

A PLASTIC PLANET

TRUTH
RISK
RESPONSIBILITY
LEGACY
OPPORTUNITY
HOPE

THE PLASTIC FACTS

OUR COLLECTIVE RESPONSIBILITY

THE PLASTIC MYTHS

OUR COLLECTIVE IRRESPONSIBILITY

PLASTIC
PACTS

PLASTIC
PLEDGES

PLASTIC
CHARTER

PLASTIC
POLICIES

WORDS
=
ACTION

THE TIMES

Two thirds of food packaging isn't recyclable

Ben Webster, Environment
Editor

Thursday September 24 2020,
12:01am, The Times



Kraft Heinz Says It Will Fall Short of 2020 Environmental Goals

By Nic Querolo

16 September 2020, 17:08 BST

- Supply chain issues have hampered sustainability initiatives
- Packaged-food manufacturer set new climate targets for 2025

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Most of the Sustainable Development Goals will not be met by 2030

By Siobhán Dunphy - 07.01.2020

MOST VOLUNTARY COMMITMENTS
ARE FAILING
WITHOUT ANY
REAL CONSEQUENCE



THE IMPACT OF COMMITMENTS BY
GOVERNMENTS AND INDUSTRY
(INCLUDING EU **PLASTIC** PACT)
WILL REDUCE THE ANNUAL VOLUME
OF **PLASTIC** FLOWING INTO THE
OCEAN BY MAXIMUM
7% BY 2040.



**REDUCING PLASTIC
WILL INCREASE CO₂**



PLASTIC AND CARBON

15 PERCENT

THE SHARE OF THE 1.5 DEGREE
CARBON BUDGET THAT WILL BE
USED UP BY THE **PLASTICS**
INDUSTRY BY 2050

5 TONNES

THE AMOUNT OF CO₂ EMITTED
PER TONNE OF PLASTIC

THE CLIMATE CRISIS IS CAUSED BY OUR
HYPER-CONSUMPTION



PLASTIC HAS BEEN THE ENABLER OF
OUR HYPER-CONSUMPTIVE LIFESTYLE

RESPONSIBILITY

**EXXON MOBIL
OIL SPILLS**



SPOT THE DIFFERENCE?

**COCA-COLA FOSSIL
FUEL POLLUTION**



RESPONSIBILITY

WHOS JOB IS IT TO
FIX THIS?

GOVERNMENTS?
BUSINESS?
THE PUBLIC?



