



PRESSRELEASE SPRING 2018 - NO-WAY:ST

WASTE FACTS:

500.000.000

DISPOSABLE PLASTIC STRAWS ARE USED IN THE U.S. EVERY DAY

2,5  TIMES AROUND THE GLOBE FOR 10 MIN PLEASURE

4.861 PAPER CUPS ARE USED EVERY MINUTE IN THE UK.

THAT'S **7** MILLION A DAY

OR JUST OVER 2.5 BILLION A YEAR.

PUBLIC CALL:

Change behaviour
Now

LIGHT MY FIRE OF SWEDEN 2018 CAMPAIGN

NO WAY:ST

- SAY NO TO DISPOSABLES

TOP 10

FOUND IN BEACH CLEANUPS!

- | | |
|-------------------------------|-----------------------------|
| 1. Cigarette Butts | 6. Cups, Plates, Forks |
| 2. Food Wrappers | 7. Straws, Stirrers |
| 3. Beverage Bottles (Plastic) | 8. Beverage bottles (glass) |
| 4. Bags (Plastic) | 9. Beverage cans |
| 5. Bottle Caps (Plastic) | 10. Paper bags |

MORE THAN **8** MILLION TONS OF PLASTIC END UP IN OUR OCEANS EACH YEAR

Great
NO WAY:ST "INITIATIVES"

PLOGGA

Plogga means picking up litter while jogging and it is a great way to do good, feel good and have fun at the same time. It's a growing movement in Sweden, making waste awareness and picking up litter trendy!

Plogga.se

LITTERATI

Litterati is a global community of people picking up litter locally and sharing their experiences globally. Apart from a cleaner world, this crowdsourced-cleaning of the planet produces data that can be used to identify waste problems and drive change.

Litterati.org

LET'S DO IT!

Let's Do It! World is on a mission to connect and empower people around the world to make the planet waste free. On "World Cleanup Day" they are organizing a one-day global cleanup, where people from 150 countries will unite against waste and clean up all corners of the world.

Letsdoitworld.org

Campaign helps people say "no way disposables"

Light My Fire of Sweden's new campaign and public call is all about changing behavior. Raising waste awareness and highlighting the pros of reusable gear, the No Way:st campaign aims to make it easier for people to say no once and for all to disposables.

As BFF:s with nature, always on a mission to inspire more people to lead active lives outdoors, Light My Fire of Sweden is concerned about what is left behind. Plastic trash is a huge problem. Each year 8 million tons end up in the oceans, polluting water and killing wild-life. Light My Fire of Sweden wants to actively encourage a big change in behavior and has

started the No Way:st campaign. The goal is to encourage more people to use less disposables.

"We're worried about the plastic waste in the oceans. A big baddy is disposable straws. The US alone uses 500 million straws a day.

We decided to do something about it and developed Re-Straw. Together with Pack-up-Cup and Spork, people are all set up now to enjoy "drinking and eating on the go", making disposables history", says Calill Odqvist Jagusch, CEO of Light My Fire of Sweden.

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