

CONTENTS

Foreword, by Hugo Tagholm, CEO, Surfers Against Sewage 1

Introduction 7

PART 1 15

- 1** My Plastic Life 17
- 2** The Birth of the Age of Plastic 35
- 3** The Wake-Up Call 45
- 4** Trashing the Planet 73
- 5** The Footprint of Plastic 91

PART 2 109

- 6** New Rules, New Tools:
How you can Reduce your Plastic Footprint 111
- 7** Record 121
- 8** Reduce 129
- 9** Replace 143
- 10** Refuse 155
- 11** Reuse 167
- 12** Refill 175
- 13** Rethink 189
- 14** Recycle 199
- 15** Waiting for the Sea Change 211
- 16** Squad Goals 227

Epilogue 237

Further Resources 245