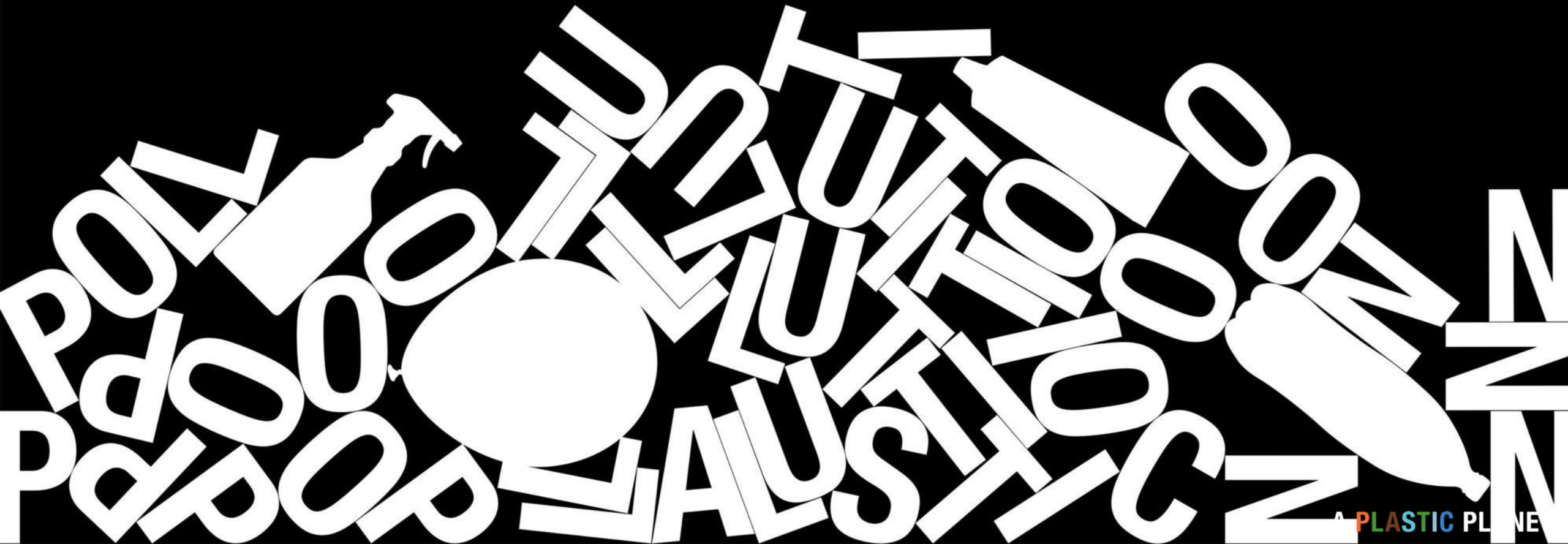
PLASTIC
IS NOT A
LITTER PROBLEM

PLASTIC
IS NOT A
WASTE PROBLEM

PLASTIC
IS NOT A
POLLUTION PROBLEM

IT IS A
PRODUCTION
PROBLEM

A **PLASTIC** PLANET IS A GLOBAL CAMPAIGN
ORGANISATION WITH A SINGLE GOAL...





TO IGNITE AND INSPIRE THE WORLD TO
TURN OFF THE **P****L****A****S****T****I****C** TAP

HOW DO WE ACHIEVE OUR VISION?

We measure our impact on real and accelerated change,
Working through 4 strategic pillars to deliver results.



OUR PHILOSOPHY

NO BLAME
NO GUILT

FOCUS ON SOLUTIONS
NOT THE PROBLEM



THE PLASTIC FREE AISLE.





IS **PLASTIC**
MAKING
US SICK?

CREATING NEW **PLASTIC** LAW

S

WE ARE WORKING WITH 40 CROSS
PARTY MPs IN UK PARLIAMENT TO
CREATE A NEW LAW

WE WANT AN OUTRIGHT BAN ON THE
EXPORT OF PLASTIC WASTE TO
DEVELOPING COUNTRIES

LOBBYING FOR PLASTIC TAXES.

LOBBYING FOR MANDATORY
TRANSPARENCY

LOBBYING FOR A BAN ON
NON FOOD SACHETS

SACK **THE** **SAMPLE** **SACHET**

Creating a PLASTIC FREE future for
the world's most valuable personal care brands

ALWAYS A TWIN TRACK APPROACH

**CALL FOR
LEGISLATION AND
POLICY CHANGE**

**WORK WITH
INDUSTRY TO
FIND SOLUTIONS**



Kraft Heinz CRACKING THE KETCHUP SACHET

Joined our Sack The Sachet campaign as the 'Solution'

Almost a trillion plastic sachets are produced globally every year.

Un-collectable, un-recyclable, valueless - are either incinerated or contaminate our environment.

Drive through UK and EU parliaments for outright ban on plastic sachets.

We are now reinventing the iconic Heinz Tomato Ketchup sachet as plastic free.





HOPE

AND OPPORTUNITY

UNILEVER'S FIRST
CIRCULAR BY DESIGN PRODUCT

THE REFILLABLE REVOLUTION AT SCALE

WE NEED TO **FACE** PLASTIC AND FASHION ARE A **FACTS** PROBLEM.



60% of our
clothing is
fossil fuel
plastic.

70% of
all ocean
microfibres
derive from
textiles.

It is invisible to us.
It's time to show the world a bright
Plastic free future is **possible**.

A black and white photograph of a crumpled white plastic bag against a black background. The bag is heavily wrinkled and folded, creating a complex pattern of light and shadow. In the center of the bag, there is a white, star-shaped logo with a serrated edge. The logo contains the text 'PLASTIC FREE' in a bold, sans-serif font, with 'PLASTIC' stacked above 'FREE'. Below this, the word 'FASHION' is written in a smaller, bold, sans-serif font. A small registered trademark symbol (®) is located to the right of the logo.

**PLASTIC
FREE**
FASHION®



SOLVING THE KNOWLEDGE GAP PLASTICFREE.COM

THE DEFINITIVE GLOBAL HUB OF INFORMATION AND INSPIRATION
ABOUT ALL THINGS **P****L****A****S****T****I****C** FREE

Latest
Solutions
Makers
In Use

PLASTIC FREE.

MADE POSSIBLE BY
A PLASTIC PLANET

Q ? & =

115+ Solutions added to the library ➔ Latest Solutions Wheat Mycelium Lyocell Rice Husk Wheat Soy Starch Organic Bamboo

We want to dramatically RETHINK the use of **plastic** that is destroying our oceans, our soils, our air and the health of future generations.

IGNITE

Understand us ➔

LATEST:

The newest plastic free innovations changing our world today.



