

PLASTIC JUSTICE ACTIONS

→ home

Welcome to our collaborative archive which investigates the following question:

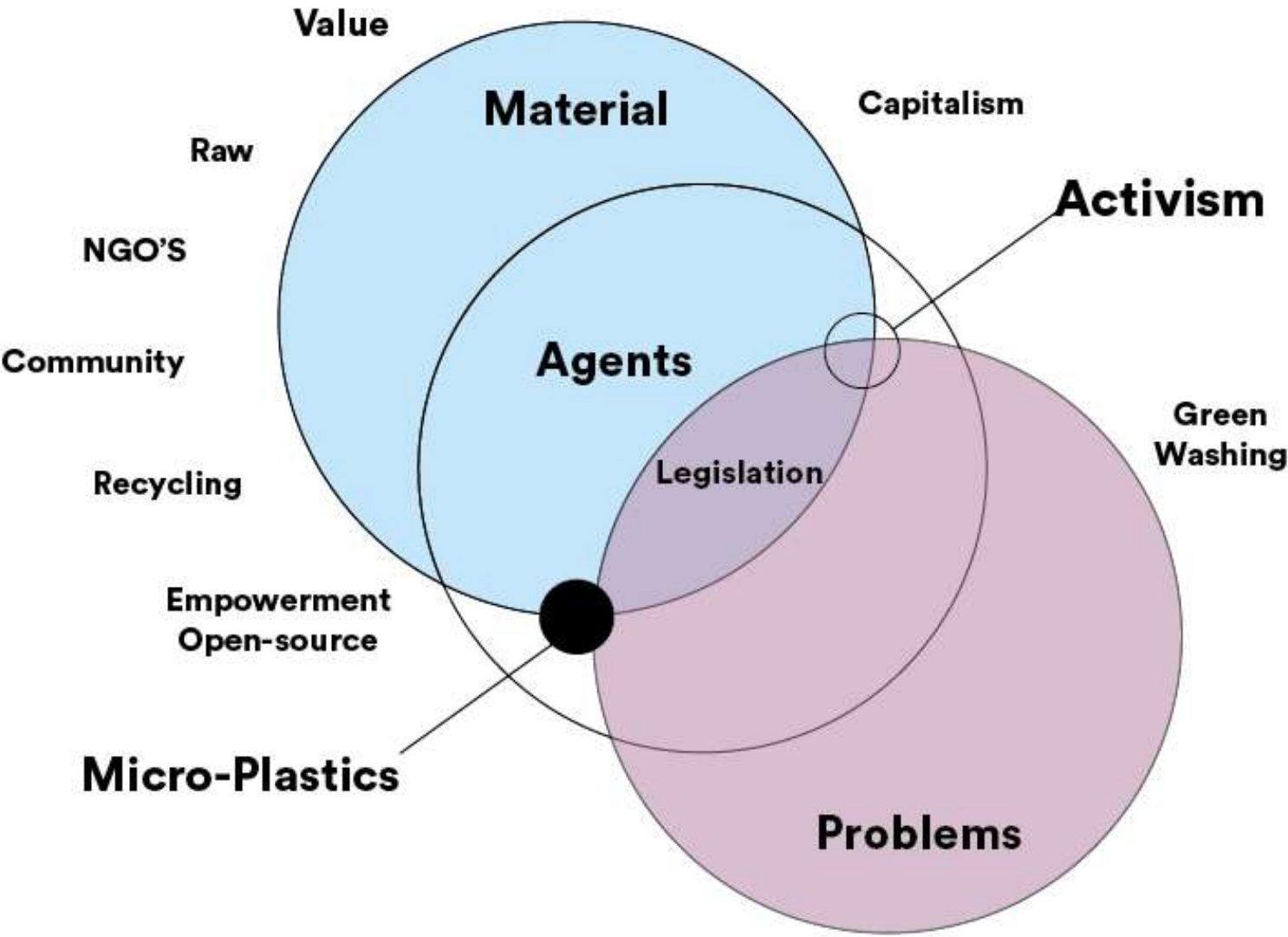
How can activists and NGOs take action to prevent the production and spread of microplastics?

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. →

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Porir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with Plastic Justice
(plasticjustice.eu)



Problems ↓



Greenwashing ↓



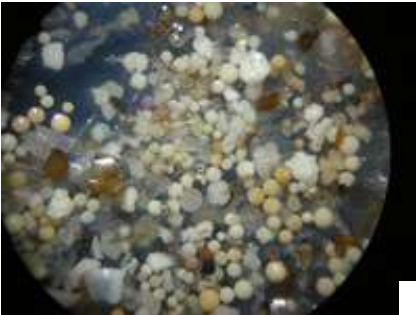
Practical solutions ↓



Value ↓



Raw ↓



Empowerment ↓



→ 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. →

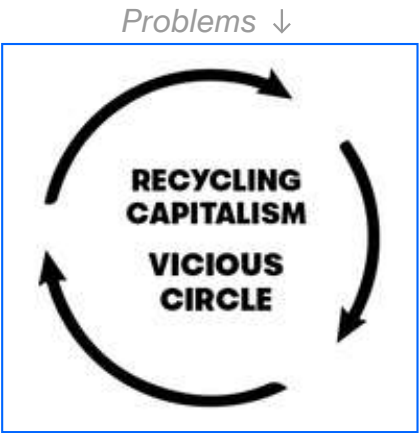
made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Porir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with Plastic Justice (plasticjustice.eu)



