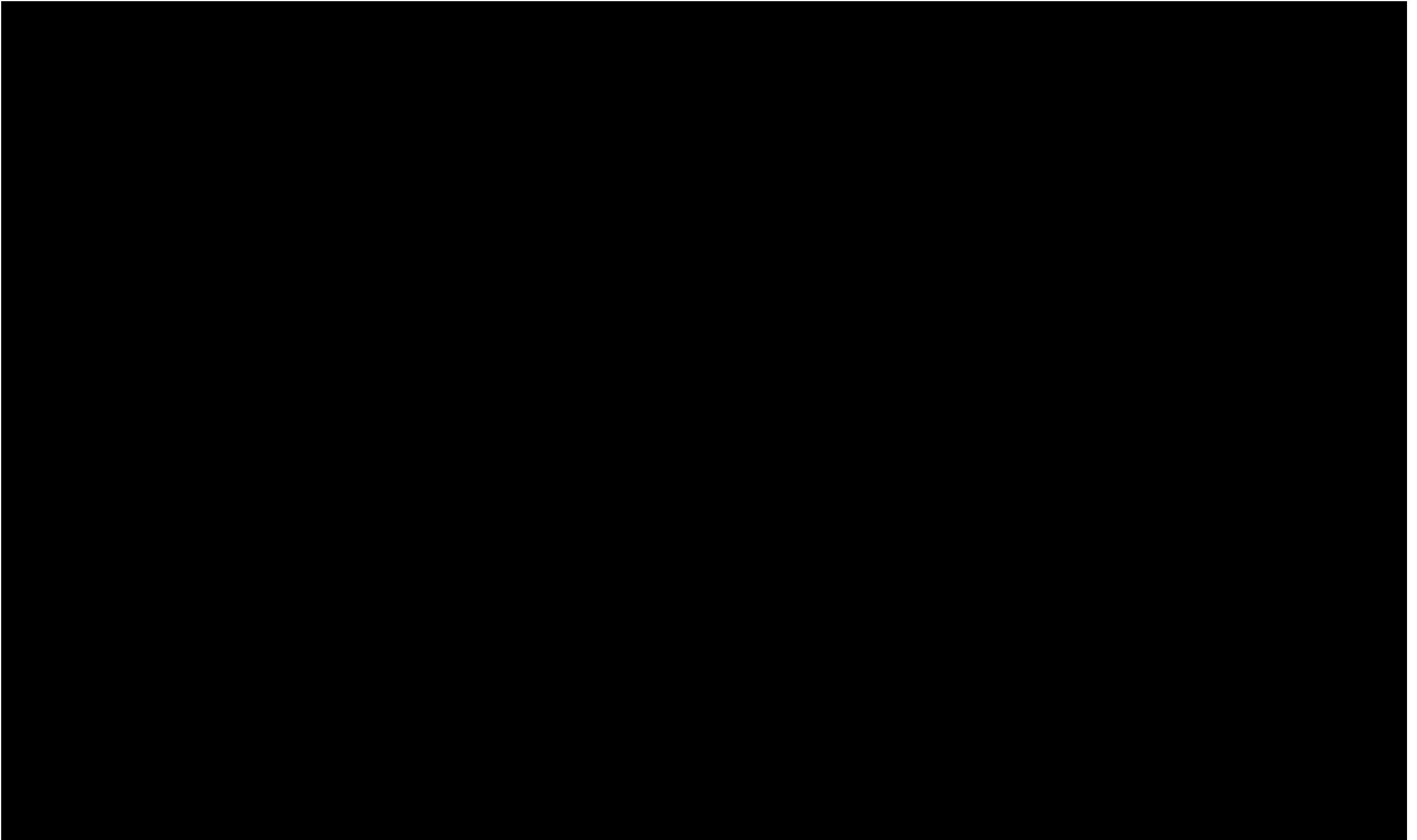




Can the Packaging Industry become solution to the Ocean Plastic Pollution?

Dr Geoff
Brighty





**A
PLASTIC
OCEAN**

WE NEED A WAVE OF CHANGE.

WINNER
ActNow Award
Crested Butte
Film Festival
2017

WINNER
Best Feature Film
Philadelphia
Environmental
Film Festival
2017

WINNER
Stan Waterman Award
Princeton
Environmental
Film Festival
2017

WINNER
Best of Festival
Blue Ocean
Film Festival
2017

WINNER
Best Ocean Film
Blue Ocean
Film Festival
2017

WINNER
Best Documentary
(Director's Choice)
Sedona International
Film Festival
2017

WINNER
Best Environmental
Film (Audience Choice)
Sedona International
Film Festival
2017

WINNER
Best Feature
Colorado
Environmental
Film Festival
2017

WINNER
Best Film:
Ocean Environment
Waimea Ocean
Film Festival
2017

WINNER
Ocean Impact Award
Barbados
Independent
Film Festival
2017

WINNER
Best Short
G2 Film
Festival
2017

WINNER
Best Film
Environmental
Media Awards
2017

WINNER
Impact Recognition
The Bay
Foundation
2017

WINNER
Best Impact Film
Wildlife Film
Festival
2017

About Plastic Oceans UK

Founded in 2009

UK's first plastic pollution NGO

First seven years: production of the film *A Plastic Ocean*.

