

PLASTIC DISCLOSURE PROJECT

**UNEP 2nd Global Conference on Land-Ocean Connections
2 October 2013, Montego Bay, Jamaica**

*If you don't measure it,
you can't manage it...*

UNEP GLOC2 PDP Side-Event

Objective:

- ❑ Enable you to engage organisations in your communities to reduce their “plastic footprint” through PDP.

Agenda:

- ❑ Introduction to PDP – the Plastic Disclosure Project
- ❑ Interactive Case Study
- ❑ Corporate Sustainability explained, with examples
- ❑ Further details and Engagement advice



UNEP GLOC2 PDP Side-Event



Objective:

- ❑ Enable you to engage organisations in your communities to reduce their “plastic footprint” through PDP.

Agenda:

- ❑ **Introduction to PDP – the Plastic Disclosure Project**
- ❑ Interactive Case Study
- ❑ Corporate Sustainability explained, with examples
- ❑ Further details and Engagement advice



**Plastic pollution
is a global problem
with long-lasting
environmental
impact.**



Did you know?

- ❑ Roughly 33% of plastic is for single use, then thrown away.
- ❑ Approximately 85% of total global plastic used is not recycled.
- ❑ Plastic has the potential to stay in the environment for hundreds of years.
- ❑ Plastic negatively impacts the ecosystem, tourism, fishing, agriculture, human health, water quality.....
- ❑ APEC estimates US\$1.2bn in direct costs to marine industry/year



What is the Plastic Disclosure Project?

PDP asks the business world to measure, manage, reduce and benefit from plastic waste...



...to create a world in which plastic use adds value for consumers and businesses without negatively impacting the environment.

What is the Plastic Disclosure Project?

Objectives:

- ❑ Reduce plastic waste in the environment
- ❑ Encourage sustainable business practices
- ❑ Inspire improved designs & innovative solutions



Mission:

- ❑ Annual disclosure of plastic footprints & management
- ❑ Efficiencies in plastic use, reuse and recycling
- ❑ Awareness of plastic investment risks and opportunities

Complements UN Efforts

UNEP FI, GRI

UN Millennium Development Goals

- Environmental Sustainability, e.g. reducing the population without safe drinking water/sanitation by 50% by 2015

UNEP Global Partnership on Marine Litter

World Bank Global Partnership on Oceans

Why does PDP work?

- ❑ Organisations measure their own “plastic footprint”, and develop plans to address the identified risks and opportunities
- ❑ Stakeholders, including customers, employees and shareholders, recognise and value constructive corporate behaviour
- Virtuous circle



UNEP GLOC2 PDP Side-Event



Objective:

- ❑ Enable you to engage organisations in your communities to reduce their “plastic footprint” through PDP.

Agenda:

- ❑ Introduction to PDP – the Plastic Disclosure Project
- ❑ **Interactive Case Study**
- ❑ Corporate Sustainability explained, with examples
- ❑ Further details and Engagement advice



Exercise

Jamaican Bobsleigh Team – Sochi 2014

- Jamaica's athletes continue to astound on the world stage – crack team entering Sochi 2014
- Teams are now allowed to apply their own materials to rails of the sleds
- In collaboration with high-tech researchers and manufacturers, RailsR'Us, the Jamaican Bobsleigh Team have found a highly innovative material.
- **In a race of milliseconds, it could make the difference!**
- RailsR'Us and JBT have been drumming up support and promoting the collaboration.



Exercise

Enter the “blade sleeves” innovation

- Rather than a wax or paste, RRU have invented a sleeve that snaps on before each race.
- It absorbs energy on the steep curves, and accelerates on the straight-aways.
- For maximum effectiveness, a new set of sleeves for each run.



