

E4Impact & VIS - Volontariato Internazionale per lo Sviluppo

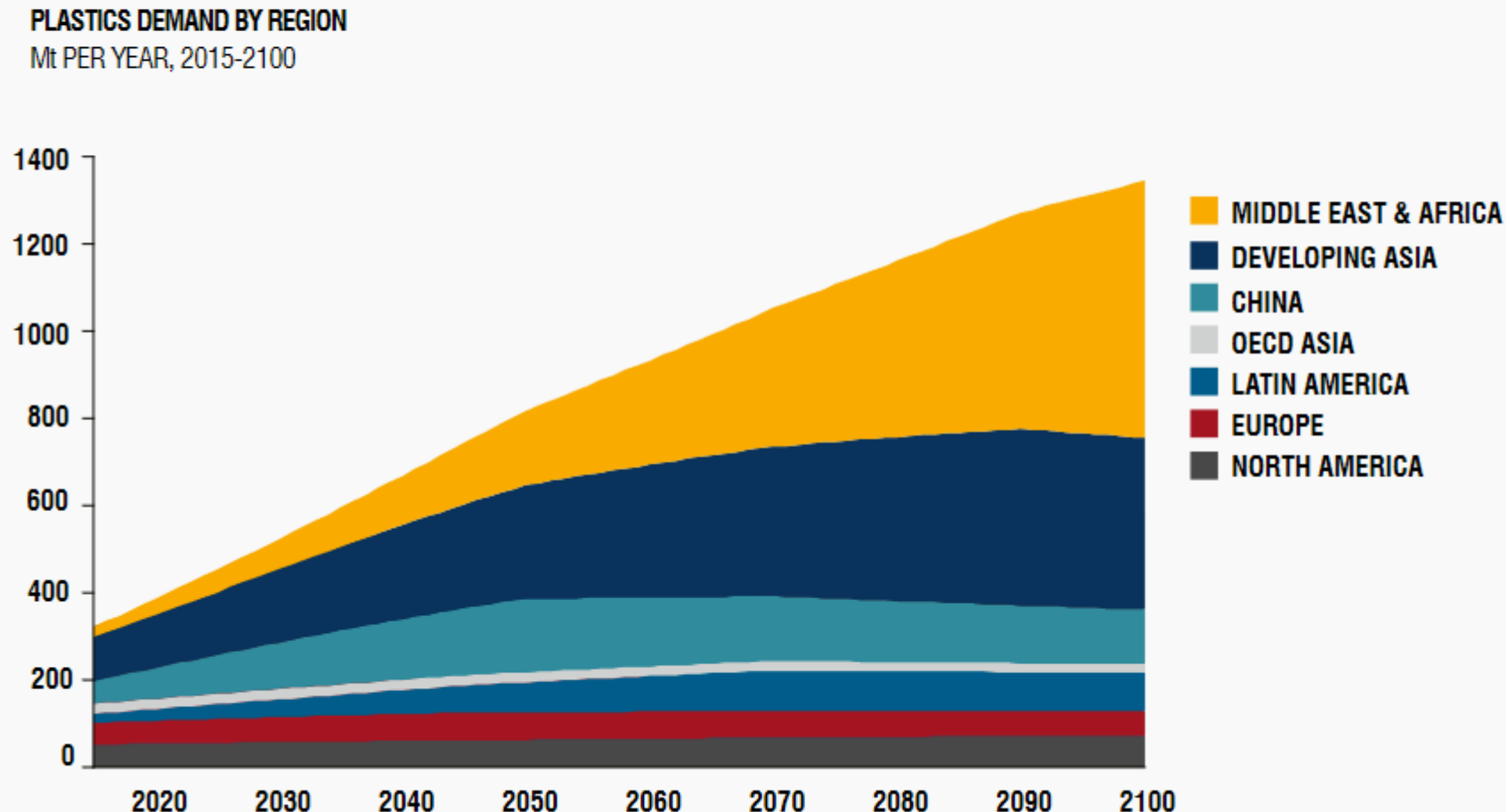
The Pandemic of Plastic: Challenges and Opportunities in policy-making

Plastics, Eco-poverty and the Circular Economy

The word "Rethink" is written in a bold, sans-serif font. Each letter is a different color, creating a rainbow gradient: 'R' is red, 'e' is orange, 't' is yellow, 'h' is light green, 'i' is green, 'n' is teal, and 'k' is blue.