Our focus:

- Education
- Science and Policy
- Sustainability





Plastic Fantastic



Durable
Lightweight
Strong
Flexible
Clean
Multiplicity of uses

Millions of Legitimate Uses



Ocean Plastics

An orphan problem

- What is the 'problem'?
 - Material?
 - Design?
 - Source?
 - Stewardship?
 - Economics?
 - The Plastics 'System'?
 - Quantity?

38 million pieces of plastic waste found on uninhabited South Pacific island

Henderson Island, part of the Pitcairn group, is covered by 18 tonnes of plastic - the highest density of anthropogenic debris recorded anywhere in the world



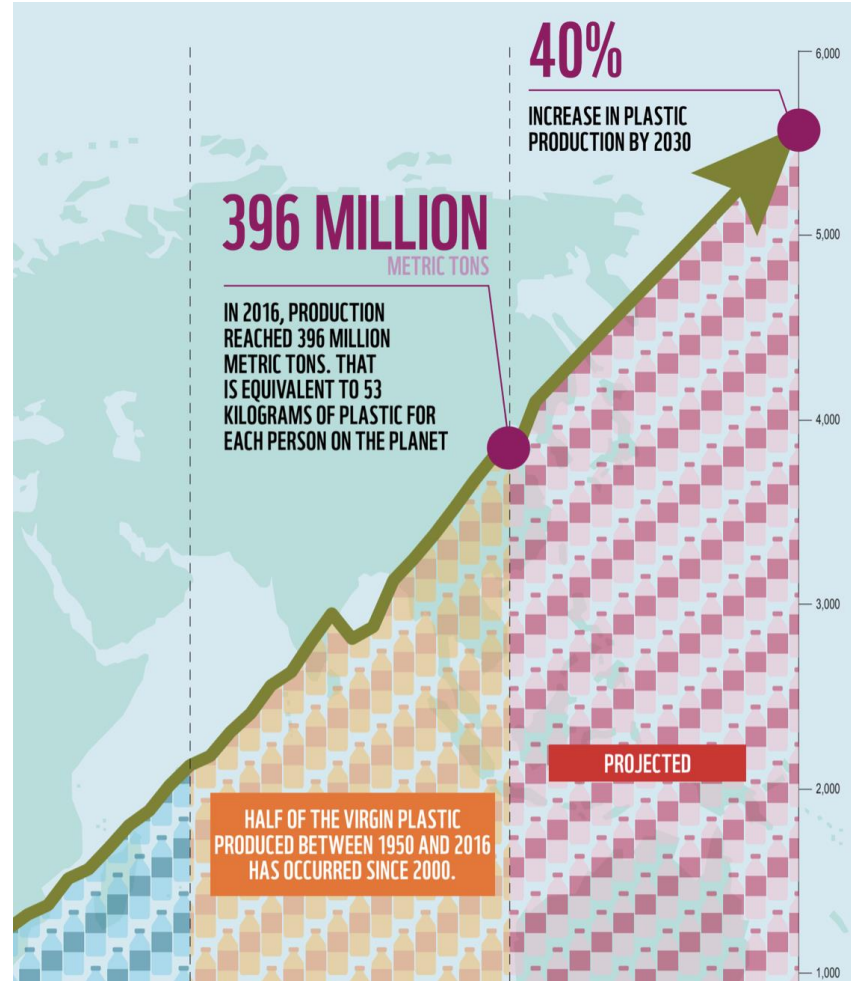
38m pieces of plastic found on uninhabited Henderson Island

Source: The Guardian

Ocean Plastics

An orphan problem

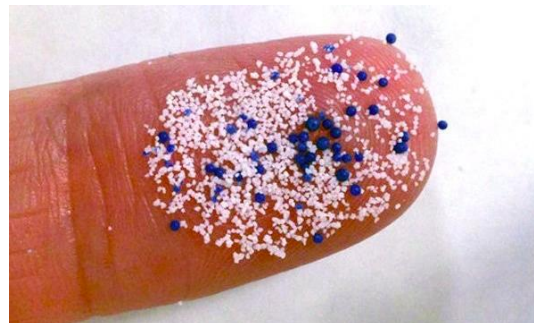
- What is the 'problem' ?
 - Material?
 - Design?
 - Source?
 - Stewardship?
 - Economics?
 - The Plastics 'System' ?
 - **Quantity?**



