

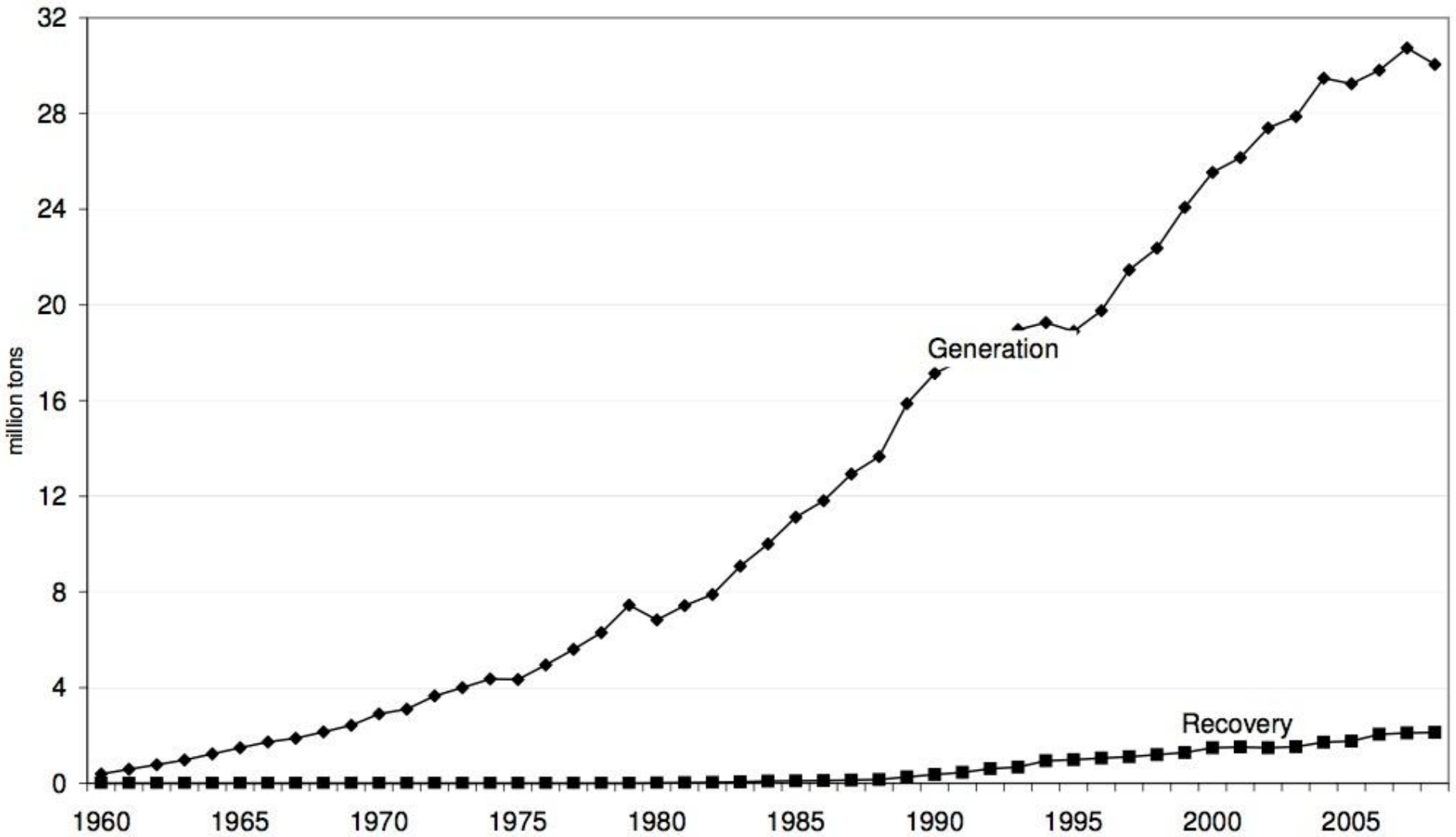
Implementation and Innovative Actions for Plastic Pollution



