



Pre-production Plastic Pellet

# 2011

## Launch

### 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**

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

*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*

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, only marginally recyclable, and represent a burgeoning 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 discover opportunities to reduce plastic usage.

The PDP will improve the transparency of plastic use within supply chains, operations, materials management and strengthen corporate governance. As an investor supported initiative, the PDP's focus on plastics will emphasize cost cutting, waste reduction and design efficiency, as well as help establish markets for new materials and improved recycling methods.

Reporting creates value. Just as budgetary reviews uncover savings, reducing waste from products and processes improves bottom line performance. Further returns can be gained through innovation and design modifications. An improved environment, positive corporate image, employee goodwill and greater customer loyalty are all among the important intangible benefits.

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## Plastic Disclosure Project

### Why Investors Should Care About Plastic Disclosure

#### Regulatory Risk

Regulations, taxes and bans on certain types of plastic can already be seen in world markets. Countries and municipalities are introducing restrictions on the common plastic shopping bag. A number of countries restrict PVC, a versatile plastic used in products ranging from toys to packaging to plumbing. Plastics are a fact of global trade but growing consumer and environmental concerns increase business uncertainties. Taking a leadership position to manage plastic use reduces unfavorable regulatory risks and unanticipated costs.

#### Corporate Governance

How a firm manages plastic use can be a metric for how well the company is run. Cutting material waste in supply chains or packaging demonstrates proactive management. 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

Industry leaders can also be leaders in social responsibility; the bigger the company, the bigger the impact. Increased plastic consumption is inevitable 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.

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

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

Investors interested in learning more about the project or wishing to join as signatories are encouraged to contact the PDP. The disclosure requests will be circulated to a global list of companies, with particular attention to companies in industries identified as having significant plastic footprints.

### Lead the Change

Investors and other interested stakeholders are already endorsing the PDP, and its request to companies for disclosure of their plastic management strategies and footprints. Your 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 supporters show authentic awareness for their communities and true credentials as socially responsible investors.

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