Exercise

The truth about “blade sleeves”

- A local NGO has identified all is not perfect with the “blade sleeves”
- They are made of a plastic polymer, derived from oil and with additives that are **rumored to cause health issues**. No post-consumer recycled content.
- The sleeves are removed and **placed into recycling bins** after each run. However, it is **not known** what the different race tracks do with these materials once collected.
- A new set of sleeves are needed after each run, because **90% of the material wears away** during the race, leaving microscopic residue on the course. The course is raced on all day, hosed down at night, and the snow melts at the end of the season – the **residue ends in the waterways?**
- At the RailsR’Us plant, the molds, off-cuts and demos are being thrown in the **general wastebin**.
- The NGO is about to go public with this information.....

Exercise

Business Leadership Team

- What are the major questions you need answered?
- What are the implications for the use of plastic materials for your business?
- How would using the PDP have helped change this scenario? How will it help going forward?

NGO Executive Council

- What actions do you need the business to take?
- How would using the PDP have helped change this scenario? How will it help going forward?



UNEP GLOC2 PDP Side-Event



Objective:

- ❑ Enable you to engage organisations in your communities to reduce their “plastic footprint” through PDP.

Agenda:

- ❑ Introduction to PDP – the Plastic Disclosure Project
- ❑ Interactive Case Study
- ❑ **Corporate Sustainability explained, with examples**
- ❑ Further details and Engagement advice



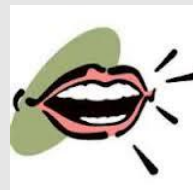
Corporate Responsibility & Sustainability



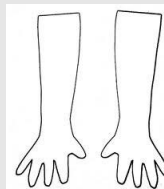
Reduce the **Corporate Footprint**



Enhance **Positive Solutions** from the **Corporate Handprint**



Transparently Disclose and **Report** on environmental, social, and governance performance



Determine your **Accountability** for Sustainability in dialogue with **Stakeholders**

Source: IO Sustainability

In theory this supports, and does not detract, from financial performance

Disclosure's Return on Investment

Case Example:

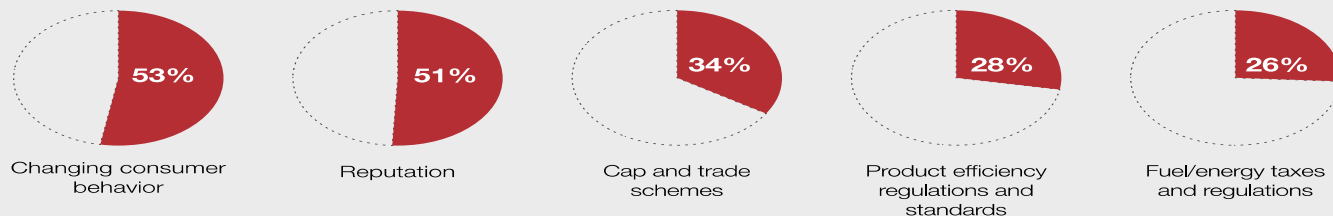


- 722 investors representing US\$87 trillion of assets requested that the 500 largest listed companies measure and report what climate change means for their business through CDP's climate change program.
- 77% of companies with at least one investment with a payback time of three years or more state that their climate strategy gives them a competitive advantage
- Companies that achieve leadership positions in climate change generate superior stock performance

Figure 5: Percentage of companies selecting most commonly reported 5 risks

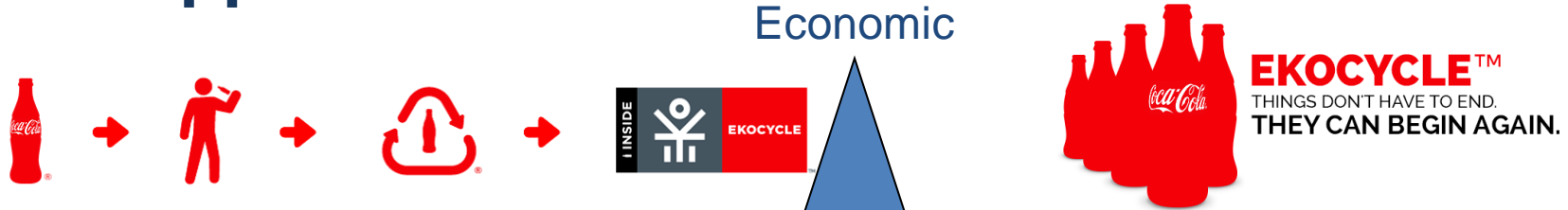


Figure 6: Percentage of companies selecting most commonly reported 5 opportunities



