

# **Plastic Justice Actions**

## **Activists & NGO's taking action against microplastics**

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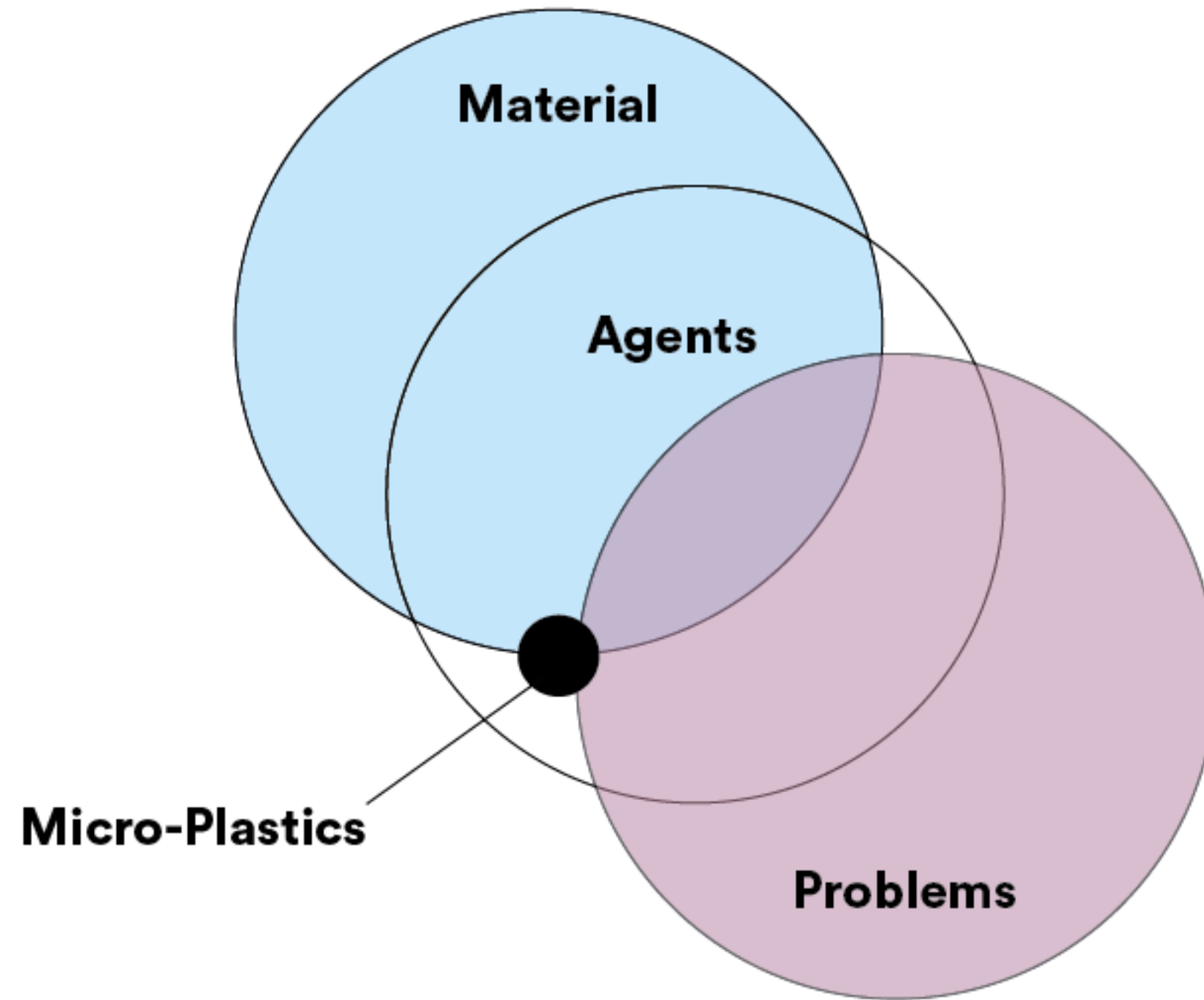
# How can activists and NGOs take action to prevent the production and spread of microplastics?

