

**ECOALF**

**500.000 MILLONES  
DE BOLSAS CADA AÑO**



# 30 min

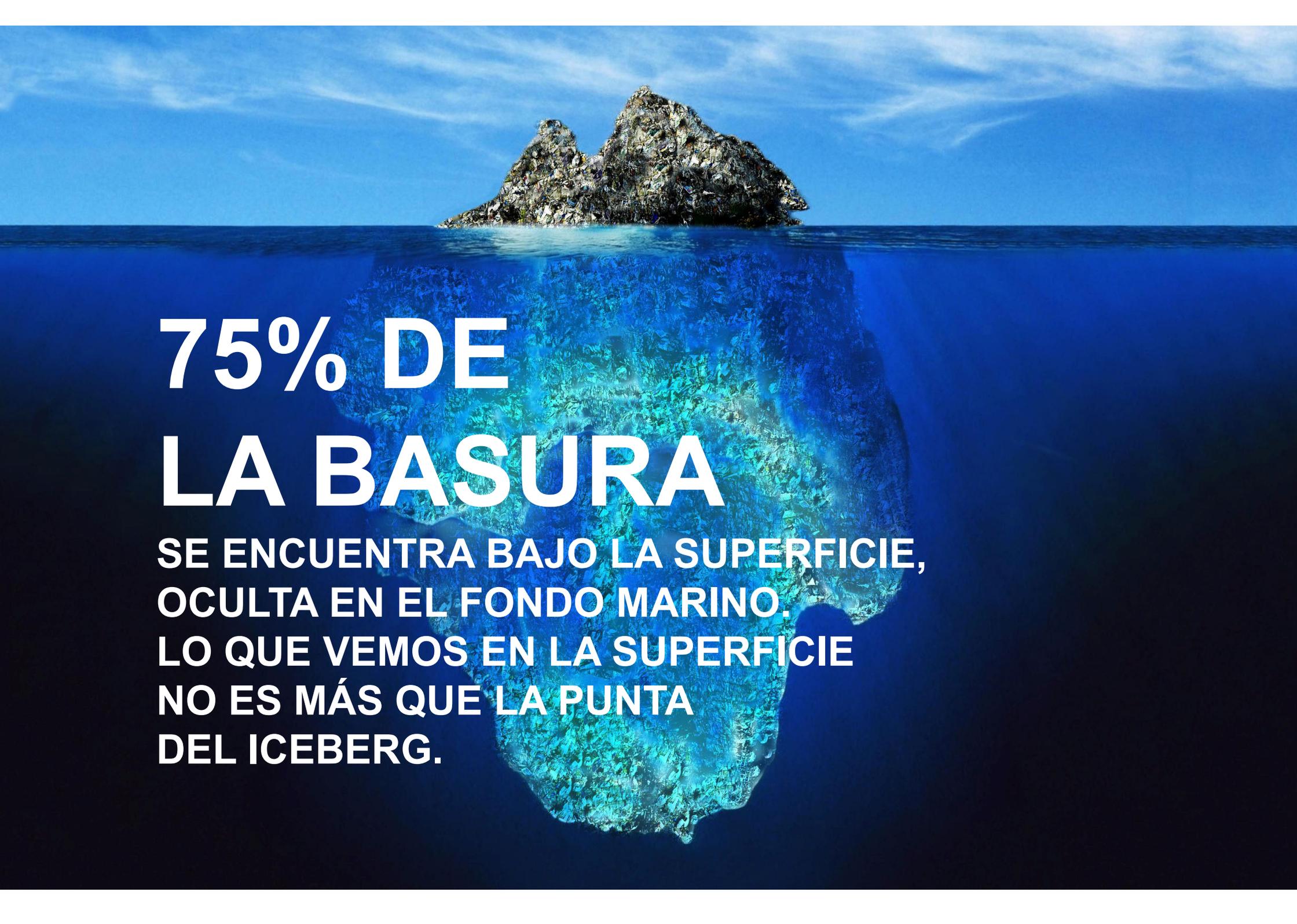
VIDA ÚTIL



An underwater photograph showing a large, tangled mass of abandoned fishing nets and coral on the ocean floor. The nets are heavily encrusted with coral and other marine life, appearing as a complex, reddish-brown structure. The background is a clear blue ocean with several small fish swimming around. The text is overlaid on the left side of the image.

**650.000 TONELADAS DE  
REDES DE PESCA  
PERMANECEN  
ABANDONADAS EN EL  
FONDO DE LOS  
OCÉANOS**





The image shows a large iceberg of trash floating in the ocean. The tip of the iceberg, which is visible above the water surface, is composed of various pieces of plastic and debris. The vast majority of the iceberg is submerged below the surface, illustrating the hidden scale of ocean pollution. The background is a clear blue sky and a calm blue sea.

# 75% DE LA BASURA

SE ENCUENTRA BAJO LA SUPERFICIE,  
OCULTA EN EL FONDO MARINO.  
LO QUE VEMOS EN LA SUPERFICIE  
NO ES MÁS QUE LA PUNTA  
DEL ICEBERG.

A photograph showing a massive pile of plastic waste, primarily plastic bottles, washed onto a sandy beach. In the background, a yellow crane is positioned on a pier or structure over the water. Further back, there are several multi-story residential buildings. The sky is overcast. The text is overlaid in large white letters on the left side of the image.

**200.000 MILLONES  
DE BOTELLAS DE PLÁSTICO NO  
SON RECICLADAS CADA AÑO.**

**“BY 2050 THERE WILL BE MORE  
PLASTIC THAN FISH IN THE  
OCEAN.”**

Ellen MacArthur Foundation



**CADA MINUTO, CADA HORA,  
CADA DÍA... 1 EL EQUIVALENTE A UN  
CAMIÓN DE BASURA LLEGA AL MAR**



A large, dense pile of discarded plastic waste, including numerous clear plastic water bottles, white plastic cups, and a few green and red plastic containers. The items are scattered and overlapping, creating a chaotic and overwhelming visual of environmental pollution. The background is filled with more of the same waste, extending to the edges of the frame.

**HASTA  
1.000  
AÑOS**

**ACT  
NOW**

!

The background of the slide is an underwater photograph showing a rocky seabed with various sized stones and pebbles. The water is a deep, clear blue, and the lighting creates a sense of depth and clarity. The text is overlaid on the upper portion of this image.

**VISION: STOP USING NATURAL  
RESOURCES IN A CARELESS WAY**

**MISSION: CREATE THE FIRST GENERATION  
OF RECYCLED PRODUCTS WITH THE SAME  
QUALITY AND DESIGN AS THE BEST  
NON-RECYCLED**