Source: WWF

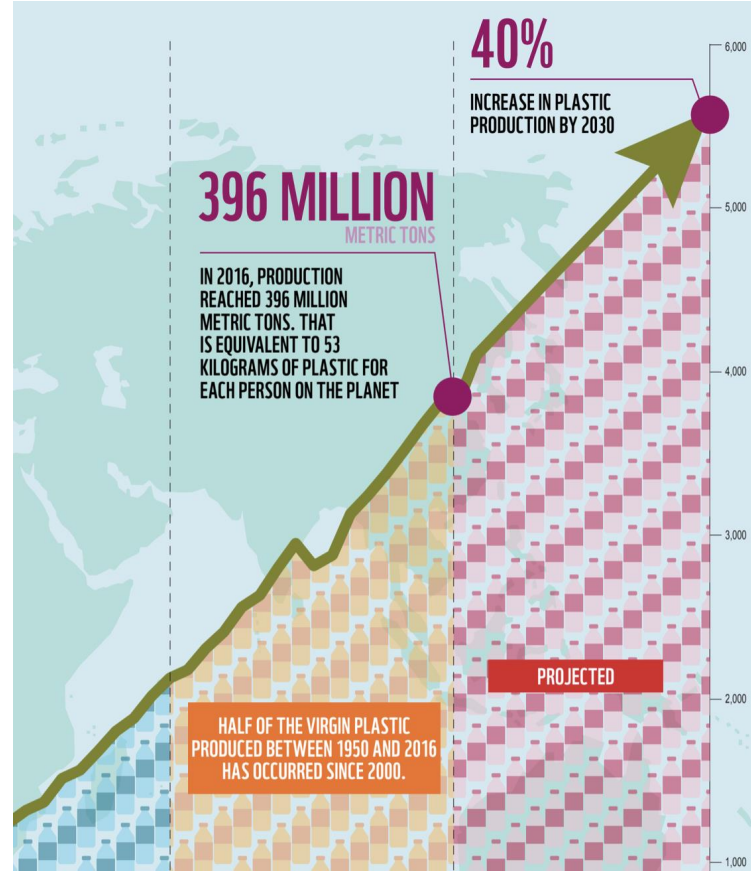
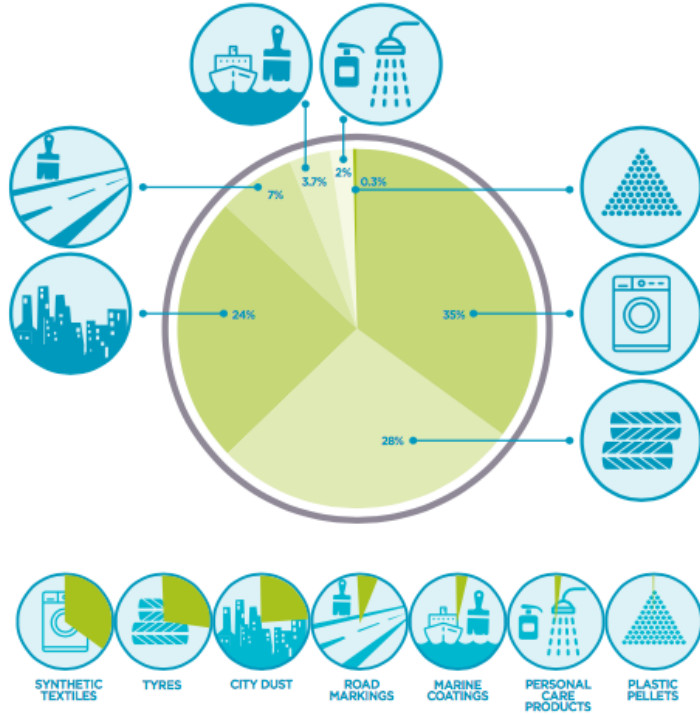
All of the above... How do we prevent harm, and recover the value?

What plastics are we most concerned about?



GLOBAL RELEASES OF PRIMARY MICROPLASTICS TO THE WORLD OCEANS

BY SOURCE (IN %).



Source: WWF



WARNING: Plastics are polluting nature, endangering wildlife and taxing natural systems. It is entering the food we eat and the air we breathe.