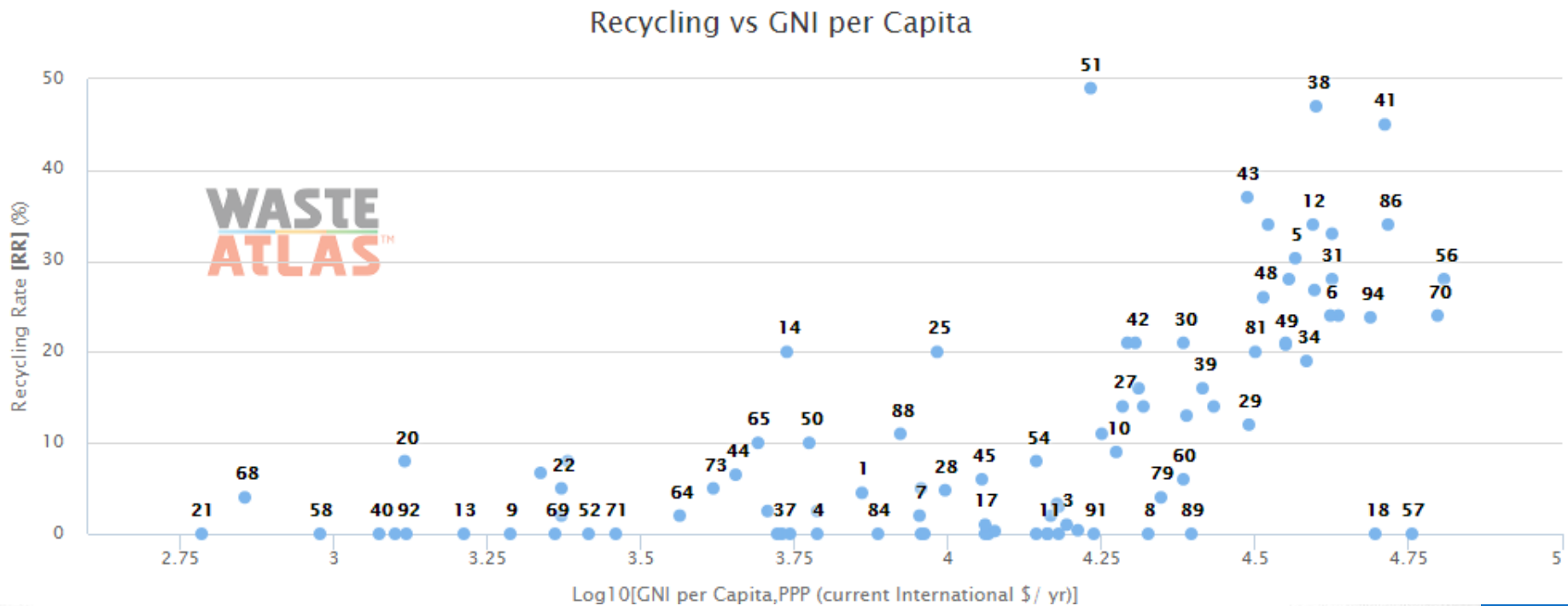
Doug Woodring

Founder/Managing Director

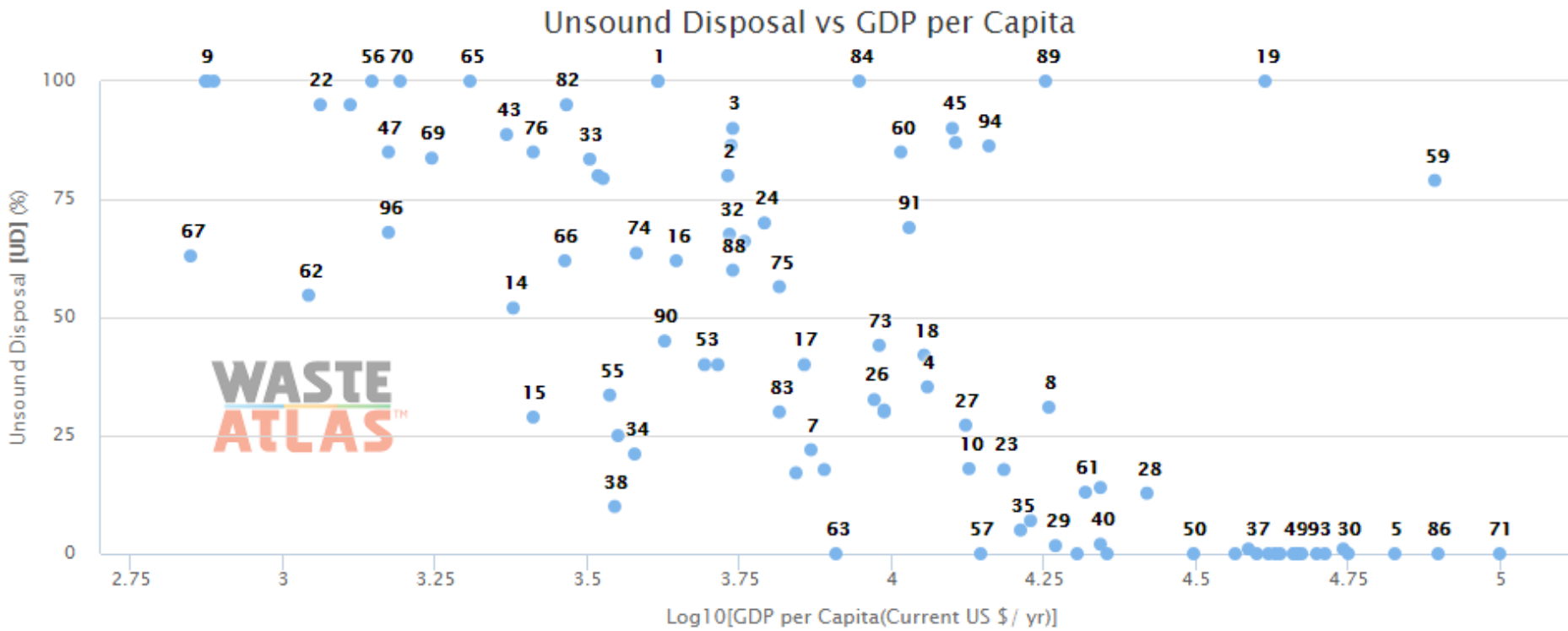
Figure 9. Plastics generation and recovery, 1960 to 2008



RECYCLING VS GNI PER CAPITA



UNSOUND DISPOSAL PER CAPITA



Lack of Rules or Incentives = Excess Waste – Since It's "FREE" to use



Flexible Packaging Achievement Awards and Innovation Showcase 2012



None of these are
recyclable in today's
MRFs!

WHAT IS THE PLASTIC DISCLOSURE PROJECT?



PDP asks the business world to treat plastic as seriously as it does other valuable resources...



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

How does PDP provide solutions?

Companies and institutions can make improvements by...

- ❑ Increasing recycled content
- ❑ Improving recycling programs
- ❑ Using less plastic packaging and reducing supply chain waste
- ❑ Developing new designs
- ❑ Introducing new materials

...reducing environmental impact



Complements Increased Int'l Efforts

- Movement into the Circular Economy
- Principles for Responsible Investment (PRI), UNEP FI, GRI, EMF “New Plastics Economy”
- UN Sustainable Development Goals (SDGs) – efficient, sustainable resource use, clean water, reduced pollution
- UNEP Global Partnership and current #CleanSeas campaign
- World Bank Global Partnership on Oceans

