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
The LENA Approach

1. LESSEN
2. EMPOWER
3. NOTICE
4. ACT
## How LENA Helps

<table>
<thead>
<tr>
<th>Empower</th>
<th>Empower the next generation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educate</td>
<td>Educate about plastic</td>
</tr>
<tr>
<td>Support</td>
<td>Support businesses reducing plastic</td>
</tr>
</tbody>
</table>
Listen to the Earth
Call to Action

- Business Connections
- Advertising Partners
- Spreading LENA
- Environmental Promise