PDP Disclosure's Value

PDP helps organisations assess and address risks and opportunities:



More: news.com.au » [News](#) » [National news](#)

Anger at Coke's successful bid to abolish Northern Territory recycling deposit

THE AGE
Victoria

Coca-Cola cloud over recycling lobby bid

September 27, 2013

Sarah Whyte, Nick Toscano

Comments 58 Read later

How does PDP provide solutions?

Companies and institutions can make improvements by...

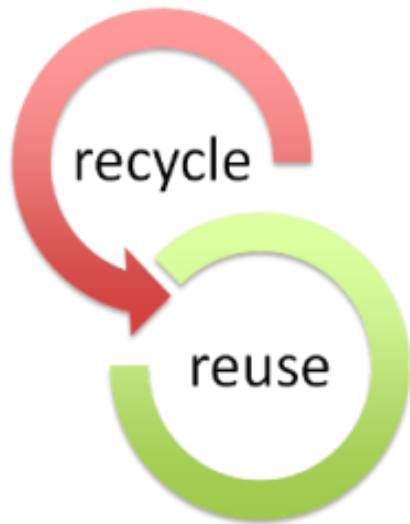
- ❑ Minimising plastic packaging and supply chain waste
- ❑ Maximising material recovery
- ❑ Increasing recycled content
- ❑ New designs
- ❑ Friendlier materials

...improving corporate sustainability, including reducing environmental impact



Solution Provider Case Study: Replenish Concentrate Pod

Innovative design reduces use of plastic



- Spray bottle need only be purchased once
- Pod of concentrated cleaner lasts for 4 bottles' worth of cleaning
- Mix one dose of concentrate with tap water
- Return the pod when buying a refill
- Clean with 98% plant based ingredients
- Minimal carbon and plastic footprint



Solution Provider Case Study: Method “*People Against Dirty*”

Method’s cleaning products are already known for their “green chemistry”. In addition, they have always tried to have high %PCR plastics in their packaging and continually work to improve recyclability (e.g. plungers).



Now, Method also runs beach clean-up programmes in Hawai’i and makes “Ocean Plastic” bottles to raise awareness for the marine litter issue.

“...as a small soap company, we know we can’t clean up the world’s oceans. But we can raise awareness about the issue and use our business to demonstrate smart ways of using and reusing the plastics that are already on the planet. We think the best way to do that is by proving that solutions exist, even at a small scale.”



Solution Provider Case Study: Method “People Against Dirty”

But, not without challenges...

THE PROCESS



Solution Provider Case Study: Lush Cosmetics

Lush Cosmetics was PDP's first discloser. Already known for:

- All-natural, hand-made products
- “We prefer naked” – minimal packaging
- Take back programme for “black pots”
- Customer awareness campaigns, for shark fin, recycling, marine litter, etc.....



FRESH HANDMADE COSMETICS



LUSH
HASN'T LOST ITS
SPARKLE



We're pleased to announce the end of plastic glitter in our products. -January 30th, 2013



Bath ball before PDP

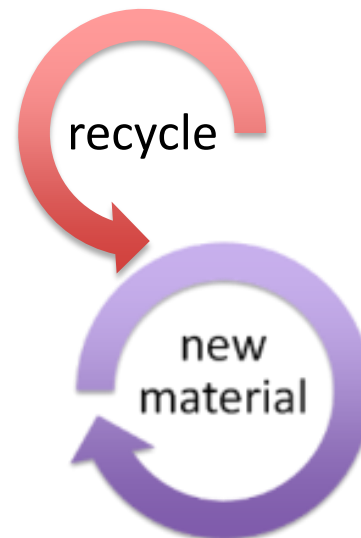


Bath ball after PDP

Market Leader Case Study: Heinz



- Up to 30% of the material comes from a renewable source – plants
- Heinz converted to PlantBottle packaging in 2011