Global plastics demand 2015-2100

PLASTICS DEMAND WILL INCREASE SIGNIFICANTLY



Annual global plastic production has exploded from some 1.5 million metric tons in 1950 to **359 million metric tons** in 2018 (almost 50 kg per person!)

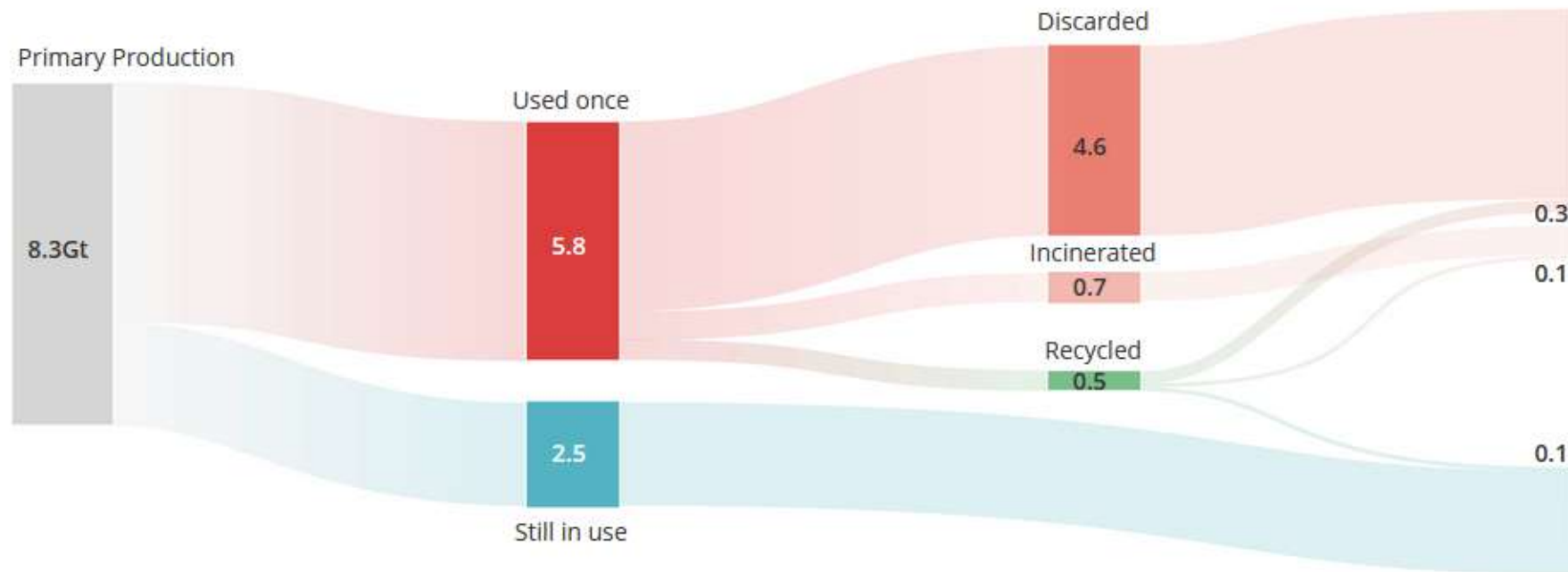
Source: Statista

<https://www.statista.com/topics/5401/global-plastic-waste/>

Global plastic flows

Over two-thirds of all plastics ever made have been discarded, and only 6 percent of plastics have ever been recycled

Plastic consumption by stage, Gigatonnes (Gt)



Global production, use, and fate of polymer resins, synthetic fibres, and additives (1950 to 2015; in million metric tons).

