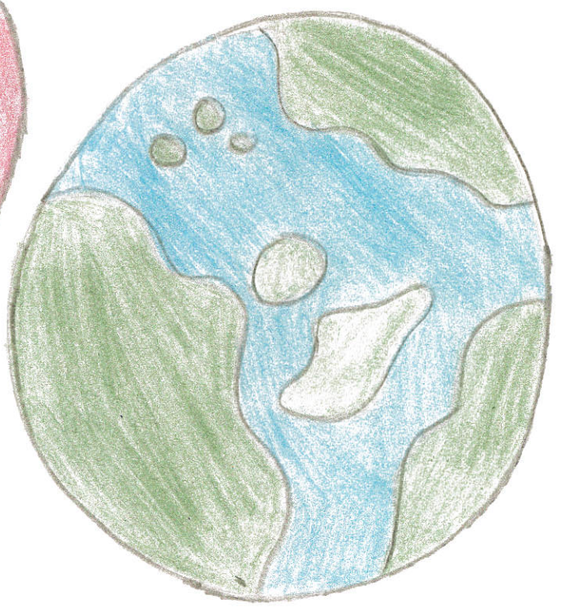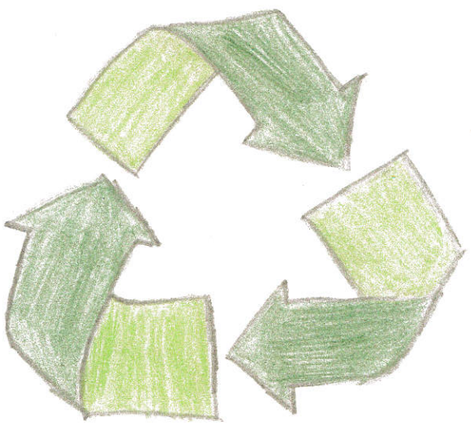BEAT PLASTIC POLLUTION