26 May 2020
L*

How to strengthen your brand through eco-friendly material choices



27 May 2020

See how Bamboo is transforming product design

Latest
Solutions
Makers
In Use

PLASTIC FREE.

MADE POSSIBLE BY
A PLASTIC PLANET

Q ? & =

SOLUTIONS:

A rich database of existing products and raw Solutions for your every need.



Discover solutions

Filter solutions

Filter solutions

- ☒ Degradable
- ☐ Compostible
- ☐ Water proof
- ☐ Oil resistant
- ☐ Durable
- ☐ Malleable
- ☐ Solid

Industry uses

End of disposal

Home compostable

Price

Find now →



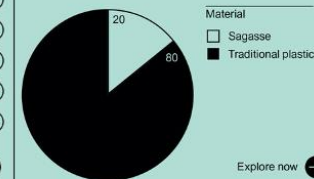
Solution spotlight
Sagasse
Food Tray

Explore now →

Colourform Paper Foam
Seaweed-lined Food Boxes
Boxes Cardboard Pouch
Seaweed-lined Food Boxes
Colourform Nature Flex
Bottles Straws Boxes
Waterproof Pouch Bottles

More existing products →

Sagasse VS Traditional
plastic packaging (%)



Explore now →

Get the most out of Plastic Free. Take the material quiz →

Latest
Solutions
Makers
In Use

PLASTIC FREE.

MADE POSSIBLE BY
A PLASTIC PLANET

Q ? & =

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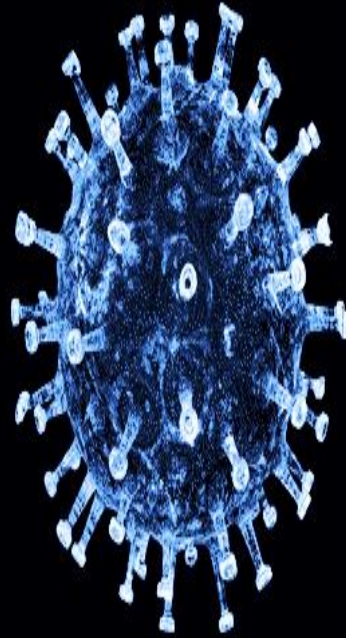


Refresh ↻

WHERE THERE IS
CHANGE

THERE IS
OPPORTUNITY

THE PANDEMIC HAS CREATED A DEEP LINE RIGHT ACROSS THE WORLD OF BUSINESS



THE OPPORTUNITIES AHEAD OF US

BIOMATERIALS USING AGRI-WASTE
AND PLANT PROTEIN

TRUE CIRCULARITY
WORKING WITH NATURE

NEW ECONOMIC MODELS
OF THRIVING, NOT
UNSUSTAINABLE GROWTH

PRODUCTS AND PACKAGING
OF PERMANENCE

BUYING BETTER, BUYING LESS,
SHARING MORE

NEW

UNLOCKING NATURE'S POTENTIAL™

Nothing is more abundant on planet Earth than plant matter. NFW is enabling humanity's transition from being petroleum-dependent to being plant-powered.

NFW'S TECHNOLOGY

UNLOCKING NATURE'S POTENTIAL™

Nothing is more abundant on planet Earth than plant matter. NFW is enabling humanity's transition from being petroleum-dependent to being plant-powered.

CLARUS

Discover the new shape of cotton™

CLARUS™ is the name given to a set of powerful "fiber welding" technologies invented by our Founder and CEO Dr. Luke Haverhals. This patented platform solves the key performance and manufacturing limitation of natural fibers - their physical format.

Using green-chemistry principles and closed-loop processes, we revitalize recycled fibers and engineer performance cotton textiles. This is accomplished by precise manipulation of molecular bonding.

This is the foundation of the CLARUS experience.



CLARUS™

NUTRIENTS



MIRUM™

Plants. Not Plastic™

LEARN MORE

PERMANENT PACKAGING



AWARD WINNER

THE PRESCRIPTION PAPER PILL BOTTLE



NO PLASTIC. NO ARTIFICIAL GLUE. NO TOXIC DYE.

IT'S SO GREEN, WE'VE KEPT IT BROWN.

WHILE MEETING FDA REGULATIONS FOR CHILD PROTECTION, LABELING, LIGHT AND WATER RESISTANCE, THE PAPER PILL BOTTLE IS THE FIRST PRESCRIPTION BOTTLE THAT'S TRULY EARTH FRIENDLY.

