

**Metamorphosis**

Products from  
Products™

Ocean Plastics Presentation for





# Agenda

The Problem

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Consumer Purchasing Power

Single Use Alternatives

Durable Alternatives

Plastic Microfibers

Legislative Action

Shipping Lines & Plastic Pollution

What can you do?



# The Problem

**Less than 9%** of plastic generation from the U.S. Municipal Solid Waste stream was recycled in 2018.

U.S. Environmental Protection Agency. "[National Overview: Facts and Figures on Materials, Wastes and Recycling.](#)" Accessed Jan. 20, 2021.

## **How Many Marine Animals Are Killed By Plastic?**

Animals in the marine environment are the biggest victims of our plastic addiction and **plastic kills 100 million marine animals every year.**

Consumption of plastic has become one of the main causes of death in our ocean: **9 out of 10 seabirds** and **6 out of 10 whales** have plastic in their stomachs.

**100+ Frightening Plastic in The Ocean Statistics And Facts 2021-2022**

Updated: April 14, 2022 by Eric Phillips



# Consumer Purchasing Power

“We still have a really good chance to make things better than they are. They won't get better unless we take the action and inspire others to do the same thing. No one is without power. Everybody has the capacity to do something.”

*Dr. Sylvia Earle*  
*Oceanographer, OVI Project Kaisei Advisor*



# What can you do?

## **Stop using single use plastic**

**Find alternatives**

**Buy durable products made from ocean plastic**

**Support organizations such as Ocean Voyages Institute**

**Support responsible legislation**

**Encourage shipping lines to commit to stop transport of plastic waste to countries that are ill-equipped to handle it in an environmentally sound manner**

# Single Use Alternatives



Home Our Products



Q1 2022

Fully aluminum bottles coming soon!

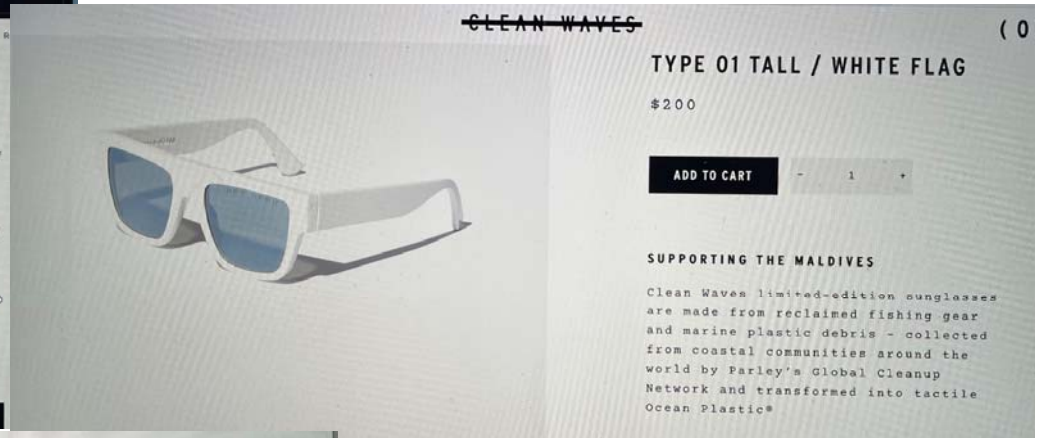
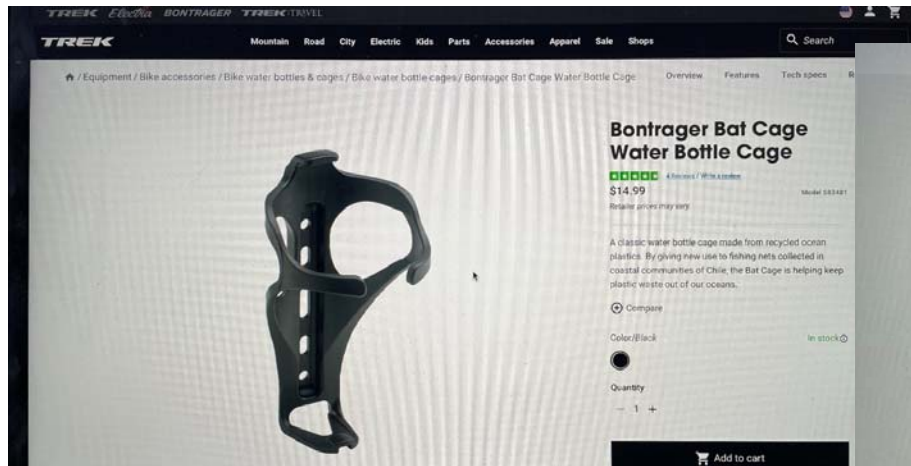