Market Leader Case Study: McDonald's



- Changed from Styrofoam food containers to renewable cardboard containers made of 72% recycled material
- Saves US\$6 million and over 300 lbs of packaging per year

Market Leader Case Study: McDonald's

From: Andrew Behar, As You Sow <Andrew_Behar_As_You_Sow@mail.vresp.com>
Subject: NewsFlash: McDonald's Switching to Paper Cups
Date: 25 September, 2013 10:04:53 PM GMT+08:00
To: Andrew Russell
Reply-To: Andrew Behar, As You Sow <reply-be5e13f9a2-e889044bd0-fc43@u.cts.vresp.com>

Hide

AS YOU SOW NewsFlash

McDonald's Switching from Foam to Recyclable Paper Cups

Fast-food giant [McDonald's Corp.](#) has announced it will stop serving its coffee in polystyrene foam cups, in favor of paper cups, at all of its 14,000 U.S. outlets.

Although McDonald's stopped using its iconic polystyrene clamshell food containers in the 1990s amid environmental concerns, it continued serving its coffee in foam cups. In 2011, As You Sow engaged the company asking that it switch to recyclable paper.

That year our shareholder resolution received a solid 30% support from investors, which convinced the company to undergo a pilot project at 2,000 West Coast locations. This week, the company deemed the test successful and the paper cup will now become the standard for hot beverages at all U.S. outlets.

We congratulate McDonald's on this move, which will reduce the threat of plastic pollution to the world's oceans and provide a more recyclable, valuable alternative in paper fiber. We will also continue engaging its competitor Dunkin' Donuts, which [recently began an attempt to recycle its foam cups](#), to follow McDonald's lead. Dunkin' has announced it will also phase out foam cups but has not decided if it will replace foam with paper or other materials.

While this is a solid start, McDonald's still needs to incorporate recycled fiber into the cups and develop on-site recycling programs continue to lead on this waste issue.

[Learn more about our Consumer Packaging initiative >>](#)

CONNECT: [f](#) [?](#) [?](#) [DONATE](#)

NEWS HIGHLIGHTS

- [McDonald's Luring Starbucks Crowd with Pumpkin Lattes Bloomberg](#)
- [FlashBack: McDonald's Testing Eco-Friendlier Coffee Cups NBC News](#)



- Announced on 25 Sept 2013, changing from foam to recyclable paper cups in all 14,000 US stores.
- Will move to recycled fibre and roll-out all “major markets”

Market Leader Case Study: Ford Focus



Innovative recycling of bottles and milk jugs made into plastic parts

- Underbody shields
- Wheel arch liners
- Air cleaner assemblies



Challenge Case Study : Interface

Interface seeks to not just be sustainable, but “restorative”:

