# Sustainabiliti



## What is plastic?

Plastic is a human-made material that can be formed into almost any shape. Most plastics are strong, long-lasting and lightweight. They resist damage by water, heat, chemicals and electricity. Manufacturers often use plastics instead of more expensive materials and in many car body parts, plastic replaces metal.



### Plastic waste on a global scale

Asia emits the most plastic waste into the ocean (80.99%). The UK emits more plastic than most of Europe.



# Why is plastic a problem for the environment?

Unfortunately, some of plastic's best properties, such as its durability and long-lasting life, are the things that cause problems in the environment. Unless recycled, they remain on our planet, clogging up landfills and making their way to the ocean. Plastic can take over 400 years to decompose (break down), and even then, it just gets smaller and ends up being swallowed by fish and other marine animals and birds and is eventually eaten by humans.



# **Cornwall beaches**

The Tidal Revival app, launched in 2018. The app is designed to encourage more people to pick up plastic the next time they visit their local beach. It allows people to record details on the plastic waste they have collected. These details can then be used to create a valuable database to measure and monitor the scale of the problem.

A team of researchers at the University of Plymouth conducted a study into the app and found that plastic was the most common material found as beach litter. It also highlighted that the amount of litter varies by region.



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Rethink, Refuse, Reduce, Reuse and Recycle.