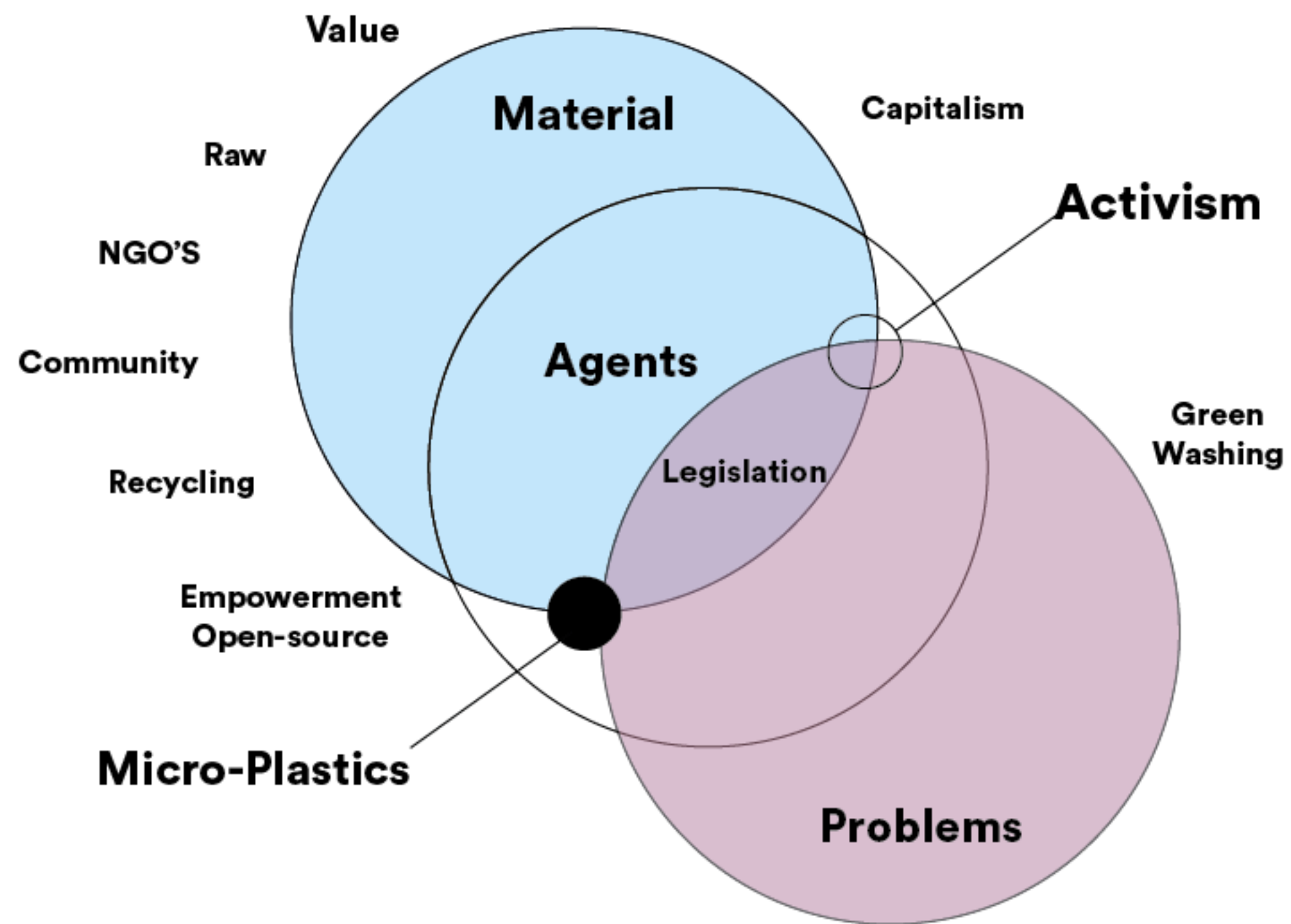
How can we perform successful activism through connecting and communicating?