In the actual financial, political, and social climate, the debate over the form of our economic system and its potential influence spans beyond economics. It has permeated nearly every sphere of human life including recycling, sustainability and the state of the ecosystem, being the users “citizens” as the focus of the theme.

We are wrong, the users are the ones who favor the system and who blindly work indirectly and subjectively, while commerce and big production companies continue to profit thanks to us, through human awareness and is capitalism that takes advantage of “The pyramid of corporate social responsibility”.



IST RECYCLING SYSTEM

CAPITALIST RECYCLING SYSTEM

On the one hand ignorance has made this recycling system a vicious circle that has no end and push 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.

There are many warning signs that this traditional model is no longer working, including growing income inequality, increasing risks and costs of climate change, and an emerging backlash against technology and globalization-all of which are now beginning to threaten the viability of the current model of corporate capitalism. While there have been many efforts to adopt more enlightened approaches and mitigate such externalities, limited overall progress has been made on key issues like plastics pollution, CO2 emissions, and income inequality.

The marine plastic crisis sparked a wave of corporate interest in the circular economy, a sustainable business model that aims to eliminate waste in industrial systems through recycling, reduction, reuse, and recovery. The rise of the circular economy as a dominant corporate sustainability concept, focusing on the flagship example of the circular economy for plastics.

The paradox of the circular economy is that it seems to offer radical challenges to linear “**take-make-waste**” models of industrial capitalism, backed by international legislation, but without actually giving up on growth.

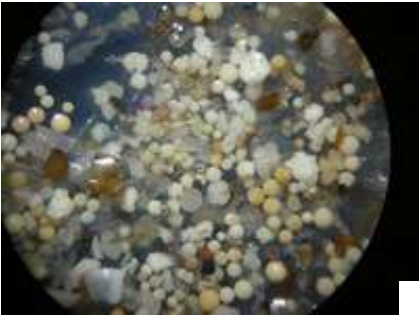
SOURCES

Carroll A. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. Business Horizons 34(4) 39-48. DOI: 10.1016/0007-6813(91)90005-G https://www.mendeley.com/catalogue/f1f5cead6-ab19-3880-99dd-901c7f67118d/

Levin S, Reeves M, Levina A. (2020). Business and sustainability, from the firm to the biosphere. Taylor and Francis. 17-4: DOI: 10.4324/9780429351044-2 https://www.mendeley.com/catalogue/0472a8c6-bd55-39f9-9b5a-8755a409572d/

Mah A. (2020). Future-proofing capitalism : the paradox of the circular economy for plastics. Global Environmental Politics. ISSN: 1526-3800 https://www.mendeley.com/catalogue/f13a6aa8-e5ed-38bf-89a2-1203e4168a62/

Hency Thacker (November 12, 2019). Understanding the Four Levels of CSR. BUSINESS ETHICS & PHILANTHROPY, The CSR Journal. https://thecsrjournal.in/understanding-the-four-levels-of-csr/



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. →

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Porir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with *Plastic Justice* (*plasticjustice.eu*)

GREENWASHING Problems 02

Two types of firms are considered: those that are driven solely by profit maximization and those that are socially responsible, motivated not only by profit, but also by a genuine concern for the social good.

First, low transparency incentivizes a profit-driven firm to engage in greenwashing through observable investment. Greenwashing prevents consumers from making informed purchase decisions but raises overall CSR spending. Second, sufficiently high transparency eliminates greenwashing and can motivate a socially responsible firm to make extra observable investment under the threat of greenwashing on the part of a profit-driven firm. However, when transparency further increases, this extra investment diminishes.

Although corporate greenwashing is a widespread phenomenon, few s

tudies have investigated its effects on consumers. In these studies, consumers were exposed to organizations that boldly lied about their green behaviors. Most greenwashing practices in real life, however, do not involve complete lies.

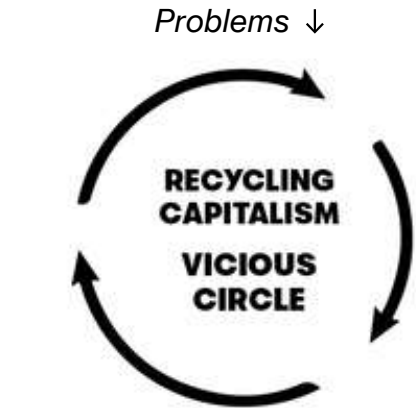
The marketing success of green products has spawned the phenomenon of greenwashing, but studies on the effects of greenwashing on consumers are still limited.