GLOBAL ALERT | Floating Trash

SEE | SHARE | SOLVE



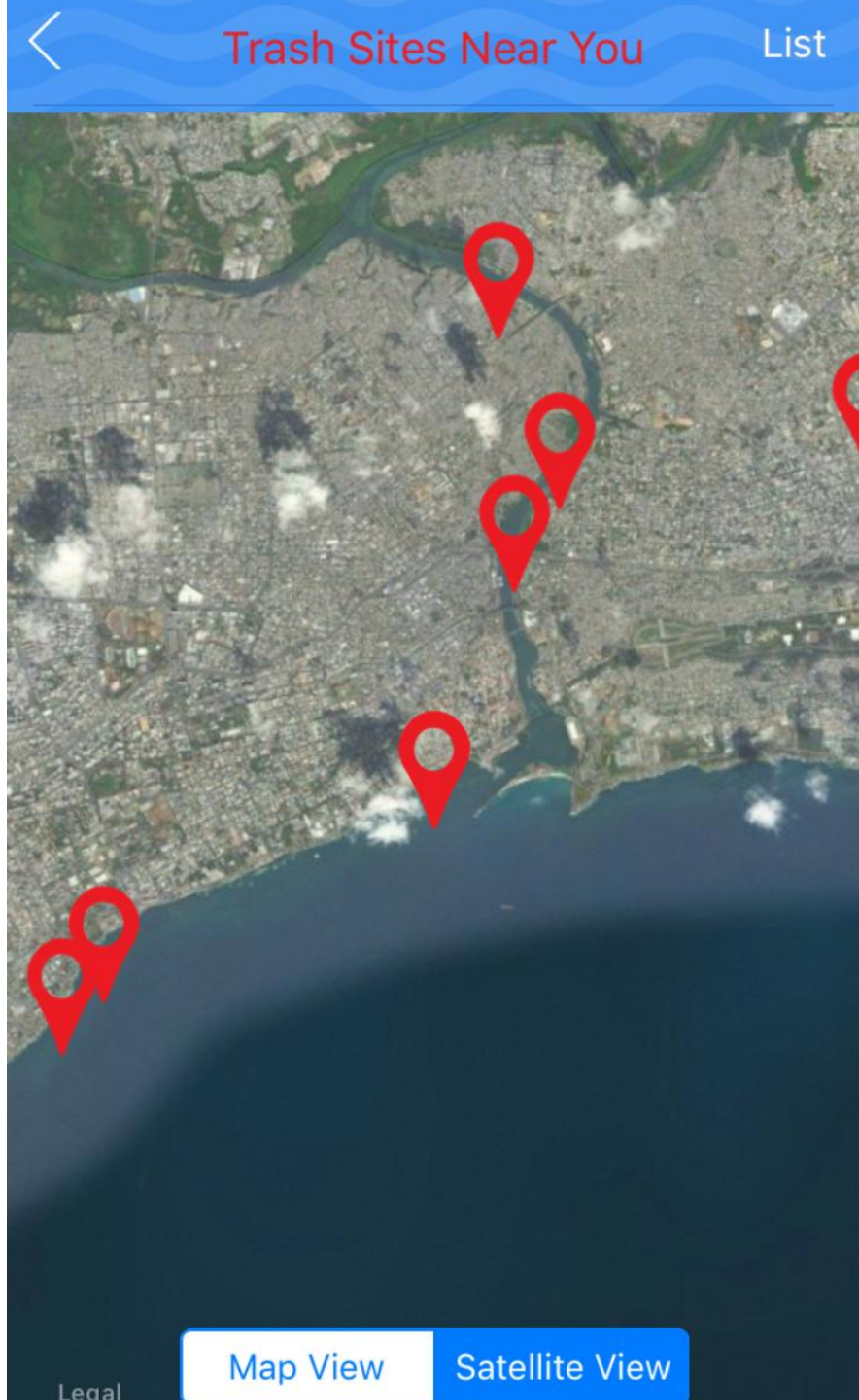
