

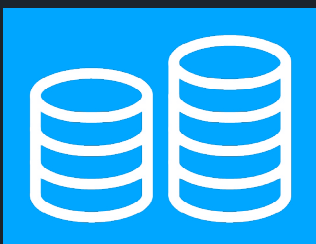
# Disclosing plastics data through CDP

The business benefits



**11 million** metric tons of plastic leaked into the ocean in 2016, and this is **projected to triple by 2040<sup>1</sup>**

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.



**80-120**  
US\$ billion

is lost every year following a short one-use cycle, which equates to 95% of aggregate plastic packaging value<sup>2</sup>

# Business Risks of Plastics



## Physical

- Plastic pollution has negative impacts on marine ecosystem services, with an estimated economic cost of US\$3,300–\$33,000 per tonne of marine plastic per year<sup>3</sup>.
- Plastic endangers human health and causes disease, disability, and premature death at every stage of

its lifecycle. During production, workers are exposed to toxic and carcinogenic petrochemicals, resulting in reproductive issues, asthma, and cancer. The thousands of chemical additives can leach out of plastics during use and subject humans to neurotoxic and endocrine-disrupting effects<sup>4</sup>.



## Regulatory

- China has announced an ambitious ban on single-use plastics and increasing restrictions on the production, sale, and use of single-use plastic products<sup>5</sup>.
- European Union aims to reduce the volume and impact of specific plastic products on the environment through a range of measures to deal with single-use plastic items<sup>6</sup>.
- Brazil has restricted over 60 plastic items, encouraged reverse logistics systems and waste management, and implemented tax credits for companies that produce products from biodegradable, recycled, or renewable sources<sup>7</sup>.

- The Canada Federal Plastics Registry is a new initiative that requires plastic manufacturers to report the quantity and type of plastic they place on the market. This registry aims to track the life cycle of plastics from production to end-of-life, enhancing transparency and accountability in the plastics industry<sup>8</sup>.

- India has banned certain problematic plastic items and implemented Extended Producer Responsibility regulations which mandate recycled content levels and recycling rates for plastic packaging<sup>9</sup>.



## Reputational

- NGOs like Break Free From Plastic and the Minderoo Foundation have launched campaigns against the biggest plastic-polluting consumer brands and single-use plastic producers<sup>10 11</sup>.

- There is growing consumer outrage over plastic pollution<sup>12</sup>. News articles about microplastics being found in food products may discourage consumer demand<sup>13</sup>.



## Legal

- Companies are facing legal challenges around plastic pollution, hazardous plastic additives, greenwashing, and criminal prosecutions against waste management companies<sup>14</sup>. Liability claims made against the

petrochemical industry could be as much as \$20 billion between 2022 and 2030 in the US alone<sup>15</sup>.

- Legal action against companies in Asia is increasingly likely<sup>16</sup>.

# Business Opportunities of Plastics Disclosure and Action

“Plastic pollution presents a unique risk for producers and users of virgin plastics given regulatory changes and growing consumer outrage. But it is also a unique opportunity for companies **ahead of the curve, ready to unlock value from a circular economy that derives revenue** from the circulation of materials rather than the extraction and conversion of fossil fuels. Large new value pools can be created around better design, better materials, better delivery models, improved sorting and recycling technologies, and smart collection and supply chain management systems.”

Breaking the Plastic Wave [p.10],  
Pew



## Innovation

Converting 20% of plastic packaging into reuse models is a US\$10 billion business opportunity that benefits customers and businesses<sup>17</sup>.

Waste management and reprocessing sectors can realise economic and environmental benefits of creating a circular economy for plastics. Collaboration and investment will improve recycling rates and a burgeoning recycling economy will create jobs and prosperity<sup>18</sup>.



## Leadership

Best practice on plastic pollution and circular economy is still emerging, so it is an excellent time for companies to get ahead of their industry peers and demonstrate leadership.

Measuring and reporting plastics data each year improves awareness and ensures that strategy is informed by relevant data.

CDP's disclosure system allows companies to benchmark their circular economy performance against their industry peers and receive feedback on their progress each year.

# Endnotes

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- <sup>12</sup> Pew Charitable Trusts, Ibid.
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