★★★★★ (3,067)

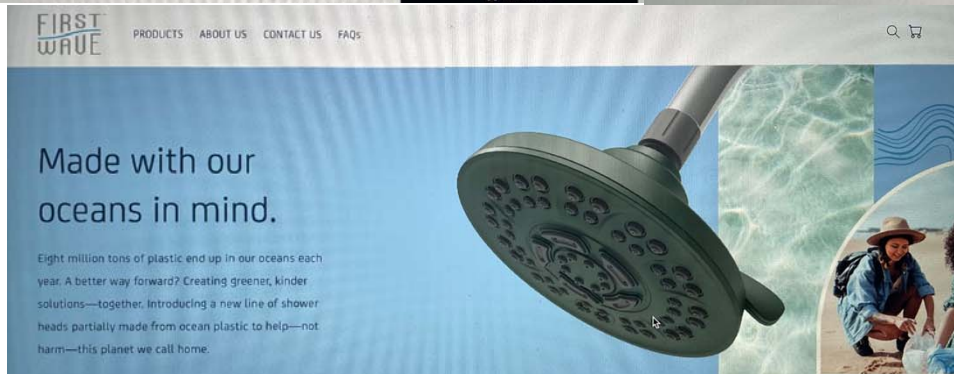
Laundry Starter Set



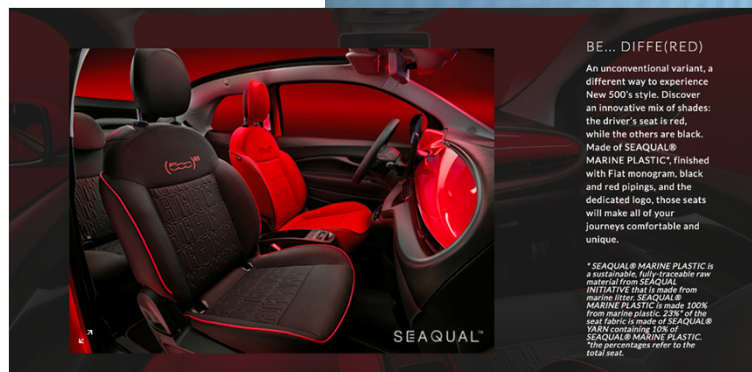
# Some Durable Products from Ocean Plastic



## DAY OWL



Purchasing this product pulls one pound of trash from the ocean



## New Latitude 5000 Series Are Dell's Most Sustainable Laptops Yet\*

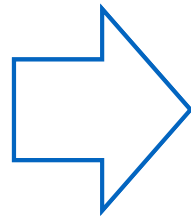
New packaging is made from 100% recycled or renewable materials and is 100% recyclable



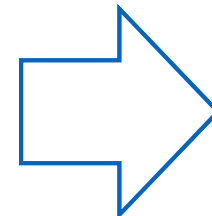
# Humanscale – Liberty Ocean Chair



FISHING NETS



PELLETS



CHAIRS



# Lavergne rABS with Ocean Bound Plastics for HP



## Successful Ocean Bound Plastic Projects

We consider a project to be successful when the product is sold commercially.

