



British Plastics Federation

Plastic: a symbol of waste,
trash and pollution.
Can we change its image?

Roger Baynham
Chairman BPF Recycling Group



What is the BPF Recycling Group?

- Primary trade association representing UK Plastics Recycling sector
- Dynamic, knowledgeable membership
- Approx 40 members – 2nd largest group in BPF
- BPF RG members represent nearly 3/4 of UK plastic recycling
- Represents volume of c660KT

This presentation takes us off piste



Plastic is in the News (for all the wrong reasons)

BBC Sign in News Sport Weather IP

NEWS

Plastic 'nurdles' found littering UK beaches

The Telegraph

HOME

Harmful plastic pellets found on three quarters of British beaches

jobs dating more - UK edition -

theguardian website of the year

Tiny plastic pellets found on 73% of UK beaches

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Damaging plastic 'nurdles' found on three quarters of UK beaches

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Plastic nurdles found polluting 73% of UK beaches

jobs dating more - UK edition -

theguardian website of the year

From sea to plate: how plastic got into our fish

MailOnline Sci

The shocking graphics that reveal the 'garbage patches' in oceans around the world

The Herald sundayherald

Video: Health concern over plastic pollution on Scottish beaches

THE TIMES Today's sections Past six days My articles

Plastics industry fought for weaker government recycling targets

MailOnline

Revealed: Plastic firms pressured ministers into cutting targets on recycling

The Telegraph

HOME

Supermarkets urged to create plastic-free aisle in every store

Mirror NEWS POLITICS SPORT FOOTBALL CELEBS TV & FILM WEIRD NEWS MORE

This Manchester canal was drained and here are the things found at the bottom

Piles of cigarette butts, plastic bottles and beer cans were found among the sludge at the bottom of Dreamgate Locks the year

MailOnline

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Now ban the microbeads in make-up: Controls on 'plastic poison' in toothpaste and body scrubs MUST be extended to cover cosmetics too

METRO NEWS... BUT NOT AS 108M SHARES

Every time you eat seafood, you're probably eating fleece fuzz

The anti plastic lobby.....

Say "NO" to Plastic.

plastic is
spitful 



What have Plastics ever done for us?



Plastics are an essential part of our daily lives



Plastics in Medicine and Pharmaceuticals

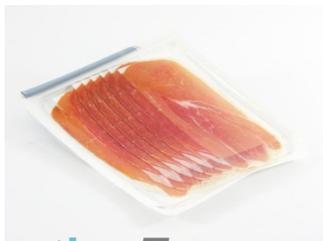
- Used in hospitals because sterile and safe
- Make operations and procedures possible
- People live longer with greater quality of life:
eg Joint replacements
- Fundamental to supply and use of drugs and tablets

Plastics in Packaging

- Lightweight: 50% of EU Goods are packaged in plastic yet only accounts for 20% of packaging by weight
- Preserve and Protect perishable foods saving millions of tonnes of food waste per annum
- Increases shelf life
- Increases quality

