

PLASTIC DISCLOSURE PROJECT

Plastic Disclosure Project launch 2011

Inspired by a 2009 trip to the North Pacific Gyre, the Ocean Recovery Alliance (ORA) was founded as a vehicle for solutions to plastic in the ocean, rivers and landfills, focusing on global preventative measures. The Plastic Disclosure Project (PDP) is a solution engaging investors with companies.

PDP is a new investor-led initiative requesting corporations to measure and disclose their plastic footprint, and develop plastic management strategies.

PDP aims to reduce plastic waste in the environment, encourage sustainable business practices (including efficiencies in plastic use, reuse and recycling), inspire improved designs and innovative solutions, and raise awareness of plastic investment risks and opportunities.

PDP envisions a world in which the use of plastic adds value for consumers and businesses without having a negative impact on the environment.

Unique Value Proposition

Who is PDP for?

- *Endorsers:* Investors, NGOs, and other government organizations and stakeholders
- *Disclosers:* Businesses, universities, hospitals, and other institutions
- Based in Hong Kong and San Francisco
- Solving plastic problem at source
- Global in scope for all types of participants
- Backed by ESG partners: RIRA, SIRIS, ASrIA, etc.
- Only disclosure project expanding beyond climate change
- Supported by financial community to engage business community

Why is PDP unique?

- Supported by the Clinton Global Initiative
- Co-founded by UNEP's only Climate Hero in Asia
- Endorsement from UNEP Finance Initiative

Did you know?

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33% of plastic is for single use, then thrown away.

Roughly 85% of total global plastic used is not recycled.

270 species of animals and birds are negatively impacted by plastic.

Plastic has the potential to stay in the environment for hundreds of years.

The North Pacific Gyre (over 2,590,000 km² in size) has become a convergence area for floating debris, 90% of which is plastic.

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**Plastic
pollution is a
global
problem with
long-lasting
environmental
impact.**

Key PDP benefits

- Guides investors to make better asset allocation decisions
- Enhances brand value for engaged companies

PDP provides solutions

Companies and institutions are encouraged to make improvements by increasing recycled content, improving recycling programs, upcycling, using less plastic packaging and reducing supply chain waste, developing new designs, and introducing new materials.

PDP leads to better investment decisions

- Increased disclosure – Is the company plastic intensive?
- Improved understanding of plastic investment risks

- Greater awareness of plastic investment opportunities
- Plastic management strategies - Is the company taking Extended Producer Responsibility for reducing the impact of its plastic?

Plastic investment opportunities

- Environmentally friendly products like biodegradable plastic, and eventually ocean-degradable material
- Innovative designs that include high recycled content in the product or reusability
- New technologies like transforming plastic into oil
- Efficient plastic use often lowers operating costs

Plastic investment risks

- Economic risk of higher resin costs due to increased oil prices

- Regulatory risks of lower sales as governments tax and restrict use
- Litigation risks of lawsuits for health and environmental damage
- Risk of market share loss to environmentally friendly alternatives
- Reputation damage due to environmentally unfriendly plastic products



If you can't measure it, you can't manage it...