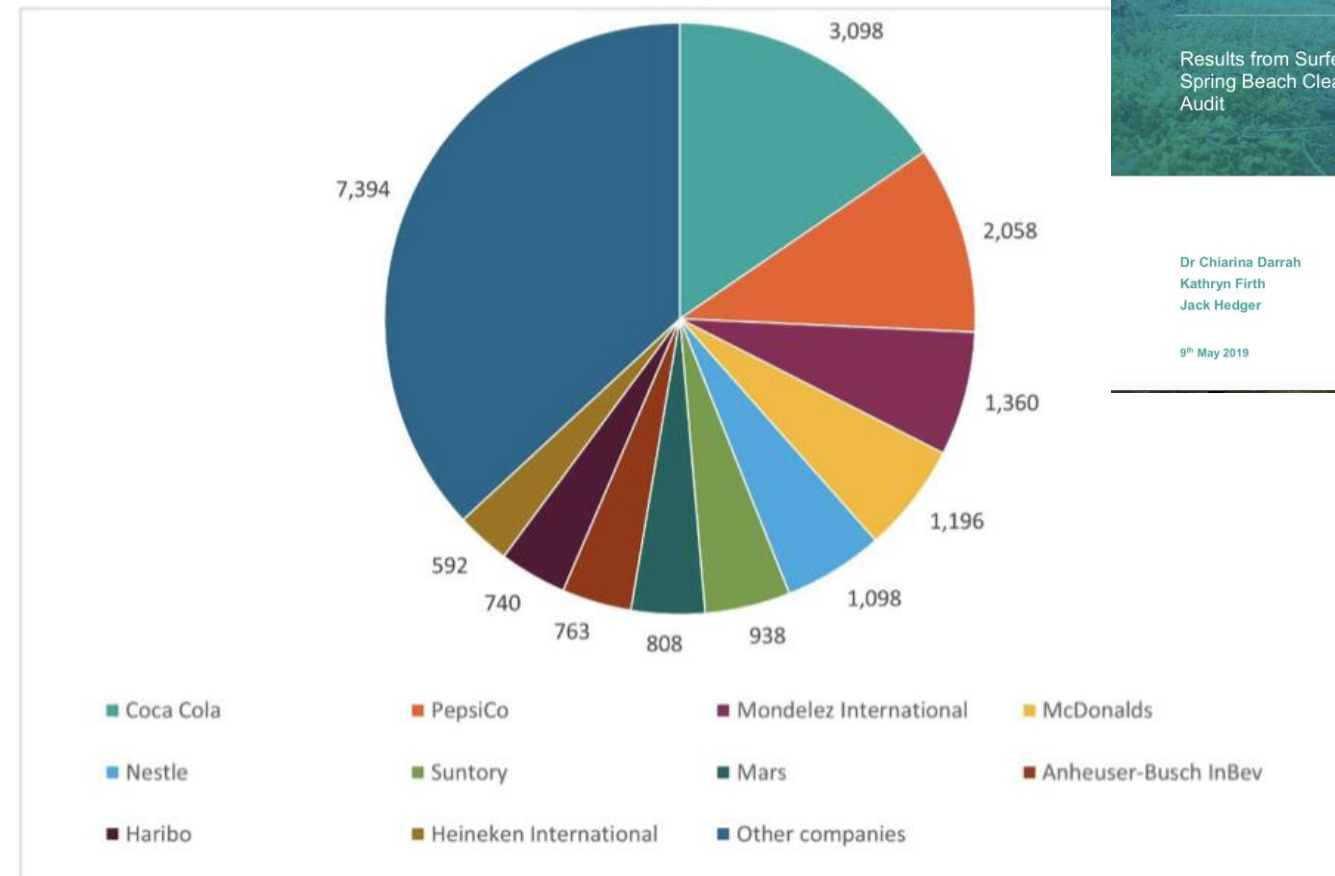
Field evidence



3 of the top 5 items of microplastic were packaging related



Figure E - 1: Shares of Branded Items by Parent Company



Analysis of Branded Items found on UK Beaches

Results from Surfers Against Sewage Big Spring Beach Clean: Summit to Sea Brand Audit

Dr Chiarina Darrah
Kathryn Firth
Jack Hedger

9th May 2019

How are we doing?

- 46 Own-Brand items in UK major supermarkets
- Glass, plastic, card, tins.
- Tesco/Waitrose 60% readily recycled by households; Morrisons – 39%...
- Overall only 58% was correctly labelled for recycling - Asda – 80% - M&S 43%

Conclusions:

- Little consistency in materials being used for the same product
- Labelling errors

Outcomes:

Customers confused, angry, discouraged

Packaging ends up in landfill or EFW

More costly for loose fruit and vegetables



Source: Which 2019



Plastic Oceans UK

Living Sustainably with Plastic

A Theory of Change

Embedded

Complex

Nuanced



PLASTIC OCEANS



Role of Business

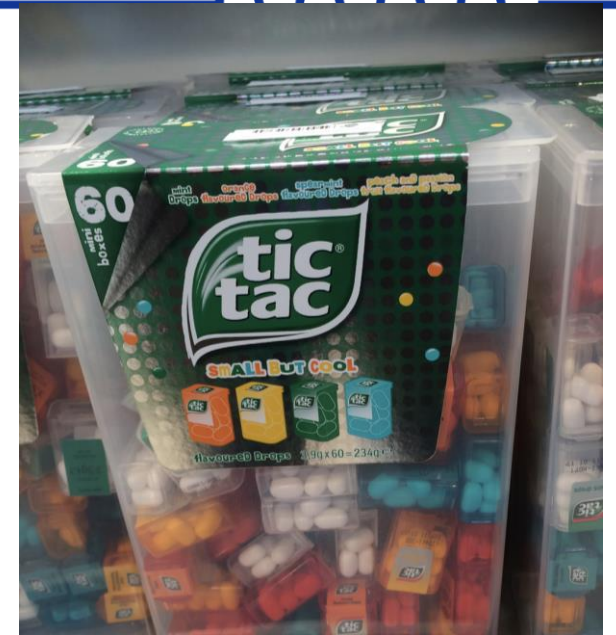
- The **role** of a **business** is to produce and distribute goods and services to satisfy a public need or demand.
- Requirements
 - Meet customer expectations
 - Deliver shareholder value
 - Meet regulatory requirements:
 - Finance
 - Governance
 - Environment
 - Staff – health and safety
 - Etc...

The licence to operate

Business practice in a former age

Society moves on – so **must** business if it wants to be sustainable





So how will these be judged ?



Role of Sustainable Business

- The **role** of a **business** is to produce and distribute goods and services to satisfy a public need or demand.
- Businesses also want to be **sustainable**
 - Shareholder value = longevity
 - Licence to operate = rules, reputation
 - Adaptable to circumstances = externalities
- Corporate Social Responsibility (CSR) is "a **business** practice that involves participating in initiatives that benefit a **society**."
- Requirements
 - Meet customer expectations
 - Meet regulatory requirements
 - Meet **societal** expectations, and have **purpose**
 - *Support longevity, reputation and embrace externalities.*

Business Risk, or Opportunity?

Business will need to consider the **problems** and how best to adapt to these **externalities**:

- Changing societal attitudes;
- Government regulation;
- Customer expectations;
- Market changes; **developing countries?**
- Investor questions;
- ***As an industry, or individual business, will you be***



Critical Externalities: Individual Attitudes



- Charismatic animals affected
- Dismay with excess packaging
- Distrust of the recycling system
- Health effects suspected
- Regular updates in the media

Impacting on 'licence to operate'



The impacts are chiming with the public mood, which is changing attitudes, and behaviours



Imogen Napper @Imogennapper · Apr 29
My 3-year experiment is out today! This is a biodegradable plastic bag after 3-years in the marine environment, and it can hold a full bag of shopping.
Biodegradable/compostable items do not necessarily break down quickly in natural environments like the ocean [🌊](#)
University of Plymouth, MBERC, Sky Ocean Rescue and 6 others

Environment

Public concern over environment reaches record high in UK

Britons are more worried about climate crisis than economy, crime and immigration

Damian Carrington
Environment editor

@dpcarrington
Wed 5 Jun 2019
16.50 BST



3565



▲ The Swedish climate activist Greta Thunberg addressed British MPs in April. Photograph: Jonathan Nackstrand/AFP/Getty Images

Public concern about the environment has soared to record levels in the UK since the visit of Greta Thunberg to parliament and the [Extinction Rebellion protests](#) in April.

Critical Externalities - Is plastic a waste?



- Predominantly a linear system

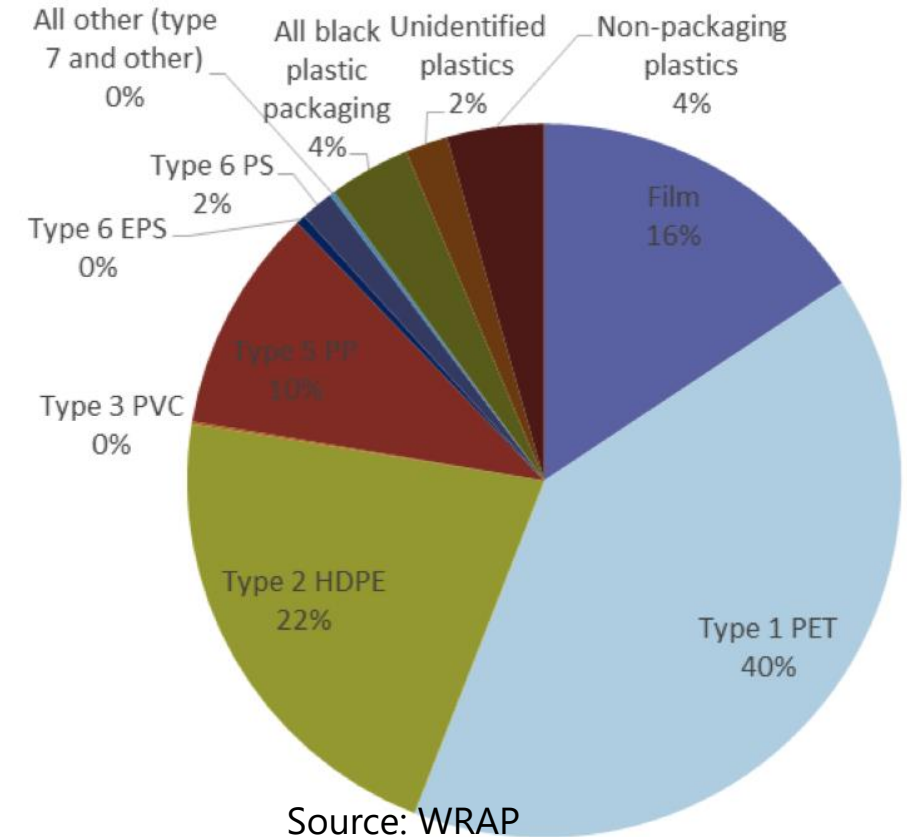
Production: manufacturers → product/packaging → retailers

