



The LENA Project

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The Problem

Single Use Plastics

Background

Prompt for the
Planet



Strawless
Summer

Hello. Please don't put straws in me, baby sea turtles are trying to grow here. -Ocean
Louisa, age 5



Background

Prompt for the
Planet



Strawless
Summer



Strawless Summer



The LENA Approach



LESSEN



EMPOWER



NOTICE



ACT

How LENA Helps

Empower	Empower the next generation
Educate	Educate about plastic
Support	Support businesses reducing plastic

Listen to the EARTH

EARTH



Call to Action

Business
Connections

Advertising
Partners

Spreading
LENA

Environmental
Promise