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. Mitigating greenwashing is particularly challenging in a context of limited and uncertain regulation. The marketing success of green products has spawned the phenomenon of greenwashing, but studies on the effects of greenwashing on consumers are still limited but has benefits (perceived environmental performance), poses a major threat (perceived integrity), and has no true competitive advantage (purchase interest).



Greenwashing is the process of conveying a false impression

or providing misleading information about how a company's products are more environmentally sound. With the growing popularity of corporate social responsibility (CSR), critics point out that firms tend to focus on salient CSR activities whil slacking off on the unobservable ones, using CSR as a marketing gimmick. Firms' emphasis on observable aspects and negligence of the unobservable aspects are often labeled as greenwashing.



Greenwashing ↓



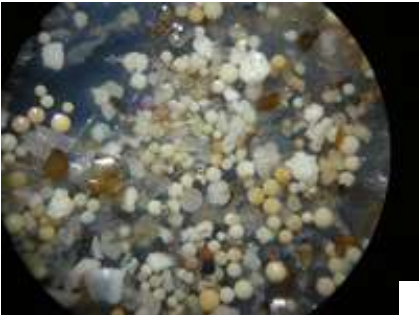
Practical solutions ↓



Value ↓



Raw ↓



Empowerment ↓

SOURCES

John M, Huluba G, Beldad A. (2020) Different Shades of Greenwashing: Consumers' Reactions to Environmental Lies, Half-Lies, and Organizations Taking Credit for Following Legal Obligations, Journal of Business and Technical Communication 34(1) 38-76 DOI: 10.1177/1050651919874105 <https://www.mendeley.com/catalogue/6ea37a69-ee4d-3d4b-b3b7-b8f643e63da3/>

Wu Y, Zhang K, Xie J. (2020) Bad greenwashing, good greenwashing: Corporate social responsibility and information transparency, Management Science 66(7) 3095-3112 DOI: 10.1287/mnsc.2019.3340 <https://www.mendeley.com/catalogue/713604fb-c56f-357c-9a84-fa339a332752/>

Jong M, Harking K, Barth S. (2018) Making Green Stuff? Effects of Corporate Greenwashing on ,Consumers Journal of Business and Technical Communication (2018) 32(1) 77-112 DOI: 10.1177/1050651917729863 <https://www.mendeley.com/catalogue/da452527-5900-3d35-b93e-a5ffdcdd3301/>

Seele P, Gatti L (2017) Greenwashing Revisited: In Search of a Typology and Accusation-Based Definition Incorporating Legitimacy Strategies, Business Strategy and the Environment (2018) 26(2) 239-252 DOI: 10.1002/bse.1912 <https://www.mendeley.com/catalogue/1ce9af7d-2464-3c12-9d04-36e1718448bf/>

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. →

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Porir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with Plastic Justice (plasticjustice.eu)

/ ENVIRONMENTALIST PROJECTS Problems 03

PRACTICAL SOLUTIONS / ENVIRONMEN



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 sma 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 ar 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.

Other sources are different EU funds: https://www.climate-kic.org/who-we-are/what-is-climate-kic/

Supported by the European Institute of Innovation and Technology, EIT Climate-KIC is a public-private innovation partnership Knowledge and Innovation Community (KIC), working to accelerate the transition to a zero-carbon, climate-resilient society.

The Great Bubble Barrier https://thegreatbubblebarrier.com/

- The Great Bubble Barrier creates a bubble screen by pumping air through a tube with holes in it, which is located on the bottom of the waterway. The Bubble Barrier creates an upwards thrust, which brings waste to the surface of the water. By placing it diagonally in the waterway, the Bubble Barrier uses the natural current to guide the plastic to the

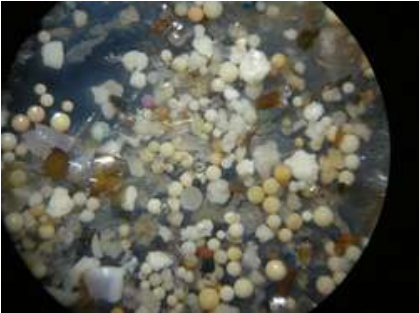
Tactical Solutions v



Value ↓



Raw ↓



Empowerment ↓



NGOs ↓



Activists ↓

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?

