

WHAT DOES "TAKING
ACTION" MEAN?

TAKING



ACTION

IS IT GOOD
ENOUGH?

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INDEX

- DEFINING (THE PROBLEM)
- major companies
- WHO'S RESPONSIBLE
- taking ACTION

TRACKING

THE

ACTION

ISSUES

— INDUSTRIES TAKING ACTION —

TRACKING

THE ISSUE OF TRACKING MICROPLASTICS IS IMPORTANT BECAUSE IT PROVIDES EVIDENCE FOR PLASTIC POLLUTION AND HIGHLIGHTS THE DIFFERENT ACTORS INVOLVED IN IT.

HOWEVER, THE WAY THAT WE TRACK MICROPLASTICS INFLUENCES THE NARRATIVE AROUND WHO IS RESPONSIBLE FOR THIS WICKED PROBLEM. IT ALSO SUGGESTS DIFFERENT SOLUTIONS WHICH ARE NOT ALWAYS BENEFICIAL FOR EVERYONE , BEARING GREENWASHING, INEQUALITY AND EXPLOITATION.

- HISTORICALLY –**
- GEOGRAPHICALLY –**
- SOCIOLOGICALLY –**
- TYPOLOGICALLY –**

MAIN SOURCES OF MICROPLASTIC

CLOTHES TEXTILES

COSMETICS INDUSTRIES

TYRES INDUSTRY










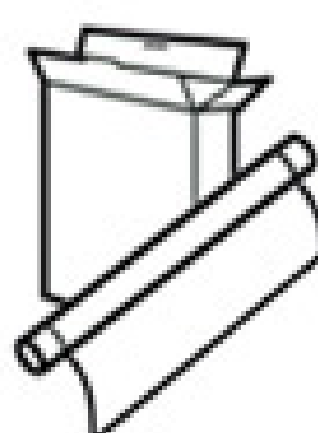

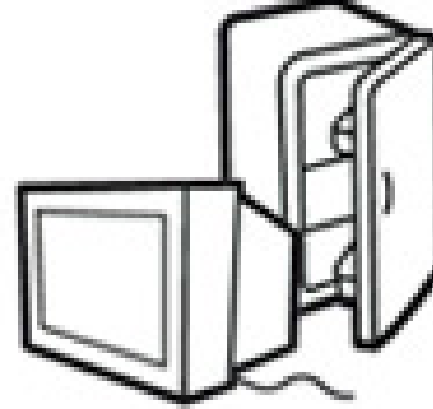
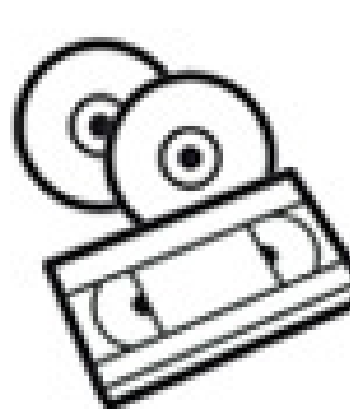

NURDLES

PLASTIC PACKAGING (40–50% OF PLASTIC IS SINGLE USE OR DISPOSABLE, PACKAGING IS MAIN SOURCE OF WASTE PLASTIC)

SIMPLE THINGS WE MAY NOT KNOW

**1-4 ARE
MORE LIKE-
LY TO DIS-
SOLVE INTO
MICROPLAS-
TICS**

**5-7 ARE
LONG TERM
USE PLAS-
TICS SO
THEY ARE
MORE
SUSTAINABLE**

 PETE	 HDPE	 PVC	 LDPE	 PP	 PS	 OTHER
polyethylene terephthalate	high-density polyethylene	polyvinyl chloride	low-density polyethylene	polypropylene	polystyrene	other plastics, including acrylic, polycarbonate, polyactic fibers, nylon, fiberglass
soft drink bottles, mineral water, fruit juice containers and cooking oil	milk jugs, cleaning agents, laundry detergents, bleaching agents, shampoo bottles, washing and shower soaps	trays for sweets, fruit, plastic packing (bubble foil) and food foils to wrap the foodstuff	crushed bottles, shopping bags, highly-resistant sacks and most of the wrappings	furniture, consumers, luggage, toys as well as bumpers, lining and external borders of the cars	toys, hard packing, refrigerator trays, cosmetic bags, costume jewellery, audio cassettes, CD cases, vending cups	an example of one type is a polycarbonate used for CD production and baby feeding bottles
						

