



BREAKING THE PLASTIC WAVE

A COMPREHENSIVE
ASSESSMENT OF PATHWAYS
TOWARDS STOPPING OCEAN
PLASTIC POLLUTION

EU GREEN WEEK 2021 PARTNER EVENT

ZERO #EUGreenWeek
POLLUTION
for healthier people and planet



FIVE RADICAL PROPOSITIONS REMAIN UNRECONCILED

1

BAN

2

BURN OR BURY

3

CLEAN UP

4

RECYCLE

5

BIO-SOLUTIONS

- HOW DO STRATEGIES PERFORM ON ENVIRONMENTAL, ECONOMIC AND SOCIAL INDICATORS?
- HOW APPLICABLE ARE THEY TO MATERIALS AND GEOGRAPHIES?
- WHAT COSTS AND INVESTMENTS ARE REQUIRED?
- HOW QUICKLY CAN THEY BE IMPLEMENTED?
- HOW DO THESE STRATEGIES INTERACT?

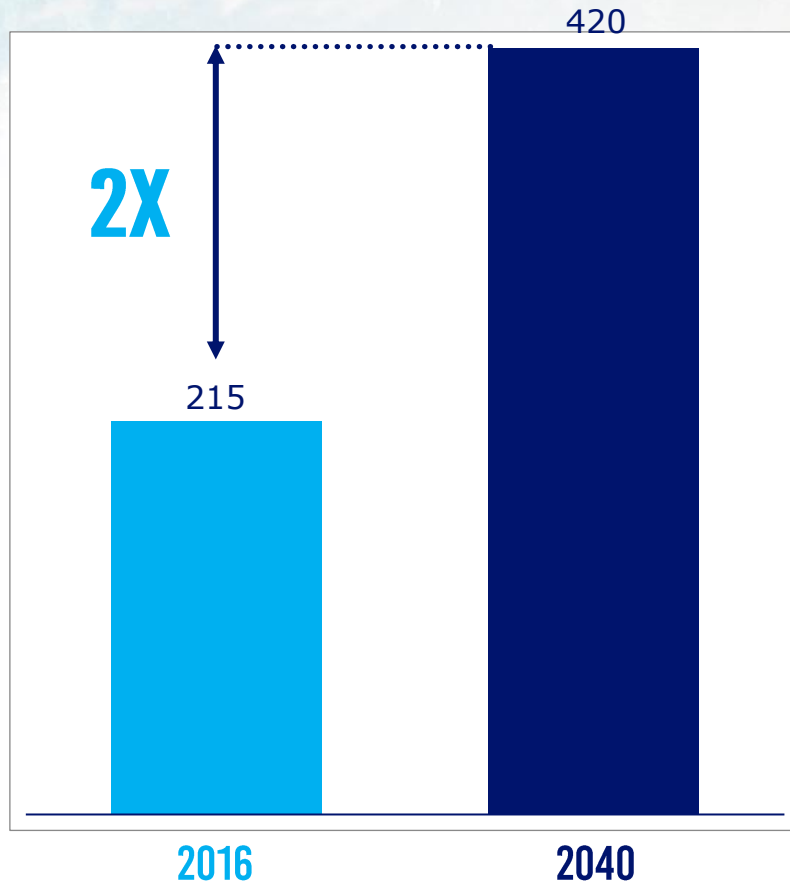
MEANWHILE, THE TIDE IS RISING...