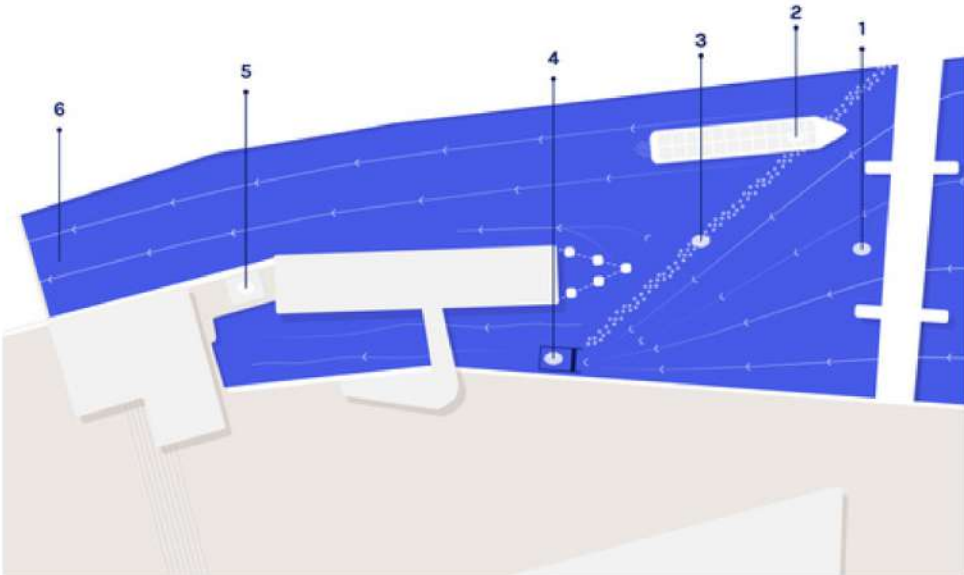
We have divided this thought into four categories:

PROBLEMS MATERIALS
ACTORS METHODOLOGY

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

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Þorir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with Plastic Justice
(plasticjustice.eu)



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

- Pros:**
- effective in densely populated areas (non-invasive solution)
 - good visibility to create awareness, visual reminder
 - close to the source

- Negs:**
- small-scale
 - does not filter micro plastics (at least not clear)

Collecting plastic directly from the oceans

- See**
- Upcycling the Oceans (Ecoalf, Fashion).
<https://ecoalf.com/en/p/upcycling-the-oceans-15>
 - Sea2See (Eyewear)
<https://www.sea2see.org/pages/our-process>
 - The Ocean Cleanup (initiative founded in 2013 with huge investors that encountered many issues & had to be repaired many times since first deployment in 2018, intensive media-coverage, still very unclear how effective it can be)
<https://www.theguardian.com/environment/2019/oct/03/ocean-cleanup-device-successfully-collects-plastic-for-first-time>

- Pros:**
- works directly on the issue where visible
 - collaboration with fish trawlers in the Mediterraen

- Negs:**
- small-scale, less impact
 - manual work
 - only large objects will be collected

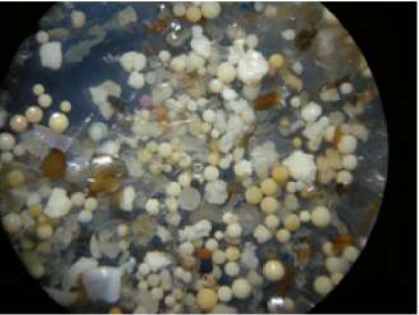
SOURCES Levin S, Reeves M, Levina A. (2020). Business and sustainability, from the firm to the biosphere. Taylor and Francis. 17-4: DOI: 10.4324/9780429351044-2 <https://www.mendeley.com/catalogue/0472a8c6-bd55-39f9-9b5a-8755a409572d/>



Value ↓



Raw ↓



Empowerment ↓



NGOs ↓



Activists ↓

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. →

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Porir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with Plastic Justice
(plasticjustice.eu)



VALUE
Materials 01

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.

The widespread use of recycled plastic pellets as raw materials will reduce plastic waste generation significantly, minimize its value degradation of plastic waste & therefore increase its acceptance by plastic recycling industries.

Life-cycle assessments (LCA) tests whether a re-use and recycle strategy for a plastic-based packaging that substantially reduces the quantity of waste to landfill would also reduce the overall environmental burden. The results demonstrate significant environmental benefits.

The widespread use of recycled plastic pellets as raw materials will reduce plastic waste generation significantly, minimize its value degradation of plastic waste & therefore increase its acceptance by plastic recycling industries.

Coloring and printing on flexible plastic packaging were predicted as the significant source of impurity that reduces the value of plastic material at the end of packaging life cycle. Otherwise, optimum use of label or sticker as printing media for informational and promotional purpose on the packaging proposed as a key solution in material value conservation. No color pigment and no printing ink were suitable for secondary recycling to produce high quality of recycled plastic pellets and leverage the selling price.

What determines a valuable resource has received less attention. What is value? how is it created? and who captures it?