Post-Consumer: collection → reuse/recycling/**recovery**

- **The material**

- Sorting and recovery:
 - type
 - colour
 - complexity
 - contamination
 - Value and economics

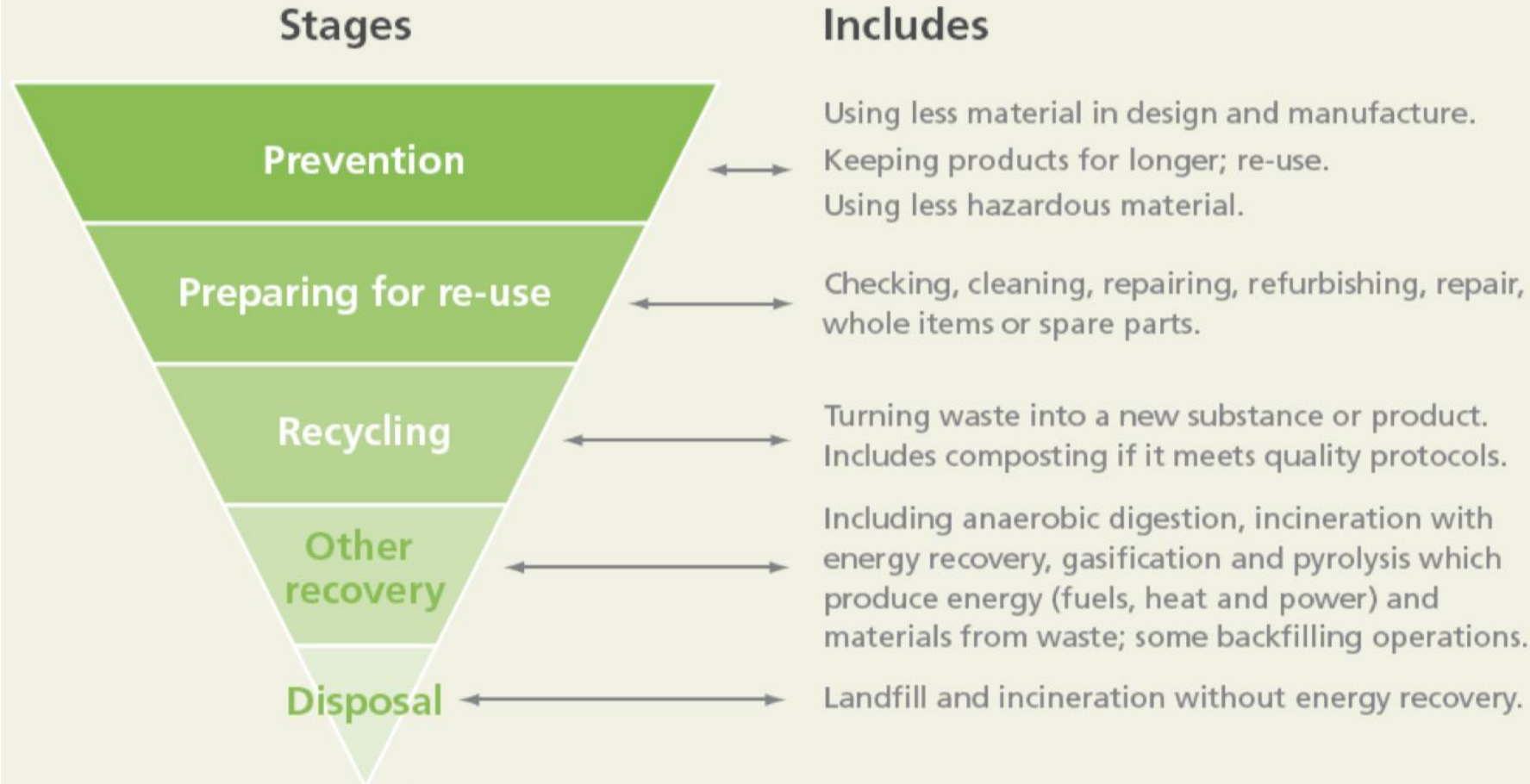
How can you help make the system work to drive to recovery?



