

## Brief

WHAT? Title, Question

How might we raise awareness of marine plastic pollution among young people(18-28) living in China's major cities and change their habits of using plastic packaging in their daily lives to reduce the pollution of the oceans from plastic packaging waste?

WHY? Intro / Context / Rotational

With the rapid development of urban economy, industrialization and urbanization, the production and use of plastics is also increasing. Waste and household garbage are also increasing. People are enjoying the convenience that plastics bring to human life, but at the same time, the oceans are suffering the consequences of reckless human behavior. It is estimated that about 8 million tons of plastic enter the ocean every year, and of this plastic, 270,000 tons float on the water surface. That's the equivalent of one plastic-filled garbage truck dumping into the ocean every minute. Plastic accounts for 60 to 90 percent of the trash that accumulates along coastlines, on the ocean's surface and on the seabed, most of which comes from food and beverage packaging. (Anna (Anya) Phelan, Katie Meissner, Jacquelyn Humphrey, Helen Ross,). The amount of plastic litter is also severely damaging our once pristine marine biodiversity, with some 700 species in danger of extinction. Marine life pollution is also affecting human diets. So we need to tackle plastic pollution from all sides, not only for the animals, the oceans, the planet, but most importantly for our human living environment.

WHO? Axis / Focus / Target

My target group is 18-28 year old students and workers living in big cities in China. This is the group that uses the most plastic. They are characterized by the high frequency and

quantity of plastic packaging products they use. They are willing to contribute to the protection of the oceans, but they are not able to do it consistently, and their awareness of plastic marine pollution is not high enough. Through this project, I hope to raise people's awareness about plastic ocean pollution, and then let them know the impact of plastic waste on the ocean as well as animals and humans, so that they can change their habits of using plastic products and change the way they dispose of plastic products, spreading the correct way and method of plastic disposal.

#### HOW? Approach

First, I hope to use the survey to understand how people use plastic and why they choose plastic products as their first choice. Then, I wanted to gather information about how people dispose of plastic waste and why they do so, in order to find the root cause of personal plastic waste pollution. After that, I want to find out why people still choose to use plastic even after the plastic restriction is enacted, and why they still ignore the problem of plastic ocean pollution. I wanted to organize them into data and then visualize them in the form of data. After finding the answers to these questions, I hope to change people's habits and reduce the frequency of using plastic products after drawing their attention to the pollution caused by plastic waste.

Finally, I plan to visualize the process of plastic entering the sea and then entering the human food chain, and make it into a brochure, which can be placed in any place where consumers consume to publicize, so as to attract people to pay enough attention to plastic Marine pollution and join the action of zero plastic life. After that, I will help people establish plans to reduce plastic use in an interactive way, so as to achieve the goal of making people accustomed to a plastic-free life, and tell people how to reduce the damage

to the ocean by changing the way they deal with plastic waste.

#### Refernce

Anna (Anya) Phelan, Katie Meissner, Jacquelyn Humphrey, Helen Ross, Plastic pollution and packaging: Corporate commitments and actions from the food and beverage sector, *Journal of Cleaner Production*.