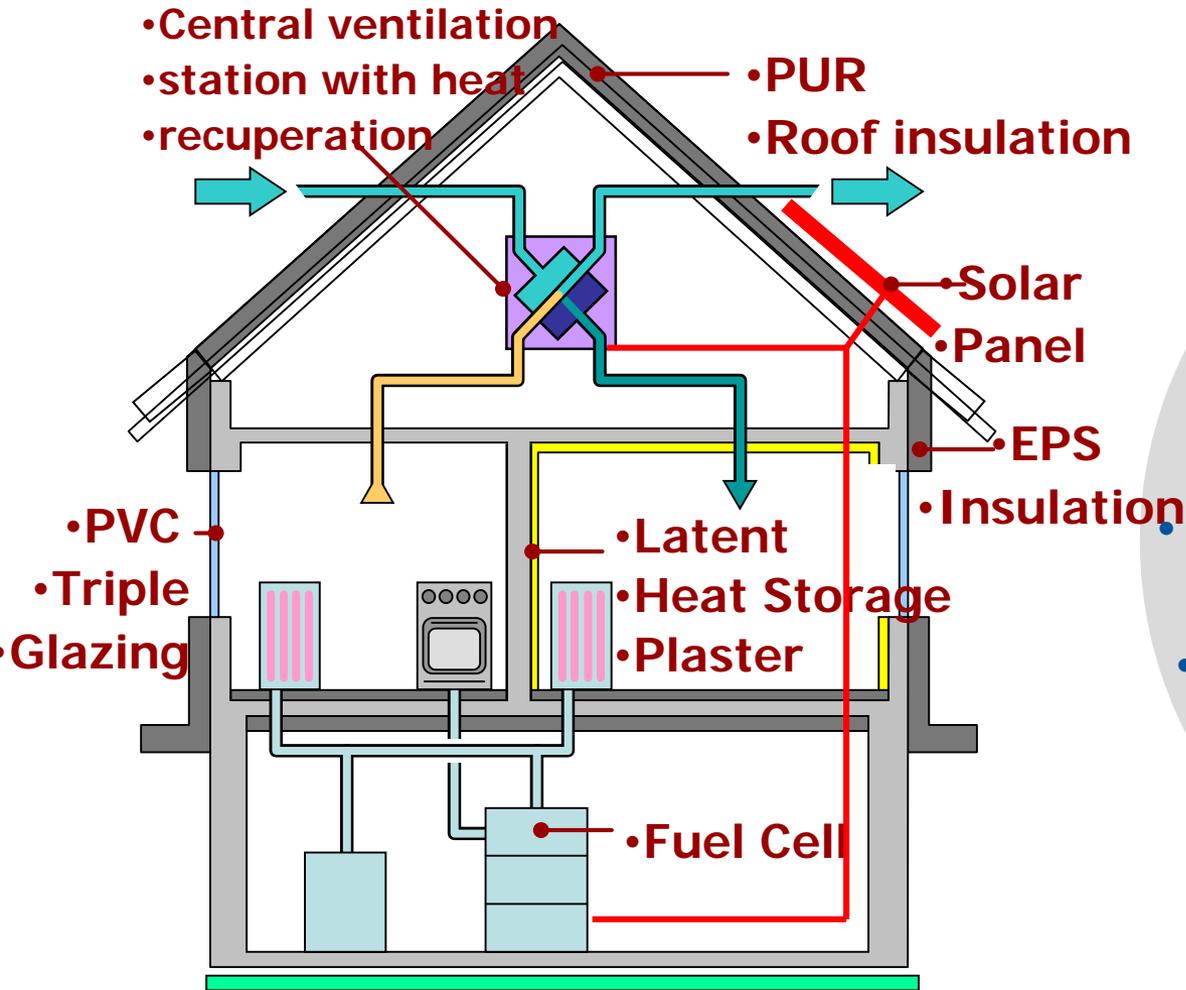
Packaging prevents food losses

- 70 % of all food packaging (plastics and other materials) prevent the loss of 20 % of the food packed (compared to distribution of goods without packaging).
 - This accounts for 190 Mt of prevented CO2 emissions, i.e nearly half of France's annual emissions!
- Plastic packaging used to pack fresh food prevents at least 10 % more food losses than alternative packaging materials (coated wrapping paper, for instance).
 - The benefit of this reduction is approximately 22 Mt of prevented CO2 emissions, i.e. Croatia's annual emissions!



©PlasticsEurope

Low Carbon energy efficient housing



Plastics are used:

- To super-insulate and weather-proof the structure
- In energy-efficient windows and window frames
- To transfer air, water and sewage efficiently and hygienically
- To enable passive ventilation and preheating of fresh air
 - In energy-saving domestic appliances

Maximizing Performance

Plastics components in cars weigh approximately 50% less than steel, leading to:

- lighter vehicle overall
- lower emissions
- improved fuel mileage



New transport technologies

Stronger and lighter airplanes

- In aircraft, where every gram counts, plastics are used:
- In doors, windows, seats and interior trim
- In rudders and stabilisers, wing housings, flaps, spoilers and tyres
- To save fuel and cash on every flight.

→ The Airbus A380 is made of 22% composite plastics allowing 15% fuel savings.

→ 50% of composite plastics make the Boeing 787 Dreamliner 20% lighter and reduce fuel consumption by 20%.

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Plastics provide huge benefits to society

- Packaging
- Automotive + Transport
- Medicine + Pharmaceuticals
- Building + construction
- Electronics + communication
- Sport
- And the list goes on

But..... We have a Problem!



And its closer to home too....



The Bottom Line is.....

- Despite its contribution to society the overriding perception of plastic is defined by what happens to it when it becomes waste
- This image extends to the industry
- Plastic is perceived to have no value at end of product life

Causes of Litter and Marine Pollution

Waste collection
systems working
badly



Behaviour



Badly managed
landfills



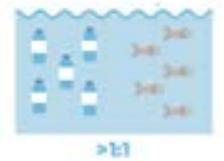
Ellen MacArthur Foundation Report

8 million tonnes of plastic leak into ocean each year.