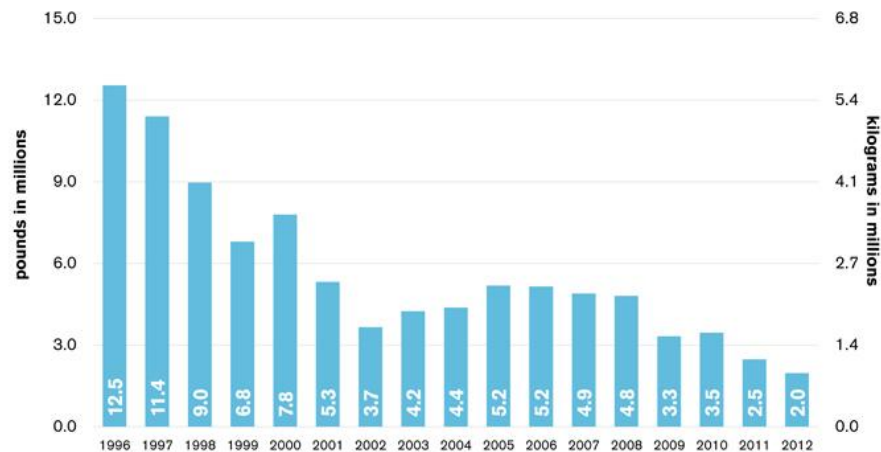


- Eliminate any negative environmental impact by 2020
- Use less yarn, less material, better air quality
- Use reclaimed yarn and old fishing nets as feedstock. 100% recycled.
- Backing is 70% recycled, and deploying stickers instead of glue to allow recovery.
- Changing business model – services, “take back” and “rental” models

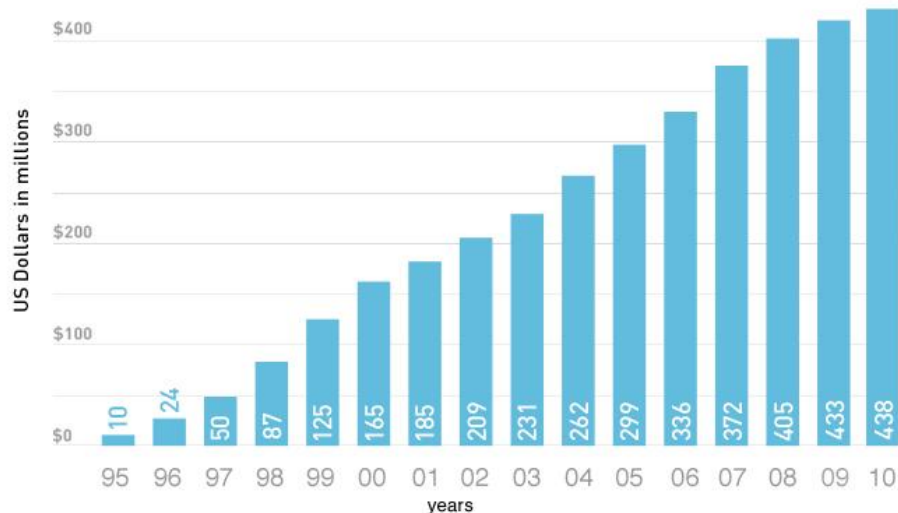


Challenge Case Study : Interface

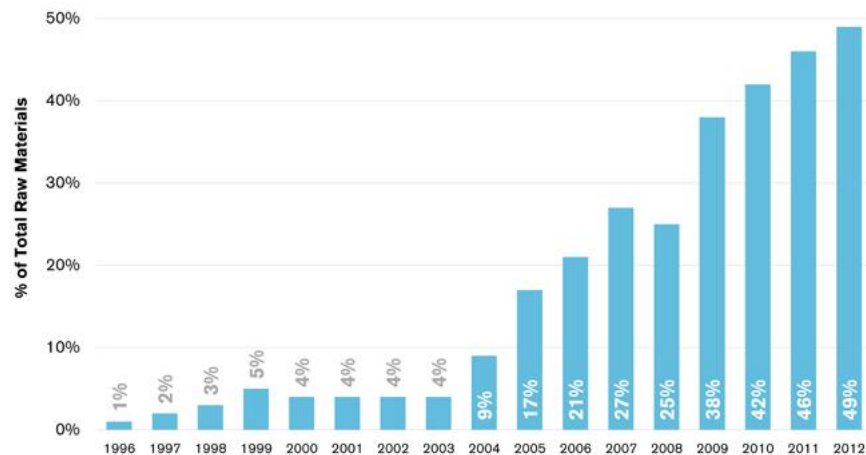
Waste to Landfill from Carpet Factories (pounds in millions)



Cumulative Avoided Cost from Waste Elimination (US Dollars in millions)