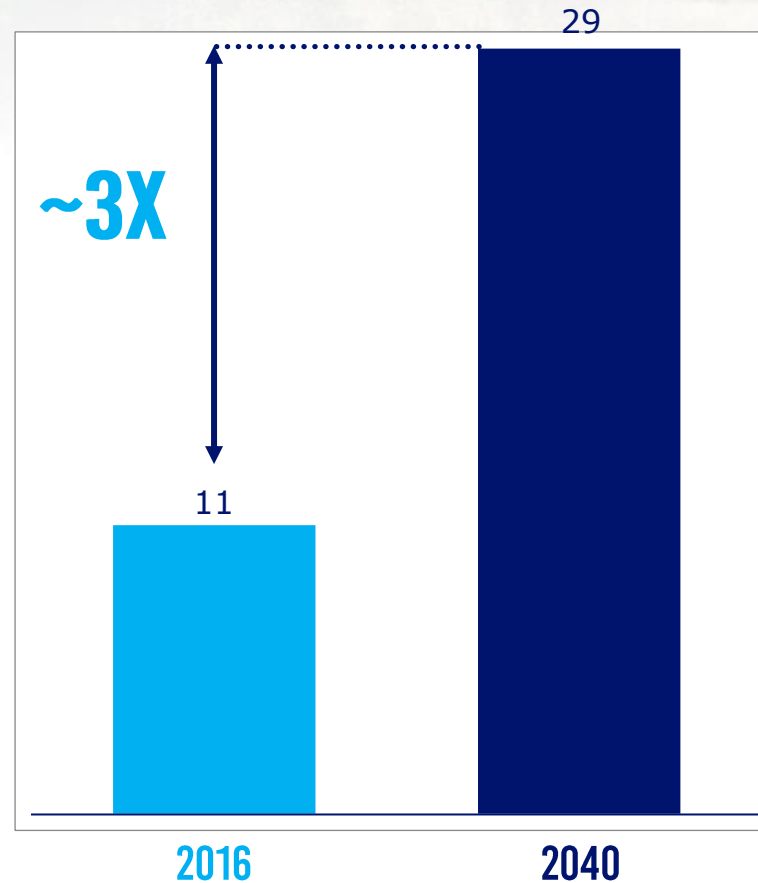


BUSINESS-AS-USUAL INDICATORS ARE GRUESOME...

