

The background features a blue sky with white clouds at the top, transitioning into a blue ocean. Vertical stripes of varying widths run across the entire image. The stripes alternate between clear blue sky/ocean and vertical columns of plastic waste, including pieces of plastic, paper, and other debris, illustrating the impact of plastic pollution.

**WHY PLASTIC?**

**A GLOBAL  
AWARENESS  
CAMPAIGN  
ABOUT  
PLASTIC  
POLLUTION**

*PRESENTED BY*

**THE WHY**

# THE PROBLEM

Plastic is a revolutionary material. It's durable, affordable and has numerous applications. But what makes plastic so great has also pushed our planet to the brink of one of the worst environmental crises in modern history. Every year, 8 million tons of plastic ends up in the oceans. Micro-plastics have been found in rain samples from the Rocky Mountains as well as in the air we breath. Over the coming 10 years, plastic production is expected to grow with 40%.

While people around the world are now paying attention to the plastic pollution in our oceans and natural environment, we still lack a lot of knowledge. What effect does microplastic have on our health? How can we prevent plastic from ever ending up in the environment in the first place? Is there a viable alternative?

One thing is for certain: Plastic pollution has become a problem we can no longer afford to ignore.

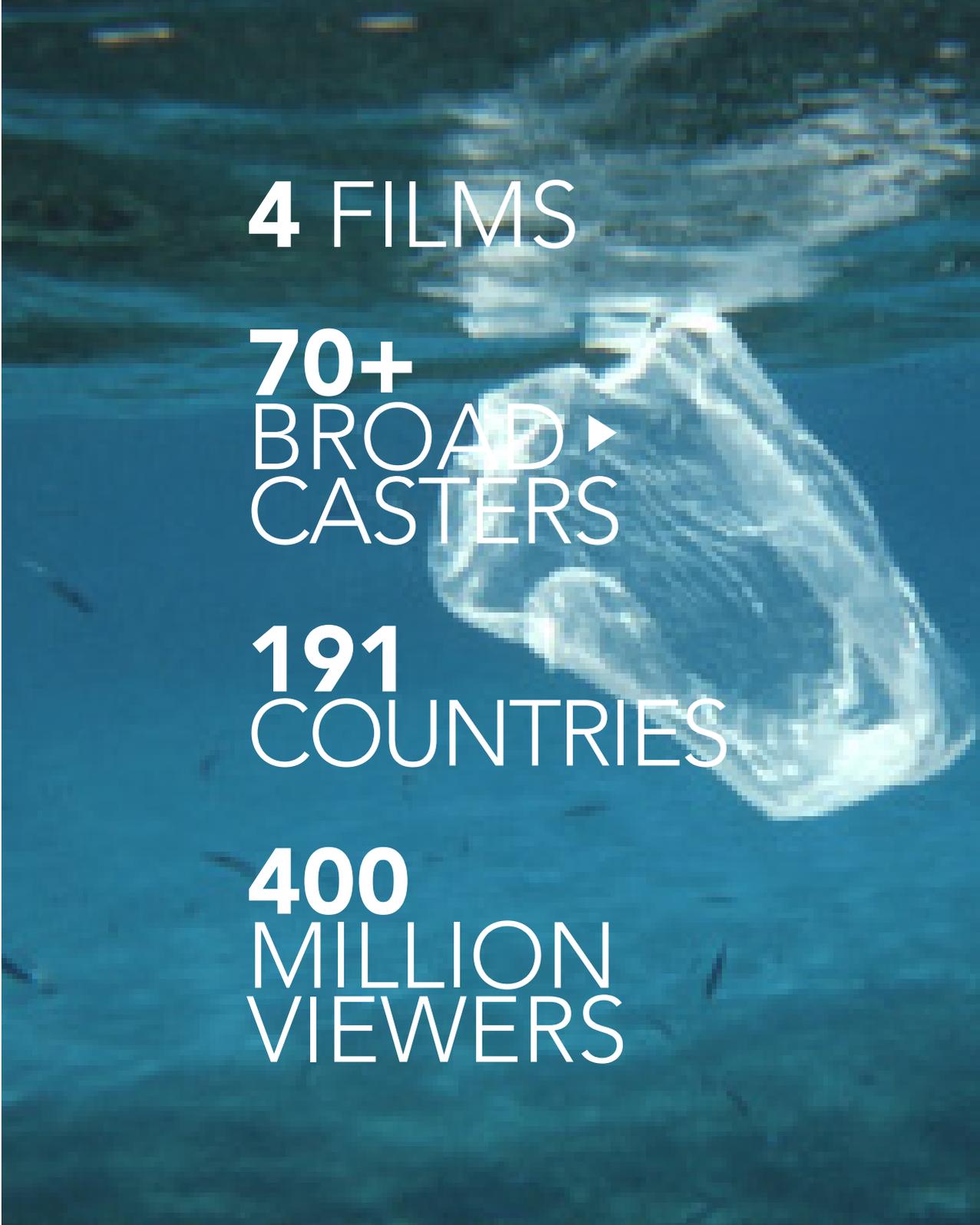
## THE CAMPAIGN

WHY PLASTIC? is a documentary series made up of four films, each investigating a different angle of plastic pollution; its causes, effects and possible solutions. The films will dig deep into the profit corporations make by upholding unsustainable chains of production and unjustly escaping their responsibility to help create a cleaner, healthier planet. They will also unveil the local and global effects our plastic use has on the environment - and on our health.

THE WHY has previously worked with 70+ television channels, including BBC World News, reaching hundreds of millions of viewers in more than 200 countries and territories.

The WHY PLASTIC? campaign has the potential to reach audiences all over the world with information that can drastically decrease environmental damage on a global scale. Together with our more than 50 non-profit partners, we have the chance to stage events, screenings and campaigns around the WHY PLASTIC? documentary series. Local governments, civil society organizations and educational partners will be supported to curate awareness campaigns together with THE WHY, that are tailored to the capacities and needs of local communities across the world.