1 truck every minute

Currently 1 tonne of plastic packaging to every 5 tonnes of fish.



14% of plastic packaging collected for recycling.



32% of plastic packaging escape collection systems.



Headlines and Predictions

Plastic production increased from 15 million tonnes in 1960s to 311 million tonnes in 2014 and will triple by 2050.



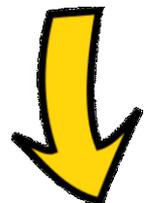
By 2050 plastic production will be 20% global oil consumption.



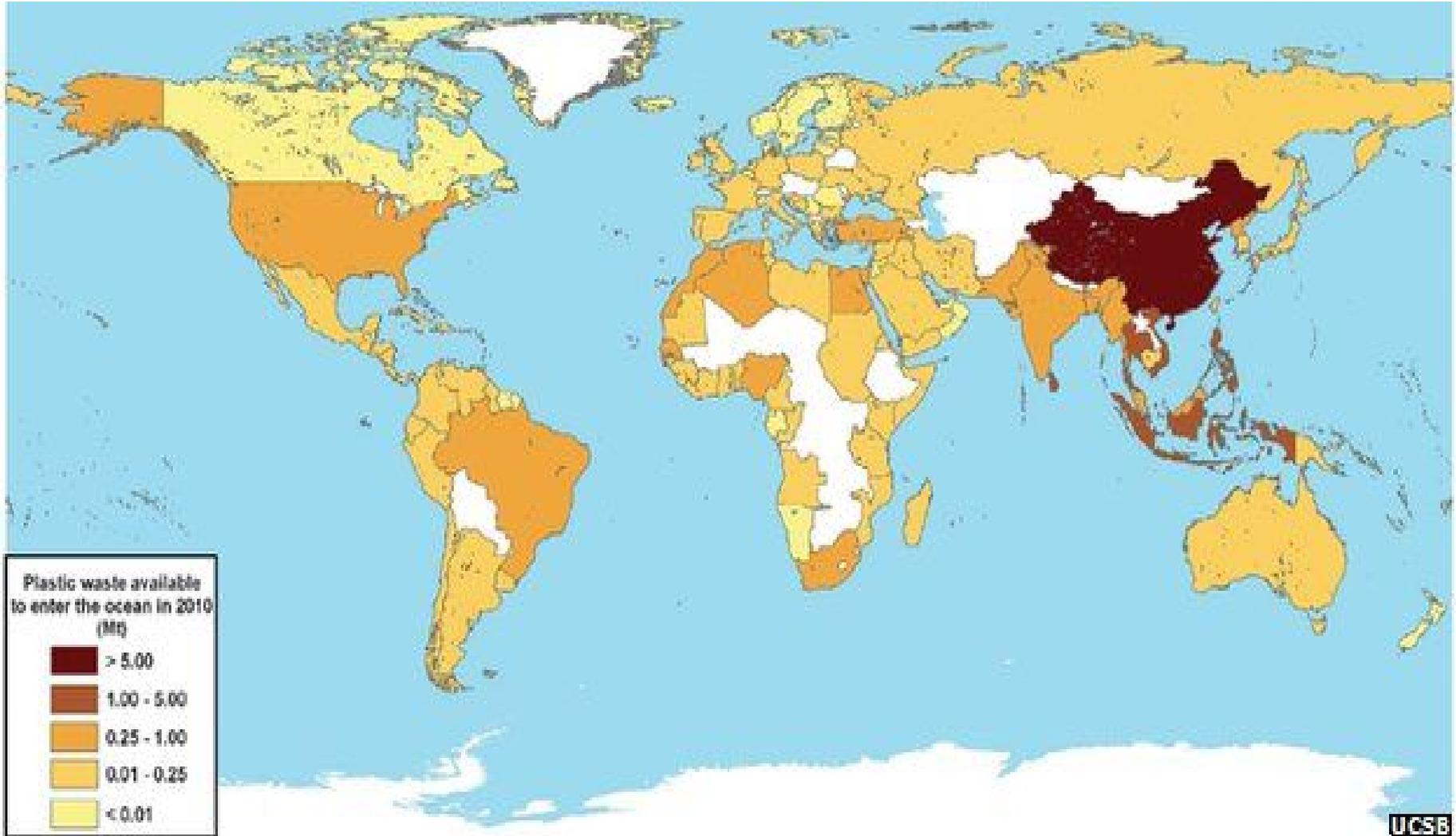
By 2050 plastic will be 15% of the annual carbon budget .