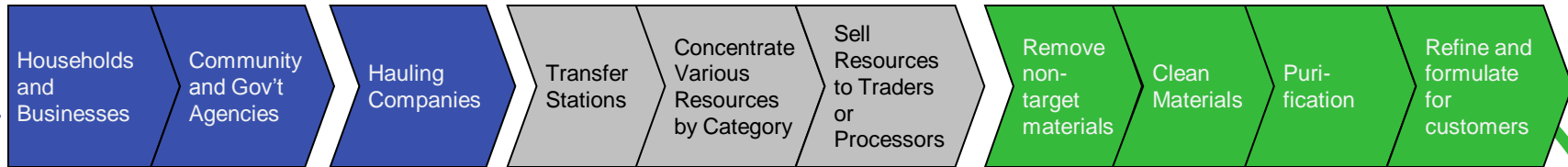
Recycled & Biobased Material Use (% of Total Raw Materials)



Turning the Supply Chain into a Supply Cycle

EOL Activities

Recovery Activities



Trustworthy
“Waste”
Management

The
More the
Better

High-paying outlets (little
concern for where it goes
or how processed)

Clean feedstock, supply security
and level playing field to justify
large investments



Full Life Cycle Management and Selling Services vs Products Provides:

- Recurring revenues
- Making products longer lasting
- Supply security
- Customer stickiness
- Making products more recyclable
- “Greener” products

UNEP GLOC2 PDP Side-Event



Objective:

- ❑ Enable you to engage organisations in your communities to reduce their “plastic footprint” through PDP.

Agenda:

- ❑ Introduction to PDP – the Plastic Disclosure Project
- ❑ Interactive Case Study
- ❑ Corporate Sustainability explained, with examples
- ❑ **Further details and Engagement advice**



Who is PDP for?

Endorsers:

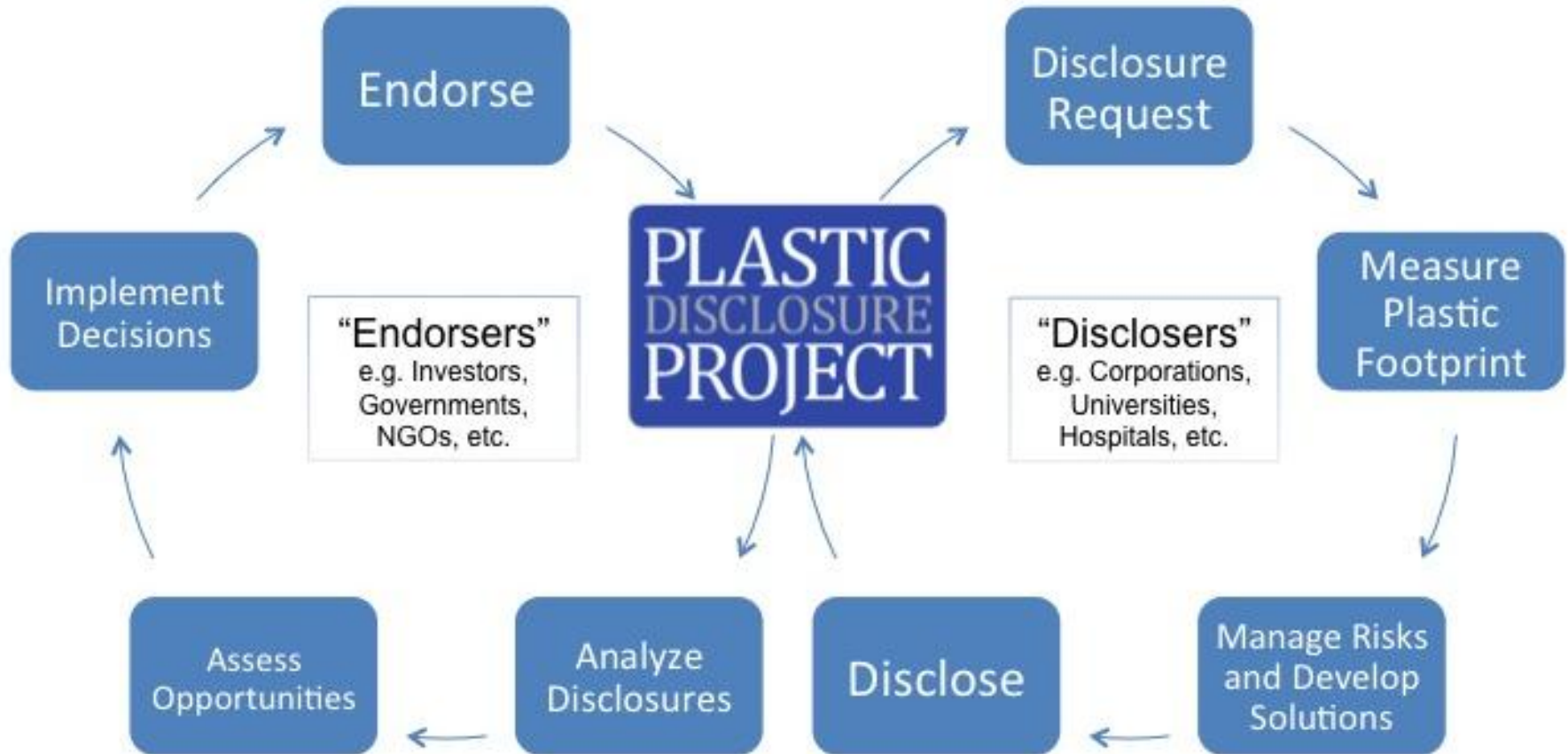
Investors and other stakeholders, NGOs, and government organizations