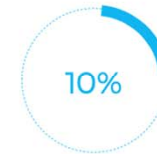
Most of our projects are in collaboration with the giants of the technology world. HP is a global industry leader and is taking a step in the right direction.

All products contain a certain amount of ocean-bound plastic from Haiti; in the form of PET or Polyethylene Terephthalate.

% of Ocean Plastic

### Ink Cartridge

HP Original



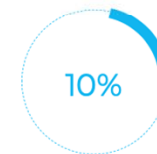
### HP Elite Dragonfly

First computer to use ocean-bound plastic



### HP Elite Display

10 pieces of the new monitor contain ocean-bound plastic



[www.lavergne.ca](http://www.lavergne.ca)

# Plastic Microfibers

OCEANIC GLOBAL

Plastic clothing shed **microfibers** into our waterways every time we do laundry

Washing plastic-derived clothing releases **500,000 tons** of microfiber into the ocean annually — that's **50 billion** plastic bottles.

Source: WEForum

OCEANIC GLOBAL

## Ways to Reduce Microfiber Plastic Pollution

- OPT FOR NATURAL FIBERS** like 100% organic cotton, linen, hemp, and other plant-based fibers whenever possible.
- GARMENTS SHED MORE WHEN THEY ARE BRAND NEW.** Fix and mend your clothes, thrift, or swap with friends to give your items longer lives.
- CATCH FIBERS** with Cora Balls or a Guppy Friend washing bag when doing laundry, or install PlanetCare filters.
- CHALLENGES AT THIS SCALE REQUIRE SYSTEMIC SOLUTIONS!** Calling all geniuses and innovators — we need more solutions to **REPLACE** and **PREVENT** this microfiber pollution at the source.



# Legislative Action

## CALIFORNIA RECYCLING AND PLASTIC POLLUTION REDUCTION ACT OF 2020

### SEC.1. Title.

This measure shall be known and may be cited as the “California Recycling and Plastic Pollution Reduction Act of 2020.”

### SEC.2. Findings and Declarations

The People of the State of California find and declare all of the following:

(a) Annual global production of plastic has reached 335 million tons and continues to rise. In part due to increased availability of and reliance on fossil fuel resources, global plastic production is projected to more than triple by 2050, which would account for 20 percent of all fossil fuel consumption.

(b) Nearly 9 million tons of plastic enters the ocean each year globally. Without action, the amount of plastic entering the ocean each year will double by 2025. Researchers have found deadly levels of plastic pollution in the guts of seabirds, sea turtles, and marine mammals, including whales and dolphins.

## [Fight brews over California ballot measure to reduce single-use plastics](#)

**Susanne Rust, LA Times | 4.17.2022**

The initiative — known as the [California Recycling and Plastic Pollution Reduction Act](#) — would require all single-use plastic packaging and food ware used in California to be recyclable, reusable, refillable or compostable by 2030, and single-use plastic production to be reduced by 25% by 2030.

While general [polling shows](#) the legislation is popular with California voters, the LA Times reports that businesses and trade groups that produce or distribute single-use plastic items are overwhelmingly opposed:



# Shipping Lines & Plastic Pollution



## Scorecard: Shipping Lines & Plastic Pollution



Shipping Lines contribute to the global plastics pollution crisis by allowing illegal or unsustainable exports of plastic waste (PW) to countries with weak waste management infrastructure. We call upon them to stop this damaging trade. We will record a positive decision as a YES in the final column.