- 100% COMPOSTABLE
- 100% BIODEGRADABLE
- LIGHT & WATER-RESISTANT PAPER
- NO ARTIFICIAL GLUE
- NO TOXIC DYE
- CHILD-RESISTANT CAP
- MEETS FDA PACKAGING REGULATIONS
- OPEN-SOURCE DESIGN



YESTERDAY

PACKAGING

=

LUXURY

TODAY

PACKAGING

=

WASTE

WE HAVE NORMALISED THIS
PHENOMENON CALLED **WASTE**



IT IS NOT **NORMAL**

THE ROLE OF BUSINESS

Unilever CEO: Climate change and Covid-19 mean capitalism must change

**WE ARE TAKING THE RESOURCES
FROM OUR CHILDREN'S FUTURE**



**SELLING THEM TODAY
AND CALLING THEM GDP**

IT IS **TIME** FOR BOLD STEPS

IT IS **TIME** TO COLLABORATE

IT IS **TIME** TO CREATE LEGACY

**RESIST THE TEMPTATION TO BACK TO THE OLD PROBLEM
FIXES THAT DO NOT SOLVE THE REAL PROBLEM**



**ANYTHING THAT ALLOWS US TO MAINTAIN
THE STATUS QUO IS WRONG**

An aerial black and white photograph of a large-scale architectural model. The model features a massive, smooth, curved wall that dominates the scene. A wide, curved walkway or ramp runs along the base of this wall, filled with a dense crowd of small figures representing people. In the foreground, there is a paved plaza with more people walking and several trees. The background shows other buildings, including one with a prominent dome, suggesting an urban setting. The overall impression is one of a grand, futuristic vision of a city or public space.

A BOUNDLESS VISION OF PROSPERITY AND A SHINY FUTURE.

WE NEED TO REIMAGINE A MORE POSITIVE FUTURE



BELIEF PRECEDES REALITY

The scale of unborn generations

Looking 50,000 years into the past and 50,000 into the future – assuming that the twenty-first century's birth rate remains constant – all human lives ever lived are far outweighed by all those yet to come

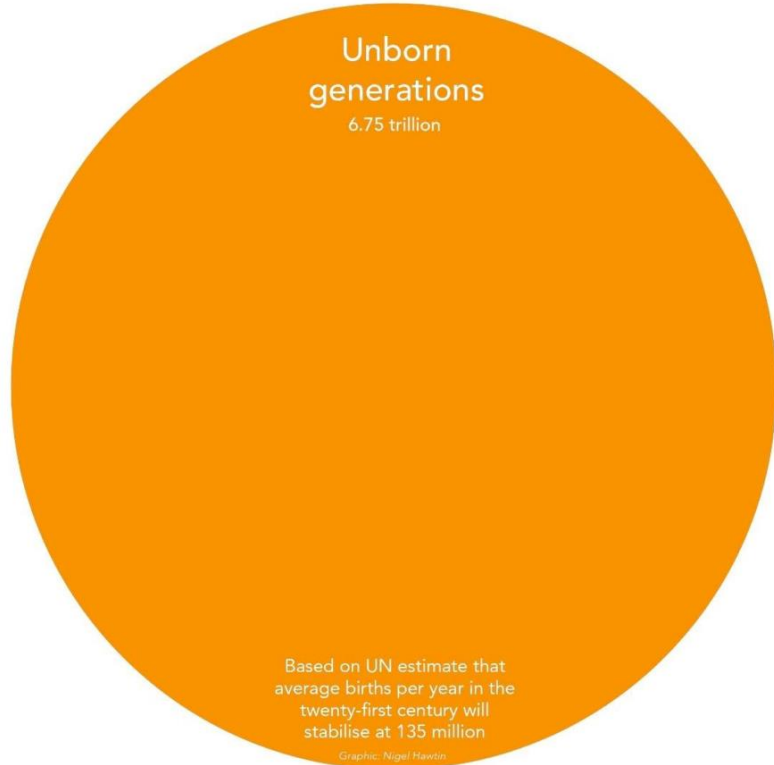
The dead
100 billion



The living
7.7 billion



Unborn
generations
6.75 trillion



Based on UN estimate that average births per year in the twenty-first century will stabilise at 135 million

Graphic: Nigel Hawtin

HOW CAN WE EXTEND OUR CIRCLE OF CARE TO THE BILLIONS OF PEOPLE YET TO BE BORN?

**‘THE PACE OF
CHANGE HAS NEVER
BEEN THIS FAST,

YET IT WILL NEVER BE
THIS SLOW AGAIN.’**

Trudeau, Davos

TURNING OFF THE PLASTIC TAP



@APLASTIC_PLANET



@APLASTICPLANET