



Pre-production Plastic Pellet

*The Plastic Disclosure Project is supported by a worldwide community of investors and other interested stakeholders, and is aimed at the global reduction of the plastic waste that harms our environment*

# 2011

## Launch

A commitment to launch PDP was made at the Clinton Global Initiative (CGI) in September 2010. The Plastic Disclosure Project (PDP) is an investor supported initiative to increase disclosure by companies of their plastic use and their strategies for reducing its environmental impact.

Plastics are overwhelmingly non-biodegradable, are often not recycled, and represent a growing tax on ecosystems and human health. Ubiquitous in daily life, plastics account for 90 percent of floating man-made marine debris. The average person does not realize how much plastic they introduce into the environment. Neither do most corporations. The PDP’s goal is to establish tracking methods to better understand the scale of use, and to discover opportunities for more efficient consumption and re-use.

PDP will improve the transparency of plastic use within supply chains and operations, encourage better materials management and strengthen corporate governance. As an investor supported initiative, PDP will emphasize cost cutting, waste reduction and design efficiency, as well as markets for new materials and improved recycling methods. Reporting creates value. Just as budgetary reviews uncover savings, measuring and disclosing plastic footprints will encourage more efficient use of plastic, improving bottom line performance. Further returns can be gained through innovation and design modifications.

### Environmental Impact

According to the United Nations Environment Program (UNEP), more than 7 million tons of garbage reaches marine environments annually, and most of the floating waste is plastic.

**HKUST 2010 Global Survey:  
High Support for PDP from  
Responsible Investors**

### Why Companies Should Support Plastic Disclosure

#### Regulatory Risks

The risk of government action to regulate plastic production and use is rising. Companies can take the lead to preempt the need for further government regulations, and consumers are likely to reward these actions. Taxes and bans on certain types of plastic can already be seen in world markets. Governments are introducing restrictions on the common plastic shopping bag. Others restrict PVC, a versatile plastic used in products ranging from toys to packaging to plumbing. Growing consumer and environmental concerns increase business uncertainties. Taking a leadership position to manage plastic use reduces unfavorable regulatory risks and unanticipated costs.

**Don't wait, get onboard now**  
Be a leader; help direct change, support PDP

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## Plastic Disclosure Project

### Why Companies Should Support Plastic Disclosure

#### Reputation and Business Performance

Active management of plastic use can improve a company's reputation and strengthen business performance. Cutting material waste in supply chains or packaging demonstrates proactive management and strengthens brand image. Looking for alternatives uncovers new business opportunities. Companies that are alert to plastic use improve their own operations as well as the communities they serve. Showing strong vision and leadership translates into business success.

#### Social Responsibility

Companies can be leaders in social responsibility; the bigger the company, the bigger the impact. Plastic consumption is increasing in a growing world economy. Without better waste and recycling infrastructure, more innovative design or new material use, the increased plastic consumption will only increase health and environmental problems that have already been shown to exist. Plastics management is now a pressing environmental concern. The United Nations Environmental Programme (UNEP) 2011 Yearbook lists plastic waste in our oceans as one of the three largest environmental challenges for the future.

An improved environment, positive corporate image, employee goodwill and greater customer loyalty are all among the important intangible benefits.

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### PDP Report 2011: a comprehensive review of risks and opportunities

The Ocean Recovery Alliance in collaboration with the Association for Sustainable and Responsible Investment in Asia (ASRIA) will coordinate a comprehensive disclosure request to companies on behalf of investors and other stakeholders. Based on responses received, an annual report reviewing plastic footprints and plastic management strategies will be prepared. In addition, best practices will be highlighted on the PDP website.

Companies interested in learning more about the project or signing up as participants are encouraged to contact PDP. The disclosure requests will be sent to a global list of companies, with particular attention to companies in industries identified as having significant plastic footprints.

Innovative company actions to reduce plastic waste will be highlighted in a report circulated annually to investors and other interested stakeholders, and on the PDP website.

### Lead the Change

Major companies are already expressing interest in participating in PDP, and its request to companies for disclosure of their plastic management strategies and footprints. Your corporate support will have a positive global impact. The PDP will help set new benchmarks for assessing governance and responsibility for plastic consumption and reduction.

Early corporate supporters show authentic awareness for their communities and true credentials as socially responsible businesses.

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