Company, HQ Location	National Policies – No PW Shipments to:	Reports of Illegal PW Shipments	Policy Decision to Stop Plastic Waste Exports
<u>CMA CGM</u> (France)	<u>China, Taiwan</u>		<b>YES!</b> <u>Announced global Ban</u>
<u>Hapag-Lloyd</u> (Germany)	<u>China</u>		None
<u>Maersk</u> (Denmark)	<u>China, Hong Kong</u>	• <u>2019: Indonesia, 2021: Turkey</u>	None
<u>Evergreen Marine</u> (Taiwan)	None		None
<u>Hamburg SUD</u> (Germany)	<u>China, Hong Kong</u>	• <u>2021: Turkey</u>	None
<u>MSC</u> (Switzerland)	<u>China, Hong Kong</u>	• <u>2021: Turkey</u>	None
<u>Orient Shipping</u> (Jordan)	None		None
<u>COSCO</u> (China)	None	• <u>2019: Indonesia, 2021: Turkey, Vietnam</u>	None
<u>Hyundai (HMM)</u> , S. Korea	None		None

Created by [Basel Action Network](#), contact: [Inform@ban.org](mailto:Inform@ban.org)

Updated: February 14, 2022

# Positive Action by CMA CGM

*NGOs Applaud Action, Amplify Call for Other Shipping Lines to Follow*



**Seattle, WA. February 14, 2022.** In response to [the call](#) made by the Basel Action Network (BAN), The Last Beach Cleanup and 50 other non-governmental organizations (NGOs) in their [Global Shipping Lines Campaign](#), the world's 3rd largest Shipping Line's Chairman and CEO Rodolphe Saadé announced last week that effective June 1st of 2022 it will no longer be allowing its ships to transport plastic waste.

In [a statement](#) released following the One Ocean Summit, organized by French President Emmanuel Macron, the shipping giant with 566 ships in its fleet said the decision was made "heeding the urgent calls made by certain NGOs" and "will prevent this type of waste from being exported to destinations where sorting, recycling or recovery cannot be assured."

The Basel Action Network and The Last Beach Cleanup launched its Shipping Lines Campaign one year ago, pointedly calling on the world's largest shipping lines, Hapag-Lloyd (Germany) Maersk (Denmark), CMA CGM (France), MSC (Switzerland), Hamburg Sud (Germany) Hyundai Merchant Marine (Korea), Evergreen (Taiwan), COSCO (China), and Orient Shipping (Jordan), to "prove their sustainability commitments and keep their promises to protect the marine and terrestrial environment by pledging not to transport plastic waste to countries that are ill-equipped to handle it in an environmentally sound manner."

*"We applaud this landmark decision by CMA CGM. It is clear they understand the social and health impacts to impacted communities and see the harmful effects of plastic pollution on ocean ecosystems firsthand,"* said Jan Dell, of The Last Beach Cleanup. *"It is the smart and responsible business decision to end the toxic plastic waste trade. Business cannot succeed on a planet choked by plastic pollution."*

According to the company, CMA CGM shipped about [50,000](#) forty-foot containers of plastic waste per year globally. And according to BAN they are by far the largest shipper of plastic waste from the United States, with Hapag-Lloyd being second, followed by Maersk. The [Journal of Commerce](#) calculates that the US export amount of CMA CGM is approximately 8,000 forty-foot containers per year.

Due to 2019 international trading rules adopted by the Basel Convention to address the plastics crisis, many of these exports are in fact illegal due to their consisting of mixed polymers, being routinely contaminated, or traded to or from a non-Party to the treaty such as the US. Even the exports which are legal, most often end up in highly polluting operations in countries such as Malaysia, India, Indonesia, Turkey, and Mexico, producing harmful fumes inhaled by workers, and nearby communities. The waste can only be partially recycled, leaving massive amounts of residual plastics dumped in waterways, or in fields where they are simply burned.

*"CMA CGM's decision to forgo short-term profits for long-term planetary health sets a bold precedent in corporate leadership,"* said Jim Puckett, Director of the BAN. *"We now call on each of the other major shipping lines to stop their own plastic waste trading and likewise demonstrate a commitment to protecting the health of our oceans and communities around the world."*







# What can you do?

## **Stop using single use plastic**

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