustain the health of the people and the planet.

**Community Action & Partnerships**
Strong community action and partnerships among citizens, workers, government, sector experts, and supportive business leaders guide decisions about present and future material design, manufacturing, and waste management.

**Waste Workers And Systems**
Waste pickers and recycling workers are supported in improving the systems they operate in and can co-lead a just transition to a new and safe materials economy.

**Responsible Production**
Producers take responsibility for the full life cycle costs and impacts of their products and packaging, and are redesigning and innovating better materials and systems.

**Reduce And Reuse And Reuse Again**
Where plastic products and packages are necessary, they are re-used, repaired, or, failing that, recycled and toxic substances are eliminated from their production.

**"Waste To Energy" Isn’t The Solution**
No new incinerators are constructed, and renewable energy incentives are eliminated for plastics and waste burning. This includes gasification, pyrolysis, cement kilns, and other “waste-to-energy” facilities.

**Organic Waste**
Organic waste returns to the soils and zero waste systems reduce reliance on landfills and incinerators.

**Slow Climate Change**
The systems we build and materials we use slow climate change, rather than accelerate it.
What We Do

What Drives Our Actions