

DO YOU KNOW WHERE YOUR PLASTIC GOES?



Help protect
our oceans
and wildlife by
disposing of
plastic responsibly

Most towns are home to rivers, which lead to the sea. It may surprise you to learn that UK waters are home to an array of incredible species like dolphins, seals, turtles and basking sharks!

Many of us have seen programmes like Blue Planet and know the devastating effect that plastic is having on our marine life. But did you know that what you throw away or flush down your toilet can end up in the river and out at sea, harming our wildlife?

**2 MILLION TONNES OF
THIS PLASTIC WASTE
ENTERS THE OCEAN FROM
RIVERS EVERY YEAR
MOST OF THIS COMES
FROM WHAT WE THROW
AWAY AND FLUSH**

WHAT CAN YOU DO?

Reduce

Reduce the amount of plastic you buy. Simple actions like buying a reusable water bottle or tote bags can have a huge impact.

Reuse

Reuse the plastic you have. Everyone has a ball of plastic bags and old take away containers! Make sure you reuse them.

Recycle

Recycle your plastic. Most towns and cities have great recycling facilities. Check your local council website to see what is recycled and look out for recycling centres at supermarkets.

Responsibly dispose

Responsibly dispose of your plastic. As a last resort, if you are out and about, please be sure to dispose of your plastic in a bin if you can't take it home and recycle it.

Only flush the 3 P's

Only flush pee, poo and paper. Everything else should go in the bin. Make sure you have one in your bathroom!

Take part in our Plastic Challenge!

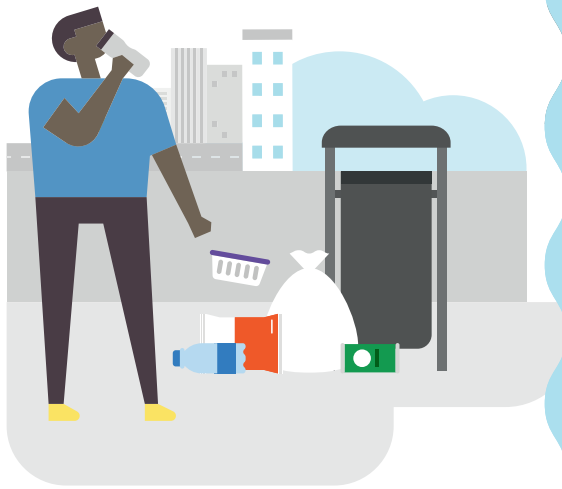
Visit:

[keepbritaintidy.org/plastic-challenge](https://www.KeepBritainTidy.org/plastic-challenge)
to sign up and find all you need to
know about reducing plastic and
saving wildlife.



Environment
Agency

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EVERY YEAR IN THE UK:
30 MILLION TONNES OF LITTER ARE DROPPED

EVERY YEAR IN THE UK:
320 MILLION TONNES OF PLASTIC ARE USED AND ONLY 5% IS EFFECTIVELY RECYCLED



EVERY YEAR IN THE UK:
1.5 BILLION SANITARY ITEMS ARE FLUSHED

EVERY YEAR GLOBALLY:
PLASTIC KILLS OVER A MILLION SEA BIRDS, 100,000 SEA MAMMALS, TURTLES AND FISH



EVERY YEAR IN THE UK:
11 BILLION WET WIPES ARE USED

SCIENTISTS FOUND THAT:
100% OF ANIMALS WASHED UP ON BRITISH SHORES HAD TRACES OF PLASTIC IN THEIR STOMACH

HOW DOES PLASTIC ENTER THE RIVER?

Plastic can enter the river because people drop litter in or near the river itself. But even something you drop in the street can get blown into the river or get flushed down storm drains, which lead to the sea.

Plastic takes hundreds of years to break down. It can trap animals, destroy their habitat and can kill them if they consume it. We can also end up consuming microplastics when we eat fish.

WE SHOULD ALWAYS DISPOSE OF PLASTIC RESPONSIBLY.

WHAT NOT TO FLUSH

Most wet wipes, sanitary pads, tampons and nappies contain plastic.

THEY SHOULD NEVER BE FLUSHED DOWN THE LOO.

These items can cause blockages which can cause sewers to overflow into rivers during times of heavy rainfall and can contribute to floods.

That 'harmless' wet wipe you flush could end up in the sea where it will take hundreds of years to break down and can kill wildlife.

EVERY YEAR THERE ARE APPROXIMATELY 300,000 SEWER BLOCKAGES EVERY YEAR.

With our changing climate, our homes are at risk of flooding, but we can all play a part in preventing them by preventing plastic entering the sewage system.

Take the Plastic Challenge!

keepbritaintidy.org/plastic-challenge