MAJOR INDUSTRIES

— INDUSTRIES TAKING ACTION —



TOP 3 WORST PLASTIC POLLUTING COMPANIES



51 COUNTRIES
13,8 PLASTIC



PEPSICO

43 COUNTRIES
5,2 PLASTIC



Nestlé

37 COUNTRIES
8,6 PLASTIC

THE TYRE INDUSTRY

THE TYRE INDUSTRY CREATES AN IMPERCEPTIBLE BUT SHOCKING AMOUNT OF MICROPLASTICS. AN ESTIMATED 30% OF THE MICROPLASTICS FOUND IN THE OCEANS COME FROM TYRES.

THE MICROPLASTIC COMES FROM WEAR AND TEAR AND IS BLOWN IN THE WIND.



THE RECYCLING INDUSTRY IS PROFITABLE

**CHINA USED TO BUY
70% OF ALL EXISTING
WASTE UNTIL RECENT-
LY WHEN THIS INDUS-
TRY WAS EXPOSED AS
EXPLOITATIVE.**

**SOME COUNTRIES IM-
PORT WASTE TO CON-
VERT TO ENERGY AND
RECYCLE.**

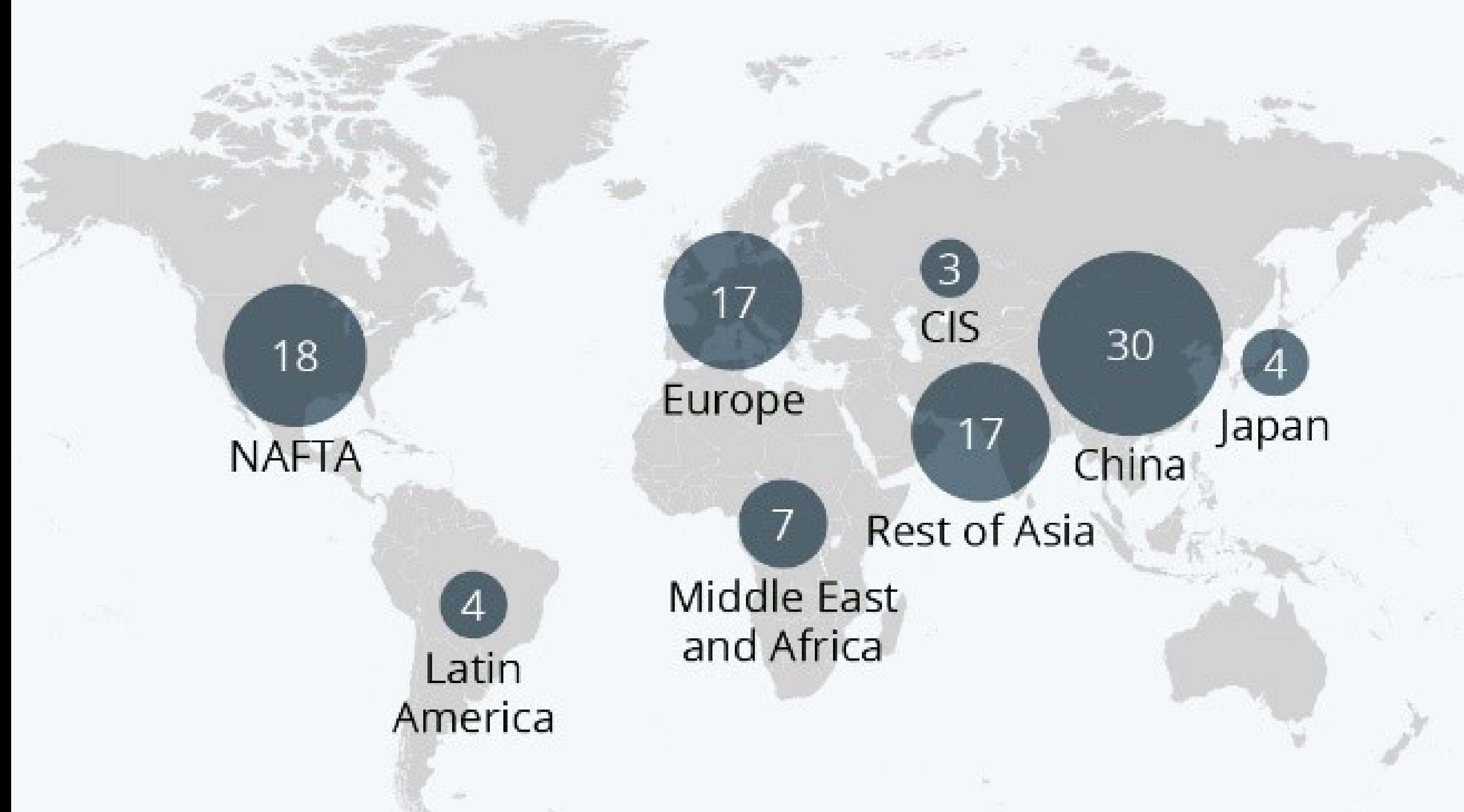


**IF PLASTIC IS RECYCLED
PROPERLY IT HAS LESS
CHANCE OF ENDING UP IN
NATURE WHERE UNDER
LIGHT AND TEMPERATURE,
IT BREAKS DOWN INTO MI-
CROPLASTICS.**

PLASTIC PRODUCTION WORLDWIDE

Asia Produces Half the Plastic in the World

Plastic production by region in 2018 (in percent)



Source: Plastics Europe



statista

MAJOR COMPANIES

**GLOBAL COMPANIES
LIKE ADIDAS, IKEA