How can activism aid the empowerment of (micro) plastic management before it become waste?

Which new activism-created system would solve the most issues related to microplastics?

Should we eliminate Greenwashing or just expose it?





# BE INQUISITIVE

How can activists and NGOs take action to prevent the production and spread of microplastics?

# BE ANALITICAL

How can we perform successful activism through connecting and communicating?

# BE DEMANDING

How can activism aid the empowerment of (micro) plastic management before it become waste?

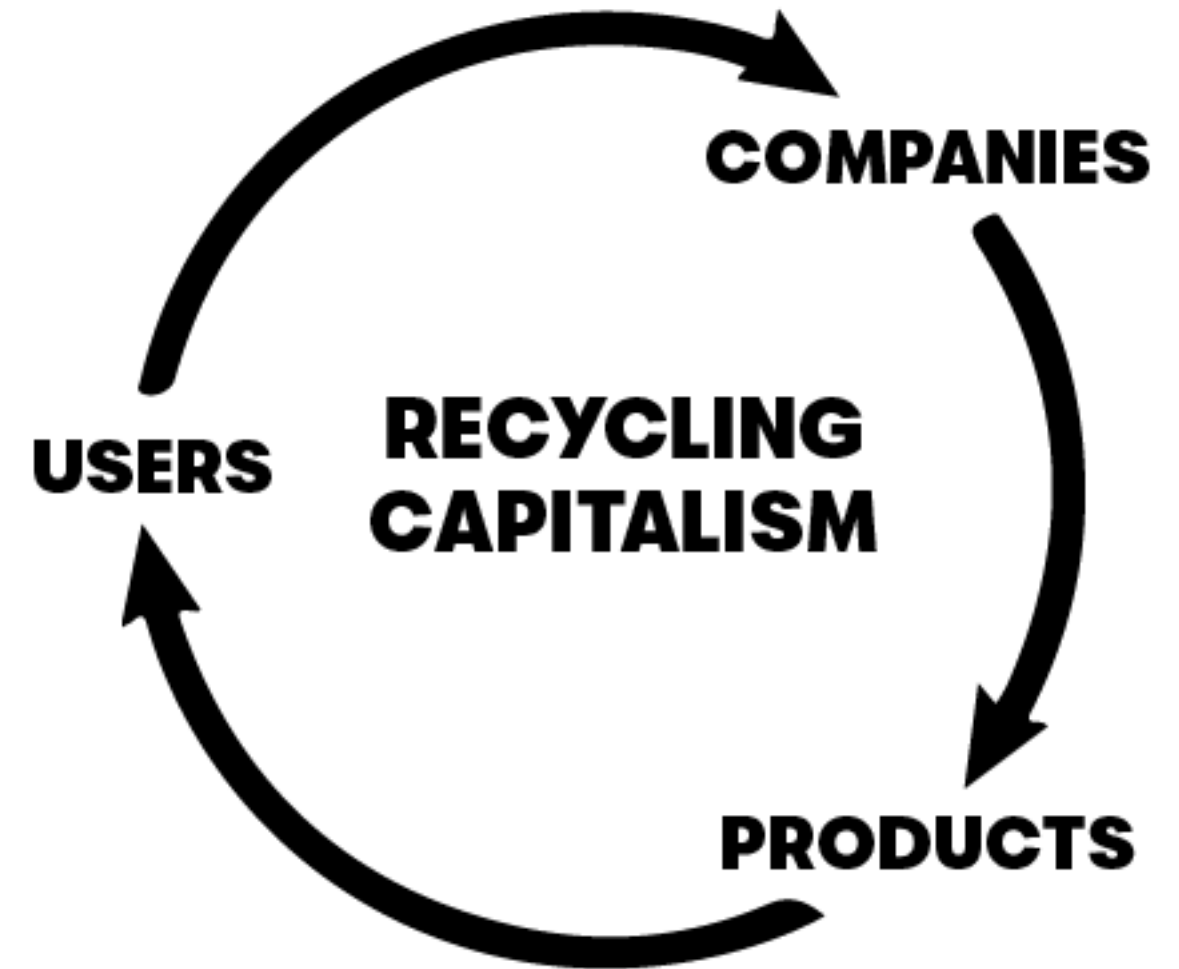
# BE CRITICAL

Which new activism-created system would solve the most issues related to microplastics?