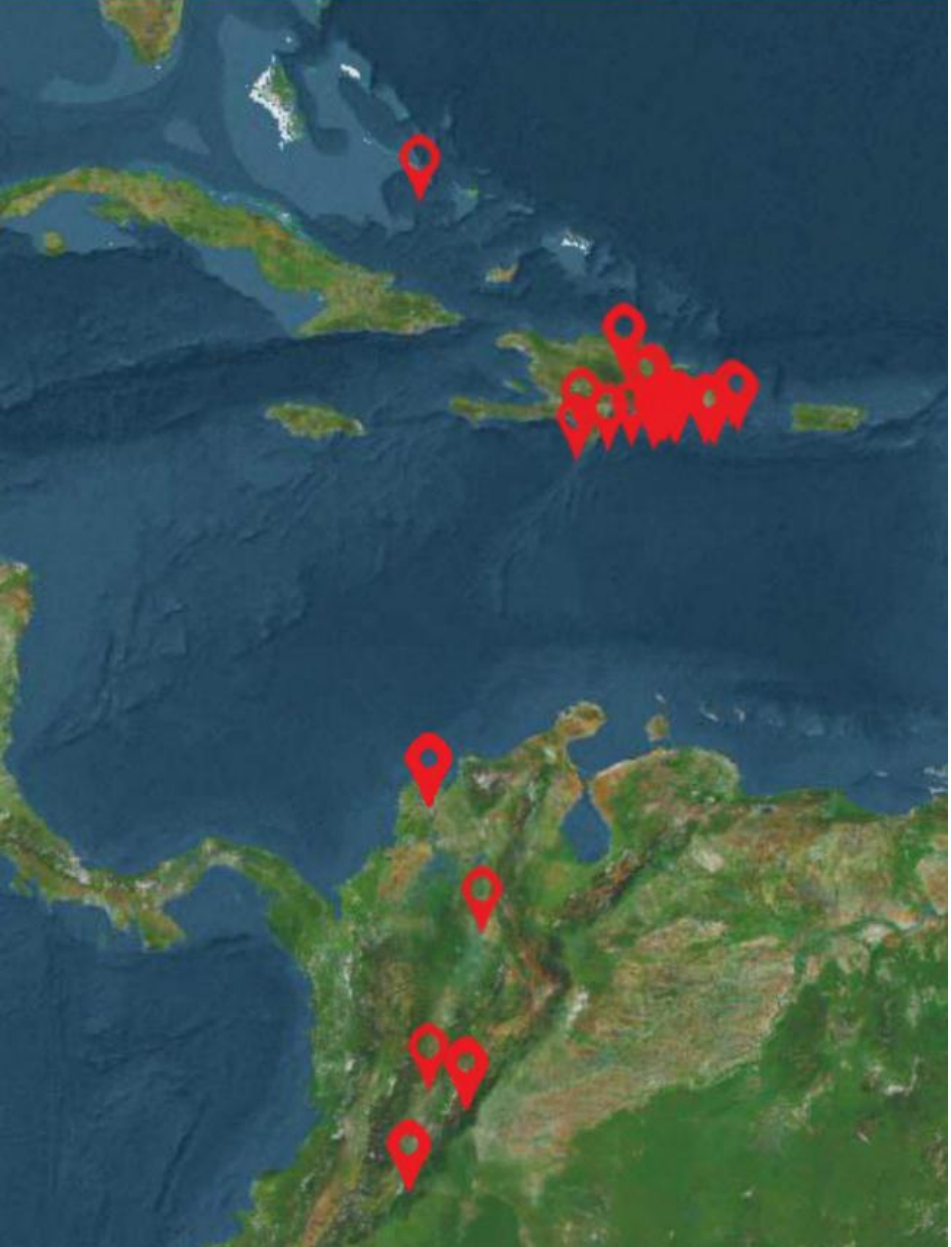
A COLLABORATIVE PLATFORM FOR CHANGE