Source: Geyer R, Jambeck, JR and Law KR (2017) Production, use, and fate of all plastics ever made, *Science Advances* (19 Jul 2017), Vol. 3, no. 7, DOI: 10.1126/sciadv.1700782

Fast-fashion relies on cheap, fossil fibres



69%

OF ALL MATERIALS USED IN
TEXTILES ARE **SYNTHETICS**¹

x 2

FASHION PRODUCTION
HAS **DOUBLED** SINCE 2000¹

0.19

MILLION TONNES OF **MICROFIBRES**
RELEASED EVERY YEAR - 20% OF
PRIMARY OCEAN MICROPLASTICS²

¹ Changing Markets – Synthetics Anonymous: fashion brands' addiction to fossil fuels (2021 <https://changingmarkets.org/portfolio/fossil-fashion/>)

² Henry, Laitala, Klepp (2019) Microfibres from apparel and home textiles: prospects for including microplastics in environmental sustainability assessment, Science of the Total Environment, www.elsevier.com/locate/scitotenv

SACK THE SACHET



**A PLASTIC
PLANET**

If you put a year's worth of single-use sachets end-to-end, they would reach the moon 189 times. The **855 billion packets used annually** house everything from condiments such as ketchup to personal care products like shampoo.

We are **calling for a ban on sachets** in an open letter signed by Princess Esmeralda of Belgium, UN Secretary-General's Special Envoy for the Ocean Peter Thomson, Iceland Foods' Managing Director Richard Walker, TimeOut Group CEO Julio Bruno, and financier Ben Goldsmith and others to urge politicians and global business leaders to work together to ban the sachet. Source: <https://aplasticplanet.com/inspiring-change/campaigns/>



#ecopoverty
Indonesia - photo by Tom Fisk from Pexels

Regulations – too little, too late?

Australia

- ✓ Optimizing recovery and recycling
- Target for 100% to be recyclable, compostable or reusable

Canada

- ✓ Strategy for Sustainable Packaging
- Strategy on Zero Plastic Waste (2030 goal, passed in 2018)

China

- ✓ Banned/limited packaging waste imports in 2017
- Proposal to ban single-use plastic bags by 2022

- ✓ *Regulation in place*
- *Recent moves/next steps on regulations*



European Union

- ✓ Packaging Waste Directive
- Single-Use Products directive (with bans on selected products)

India

- ✓ Laws favour recyclable materials and formats
- Aiming to increase awareness campaigns and collection points

United States

- ✓ Key jurisdictions implement bans on plastic bags
- Bills to reduce single-use packaging waste and increase recycling

Incineration is not the answer

1 Tonne of plastic
burned at Waste-to-
Energy incinerator **= 1.4** Tonnes of CO₂ –
even after energy
recovery

“Waste-to-energy” and other forms of incineration release toxic substances such as dioxins, furans, lead, mercury, acid gases, and particulate matter. Workers and nearby communities, most often low-income communities, face the greatest health risks associated with toxic air emissions, ash, and wastewater.



False solution - chemical recycling and 'plastic to fuel'

THE PROBLEMS OF "PLASTIC-TO-FUEL"



Produces
dirty fossil fuel



Toxic emissions,
ash, char, slag
and wastewater



Energy-intensive
to operate and
maintain



Cost-prohibitive,
high-profile
failures



Justifies
overproduction of
plastic

'Bio' won't solve the problem

**"BIOPLASTICS" ARE STILL PLASTICS
AND THE TERM ITSELF IS AMBIGUOUS.**

THERE ARE:

Bio-based plastics



Made partly or fully from **organic matter** from plants and animals,
often in combination with **fossil fuels**.

Bio-based plastics rely on limited land resources and chemical-intensive industrial agriculture.

less than **40%**
of bio-based plastics
are designed to be
biodegradable.

Biodegradable plastics



INDUSTRIALLY COMPOSTABLE?

Only if your area has industrial composting infrastructure & you know the right bin. If not, **the plastic will end up in landfill, incinerators or the environment.**



HOME COMPOSTABLE?

It can take **up to 1 year per item**, and only if you have access to a home or community composter which is well managed.



SOIL BIODEGRADABLE?

Current uses such as covering of crops still contribute to **plastic pollution**.



MARINE BIODEGRADABLE?

