

1. ABOUT THE WHY

We believe free access to information is a human right.

1 billion people are unable to read and write and more than half of the world's population lack access to the internet. This means that for millions of people across the world free, reliable, information is simply not available.

To combat unequal access to information [THE WHY](#) produces & donates documentaries to underserved countries and distributes them on a sliding fee scale to other broadcasters around the world.

Founded in 2004 by documentary visionaries Mette Hoffmann Meyer (former head of documentaries at DR) and Nick Fraser (founder of BBC's documentary strand Storyville), THE WHY encapsulates their vision of making investigative documentaries available to everyone, everywhere.

Engaging our extensive network of broadcasters, filmmakers and journalists, THE WHY now reaches more than 200 countries and territories with over 70 television broadcasters, local non-profit organizations and schools. By securing access to informative documentary films for everyone, we encourage global critical debate on pressing human rights and environmental issues.

2. ABOUT WHY PLASTIC?

Plastic is a revolutionary material. It's durable, has many uses and it's incredibly affordable. But what makes plastic so great has also pushed our planet to the brink of one of the worst environmental crises in history. Plastic breaks down into micro and nano particles, its many shapes make it indistinguishable to wildlife and its low cost means we have produced far, far too much.

[WHY PLASTIC?](#) is a documentary series made up of 3 films and 10 short-films (COMING 2021), each investigating a different angle of plastic pollution, its causes, effects and possible solutions. We will bust the myths and misinformation and take a close look at the current scientific status quo regarding plastics impact on health, the environment and solutions to the problem. What do we really know about the plastic trash we are slowly drowning in?

3. WHY PLASTIC SHORT-FILMS

Using animated factual short films as tools to further public science and environmental education, THE WHY fights to secure access to reliable and independent information to communities all over the world. We will produce 10 short films about the causes, consequences and possible solution to plastic pollution, intended for use in community organisations,

educational institutions, museums and libraries all over the world. In addition, we will produce facilitators guides and fact sheets that can be used to facilitate discussions and further understanding of the problem. Science and environmental education is an important first step towards safeguarding ourselves against misinformation, and will ultimately help secure a sustainable future for all. Check what the films will talk about:

1. The History of Plastic

Plastic was actually invented to save natural resources, but somewhere things got out of hand.

2. How is Plastic Made?

We explore the chemistry behind the plastic we use every day and its connection to fossil fuels.

3. The size of plastic

How much plastic trash is there? How small is a nanoplastic particle? We try to make the numbers around plastic pollution visual and concrete.

4. Single-use plastic forever

What will society look like when the plastic bag you just threw away is still lingering in the environment, hundreds of years from now?

5. Did you know?

Did you know plastic is everywhere? In chewing gum, anti-wrinkle cream and the shirt you're wearing?

6. Who depends on plastic?

Not all plastic is bad. Take hospitals for example. Which industries rely on plastic for good reason - and which ones could change their ways?

7. Plastic planet

Microplastics have been found on Antarctica, in the Rocky Mountains and at the bottom of the ocean. We are turning our planet into plastic.

8. Greenwashing

What do the numbers actually mean that companies and governments communicate to us, trying to persuade us they are reducing their plastic footprint? Are they doing enough?

9. Algae, sugar cane, seaweed

What are the alternatives for plastic made from fossil fuels?

10. Help! What can I do?

We explore the many ways we can all help our planet recover.