

Keywords: CO₂ sink; Plastic waste; Oxygen; Recycling plastic; Eco-trend

Introduction

Our Ocean has become the very gutter of our throw-away society strange. Our ocean provides half the oxygen we breathe and is the biggest CO₂ sink in the world. It indeed is our very own life support system.

It's also the place that we dump 20 tonnes of plastic into every single minute. This spurred me into action, this is why the reason I founded "Searious Business" A company committed to preventing plastic pollution at the very source. Our mission is "Zero plastics into the ocean". With my business background and experience working in sustainability, Our Company set out to help brand owners accelerate towards the circular economy.

Know what you are getting into

If you want to change something, initially we have to understand where we are starting from. The media report that people are keen to get rid of the plastic waste problem, which is really good news. At the same time, I have discovered there is a dire lack of knowledge about preventing plastic waste, reusing and recycling plastic. So the will is there, but the knowledge is lacking.

Put your money where your mouth

When we look at behaviour, research shows that an average consumer opens 7 packaged items a day. So where the big do brands stand? Well 96% of CEOs in the same field believe that the circular economy is important for their company's future success, so that is a good start. However, when you delve a little deeper, it's clear that marketing managers are incentivised to sell volume and can be tempted

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Received: September 05, 2020; **Accepted:** January 28, 2021; **Published:** February 04, 2021

Citation: Peeters W (2021) Towards a World without Plastic Waste. J Marine Sci Res Dev 11: 291.

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are helping those frontrunners in business, by proclaiming a European strategy on plastics. Which has a lot more 'teeth' than some of the Plastic Pacts or national ambitions out there?

There is no more time for lengthy lobby talks or small step approach; we need drastic measures to eradicate usage of plastic. Like True Pricing, starting with fossil fuels and scarce materials.

We encourage everyone, in different parts of the world, to play their role to minimize plastic waste.