

The business risks of plastic pollution

and opportunities of plastics disclosure and action



11 million metric tons

of plastic leaked into the ocean in 2016.

This is projected to **triple** by 2040.

The linear 'take-make-waste' model of plastic use means that billions of dollars of economic value are 'thrown away' after a single, short use.

US\$80-120 billion

is lost following a short one-use cycle, which equates to 95% of aggregate plastic packaging value.



Risks and Opportunities of Plastics Action



Respond to Investor Pressure

▼ Investor Alliance

As You Sow has launched the Plastic Solutions Investor Alliance, a coalition of investors worth \$1 trillion of assets, that will engage publicly traded consumer goods companies on plastic waste and pollution.

▼ UN PRI

UNPRI have produced engagement guidance for investors, focussed on four sectors in the plastic packaging value chain.



Get Ahead of Regulation

▼ Asia

China & Singapore have announced ambitious plans to reduce the production, sale, and use of single-use plastic products and increase recycling.

▼ North America

Several US states have imposed fees, taxes, or bans on plastic bags.

▼ Europe

The EU aims to reduce the volume and impact of single-use plastic products on the environment through a range of measures.



Improve Reputation

▼ Brand risk

The Minderoo Foundation has called out the largest petrochemical companies for their production of polymers bound for single-use plastic.

▼ Anti-plastic campaigns

Michael Bloomberg has launched a campaign to block the planned construction of plastic plants across the US.

▼ Consumer concern

News articles about microplastics being found in food products may discourage consumer demand.



Unlock Opportunities

▼ Reuse models

Converting 20% of plastic packaging into reuse models is a US\$10 billion business opportunity that benefits customers.

▼ Disruptive materials

The emergence of disruptive, innovative materials may replace traditional plastics, such as bioplastics, algae, fungi and pineapple leaves.

▼ New investments

Collaborative action and whole system change will improve recycling rates and material quality, leading to innovation, investment, and creating jobs and prosperity.