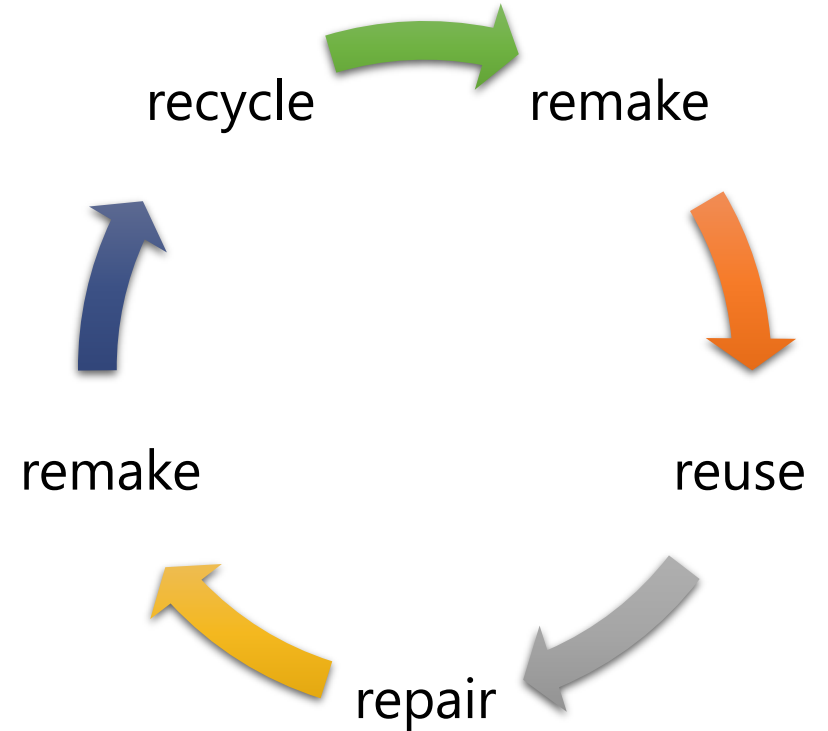
No adequate scheme to prove it.
Still impacts sealeife.
Why would we design products to end up in the ocean?

Create, circulate and share value

Design products and systems to care for and conserve resources, and avoid pollution and waste

1. Keep in use for longer – *use less*
2. Use it again and again – *get more from less*
3. Keep it in circulation – *close the loop*
4. Use safe, sustainable materials, and less of each – *resource efficiency*

Breaks the link between resource use, pollution & emissions and good living standards – shrink our footprint

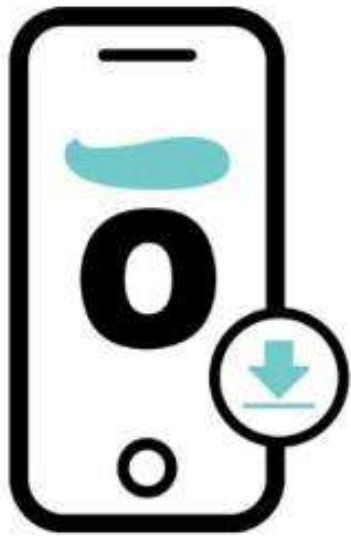


The Circular Checklist.

Choose Recycled. **Challenge** Longevity. **Check** Recyclable.

We all have a choice despite what is in front of us. If it isn't matching up to your circular checklist then scroll on to the next page, there is always a next page. You have that power!

How it works



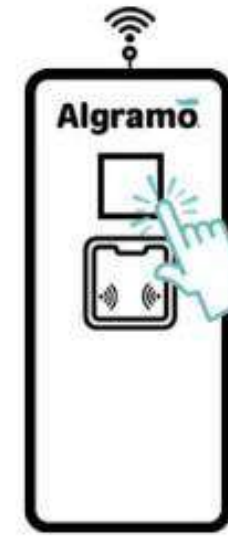
1. Download the app &
create your account



2. Charge your account



3. Bring your Smart
Reusable Packaging to an
Algramo dispenser



4. Choose how much you
want to fill

HOW IT
WORKS

ABOUT
US

WHY
SPLOSH?

VALUE



★ **REVIEWS**
THE CUSTOMERS' VOICE

Read our 3102 reviews



we believe refilling is **better** than recycling




Order full bottles from our great range of cruelty free home and personal care products.



When you're running low, order refills online – and we'll deliver them to your door for free.