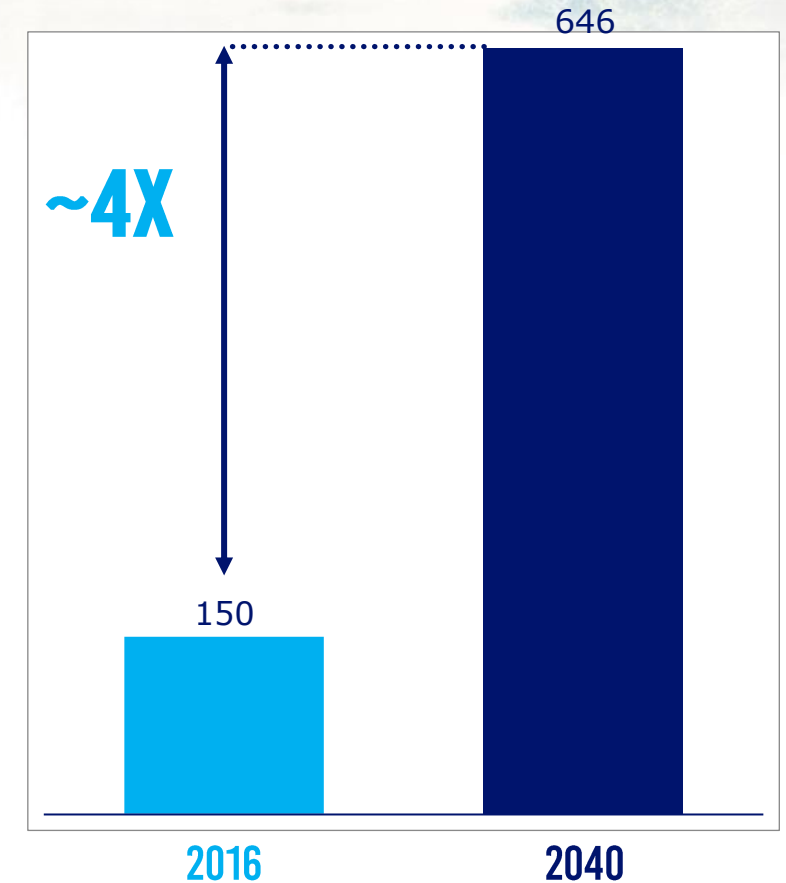
MUNICIPAL SOLID WASTE PLASTIC



PLASTIC WASTE GENERATION, MT/YR

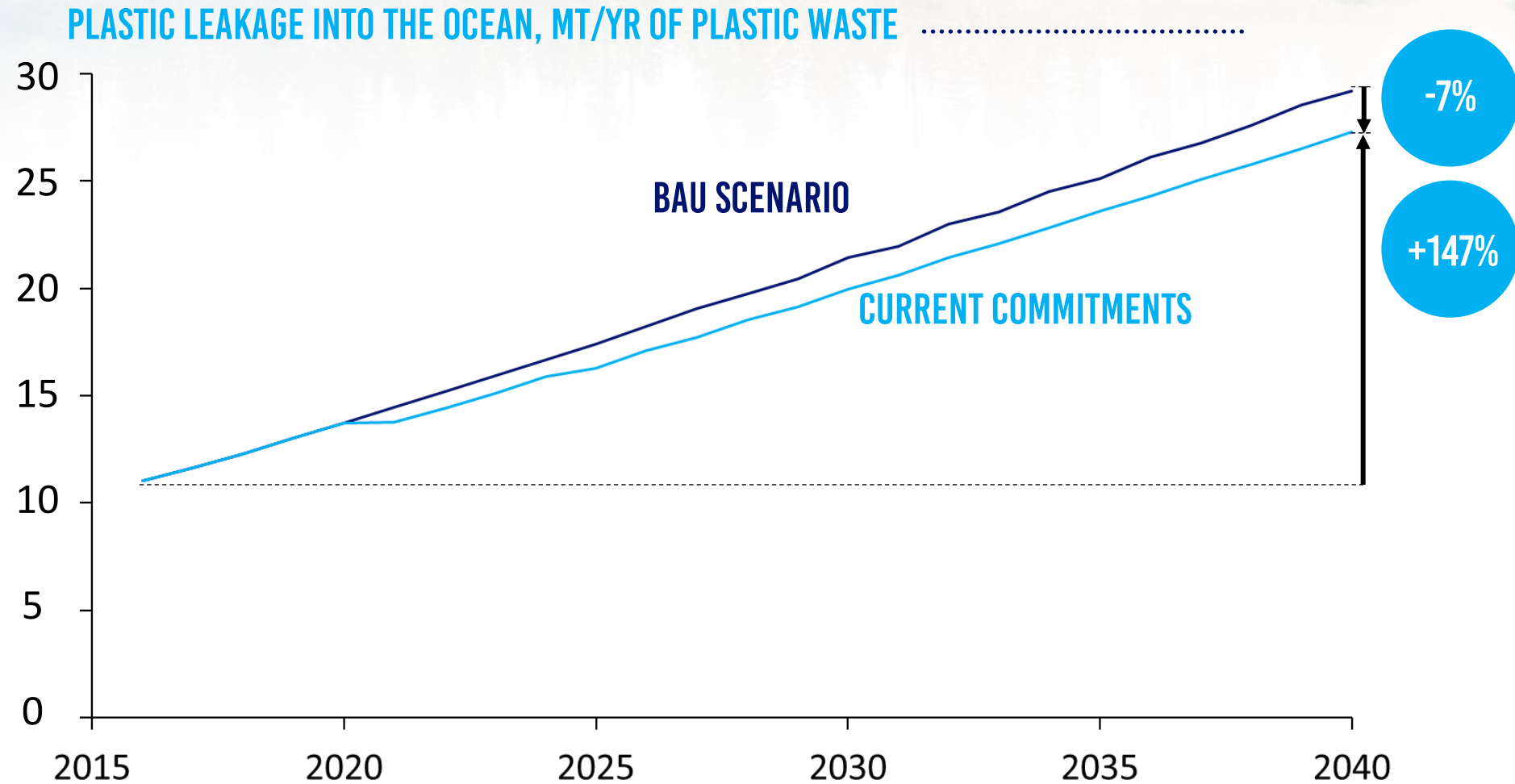


PLASTIC LEAKAGE TO OCEAN, MT/YR



PLASTIC STOCK IN THE OCEAN, MT