We must:

REDUCE > REUSE > REPLENISH > REJECT

SOURCES

Ellen MacArthur Foundation. “The New Plastics Economy: Rethinking the Future of Plastics.” Ellen MacArthur Foundation January (2016): 120. Print. <http://www.ellenmacarthurfoundation.org/publications>

Gabriel, D. S., Isnandar, D., & Jeremia, A. (2018). Plastic packaging material value conservation and evident of the consumers’ acceptance. In Key Engineering Materials (Vol. 773 KEM, pp. 390–395). Trans Tech Publications Ltd. <https://doi.org/10.4028/www.scientific.net/KEM.773.390>

Ross, S., & Evans, D. (2003). The environmental effect of reusing and recycling a plastic-based packaging system. Journal of Cleaner Production, 11(5), 561–571. [https://doi.org/10.1016/S0959-6526\(02\)00089-6](https://doi.org/10.1016/S0959-6526(02)00089-6)

Hopewell, J., Dvorak, R., & Kosior, E. (2009, July 27). Plastics recycling: Challenges and opportunities. Philosophical Transactions of the Royal Society B: Biological Sciences. Royal Society. <https://doi.org/10.4028/www.scientific.net/KEM.773.384>

Gabriel, D. S., & Maulana, J. (2018). Impact of plastic labelling, coloring and printing on material value conservation in the products of secondary recycling. In Key Engineering Materials (Vol. 773 KEM, pp. 384–389). Trans Tech Publications Ltd <https://doi.org/10.4028/www.scientific.net/KEM.773.384>

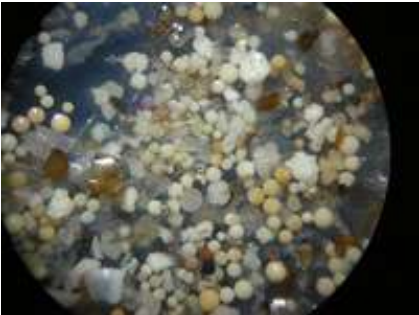
Hopewell, J., Dvorak, R., & Kosior, E. (2009, July 27). Plastics recycling: Challenges and opportunities. Philosophical Transactions of the Royal Society B: Biological Sciences. Royal Society. <https://doi.org/10.1098/rstb.2008.0311>



Value ↓



Raw ↓



Empowerment ↓



NGOs ↓



Activists ↓



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. →

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Porir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with *Plastic Justice*
(*plasticjustice.eu*)

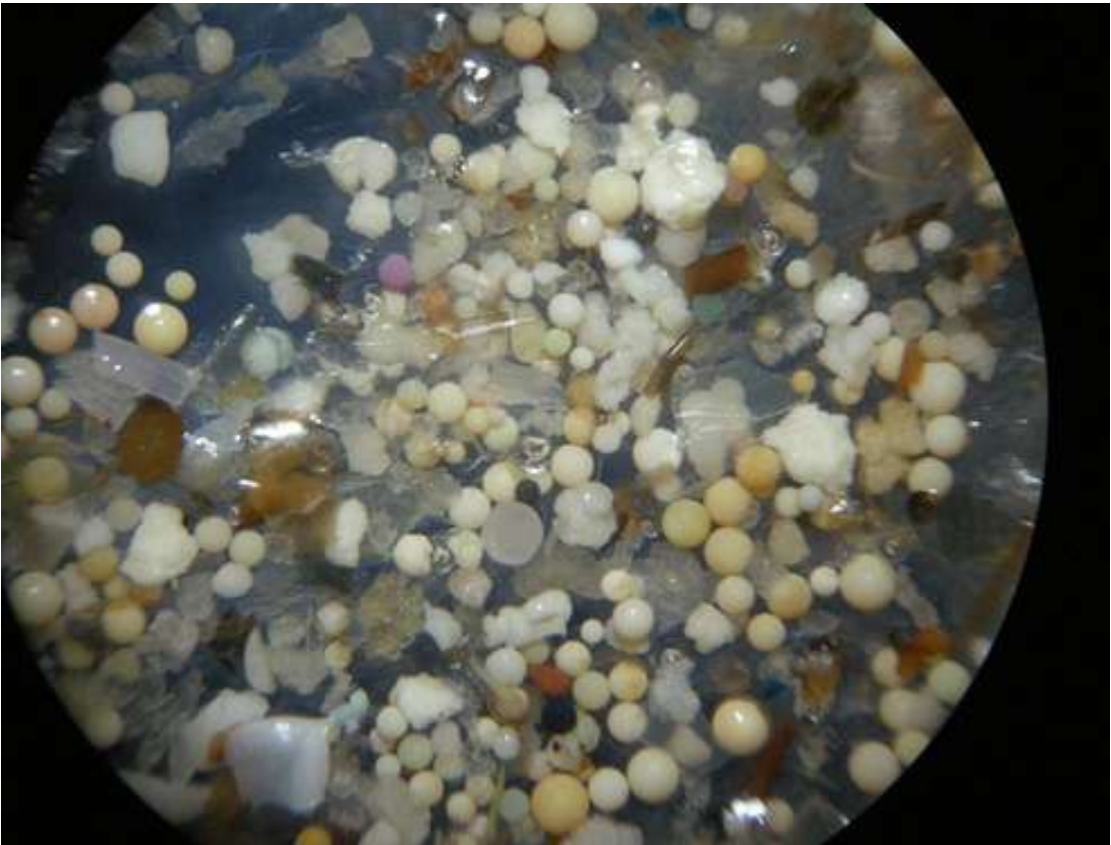
RAW
Materials 02

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.