# Problems

## Capitalist recycling system

Ignorance has made this recycling system a vicious circle that has no end and pushes human beings and the planet in the spotlight. On the other hand, businesses have traditionally focused on maximizing short-term financial returns at the expense of enduring success and collective robustness and sustainability.





# Problems

## Greenwashing

More and more firms are engaging in greenwashing, misleading consumers about their environmental performance or the environmental benefits of a product or service. The skyrocketing incidence of greenwashing can have profound negative effects on consumer and investor confidence in green products.



# Problems

## **Practical Solutions / Environmental projects**

On the one hand ignorance has made this recycling system a vicious circle that has no end and pushes human beings and the planet in the spotlight. On the other hand, businesses have traditionally focused on maximizing short-term financial returns at the expense of enduring success and collective robustness and sustainability.



# Practical Solutions / Environmental projects

## General thoughts:

### Issue of scale:

Widespread, large-scale solutions are very difficult to implement, as they require large amounts of funding, organisation and resources.

### Who is funding initiatives?

Start-Ups might rely on monetarization of their concepts to gain access to funding by private investors and different EU funds.

# Practical Solutions / Environmental projects

**Example:**  
**Collecting plastic in  
the environment**

## **World Cleanup Day**

World Cleanup Day is an annual global social action program aimed at combating the global solid waste problem, including the problem of marine debris.





# Practical Solutions / Environmentalist projects

**Example:**  
**Preventing plastic**  
**from entering the cycle**

## **The Great Bubble Barrier**

The Bubble Barrier is fish-friendly and ships can pass the Bubble Barrier, but plastic will be stopped.





# Practical Solutions / Environmental projects

**Example:**  
**Collecting plastic**  
**directly from the oceans**

## **Sea2See (Eyewear)**

Collecting & recycling marine plastic to produce  
100% of our Eyewear & Watches.



# Material

## Value

The only way to stop plastic littering is to reveal the value in plastic by transferring as much value as possible into the hands of the collectors.



# Material

## Emotional Values linked to materials

Plastic's reputation has gone down hill and related to "cheap" things. But can also be considered "clean"/"uncontaminated"(COVID19).

Maybe trying to regain the 60's - 70's admiration for plastic with the knowledge we have today?

**Something you have an emotional attachment with - more likely to re-store and take care of.**





# Material

## Plastic as raw material

We need to ask for **pure-er plastics**, without any unnecessary mixing of different types.

We need to **prevent unsustainable raw** materials from being created in the first place via waste minimisation, the reduction of unnecessary uses of plastic e.g. marine litter, and by banning the production of single-use plastics.

In place, the **promotion of new material** such as alternative forms of plastic that are redesigned and can be easily used and recycled.

Pyrolysis is an effective way of dealing with raw plastic waste as it **generates new value** (oil/energy fuel).





# Material

## Data as a Raw Material

The digital world offers huge possibilities to share information and knowledge. A product can be designed in one place but printed or fabricated in another. Open source information allows us to discover, download, customize and develop new ideas and products at a fast speed.





# Material

## Empowerment- Open source

By educating people on raw materials, we will be empowering them with the knowledge of what they are consuming. This **KNOWLEDGE = POWER**. Creating how-to guides will give users autonomy over their actions and encourage them to do more independent research, using activism as a starting point.



A key theme among open source formats is the goal to create a circular economy.

**LEARN / SHARE / CONNECT / CREATE / BUILD**



# Actors

## NGO's

### **Plastic Soup Foundation** - *Pressure*

The Plastic Soup Foundation (PSF) is a non-profit organization that wants to bring a halt to the increasing plastic pollution of marine environments. The intent of the PSF is to staunchly prevent more plastic ending up at sea.