“GLOBAL ALERT” LAUNCH TIMES SQUARE



Global Alert





Trash Detail Map

Doug



5/12/2015

60-80%

Manila, Philippines



Steward Organization Name

Other

Water Flow Rate

Still

Water Level

Weather Description

Dry

Location of Trash

In the water

Types of Trash

Household trash or litter, including plastics or styrofoam :

River Catchment Device





Clean Tax Cuts and Barrier Free Green Capital Markets

Incentivizing Needed Infrastructure, Entrepreneurs, Investors and Solutions

- Taxes only “not paid” when there is profitability (not a subsidy to start with)
- Tax free investments in plastic/waste/recycling/green sector opens up needed access to capital
- Cross Border Incentives for Green Products (Import/Export)





A BIG CONVERSATION ON THE FUTURE OF PLASTIC

- Kuala Lumpur – Oct. 25th, Paris – April 2019
Fiji????
- Focusing on Design, Innovation, Materials and Recycling, for a world without the Plastic Waste Footprint
- Rio+20 Earth Summit, Hong Kong, New York, Portugal, Shanghai, London, Dallas, Los Angeles, Sydney



Ocean
Recovery Alliance

PLASTIC
DISCLOSURE
PROJECT

GLOBAL ALERT
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A BIG CONVERSATION ON THE FUTURE OF PLASTIC

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