Disclosers:

Businesses, universities, hospitals, airports, stadiums, and other institutions



How does PDP work?



What is unique about PDP?

- ❑ Launched at Clinton Global Initiative
- ❑ Backed by ESG partners – SIRIS, RIRA, ASrIA and others
- ❑ Solving plastic problem at the source
- ❑ No legislation, bans or taxes
- ❑ Based in Hong Kong and San Francisco
- ❑ Only disclosure project expanding beyond climate change
- ❑ Global impact
- ❑ Supported by financial community to engage business community

How the PDP can Benefit You

PLASTIC
DISCLOSURE
PROJECT



Photo by
Ingrid Taylor

PDP helps investors and stakeholders achieve their environmental mission via...

- ❑ Investors and stakeholders asking companies to measure and disclose their “plastic footprints” and strategies for improvement
- ❑ Reduced environmental damage due to more efficient plastic use and a new generation of products

PDP helps investors and stakeholders achieve their environmental mission via...

- ❑ The development of plastic management strategies that reduce environmental damage while creating new business opportunities
- ❑ Helping investors, stakeholders and companies identify economic, regulatory, litigation, competitive, and reputational risks

Businesses and Organizations

How to get involved:

- ❑ Measure plastic footprint
- ❑ Create plastic management strategy
- ❑ Reduce plastic footprint
- ❑ Become market leader /solution provider

Benefits:

- ❑ Save through waste and energy use reduction
- ❑ Increase brand value and lower risk
- ❑ Showcase best practices at www.projectdisclosure.org



Participation benefits:

- Inclusion in PDP network
- Access to tools
- Early-adopters refine our current work and shape the future of PDP



Participation benefits:

- Workshops and webinars for disclosers
- PDP Certification
- Collaborative Solutions
- PR Opportunities and Cross-Promotion



Challenge Case Study : The Cookie Department

PLASTIC
DISCLOSURE
PROJECT



The challenge:
identify
sustainable
packaging that will
allow for a 6 week
minimum shelf life



Engagement advice:

- Identify organisations in your communities to proactively approach, and be ready to raise the idea opportunistically
- Put yourself in their shoes:
 - how can it be “win-win” – corporate sustainability aligns with environmental protection.
 - What matters to them – environment may not be their top issue!
- Stay in touch with PDP:
 - For latest developments, materials, etc.
 - To coordinate approaches to large companies
 - For advice, support and success stories!

Greater Transparency = Greater Value

andrew@plasticdisclosure.org
www.plasticdisclosure.org
www.oceanrecov.org

**PLASTIC
DISCLOSURE
PROJECT**