# Actors

## NGO's

### **Precious Plastic** - *Open source*

Precious Plastic is an open hardware plastic recycling project and is a type of open source digital commons project.





# Actors

## NGO's

### **The Tyre Collective** - *Innovation*

Tyre wear is the second-largest microplastic pollutant in our ocean after single-use plastic and accounts for up to 50% of air particulate emission (PM) from road transport. The Tyre Collective mitigate emissions by capturing tyre wear at the source to ensure clean air, safeguarding our environment and health.





# Actors

## Activists

### Laura Sanderson

Solo activist swims 60+ miles (96+ km) to collect water samples - proves that microplastics are becoming an issue in increasingly remote locations.





# Actors

**Activists** - *Art*

**Rob Arnold**

Creates artwork using microplastic debris scavenged from UK beaches.





# Actors

## Community

Visual outcome for the community as a result of participation in gathering the materials.

### The New Raw - Print Your City

Is a call for action, rallying citizens to recycle household plastic waste in order to transform it into raw material for public furniture, via a 3D printing process. The design, colours and extra functions are chosen by the citizens via the on-line platform.





# Methodology

## Connecting / Communicating

Data needs to be **direct**, **up-to-date**, and **accessible**.

The complexity and severity of a cause must be conveyed while connecting with peoples' emotions.

“Grassroots” campaigns (protests, posters, leaflets) help get people interested in a cause, and provide solid foundations for larger-scale implementations.





# Methodology

## Legislation

Because “green alliances” between companies and NGOs have rules that are flexible, open and non-obligatory, their environmental outcomes are often limited. Microplastic regulation should be **more precise** to incentivise with clear standards of an expected outcomes.

**Manifestos** are useful tools that bring clarity to legislation by defining terms that may lack a universally-agreed definition and drawing attention to desired changes.

## IMMACULATE HEART COLLEGE ART DEPARTMENT RULES

Rule 1 FIND A PLACE YOU TRUST AND THEN TRY TRUSTING IT FOR A WHILE.

Rule 2 GENERAL DUTIES OF A STUDENT:  
PULL EVERYTHING OUT OF YOUR TEACHER.  
PULL EVERYTHING OUT OF YOUR FELLOW STUDENTS.

Rule 3 GENERAL DUTIES OF A TEACHER:  
PULL EVERYTHING OUT OF YOUR STUDENTS.

Rule 4 CONSIDER EVERYTHING AN EXPERIMENT.

Rule 5 BE SELF DISCIPLINED. THIS MEANS FINDING SOMEONE WISE OR SMART AND CHOOSING TO FOLLOW THEM.  
TO BE DISCIPLINED IS TO FOLLOW IN A GOOD WAY.  
TO BE SELF DISCIPLINED IS TO FOLLOW IN A BETTER WAY.

Rule 6 NOTHING IS A MISTAKE. THERE'S NO WIN AND NO FAIL. THERE'S ONLY MAKE.

Rule 7 The only rule is work.  
IF YOU WORK IT WILL LEAD TO SOMETHING.  
IT'S THE PEOPLE WHO DO ALL OF THE WORK ALL THE TIME WHO EVENTUALLY CATCH ON TO THINGS.

Rule 8 DON'T TRY TO CREATE AND ANALYSE AT THE SAME TIME. THEY'RE DIFFERENT PROCESSES.

Rule 9 BE HAPPY WHENEVER YOU CAN MANAGE IT. ENJOY YOURSELF. IT'S LIGHTER THAN YOU THINK.

Rule 10 "WE'RE BREAKING ALL OF THE RULES. EVEN OUR OWN RULES. AND HOW DO WE DO THAT? BY LEAVING PLENTY OF ROOM FOR X QUANTITIES." JOHN CAGE

HELPFUL HINTS: ALWAYS BE AROUND. COME OR GO TO EVERYTHING. ALWAYS GO TO CLASSES. READ ANYTHING YOU CAN GET YOUR HANDS ON. LOOK AT MOVIES CAREFULLY, OFTEN. SAVE EVERYTHING-IT MIGHT COME IN HANDY LATER.  
THERE SHOULD BE NEW RULES NEXT WEEK.



