



# The LENA Project

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# The Problem

Single Use Plastics

# Background

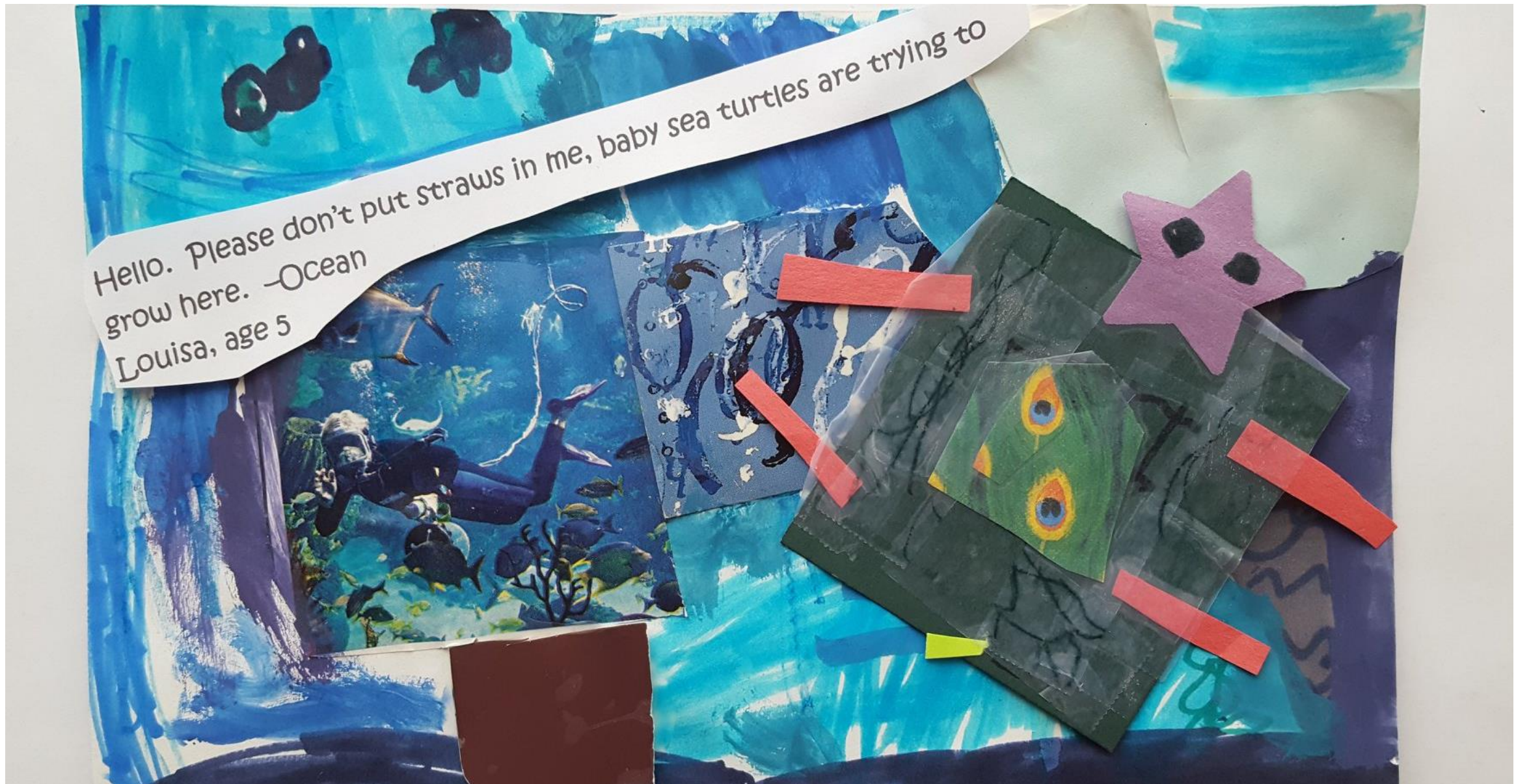
Prompt for the  
Planet



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

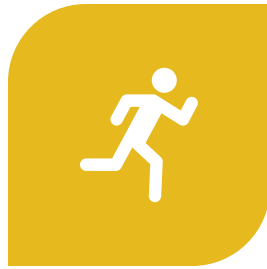




# The LENA Approach



**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