



PLASTIC DISCLOSURE PROJECT *(PDP)*

Baseline Knowledge for
Better Management




Plastic Footprint Reduction

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





Context Behind the Challenge

- 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

PLASTIC
DISCLOSURE
PROJECT

1 plastic bottle makes **4** bottles worth of cleaner

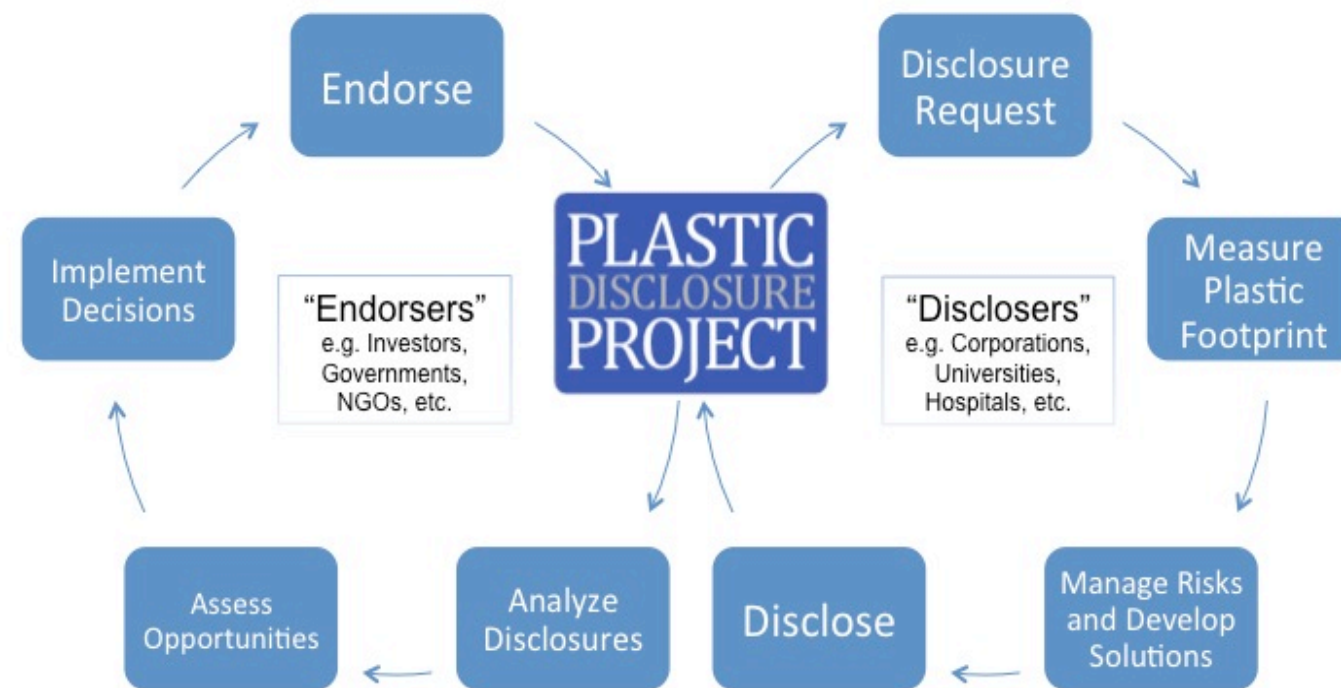
- Mix concentrate by adding water
- Clean with 98% plant based ingredients



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.



Toolkit for New 2.0 Plastic Commitments

COMMITMENT 2.0 TEMPLATE			
<p>Select an Initiative and Primary Intervention Focus you'd like to consider (after viewing PCC Codes)</p> <p>1</p>	<p>Locate other similar and replicable Voluntary Commitments (programs/projects) in the world.</p> <p>2</p>	<p>What are the specific targets/milestones to achieve and by what date?</p> <p>5</p>	<p>What are the specific barriers to overcome? Do you need to change your target/milestone due to these barriers?</p> <p>6</p>
<p>Describe at high level the Voluntary Commitment you would make. Describe the outcome you would hope to achieve.</p> <p>3</p>	<p>List the stakeholders who would be potential collaboration partners for this commitment</p> <p>4</p>	<p>Will you have high enough Velocity to pull this off – at the right Magnitude?</p> <p>7</p>	<p>List all that needs to happen for this commitment to be successful and meet its timeline for completion?</p> <p>8</p>
<p>Is the Outcome worth the Effort & Time?</p> <p>9</p>		<p>How and who is collecting the data?</p> <p>10</p>	<p>What is your Voluntary Commitment Score?</p> <p>11</p>







- 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 market



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