AND H&M ARE TAKING
SOME ACTIONS.**

**THEY PROMISE TO
TURN ALL THE MA-
TERIALS INTO RE-
CYCLED MATERIALS
AND BE CONSCIOUS
BY 2030.**

**THIS COULD BE SEEN
AS GREENWASHING,
BUT LITTLE STEPS
ARE BETTER THAN
NO STEPS.**



RESPONSIBILITY

AND

tAKING

ACTION

— INDUSTRIES TAKING ACTION —

WHO IS RESPONSIBLE TO KEEP TRACK?

COMPANIES THAT PRODUCE PLASTIC?

**THE BRANDS THAT PACKAGE THEIR PRODUCTS INTO
IT?**

**COMPANIES THAT RECYCLE PLASTIC INTO OTHER
MATERIALS OR ENERGY?**

CONSUMERS?

GOVERNMENTS?

**THE GROUP AGREED THAT REGULATIONS NEED TO
BE STRICT AND THE CONSUMER ALONE SHOULD
NOT BE BLAMED.**

REGULATION OF INDUSTRIES AND COMPANIES

REDUCING PLASTIC USAGE OR STOP USING PLASTIC COMPLETELY.

- BEING TRANSPARENT WITH CONSUMERS**
- KEEPING THE CONSUMERS AWARE OF WHAT THEY ARE BUYING.**
- PRODUCING PACKAGING FROM THE PLASTIC THAT IT IS EASY TO RECYCLE**
- SETTING A REWARD SYSTEM FOR RECYCLING THEIR PRODUCTS**
- CREATING A CIRCLE OF LIFE FOR THE PLASTIC PRODUCTS.**
- USE OTHER PRODUCTS WITH LESS ENVIRONMENTAL IMPACT.**

DEMANDING CHANGE

HOW CAN CONSUMERS MAKE DEMANDS?