95% of plastic packaging material value is lost



The Global Problem

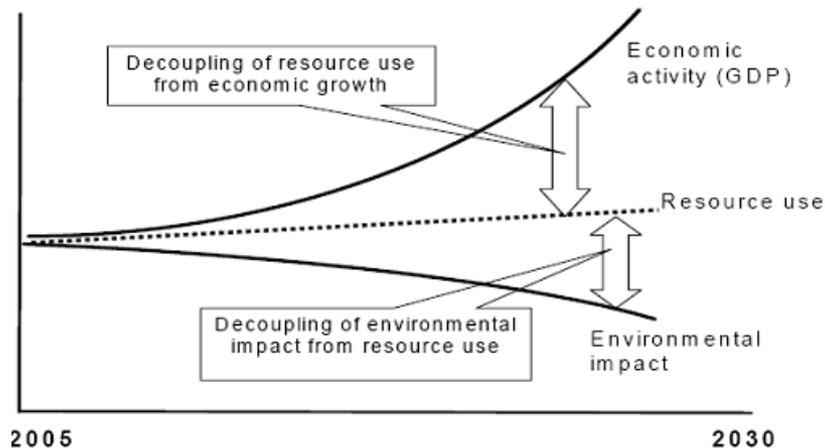


The Good News and the Bad

- Asia already has very substantial plastic recycling capacity
- Its just recycling the wrong waste
- Intervention would drive change and revolutionise recycling business models
- 2 billion world population increase by 2050
- Most of that growth in emerging economies with inadequate waste infrastructure