...AND CURRENT POLICY AND INDUSTRY COMMITMENTS ONLY REDUCE LEAKAGE TO THE OCEAN BY 7% RELATIVE TO BAU



IN THE MEANTIME WE ARE LOCKING OURSELVES INTO THE STATUS QUO



40%

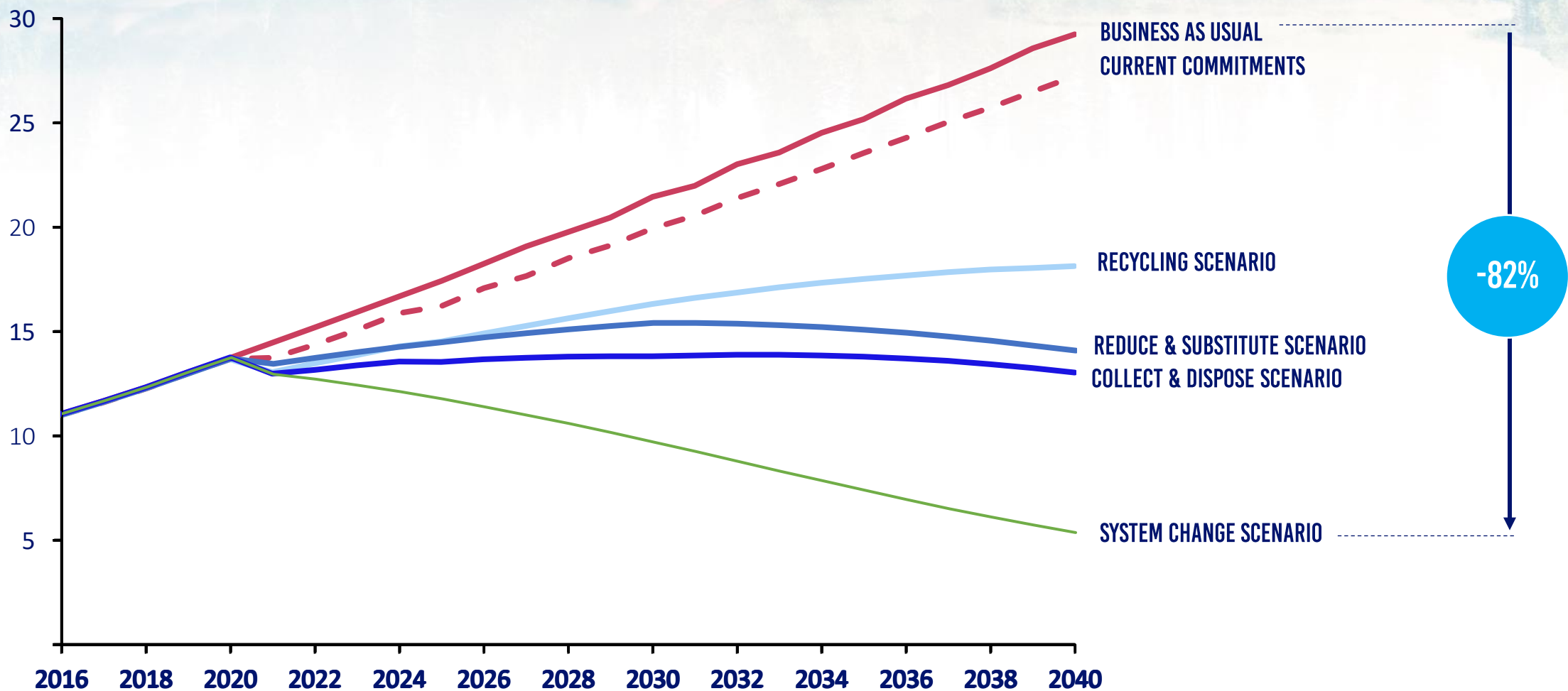
plastic production growth over the next decade