Subscribe...and relax! You'll never run out of refills again. Even better, you've stopped binning bottles.

 for you

 laundry

 dishes

 home



Hand wash gels



Shower gels



Luxurious shampoo



Moisturising conditioner

CIRCULAR COMPUTING™

‘THE WORLD’S FIRST REMANUFACTURED CARBON-NEUTRAL LAPTOPS’



For every Circular Computing™ laptop purchased



5 trees planted



380kg CO₂
saved

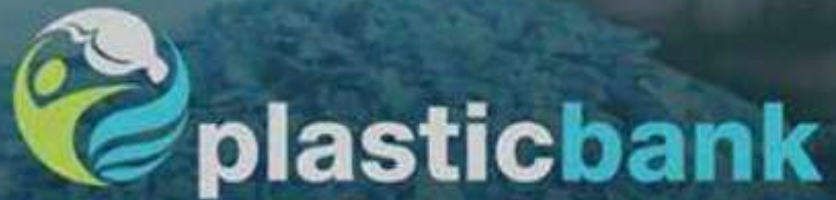


190k litres of
water saved



1200kg of mining
minerals
prevented

“If you could buy the most ethical & sustainable laptops in the world, with 97% of the performance of the latest models and save a significant amount on the price, what would stop you?”



We are stopping ocean plastic while improving the lives of those who help collect it

Total plastic recycled

24,921,579 kg

Recycled last year

17,448,063 kg

Active Plastic Bank Locations

548

Source: <https://plasticbank.com/>

We're creating innovative items from waste - from something that was previously considered worthless.

We give trash a value...



Compared to their traditional counterparts, our products are:

☒ More environmentally-friendly

☒ Certified

☒ Cheaper

☒ Stronger

☒ Lighter

☒ More durable



Eco-Products & Sustainability

We recycle the plastic brought to us into a variety of new items, which we then sell to generate funds. With this revenue, we can continue to purchase plastic from the community.

Hence, our closed-loop system in action - allowing us to recycle plastic and create job opportunities in a sustainable way

Source: <https://www.ecobrixx.org/>



Breakaway Corners

\$6.00



Corner Block

from \$1.75



Single Bottle Wine Shipper

\$10.00



Seed Starter

\$2.50

Thermal packaging



 **pluumo** the world's first
**SUSTAINABLE THERMAL
PACKAGING made from FEATHERS**

<https://www.pluumo.com/>

An advertisement for Woolcool thermal packaging. The background is split into a green left half and a teal right half. The Woolcool logo is centered at the top. On the green side, under the heading 'FOOD', are two white 'Food Insulated Pouches' next to some tomatoes and cheese. Below them is a button that says 'VIEW FOOD RANGE'. On the teal side, under the heading 'PHARMA', is a white 'Pharma Insulated Pouch' next to two small medical vials. Below them is a button that says 'VIEW PHARMA RANGE'. At the bottom, the tagline 'Created By Nature, Driven By Science' is written in white.

<http://www.woolcool.com>

Circular economy - benefits



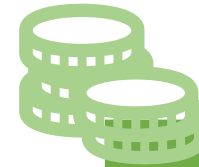
People (Customers)

- Value & affordability
- Convenience
- Smaller footprint
- Shared ethics & values