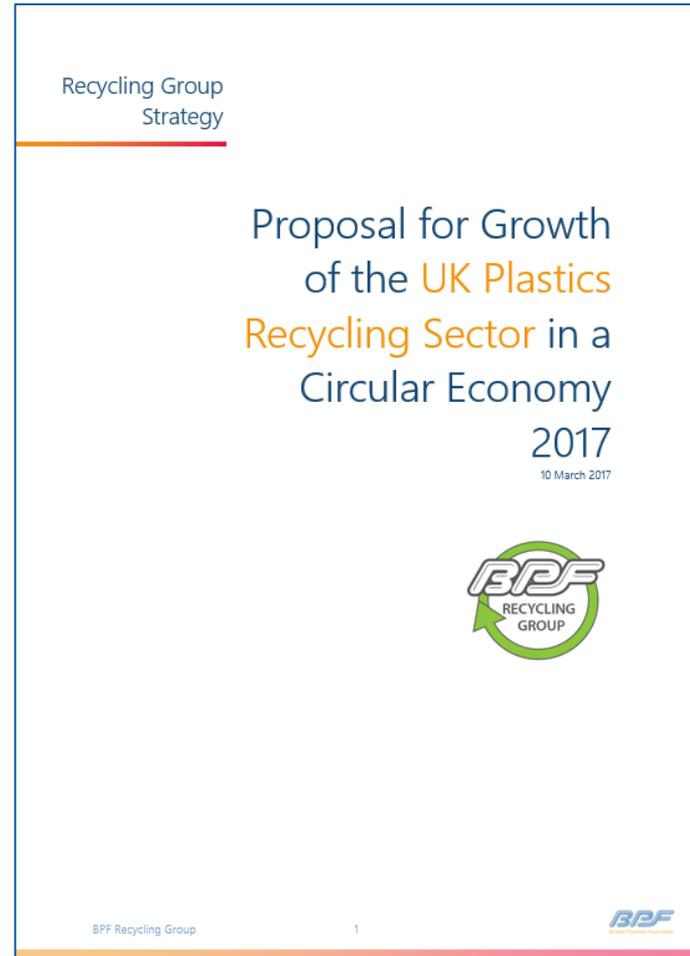
The New Blue Print

Resource efficiency and sustainability in circular economy

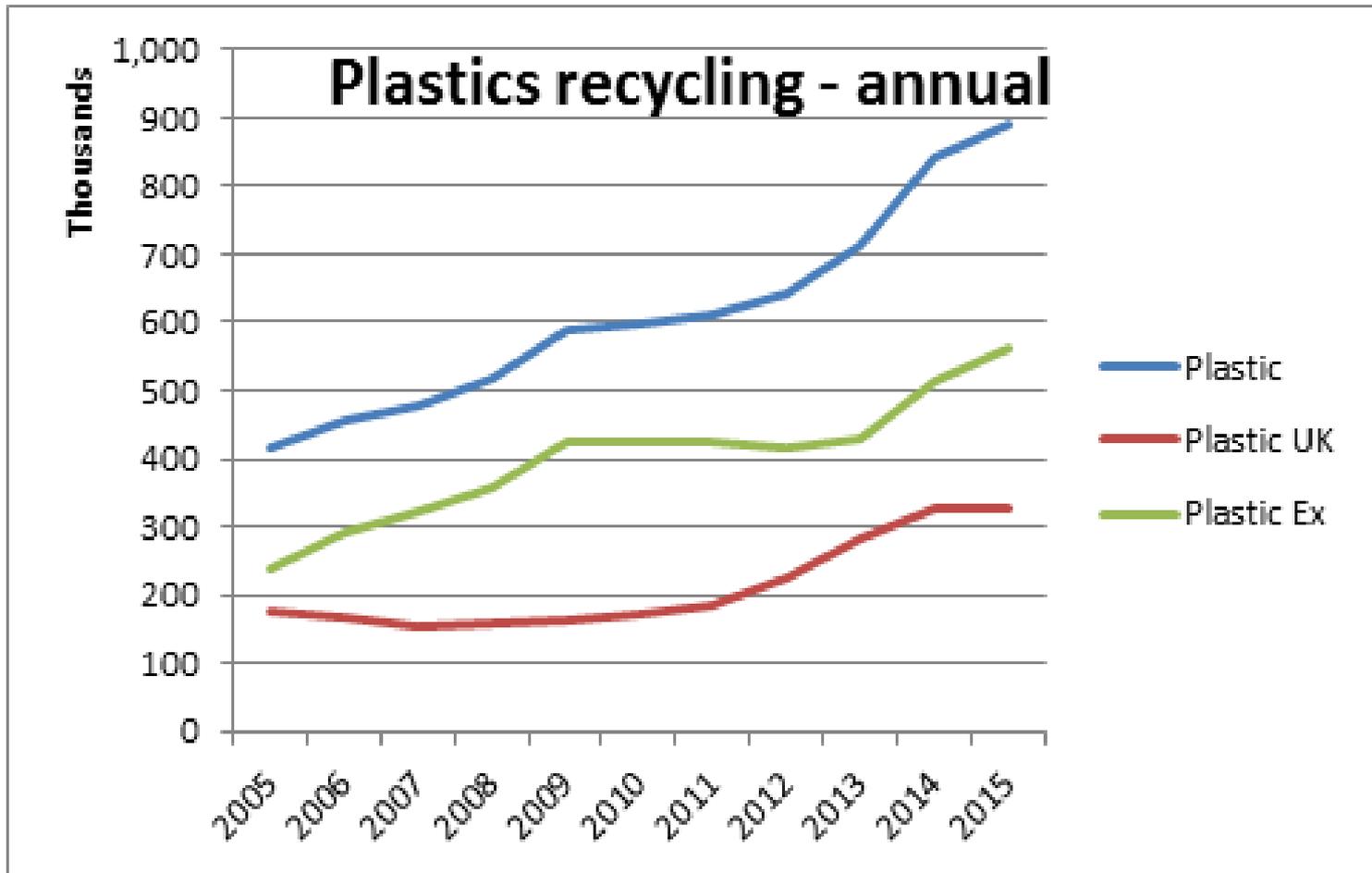


- Environmental impact
 - best environmental outcome
- Economic impact
 - increase in GDP
- Societal impact
 - “160,000 new EU jobs in plastic recycling “ Commissioner Janez Potočnik Sept 2012

BPF Recycling Group – influencing change in UK



Under the surface the UK is going in the wrong direction



Plastics Industry Recycling Action Plan (PIRAP)

- **Aim**: To get the whole value chain working together to help meet the plastic packaging recycling target.
- **50** stakeholder companies are signed up
- **Working groups** are being set up to tackle specific key issues
- **Action plan** with specific actions for each group of stakeholders
- **Quarterly newsletter** to share best practice and keep stakeholders up to date on PIRAP



Where do we go from here?

- Environmental policy must be higher on the agenda of Governments and legislators
- CFC issue shows change is possible
- Leadership required to change public behaviour
- Industry and stakeholders to be more proactive to influence change and perception eg Operation Clean Sweep
- “Recyclable” is not enough

The Bigger Picture

Plastics have several lives



Conclusion

**To Change
perception and
attitudes to
Plastic :
Recycling MUST
be top of the
Agenda**



The Better News Stories

CIRCULAR ECONOMY CREATES 1000S OF JOBS

PLASTIC PACKAGING SAVES MILLIONS
OF TONNES OF FOOD WASTE

PLASTICS HELP UK REDUCE CO₂
EMISSIONS

PLASTIC
SAVES
ENERGY

Thank you for listening



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