\$400B

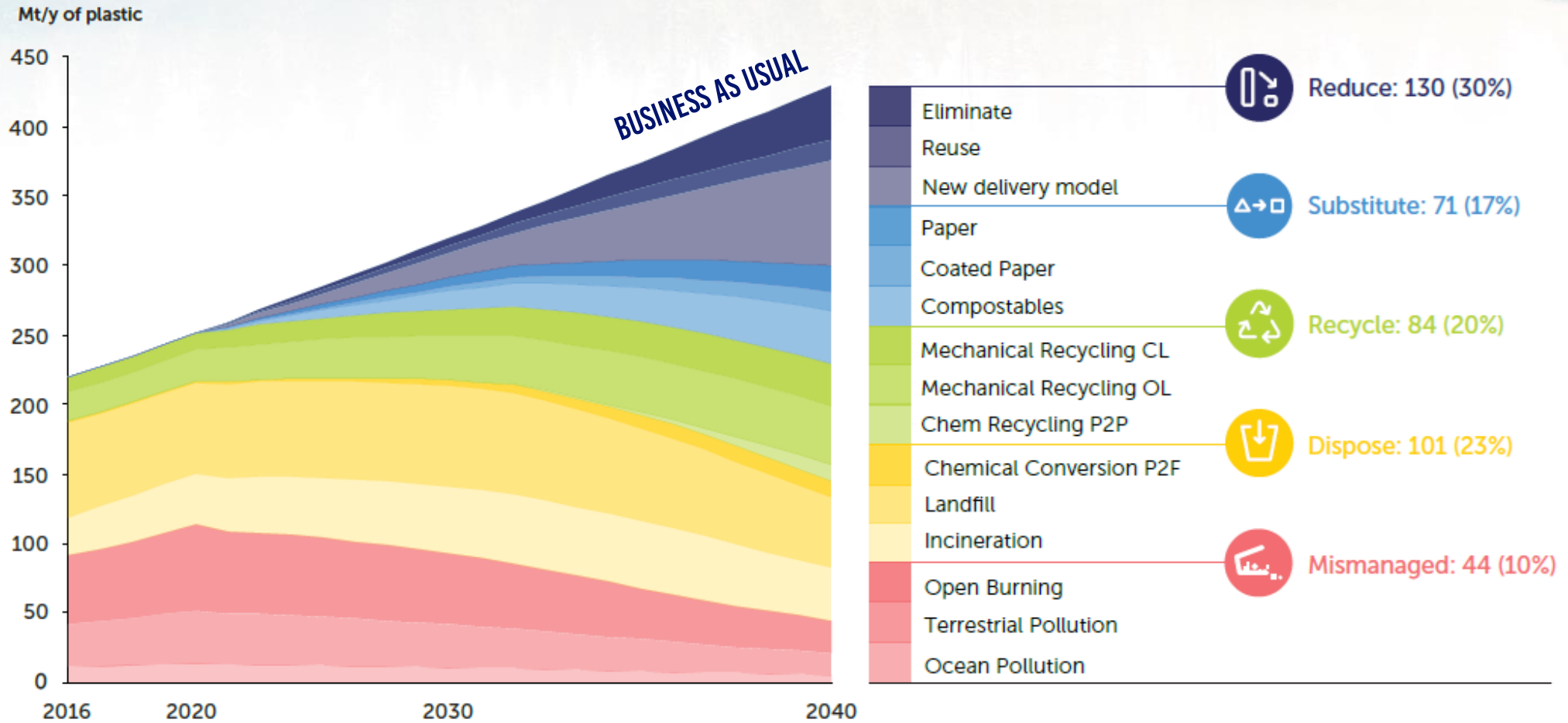
investment into new refineries by 2023 in US, China and Middle East

