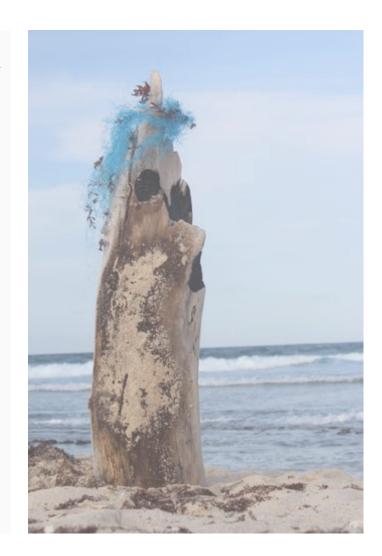


Sea Circular – UN Environment, MESTECC and the PDP

- Managing the Plastic Value Chain
- Similar to carbon and water reporting, the PDP encourages businesses and public institutions to measure and manage their plastic use, waste generation and material recovery
- 10 Early Adopter companies and two municipalities will be part of the initial PDP program





- Up to 8m tons of plastic waste is estimated to flow into the ocean every year from our waterways
- Less than 15% of all plastic is recycled globally
- 40 percent of plastic produced is packaging, used just once, and then discarded.



PDP Overview – Key Facts and Metrics

PDP Objectives

- Reduce plastic waste in the environment
- Encourage sustainable business practices vis-a-vis plastic
- Inspire improved design & innovative solutions

PDP Engagement

- Facilitate baseline metrics of plastic footprints, thus improving management strategies
- Encourage efficiencies in plastic use, reuse, & material recovery
- Broaden awareness of opportunities for 2nd-life plastic

Key Metrics

- Volume of plastics managed, recycled, and prevented from entering the environment
- \$ amount of operational savings, increased sales, PR, consumer engagement, environmental impact







Power of the PDP

Transparency. Investors and customers can request baseline metrics about their partners.

Municipalities and governments can make well informed decisions based on data in order to allocate resources to create long-term benefits over short-term gains.

- Achieve operational efficiencies.
- Increase financial margins.
- Adhere to improved policy compliance.
- Follow supply chain requirements.
- Measure environmental impact.

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



Solution Provider Case Study: Replenish Concentrate Pod



1 plastic bottle makes 4 bottles worth of cleaner

- Mix concentrate by adding water
- Clean with 98% plant based ingredients

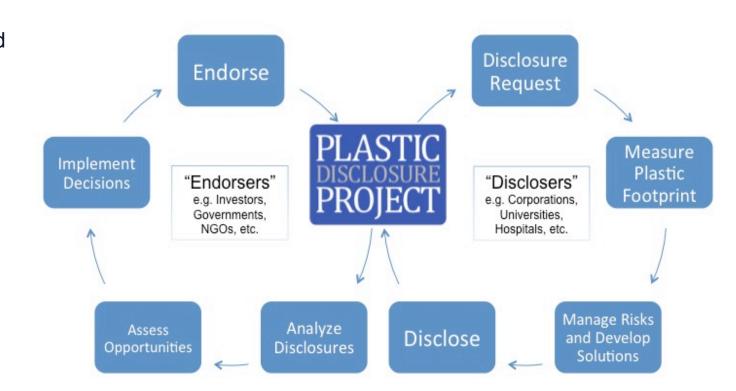




The Circular Momentum of the PDP

Comprehensive plastic measurement tools and reporting platform for benchmarking, data analysis and policy strategies.

We use sector based reporting, where we customize surveys for Municipalities, Manufacturing and Service sectors.



V2.0 Commitment Scoring Criteria

FACTS				VELOCITY			MAGNITUDE			
Definition: These criteria define and describe the commitment				Definition: These criteria are directly controlled by the stakeholder and provide "acceleration/momentum" for the desired impact/actions to happen.				Definition: These criteria provide a relative degree of scaled (low to high) impact that is factored into the creation of a commitment itself.		
PRIMARY STAKEHOLDER	INTERVENTION FOCUS	TYPE OF ACTIVITY	LOCATION	TIMELINE TO COMPLETION	\$\$\$ COMMITTED	FUNDING/ STATUS	DATA CAPTURE	SCALABILITY	OUTCOME/ EFFORT&TIME	INTENT
Multi-National Governments	Waste Management	Action Plan	Land-Based	Completed	\$10M+	Completed	Shared	Multi-Actor, Replicable	High Outcome /Low Effort & Time	Sustainable, Long-Term
National Government	& Product Design Improvements	Commercialize	All	Continuous	\$1M-\$10M	Funded Work Being Done	Measured & In-place	One-Actor, Replicable	High Outcome /High Effort	Program Policies/Regs To Spur
Plastic/Waste Industries	integrates	Donor Funding/ Investment	Near River or Coastal Area	By 2019	Under \$1M]	Policy/Regs Being Enforced	Not Disclosed	Pilot	& Time Low Outcome	Change Specific
Regional/ Local Gov'ts	Interventions Includes One	Waste Management	Ocean Only	By 2020	No Money Required	Capital Secured		Unique/ One-Off	/Low Effort & Time Low Outcome	Project or Action To Inform,
Business/ Industry	Intervention Only	Facilitation/ Coordination	Island Only	Policy/Regs Enforce	Not Provided/ Not Disclosed	Announced/ In Planning			/High Effort & Time	Educate, Research
NGOs/PPPs/ Academics	Last Capture & Cleanups	Research & Monitoring	None	By 2023		Not Provided/ Not Disclosed				
Individuals/ People		Policy/ Regulations		By 2025						
		Education/ Awareness		By 2030						
		Emergency Response								

Toolkit for New 2.0 Plastic Commitments

COMMITMENT	2.0 TEMPLATE	What are the specific targets/milestones to	What are the specific barriers to overcome? Do you need		
Select an Initiative and Primary Intervention Focus you'd like to consider (after viewing PCC Codes)	Locate other similar and replicable Voluntary Commitments (programs/projects) in the world.	achieve and by what date?	to change your target/ milestone due to these barriers?		
Describe at high level the Voluntary Commitment you would make. Describe the outcome you would hope to achieve.	List the stakeholders who would be potential collaboration partners for this commitment	Will you have high enough Velocity to pull this off – at the right Magnitude?	List all that needs to happen for this commitment to be successful and meet its timeline for completion?		
Is the Outcome worth the Effo	rt & Time?	How and who is collecting the data?	What is your Voluntary Commitment Score?		
	9	10	11		







- Solutions for bringing value to plastic in its 2nd-Life. *Re-Incarnated* plastic is *Lucky Plastic*. Focusing on Design, Innovation, Materials and Recycling, for a world without the Plastic Waste Footprint
- Clean Tax Cuts and incentives on innovation and investment are one of the biggest tools we can collectively bring to the











Doug Woodring
Ocean Recovery Alliance
9020-3949
doug@oceanrecov.org