

# EMBRACING EARTH, ERASING PLASTICS: OUR 2024 PLEDGE FOR THE PLANET



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On 22 April 2024, people around the world celebrated Earth Day. This day showed a strong feeling of unity and worry about the environment. It is a day when citizens worldwide engage in activities that contribute to protecting and preserving our planet. The theme for Earth Day 2024 is 'Planet vs. Plastics', highlighting the urgent need to address plastic pollution and its harmful effects on nature. The aim is to cut plastic production by 60% by 2040. This will help reduce the harm plastics cause to both the Earth and human health.

On World Earth Day, the "Plastic vs. Planet" initiative is a pivotal movement in the global environmental landscape. This year's theme focuses on the urgent need to fight plastic pollution and its harmful impacts on Earth. It's more than a campaign. It's a full plan to change how we use plastics. The goal is to live sustainably with Earth's ecosystems.



## THE URGENCY OF ACTION

The numbers are shocking: every year, over 11 million tonnes of plastic end up in our oceans. If we don't change, this could triple by 2040. This plastic disaster harms marine life, affecting over 800 species. They suffer from eating plastic, getting tangled in it, and other dangers. The "Plastic vs. Planet" campaign wants to cut worldwide plastic pollution by 80% by 2040. They plan to achieve this goal together with big organizations like the UN Environment Programme (UNEP) and Earthday.org.

## GLOBAL MOBILIZATION

The initiative brings together many different groups. These include students, parents, businesses, governments, and NGOs. They all work hard together to remove plastics from our environment.

This issue is important worldwide. It aims to cut plastic production by 60% by 2040. The final goal is a future without plastic.

### NEED FOR POLICY AND INNOVATION

The key to the success of "Plastic vs. Planet" is developing and implementing robust policies. The proposed United Nations Treaty aims to tackle plastic pollution. It is expected to be completed by the end of 2024. This shows the world's commitment to addressing this problem. Alongside policy, innovation plays a crucial role. Investing in alternative materials and technologies is essential to transition away from our dependence on plastics.

### IMPORTANCE OF PUBLIC AWARENESS AND EDUCATION

Raising public awareness about the dangers of plastic pollution is another cornerstone of the initiative. The campaign aims to make people worldwide more aware and active. It teaches about the health effects on humans, animals, and all plant life. This includes demanding transparency and research on the effects of plastics on health and the environment<sup>2</sup>.

### FUTURE PERSPECTIVE

The road ahead is fraught with challenges. The petrochemical industry makes most of the plastic. It has a long history of causing pollution and unfair environmental harm. Addressing these systemic issues is critical to achieving the goals of the "Plastic vs. Planet" initiative<sup>2</sup>. However, with challenges come opportunities. Public and political interest in reducing plastic pollution is increasing. This offers a great opportunity to improve the planet's health significantly.



### CONCLUSION

As we commemorate World Earth Day, the "Plastic vs. Planet" initiative is a rallying cry for collective action. It's a movement that transcends individual efforts, requiring the collaboration and commitment of the entire global community. We can create a future where the planet wins over plastic. We do this by following sustainability, innovation, and education. We must act now. The health of our planet and the well-being of future generations rely on our choices today.

### REFERENCES

- (1) Earth Day 2024: Planet vs. Plastics - GWP. <https://www.gwp.org/en/About/more/Events-and-Calls/2024/earth-day-2024-planet-vs.-plastics/>.
- (2) Planet vs. Plastics: Global Theme for Earth Day 2024. <https://www.earthday.org/press-release/planet-vs-plastics-global-theme-for-earth-day-2024/>.

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