HOW CAN WE ASK COMPANIES TO BE TRANSPARENT WHEN THE EVOLUTION IS SO QUICK IN THE CAPITALIST ERA?

HOW DO "WE" MAKE SURE THAT COMPANIES TAKE RESPONSIBILITY FOR HOW THEIR PRODUCTS ARE BEING SOLD BY RETAILERS?

ALTERNATIVES

INVEST IN SUSTAINABLE FASHION / SECOND HAND CLOTHING AND GOODS INSTEAD. BIG BRANDS COULD BE BLAMED FOR GREENWASHING YET THEY BRING AWARENESS TO THE TOPIC.

The logo for depop, featuring the word "depop" in a bold, lowercase, sans-serif font. The text is black and is centered within a solid red rectangular background.The logo for Etsy, featuring the word "Etsy" in a white, serif font. The text is centered within a solid orange-red rectangular background.

WHAT PRODUCTS ARE ESSENTIAL?



WHERE DO WE STAND AS CULTURAL PRODUCERS?



SOURCES

OUR REPOSITORY:

[HTTPS://WWW.NOTION.SO/COMPANIES-INDUSTRIES-ACTING-UP-ON-MICROPLASTICS-3AC2014B6BF04B72AD58891BF32AD2DC](https://www.notion.so/COMPANIES-INDUSTRIES-ACTING-UP-ON-MICROPLASTICS-3AC2014B6BF04B72AD58891BF32AD2DC)

IDFA 2016 | TRAILER | PLASTIC CHINA

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=VOKIF9CUGQ0&LIST=PL-FOOH-LZNDCCXK06EAHCERJJDUIAMW-EC](https://www.youtube.com/watch?v=VOKIF9CUGQ0&list=PL-FOOH-LZNDCCXK06EAHCERJJDUIAMW-EC)

KIDS SUING GOVERNMENTS ABOUT CLIMATE: IT'S A GLOBAL TREND

[HTTPS://WWW.NATIONALGEOGRAPHIC.COM/ENVIRONMENT/2019/06/KIDS-SUING-GOVERNMENTS-ABOUT-CLIMATE-GROWING-TREND/](https://www.nationalgeographic.com/environment/2019/06/kids-suing-governments-about-climate-growing-trend/)

HOW CHINA BROKE THE WORLD'S RECYCLING

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=KXRTNWUJU5G&FBCLID=I-WAR1YB_KQ8YNTPLRKD7LXZOCWCKMNXTGBMZ4WSVCFRLCO_RRYDAQ93YACWB4](https://www.youtube.com/watch?v=KXRTNWUJU5G&fbclid=I-WAR1YB_KQ8YNTPLRKD7LXZOCWCKMNXTGBMZ4WSVCFRLCO_RRYDAQ93YACWB4)

BEER COMPANIES CREATE CONSCIOUS AD ABOUT OCEAN PLASTIC

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=GKZ-LGT1M7I](https://www.youtube.com/watch?v=GKZ-LGT1M7I)

QUOTES

" MADE TO REPLACE OTHER MATERIALS THAT WERE BECOMING INCREASINGLY SCARCE, IT FUELED AN ERA OF MASS CONSUMERISM AND THE CHEAP REPLICATION AND DISTRIBUTION OF GOODS. "

– HEATHER DAVIDS, TOXIC PROGENY: THE PLASTISPHERE AND OTHER QUEER FUTURES

" THIS TYPE OF MATTER IS EMBLEMATIC OF AN ERA WHERE IT IS IMPOSSIBLE TO DISENTANGLE THE "NATURAL" FROM SOCIOPOLITICAL AND ECONOMIC FORMATIONS "

– HEATHER DAVIDS, TOXIC PROGENY: THE PLASTISPHERE AND OTHER QUEER FUTURES



NORWEGIAN FISHERMAN FINDS "ROMANTIC TOY" IN FISH

— INDUSTRIES TAKING ACTION —