LEAKAGE TO THE OCEAN UNDER DIFFERENT SCENARIOS, MT PER YEAR



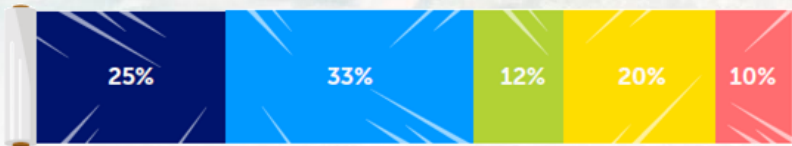
THE SYSTEM CHANGE SCENARIO WILL BRING TO LIFE A NEW PLASTICS ECONOMY

MT/Y OF PLASTIC

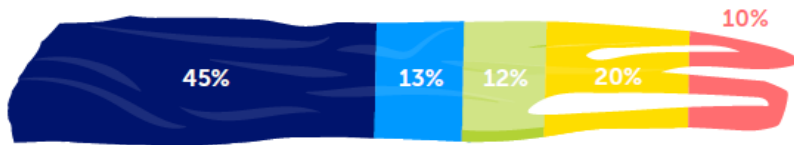


SYSTEM CHANGE AND THE FUTURE OF PLASTIC PRODUCTS

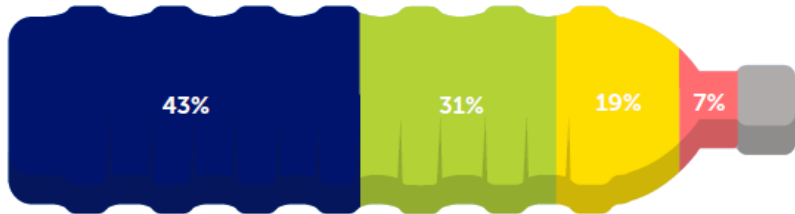
PLASTIC FILMS



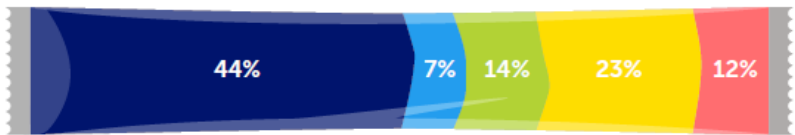
CARRIER BAGS



BOTTLES