Planet

- Less resources
- Less destruction
- Less waste, pollution & emissions



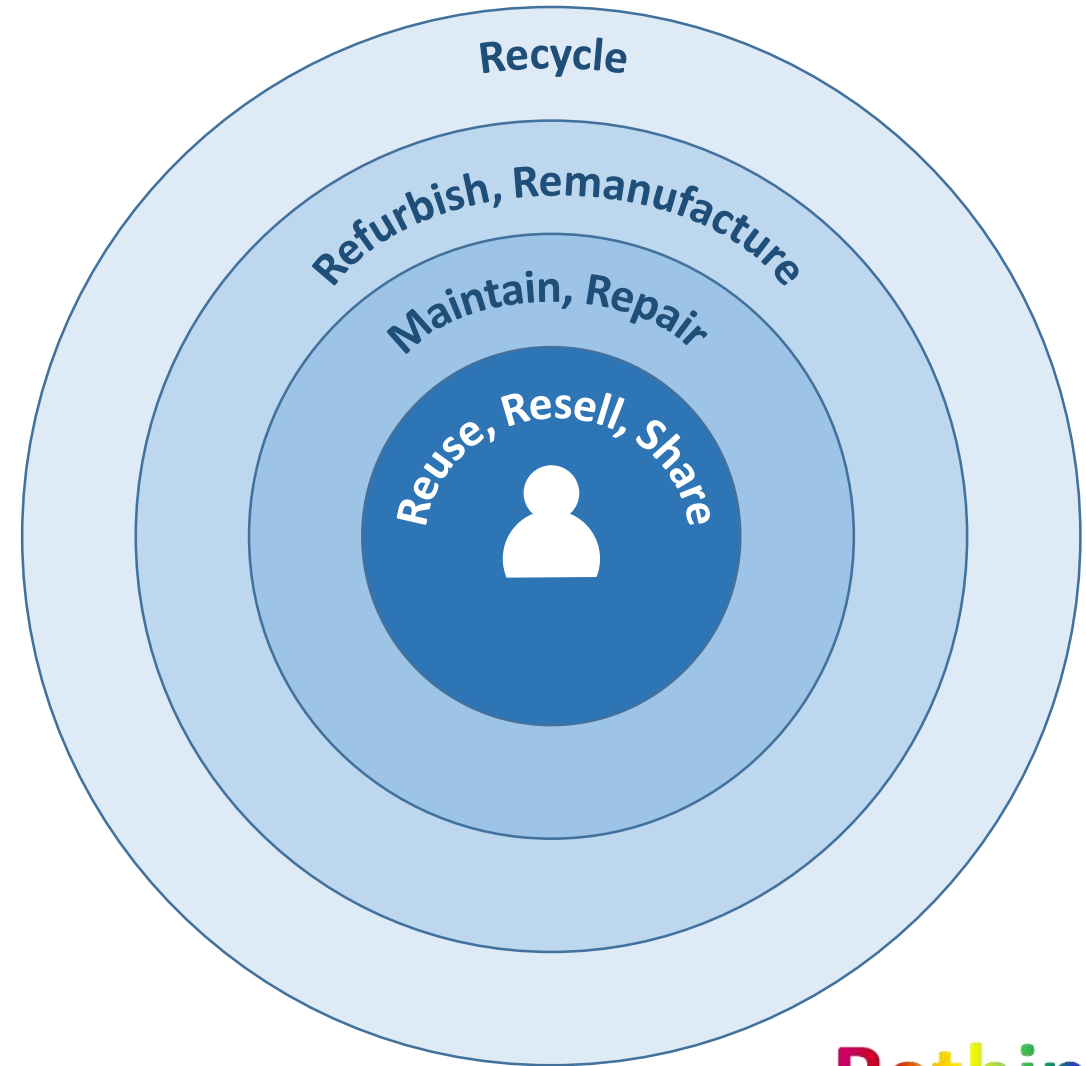
Profit

- Lower cost base
- New markets
- Highly profitable
- Brand value

A fair, circular economy

Create, circulate and share value

- Design systems to care for and conserve resources, and avoid waste
- Use less, get more from less, use it again and again – shrink our footprint
- Breaks the link between resources and good living standards



Questions?