PRODUCING LESS > USE LESS

SOURCES www.realplast.es



Perhaps something that influences our misuse of plastic are the various psychological barriers tied to it in its raw form. We view plastic as indisposable, infinite and non-threatening. It's common and easy to develop “but-I’m-just-one-person,-what-can-I-do?”-thinking. Incremental change and danger is much more difficult to portray than that which is immediate.

We need to RECYCLE EXISTING MATERIAL. This educates people on correct material disposal and finds new uses for products. This needs to be an alternative to chemical recycling however, as this requires a lot of energy and creates hazardous waste.

In place, the PROMOTION OF NEW MATERIAL such as alternative forms of plastic that are redesigned and can be easily used and recycled.

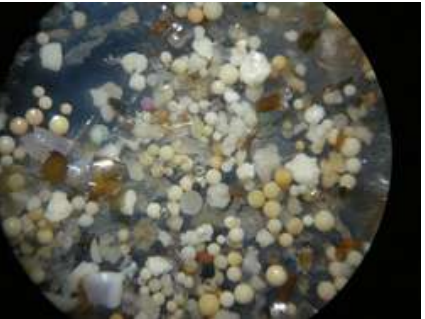
Pyrolysis is an effective way of dealing with raw plastic waste as it GENERATES NEW VALUE (oil/energy fuel).



Value ↓



Raw ↓



Empowerment ↓



NGOs ↓



Activists ↓



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. →

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Porir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with *Plastic Justice*
(*plasticjustice.eu*)

EMPOWERMENT / OPEN SOURCE
Materials 03



By educating people on raw materials, we will be empowering them with the knoweldge 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**.

We must:

ARE > CONNECT > CREATE > BUILD

LEARN > SHARE > CC

Rappaport (1984) stated that empowerment is “the mechanism by which people, organisations, and communities gain mastery over their lives”. Existing under capitalism often strips individuals of their identity, making them believe they are powerless and that change is not a possibility. By showing people they are important and that they are free to choose whether to act on something is incredibly effective in boosting cooperation. “Enhancing wellness instead of fixing problems, identifying strengths instead of cataloguing risk factors, and searching for environmental influences instead c blaming victims characterizes an empowerment approach.” While the urgency of our microplastics situation should not be overlooked, a positive, compassionate approach when communicating with individuals is key.

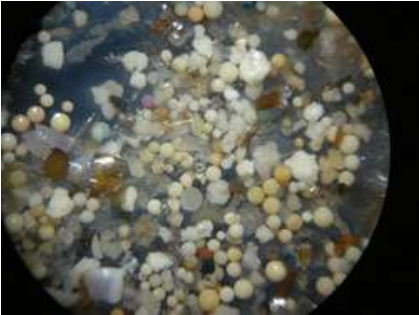
A circular economy for plastics. (2019). <https://op.europa.eu/en/publication-detail/-/publication/33251cf9-3b0b-11e9-8d04-01aa75ed71a1>

Empowerment theory.
https://link.springer.com/chapter/10.1007/978-1-4615-4193-6_2

SOURCES



Raw ↓



Empowerment ↓



NGOs ↓



Activists ↓



Community ↓



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. →

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Porir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with *Plastic Justice*
(plasticjustice.eu)

NGOs
Actors 01

PLASTIC SOUP FOUNDATION



A list of Non-Governmental Organisations and activist groups helping the microplastic crisis.

Plastic Soup foundation
<https://www.plasticsoupfoundation.org/en/>

With our work, we focus more and more on the link between plastics and human health. Our dedicated campaigns in microplastics and plastic pollution are directly related to this. Next to this, we see educational activities as one of our most important pillars; because children are the future. And last but not least: we like to expose where the problems lie, especially within the industry and the government!



NGOs ↓



Activists ↓



Community ↓



C&C Actors ↓



Legislation ↓



Healthy Materials Lab
<https://healthymaterialslab.org>

We are committed to raising awareness about toxics in building products and to creating resources for the next generation of designers and architects to make healthier places for all people to live.

Open source technology
<https://www.opensourceecology.org/>

→ 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. →

made by

Coco Maier

Paul Mielke

Ona Veliute

Diego Quílez Garcés

Þórir Georg Jónsson

Georgia Morrison

Alejandra Tothill Calvo

in collaboration with *Plastic Justice*
(plasticjustice.eu)



We're developing open source industrial machines that can be made for a fraction of commercial costs, and sharing our designs online for free.

The Tyre Collective

<https://www.thetyrecollective.com/>

The Tyre Collective mitigate emissions by capturing tyre wear at the source to ensure clean air, safeguarding our environment and health.