SACHETS AND OTHER
MULTI-LAYER FILMS



HOUSEHOLD GOODS



% of Business-As-Usual demand



REDUCED



SUBSTITUTED



RECYCLED



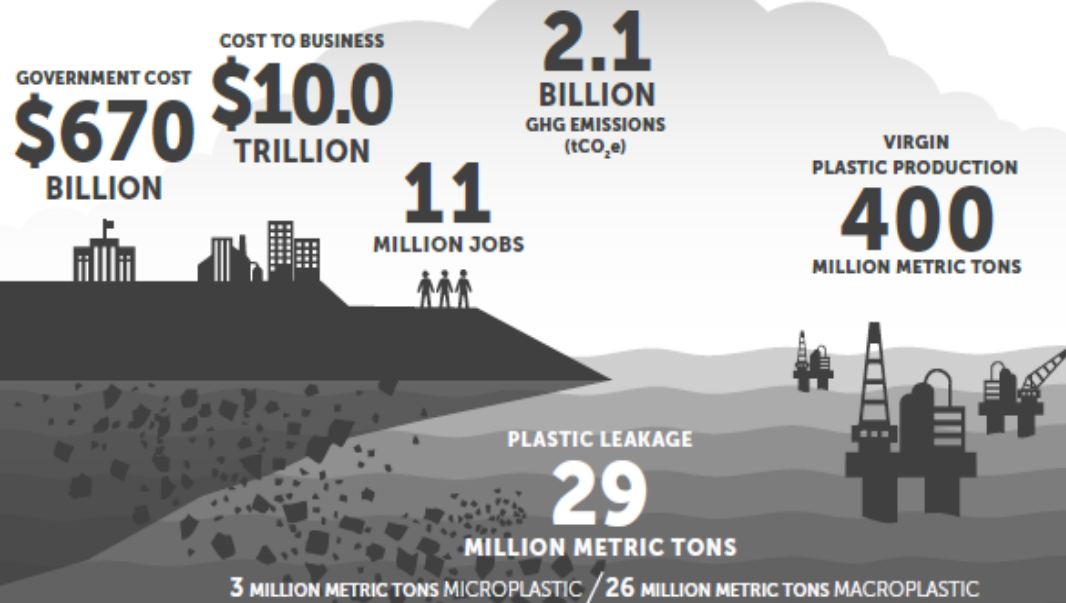
DISPOSED



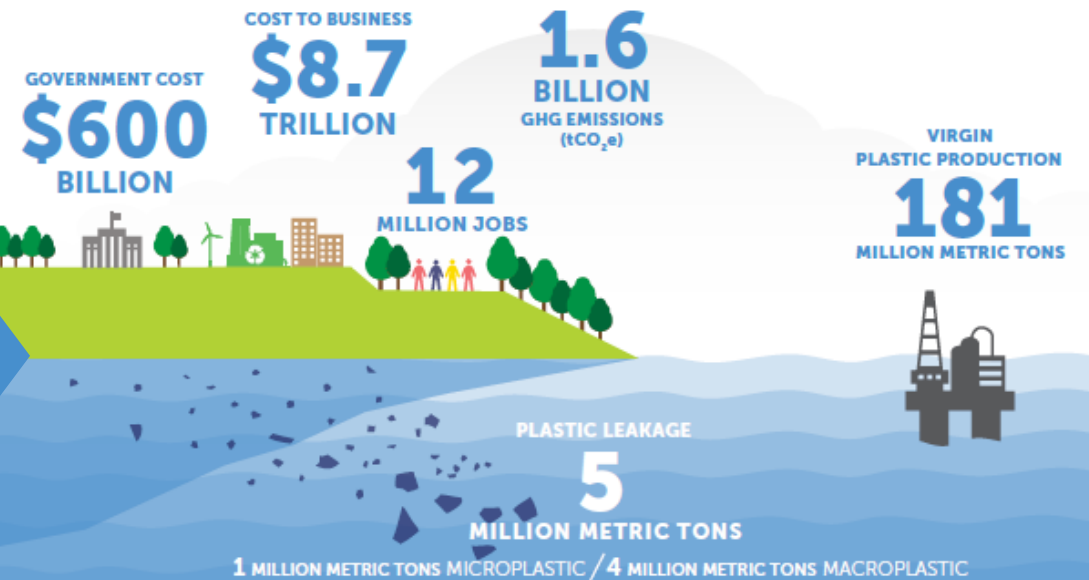
MISMANAGED

THE SYSTEM CHANGE SCENARIO IS BETTER FOR THE ECONOMY, THE ENVIRONMENT AND COMMUNITIES

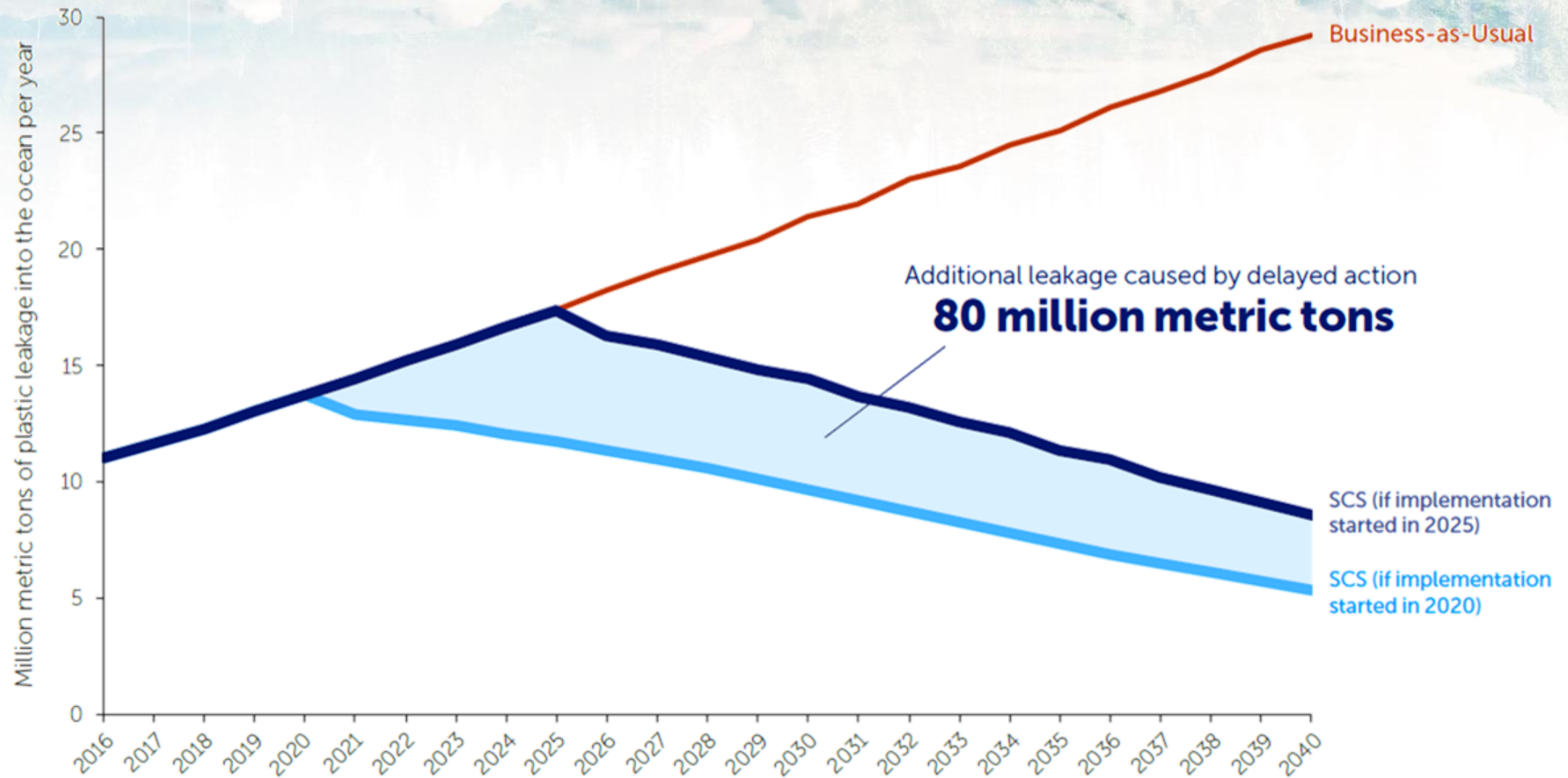
BUSINESS-AS-USUAL 2040



SYSTEM CHANGE 2040



THE TIME TO ACT IS NOW.



IMPLICATIONS FOR EUROPE

- 1 SIGNIFICANT “REDUCE” OPPORTUNITY
- 2 SIGNIFICANT OPPORTUNITY FOR SUBSTITUTION
- 3 ADDRESS MICROPLASTICS
- 4 DRIVE MECHANICAL & CHEMICAL RECYCLING
- 5 MODULATED EPR IS IMPORTANT
- 6 REDUCE PLASTIC WASTE EXPORTS



THANK YOU FOR LISTENING

TO LEARN MORE, DOWNLOAD YOUR COPY:

WWW.SYSTEMIQ.EARTH/BREAKINGTHEPLASTICWAVE

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