

# SMOKING CANDIES

ABOUT 400,000 11- TO 15-YEAR-OLDS IN ENGLAND HAVE TRIED SMOKING AT SOME POINT AND ABOUT 100,000 SMOKE NOW. MORE THAN THREE 15-YEAR-OLDS OUT OF ONE HUNDRED SMOKES MORE THAN ONCE A WEEK.

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VAPE BOXES.



ONLY 17% OF VAPERS RECYCLE THEIR VAPES IN THE CORRECT RECYCLING BINS

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**FIVE MILLION  
EVERY WEEK.**

VAPE BOXES.

AROUND 1.3 BILLION PLASTIC BOTTLES ARE USED EVERY DAY, OR ABOUT ONE MILLION PER MINUTE. THIS ADDS UP TO 40 BILLION BOTTLES PER MONTH, OR 481.6 BILLION BOTTLES PER YEAR. IN THE UK, THE AVERAGE IS ESTIMATED TO BE 35.8 MILLION PLASTIC BOTTLES USED PER DAY, BUT ONLY 19.8 MILLION ARE RECYCLED

# 1,000,000/60 SECS.

8,000,000\_2024

937,000,000\_2050

THE NUMBER OF PLASTIC BOTTLES IN THE SEA IS UNKNOWN, BUT OVER 250 BILLION WERE NOT RECYCLED. AROUND 8.9 MILLION METRIC TONS OF PLASTIC END UP IN OUR OCEANS EVERY YEAR. THAT'S THE EQUIVALENT OF A GARBAGE TRUCK EMPTYING PLASTIC INTO THE OCEAN EVERY SINGLE MINUTE.

IN THE YEAR 2050, PLASTIC IN OUR OCEANS WILL OUTWEIGH FISH WITH 8.9 METRIC TONS ENTERING THE SEA EVERY 12 MONTHS. THE WORLD ECONOMIC FORUM PREDICTS THAT THE OCEAN WILL CONTAIN AROUND 937 MILLION TONS OF PLASTIC AND ONLY 895 MILLION TONS OF FISH.

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I AM  
ATTACHED  
TO RECYCLE  
TOGETHER

PLASTIC BAGS,  
PACKAGING TAPES,  
PLASTIC BOTTLE CAPS.

THE UK GENERATES AROUND 11 BILLION ITEMS OF PACKAGING WASTE ANNUALLY. AROUND 2 MILLION TONNES OF PACKAGING WASTE IN THE UK ARE PLASTIC PACKAGING WASTE.

# 2 MILLION TONNES / YEAR

UK HOUSEHOLDS THROW AWAY ALMOST TWO BILLION PIECES OF PLASTIC PACKAGING EACH WEEK, OR 90 BILLION PIECES ANNUALLY. THIS EQUATES TO AROUND 60 PIECES OF PLASTIC PACKAGING PER HOUSEHOLD EACH WEEK, OR 11 MILLION PIECES PER HOUR. ONLY 12% OF THIS PLASTIC IS RECYCLED, WITH THE REST BEING BURNED, SHIPPED ABROAD, OR SENT TO LANDFILLS.

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PACKAGING WASTE.

## ELVIS & KRESSE

FOR OVER A DECADE NONE OF LONDON'S FIRE-HOSE HAS GONE TO LANDFILL AND OVER 300 TONNES OF MATERIAL HAS BEEN RECLAIMED. IN 2017 THE BURBERRY FOUNDATION PARTNERED WITH ELVIS & KRESSE TO TACKLE THE EVEN GREATER GLOBAL PROBLEM OF LEATHER WASTE. THIS FIVE-YEAR PARTNERSHIP WILL SEE AT LEAST 120 TONNES OF LEATHER OFF-CUTS FROM BURBERRY RECRAFTED INTO NEW LUXURY ITEMS, DESIGNED AND SOLD BY ELVIS & KRESSE

3- 12  
TONNES  
EACH  
YEAR.

DURING A VISIT TO LONDON FIRE BRIGADE, KRESSE LEARNT THAT BETWEEN 3 AND 12 TONNES OF DECOMMISSIONED AND DAMAGED FIRE HOSE WENT STRAIGHT TO THE CITY'S LANDFILLS EACH YEAR.

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DAMAGED FIRE HOSE.

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DAMAGED FIRE HOSE.



STAYING  
HYDRATED  
FOR 900  
DAYS  
= 1 T-SHIRT.

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DISCARDED FABRICS.



2.3 MILLION  
TONS OF  
RECYCLED  
TEXTILES

= 1.2 MILLION  
CARS OFF  
THE ROAD.

95% OF TEXTILES CAN BE RECYCLED.

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DISCARDED FABRICS.