Ellen Macarthur Foundation/New Plastics Economy

<https://www.newplasticseconomy.org/>

In a new plastics economy, plastic never becomes waste or pollution. Three actions are required to achieve this vision and create a circular economy for plastic. Eliminate all problematic and unnecessary plastic items. Innovate to ensure that the plastics we do need are reusable, recyclable, or compostable. Circulate all the plastic items we use to keep them in the economy and out of the environment.

The Great Bubble Barrier

<https://thegreatbubblebarrier.com/en/>

The Great Bubble Barrier® creates a barrier stopping plastics from flowing past, but it also allows fish and ships to pass through the barrier unimpeded.



NGOs ↓



Activists ↓



Community ↓



C&C Actors ↓



Legislation ↓



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. →

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Þorir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with *Plastic Justice*
(plasticjustice.eu)



This Is Plastics
<https://thisisplastics.com/about/>

Plastic Energy
<https://plasticenergy.com/#>

We offer a global and sustainable solution to help prevent plastic pollution, by transforming previously unrecyclable plastic waste into a valuable resource.



NGOs ↓



Activists ↓



Community ↓



C&C Actors ↓



Legislation ↓



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. →

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Porir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with *Plastic Justice*
(plasticjustice.eu)

ACTIVISTS
Actors 02



A list of independent activists helping the microplastic crisis.

Turté Jewels

<https://www.instagram.com/p/CII2McUgQZ9/>

Turns seaside waste into gemstones and jewellery.

Rob Arnold

<https://www.instagram.com/p/Bw9qxARH81G/>

Creates artwork using microplastic debris scavenged from UK beaches.



Activists ↓



Community ↓



C&C Actors ↓



Legislation ↓



C&C Methodology ↓



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. →

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Þorir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with *Plastic Justice*
(plasticjustice.eu)



Laura Sanderson
<https://www.bbc.com/news/uk-wales-51546978>

Solo activist swims 60+ miles to collect water samples - proves that microplastics are becoming an issue in increasingly REMOTE LOCATIONS.

"microplastics can reach and affect remote, sparsely inhabited areas through atmospheric transport"

<https://www.nature.com/articles/s41561-019-0335-5?fbclid=IwAR0jHJhtHNI0ygFFX1-kxFLtftnicyBAC-J6pE>



Activists ↓



Community ↓



C&C Actors ↓



Legislation ↓



C&C Methodology ↓



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. →

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Þorir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with *Plastic Justice*
(*plasticjustice.eu*)

COMMUNITY
Materials 02



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

The New Raw - Print Your City
<https://thenewraw.org/>

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.



Activists ↓



Community ↓



C&C Actors ↓



Legislation ↓



C&C Methodology ↓



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. →

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Porir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with *Plastic Justice*
(*plasticjustice.eu*)

CONNECTING / COMMUNICATING

Actors 04

We need to be a hub that enables individuals and other small organisations to connect and work together. We need to create platforms for discussion and support. Debates create engagement between advocates and sustain conversations.

Gather up-to-date correct data and make accessible. We need to find a way to be direct and easily understandable. Play to peoples’ emotions but at the same time we need to be able to communicate how complicated the issue is and all its different factors.

Grassroots campaigns (protest, posters, leaflets) help getting people interested in the cause. They are built on ocnnctions and illumate research with real-life examples of personal experiences. Campaigns such as these are easily spread via social media and can build audience awareness very quickly. The speed of exchange of social media allows documentation of real-time events and emotionsl. Grassroots may be a good strating point but often need following up with more organised actions.

It's important to keep in mind the importance of perspective. Is it a piece of trash or potential recycling material? The value of a plastic item changes for us psychologically along its timeline of usage.

EXAMPLE



CONNECTING How do we create hope out of a depressing situation? We must acknowledge that we are not here to provide a solution, but to provide aid + new perspectives. We must develop “alternative social imaginaries” to show people what the future could look like. We need to use hope to find a collective voice, leading to empowerment.

The Big Microplastic Survey

<https://microplasticsurvey.org/>

Encourages NGOs, institutions and individuals to provide coastal data.

SOURCES

Poell, T. van Dijck, J. Social media and activist communication. (2015).
<https://poseidon01.ssrn.com/delivery.php?id=6701170700700690310641250281130851200310470310420550740810651250241210680690020931240491071180551302500909911306911011908411502803506102101008208309707008109411311200300800900209609909508708210007127030099000075029100100013070079020116072116115018103&EXT=pdf&INDEX=TRUE>

On gathering and communicating data:



Activists ↓



Community ↓



C&C Actors ↓



Legislation ↓



C&C Methodology ↓



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. →

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Þorir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with *Plastic Justice*
(*plasticjustice.eu*)

<https://royalsocietypublishing.org/doi/10.1098/rsos.190161>

<https://bmcnurs.biomedcentral.com/articles/10.1186/1472-6955-12-17>

<https://asr.copernicus.org/articles/14/241/2017/>

<https://essd.copernicus.org/preprints/essd-2017-16/essd-2017-16.pdf>

<https://www.frontiersin.org/articles/10.3389/fcomm.2019.00020/full>



Activists ↓



Community ↓



C&C Actors ↓



Legislation ↓



C&C Methodology ↓



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. →

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Porir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with Plastic Justice
(plasticjustice.eu)