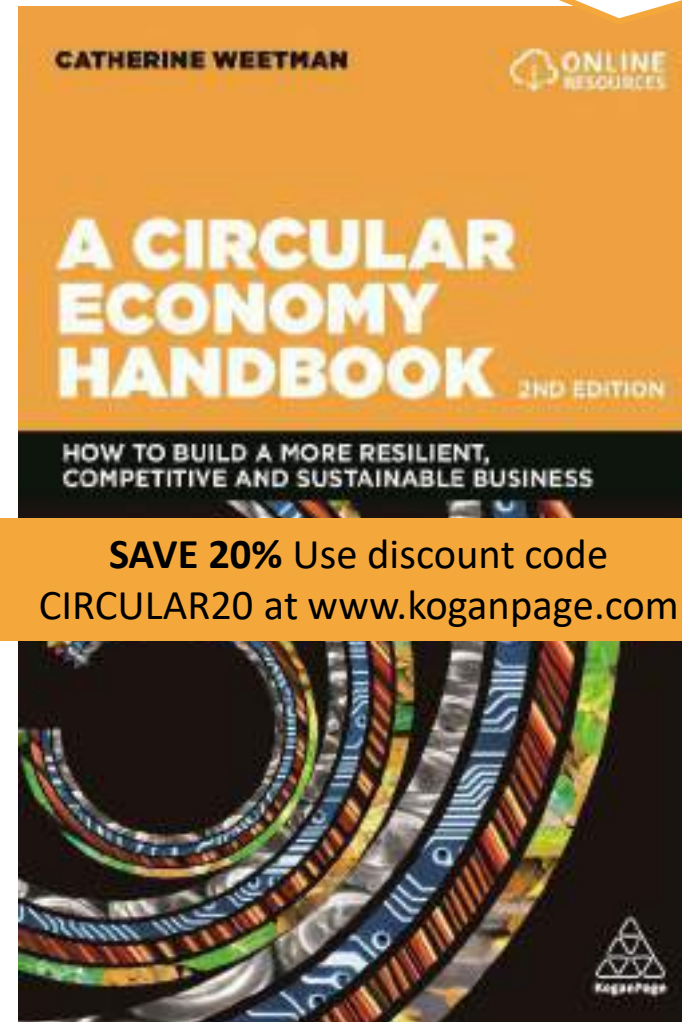


CircularEconomyPodcast.com

with Catherine Weetman

Rethink www.rethinkglobal.info

"This is a book for everyone in business, or who wants to shape the future of business. The circular economy is the best toolkit we have for future sustainable business and this book leads you through what it is and why so many businesses and governments are getting on board." *Tom Szaky, Founder & CEO, TerraCycle*



SAVE 20% Use discount code
CIRCULAR20 at www.koganpage.com

Further reading

- **Talking Trash: the corporate playbook of false solutions to the plastic crisis - September 2020** This report investigates industry tactics in the face of an unprecedented plastic pollution crisis and growing public pressure to address it. Based on research and investigations in over 15 countries across five continents, it reveals how – behind the veil of nice-sounding initiatives and commitments – the industry has obstructed and undermined proven legislative solutions for decades. We have critically analysed voluntary commitments from the biggest plastic polluters (Coca-Cola, Colgate-Palmolive, Danone, Mars Incorporated, Mondelēz International, Nestlé, PepsiCo, Procter & Gamble, Perfetti van Melle and Unilever), dissected the most prominent group initiatives (some of them championed by governments and NGOs) and revealed how companies across the plastic supply chain – from the oil industry to consumer brands and retailers – really act behind the scenes. Our case studies show that not only have voluntary initiatives failed to contain the plastics crisis, but also that companies have used these initiatives as a tactic to delay and derail progressive legislation – all while distracting consumers and governments with empty promises and false solutions. <https://changingmarkets.org/portfolio/talking-trash/>
- A Greenpeace USA report (2019), [Throwing Away the Future: How Companies Still Have It Wrong on Plastic Pollution “Solutions,”](#) warns consumers to be skeptical of the so-called solutions announced by multinational corporations to tackle the plastic pollution crisis. These false solutions, such as switching to paper or ‘bioplastics’ or embracing chemical recycling, are failing to move us away from single-use packaging and divert attention away from beneficial systems that prioritize refill and reuse.
- The Ex’Tax Project <https://ex-tax.com/> including a paper on the Amsterdam City Doughnut Economics and Ex’Tax https://assets.amsterdam.nl/publish/pages/941443/pb-079_making_strides_towards_a_sustainable_city_with_the_amsterdam_circular_strategy.pdf
- Doughnut Economics Action Lab – <https://doughnuteconomics.org/>
- Ecocide Law: EndEcocide campaign <https://www.endecocide.org/> And recent coverage in the Guardian <https://www.theguardian.com/environment/2021/jun/22/legal-experts-worldwide-draw-up-historic-definition-of-ecocide> , UNEP <https://www.unep.org/news-and-stories/story/how-new-laws-could-help-combat-planetary-crisis> , Financial Times - Ecocide: a new weapon in the fight to save the planet (2.5 minute audio) <https://www.ft.com/content/c035276c-27aa-4b7a-8061-9af5bc18fdf1>