Everyone has the right to know how plastic impacts them and the environment they live in.



4 FILMS

70+  
BROADCASTERS

191  
COUNTRIES

400  
MILLION  
VIEWERS

DOCS /  
SHORT FILMS /  
RADIO /  
OUTDOOR  
SCREENINGS /  
EDUCATIONAL  
MATERIAL /  
VOXPOPS /  
PODCASTS /  
SOCIAL MEDIA /  
PRINT MEDIA /  
EVENTS /  
EXHIBITIONS



Supporting the SDGs



Free access to  
reliable information



Cultivate collective  
interest in  
protecting the planet



Promote awareness  
of the circular economy



Encourage  
responsible consumption

The majority of the world's population still receives information through local television and radio, broadcast in their local language. Using our extensive network of public media channels, THE WHY is able to reach a large number of people with critical information that can help end the devastating effects of plastic pollution. THE WHY is unique in that our primary aim is to ensure free access to information for all. We work towards this by distributing content broadly, in countries with and without a tradition for factual programming, providing content on a sliding-fee scale to public broadcasters and creating dubbed language versions of our films which we then donate to underserved regions. These broadcasts, supported by local outreach activities, create a level of awareness that is otherwise unattainable on such a large scale, while simultaneously facilitating the flow of information between the global north and the global south.

On the subject of plastic, this distribution model will be highly effective, due to the high levels of pollution generated in underserved regions as well as the import of waste from developing nations to these regions, where proper solid waste disposal systems are scarce. Informed citizens are more likely to engage at both the communal and political level to combat environmental degradation, as well as shaping the sustainable democracies of tomorrow. We target all demographics across all geographies.

THE NETWORK

# WHO ARE WE?

THE WHY FOUNDATION is a Peabody Award Winning non-profit media organisation that supports sustainable development by securing free access to reliable information for all citizens. As a charitable organisation, we produce and distribute thought-provoking media content about human rights, democracy, justice and the environment. We have worked with more than 70 public service television stations and 50 non-profit partners to reach hundreds of millions of people in 200 countries and territories.

Visit: [www.thewhy.dk](http://www.thewhy.dk) to see our previous campaigns.

JOIN US

As a partner.

As a funder.

As a filmmaker.

As a broadcaster.