LEGISLATION
Methodology 01



High Abundances of Microplastic Pollution in Deep-Sea Sediments: Evidence from Antarctica and the Southern Ocean. <https://pubs.acs.org/doi/10.1021/acs.est.0c03441>

Microplastic regulation should be more precise to incentivize both innovation and environmental safety. environmental outcomes of “Green Alliances” between companies and NGOs are limited because rules are flexible, open, and not obligatory. <https://www.nature.com/articles/s41467-020-19069-1>

Hong Kong NGO Calls For Investigation Into Microplastic Waste Found on Shorelines. <https://earth.org/plastic-free-seas-calls-for-investigation-into-microplastics-found-on-shorelines/>

NGO umbrella group Rethink Plastics has called on the European Commission to implement immediate legislative measures to reduce microplastic pollution at the source. <https://chemicalwatch.com/60212/ngos-urge-tighter-regulations-for-microplastics>

While COVID-19 temporarily distracted from this issue, lawmakers are returning their attention to the impacts of plastic pollution and pushing for legislation. <https://www.jdsupra.com/legalnews/legislators-companies-and-consumers-56781/>

Reasons for thinking about and implementing a manifesto to clarify terms that may lack a universally-agreed definition and to draw attention to desired changes. <https://yougov.co.uk/topics/politics/articles-reports/2017/05/12/do-manifesto-matter>

Guidelines for Harmonizing Ocean Surface Microplastic Monitoring Methods, Report June 2020 https://www.env.go.jp/en/water/marine_litter/guidelines/guidelines.pdf

European Commission for Scientific Advice Mechanism; a report on environmental and health risks of Micro-Plastics pollution, June 2019 https://ec.europa.eu/info/sites/info/files/research_and_innovation/groups/sam/ec_rtd_sam-mnp-opinion_042019.pdf

USING A MANIFESTO

- / highlights core values in one place
- / introduces branding of organisation
- / clarifies terms such as "microplastics" that may lack a universally-agreed definition
- / NGOs may release manifestos to coincide with events such as elections to draw attention to desired changes

FORCE VS COOPERATION

- / tone of approach is important

← Image shows “Ten Rules” by Sister Corita Kent.



Activists ↓



Community ↓



C&C Actors ↓



Legislation ↓



C&C Methodology ↓



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. →

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Þorir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with *Plastic Justice*
(plasticjustice.eu)

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.



Activists ↓



Community ↓



C&C Actors ↓



Legislation ↓



C&C Methodology ↓



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. →

made by
Coco Maier
Paul Mielke
Ona Veliute
Diego Quílez Garcés
Porir Georg Jónsson
Georgia Morrison
Alejandra Tothill Calvo

in collaboration with *Plastic Justice*
(plasticjustice.eu)



CONNECTING / COMMUNCIATING
Methodology 02

We must gather up to date and correct data and make accessible. Be a hub that enables individuals and other small organizations to connect and work together. Find a way to be direct and easily understandable. Play to people's emotion but at the same time we need to be able to communicate how complicated the issue is and all its different factors. Grassroot campaigns (protests, posters, leaflets) help get people interested in the cause. But then need to be followed up by more organized actions.

“Oh Dearism” by Adam Curtis reminds us to be wary of detail that is often lost in the narratives mainstream media presents. Beginning with the rise of counter-culture in the 1960s, news outlets tend to play on negative human tendencies and present the world as a cacophony of awful, terrible happenings. “It is not that we can't actually do anything about these events, it is only that mainstream media presents these events within a framework that makes it seem that way and *that* in itself is a very powerful way to control society.”

Fake science and the knowledge crisis: ignorance can be fatal.
<https://royalsocietypublishing.org/doi/10.1098/rsos.190161>

The challenges of communicating research evidence in practice.
<https://bmcnurs.biomedcentral.com/articles/10.1186/1472-6955-12-17>

Communicating climate change adaptation information using web-based platforms.
<https://asr.copernicus.org/articles/14/241/2017/>

Uncertainty information in climate data records from Earth observation.
<https://essd.copernicus.org/preprints/essd-2017-16/essd-2017-16.pdf>

How Hope and Doubt Affect Climate Change Mobilization.
<https://www.frontiersin.org/articles/10.3389/fcomm.2019.00020/full>

Creating platforms for discussion and organizing.
<https://stories.platformdesigntoolkit.com/how-to-build-platforms-shaping-our-society-c5ed23dd8569>

“Oh Dearism” by Adam Curtis.
<https://thoughtmaybe.com/oh-dearism/>

SOURCES



Activists ↓



Community ↓



C&C Actors ↓



Legislation ↓



C&C Methodology ↓