What can you do to drive plastic up the Waste Hierarchy?



The Waste Hierarchy



Where is your packaging heading?



Afroz shah
@AfrozShah1

Following

Week 191 .

Marine species do not

- Wear clothes
- brush their teeth
- drink milk or tea or eat biscuits
- shampoo

So no

- detergent powder
- tooth paste
- milk pouches
- shampoo sachets

Why Humans are forcing them to adopt our habits.



Erik Solheim
@ErikSolheim

Following

I am on my way to Mumbai today to meet my friend @AfrozShah1 and other great activists. This is the plastic tsunami hitting this fantastic Indian 🇮🇳 city. This is what Afroz and his colleagues are fighting and defeating. 🙌👍

Ashwin



2:30 AM - 24 Jun 2019



Indranil SenGupta
@Indranilsm

Follow

@mahimbeach Week 94 There's strength in numbers. Great turnout by volunteers from @METedu @bombayscottish and @MCGMswm staff. An efficient clean-up thanks to the excavator lent to us by @AfrozShah1 and trucks by @MCGMswm . Let's get this done! See you next week! @DighavkarKiran



9:19 AM - 22 Jun 2019

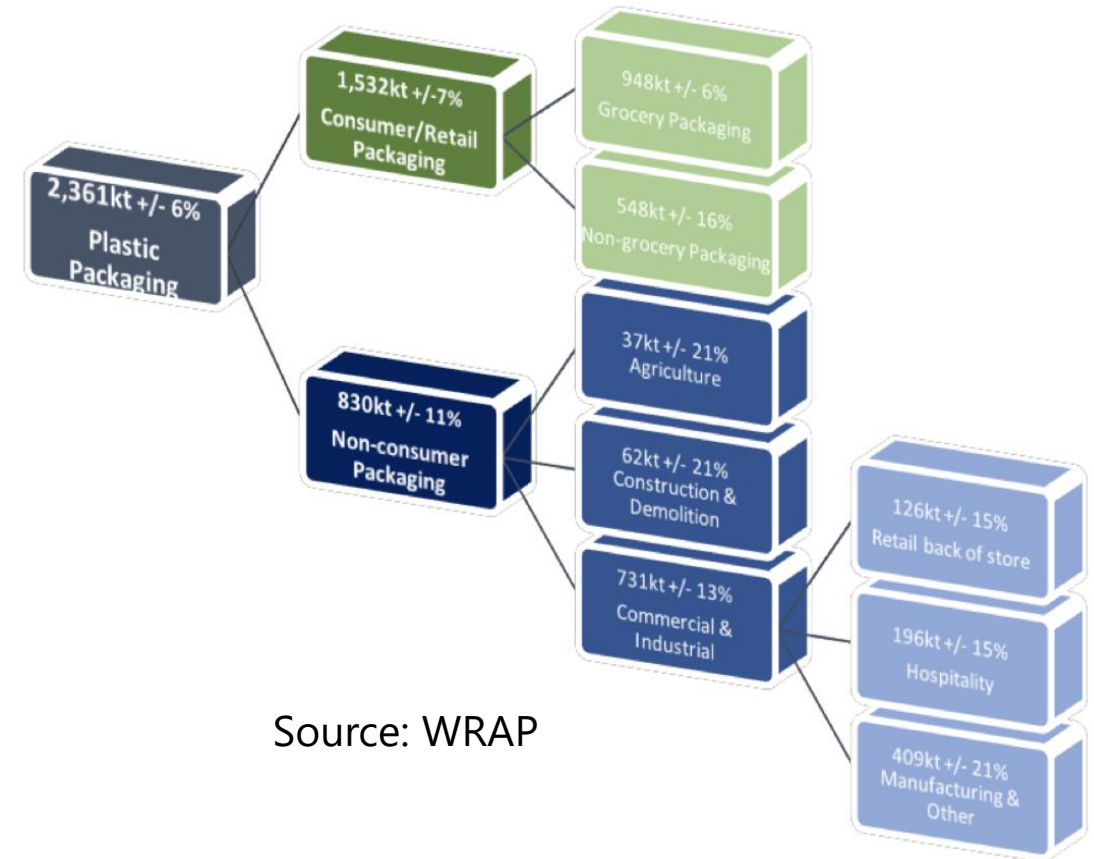
Critical Externalities: Systems

change

Plastic consumption is burgeoning, overwhelming waste management systems, and driving down recovery

UK Government response:

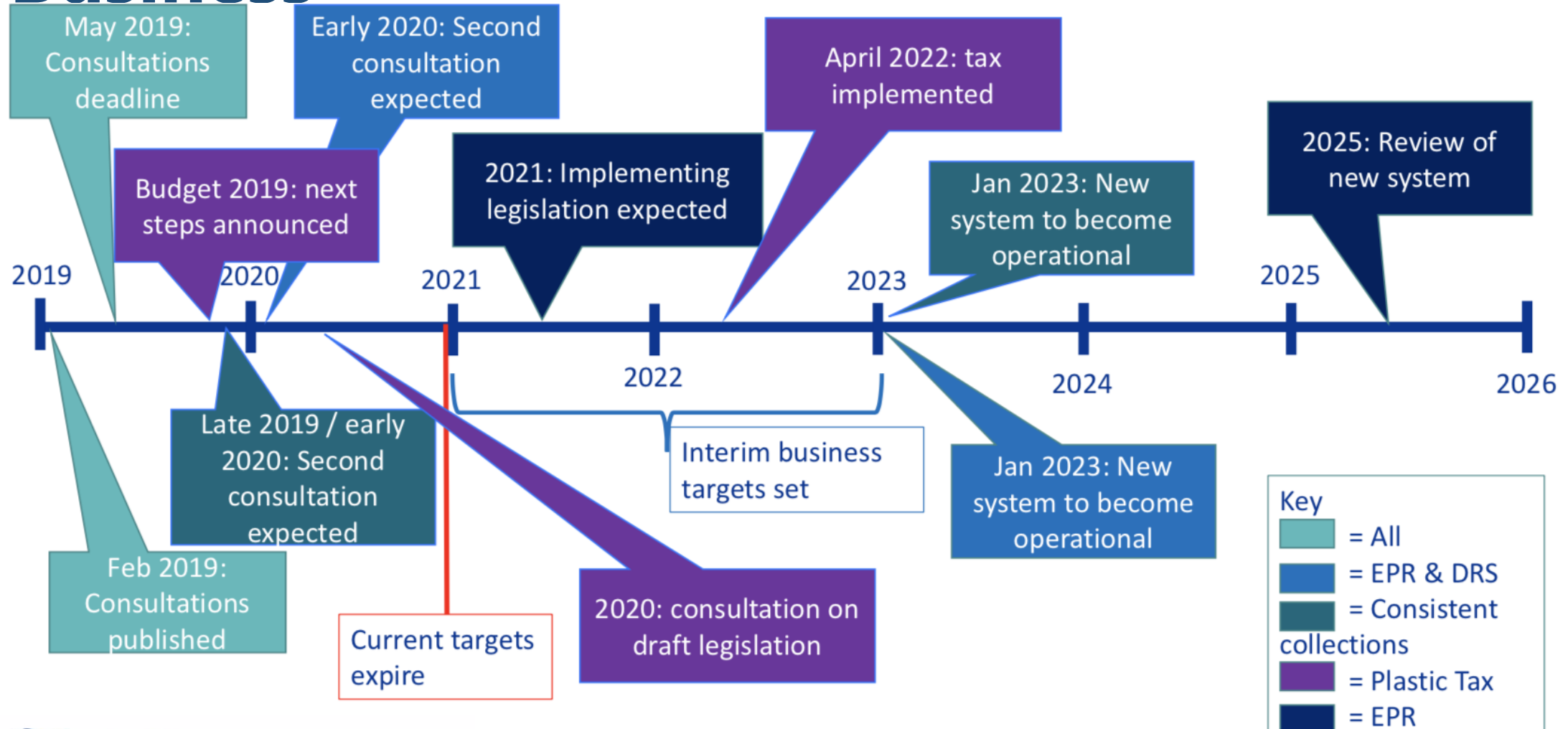
- Reduce virgin plastic, will lead to minimum recycle/tax
- Enhance waste collection and recycling will change plastic placed on market
- Ramp up recovery of plastic from the market
- Decide on deposit return schemes
- Deliver 25 Year Environment Plan



Source: WRAP

Are you engaged with this?

UK Government response will impact Business



Key

- = All
- = EPR & DRS
- = Consistent collections
- = Plastic Tax
- = EPR



The UK Plastic Pact – *'retail' business and its supply chain achieving improved resource efficiency*

**THE UK
PLASTICS
PACT**





Plastic Pact Members:

major brands have made the commitment

How should the Packaging Industry respond?

Each business customer - will have its own 'plastic challenge':

- Drive the change with your customers – and waste industry
- Design for end of life and Resource Efficiency:
 - ***why*** would you produce packaging that can't be recycled easily?
 - Packaging size, less complex materials,
 - Reflecting local waste management
- Be the innovators **#leadership**



A Tiered Approach..

No Plastic

Avoid – better, more sustainable alternatives – less single use

Less Plastic

Less packaging

Better Plastic

Don't use unrecyclable/toxic/harmful plastic – PVC/polystyrene

Circular Plastic

Plastic that can be recycled/upcycled

Reusable Plastic

Plastic in use for a long time – and that can be recycled

Valued Plastic

Measures account for true costs of the Impact, and recovery – tax/





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www.plasticoceans.uk



@plasticoceansuk



@plasticoceans

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