# Material

## Value

The only way to stop plastic littering is to reveal the value in plastic by transferring as much value as possible into the hands of the collectors.

Ore streams (<http://www.orestreams.com>)

The objects created for Ore Streams act as a Trojan horse to initiate an exploration of 'above ground mining' and of the complex role that design plays in transforming natural resources into desirable product. They adopted the term "above-ground mining" in reference to a statistic that said that by 2080, the biggest metal reserves will not be underground but circulating in products or stored as ingots. I believe this is extrapolable to plastic mining soon there will be no oil left to create new plastic and it is then when high levels of recycling will occur to mine the plastics from the ocean, landfills etc.

Emotional Values linked to materials.

Plastic's reputation has gone down hill and related to "cheap" things. BUT also "clean"/"uncontaminated" (thinking of sealed water bottles, and all of single use protection for COVID prevention) OR but also Strong/waterproof/resistant

Maybe trying to regain the 60's- 70's admiration for plastic with the knowledge we have today?

Something you have an emotional attachment with-- more likely to re-store and take care of

Ellen MacArthur Foundation. "The New Plastics Economy: Rethinking the Future of Plastics." *Ellen MacArthur Foundation* January (2016): 120. Print.

<http://www.ellenmacarthurfoundation.org/publications>

Plastics have become the ubiquitous workhorse material of the modern economy — combining unrivalled functional properties with low cost. Enhancing system effectiveness to achieve better economic and environmental outcomes while continuing to harness the many benefits of plastic packaging. The 'New Plastics Economy' offers a new vision, aligned with the principles of the circular economy, to capture these opportunities. 32% of plastic packaging escapes collection systems

## Practical Solutions / Environmentalist projects

The environmental climate is challenging because of delays between action and impact, a disjunction between private costs and collective benefits, intergenerational and intragenerational distribution issues, and the scale of coordination required to mitigate. Several perspectives from systems science and biology can help shape a new paradigm, including recent thinking on: nested complex adaptive systems, system robustness and longevity, system leverage points, and the effectiveness of bottom-up solutions.

As a practical solution from the beginning, social awareness must be well founded. The inhabitants have to be aware of their individual acts and consequently of the capitalist system and the vicious circle in which we try to survive. On a small scale. trying to reject, reduce, reuse and replace every object or plastic substance that comes across, but thinking in a big scale, we must focus our efforts on combating insufficient regulation by governments and press companies which are truly making the current situation worse and supporting NGOs to mediate for us in the most intelligent way. Making the situation visible is essential, approaching and staging the closest thing to the problem focus, without neglecting the possibility that leisure and tourism allows as individual freedom.

Betting on research and design seems like a tactical solution that in the long term can force the system to replace the traditional ways that it has been using in the recycling system, trying to unify areas such as science, medicine, law and engineering to holistically improve the solution and opting for a circular and non-linear economy involves many changes at a structural level in the already established economy, solutions such as being our own producers to avoid the need to consume and avoid the economy that it entails and from which others profit.

Levin S, Reeves M, Levina A. (2020). Business and sustainability, from the firm to the biosphere. Taylor and Francis. 17-43. DOI: 10.4324/9780429351044-2



# PLASTIC JUSTICE ACTIONS

→ home

Welcome to our collaborative archive which investigates the following question:

**How can activists and NGOs take action to prevent the production and spread of microplastics?**

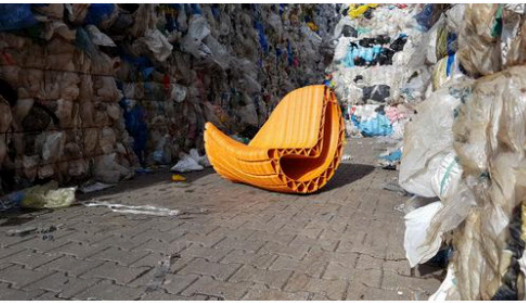
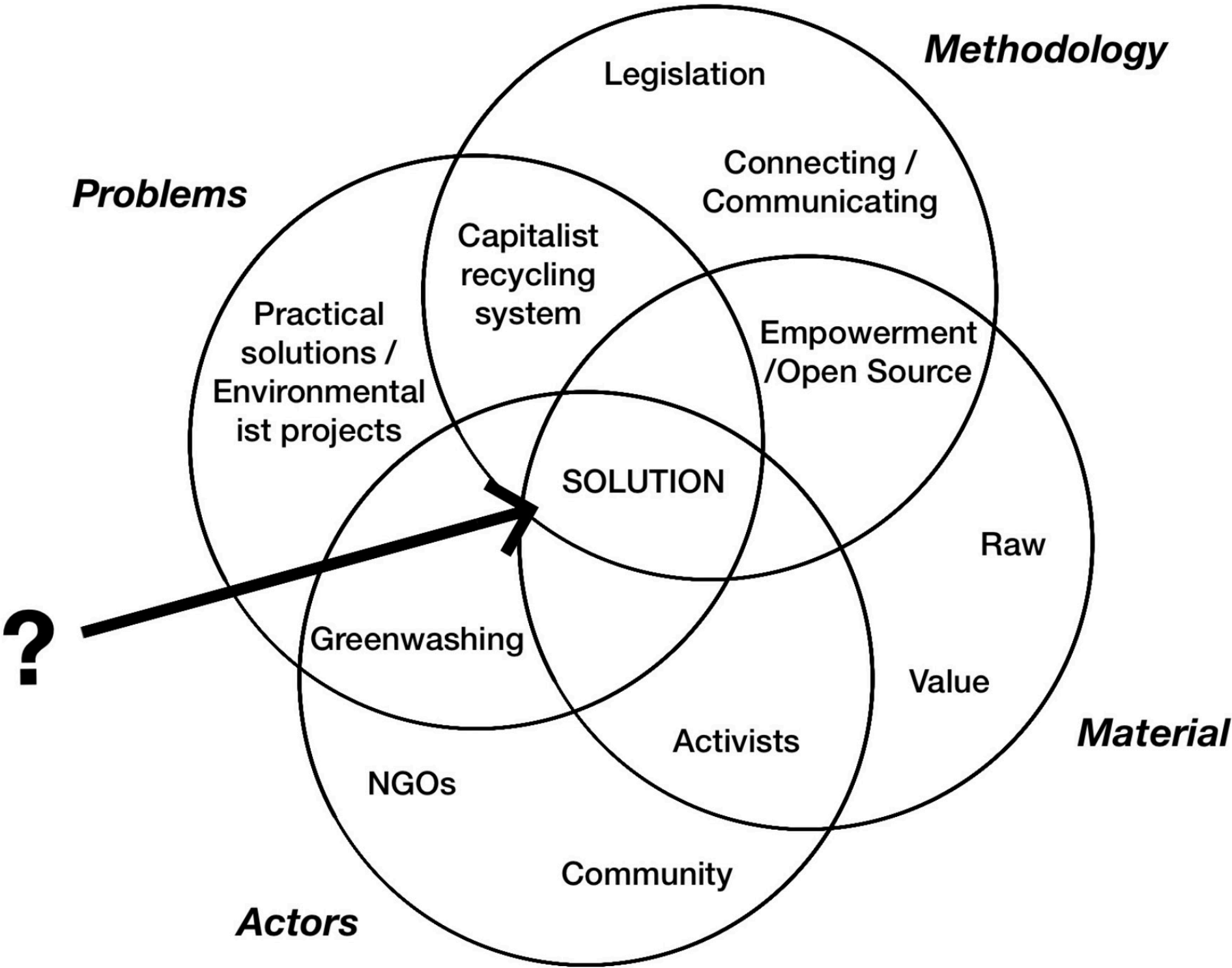
We have divided this thought into four categories:

**PROBLEMS MATERIALS ACTORS METHODOLOGY**

Each subgroup of research on the right has a corresponding category below their title. →

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Methodology ↓

