

2020 National Zero Waste Conference



Challenge Corporate Power

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Greenpeace is a global, independent campaigning organization that uses peaceful protest and creative communication to expose global environmental problems and promote solutions that are essential to a green and peaceful future.

[illegible]

Throwaway Living

DISPOSABLE ITEMS CUT DOWN HOUSEHOLD CHORES

DISPOSABLE ITEMS CUT DOWN HOUSEHOLD CHORES









How did we get here?

FACT

We make and use too much plastic and we cannot recycle or dispose of it all.

FACT

More than a trillion single-use plastic products are produced each year.

FACT

Companies are not taking responsibility for the full life cycle of their products.

FACT

We have a culture of convenience and disposal supported by single-use product delivery models.

FACT

Governments have not been holding corporations accountable to reduce single-use plastic.

Plastic pollution is choking our oceans and communities and impacting human health.

FACT

The UN reports that plastic pollution has increased tenfold since 1980.

FACT

Only 9% of all plastics created have been recycled, most are incinerated, landfilled, or in our environment.

FACT

Researchers estimate up to 12.7 million tonnes of plastic enters the oceans every year, the equivalent of one garbage truckload per minute.

FACT

9 out of 10 seabirds, 1 in 3 sea turtles, half of all whales and dolphins, fish, plankton, and mussels have ingested plastic.

FACT

Plastic is in the water we drink, the food we eat, and the air we breathe.

Myths derailing action



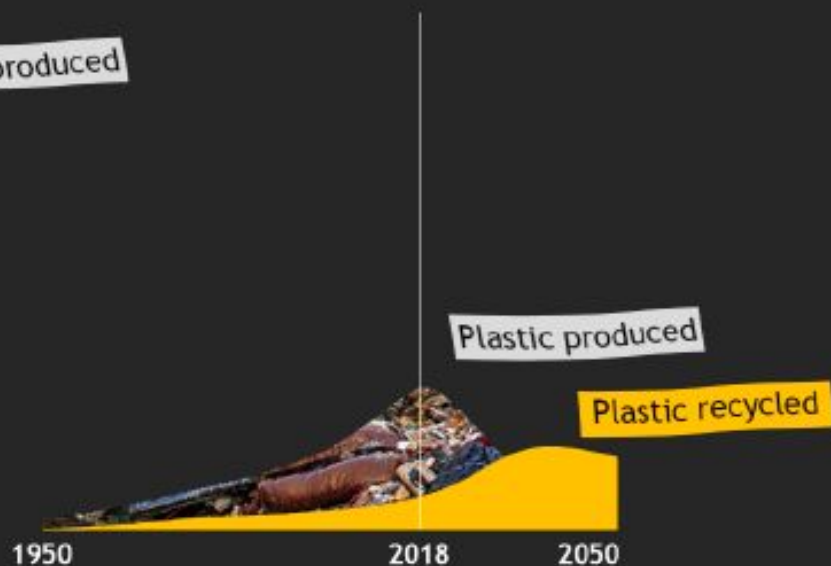
- Single-use is safer than reusables
- Recycling is the answer
- Bioplastics are the answer
- Chemical recycling is the answer
- Incineration is the answer
- The problem is littering
- The real problem is in Asia
- Plastics are climate-friendly
- Plastics are safe
- We can clean up the ocean



WHICH FUTURE DO YOU WANT?



BUSINESS AS USUAL



**REDESIGN, REUSE LEAD TO
LESS PLASTIC PRODUCTION**

Let's change the system

Corporations

Take responsibility

Eliminate single-use plastics

Massively scale up reuse

Stop petrochemical buildout

Governments

Ban single-use plastics
(and other single-use
materials)

Hold corporations
accountable

Improve infrastructure

People

Defend democracy

Demand a just recovery

Champion change agents

Say NO to industry lies

It's time for *retailers* to #BreakFreeFromPlastic



ia Bell / Greenpeace



© Annabelle Marcovici / Greenpeace

PACKAGING AWAY THE PLANET

U.S. GROCERY RETAILERS AND THE PLASTIC POLLUTION CRISIS

2019 SUPERMARKET PLASTICS SCORECARD

0 – 39.9

40 – 69.9

70 – 100

#1



34.6

#11



13.7

#2



26.5

#12



10.6

#3



23.6

#13



10.2

#4

TRADER JOE'S



22.0

#14



7.7

#5



19.7

#15



7.1

#6



19.4

#16



6.2

#7



19.2

#17



4.0

#8



17.0

#18



3.3

#9



16.6

#19



3.1

#10



14.6

#20



1.8

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A woman with short dark hair and glasses, wearing a dark t-shirt and a long dark skirt, stands with her back to the camera, looking towards a massive, towering pile of discarded plastic waste under a bright sky. The waste includes various types of plastic bags, bottles, and fragments. The woman's t-shirt has the text "#break free from plastic" printed on it in white and green. The overall scene conveys the scale of plastic pollution.

THROWING AWAY THE FUTURE:

HOW COMPANIES STILL
HAVE IT WRONG ON PLASTIC
POLLUTION "SOLUTIONS"

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THE SMART SUPERMARKET

How retailers can innovate beyond
single-use plastics and packaging

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Reports

Circular Claims Fall Flat:

Comprehensive U.S. Survey of Plastics Recyclability

PUBLISHED:

greenpeace.org/usa/plastic_recycling

THE PLASTIC RECYCLING MYTH

Acceptance rate of four common #3-7 plastics
at recycling facilities across the country.



© Pedro Armestre / Greenpeace



Non-recyclable



Recyclable

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It's time for *CPGs* to #BreakFreeFromPlastic





It's time for *petrochemical giants* to #BreakFreeFromPlastic



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It's time for *governments* to #BreakFreeFromPlastic



Published on Monday, November 16, 2020 by Common Dreams

More Than Two-Thirds of UN Members Embrace Global Plastic Pollution Treaty—But Not the US

"Support for a global treaty on plastic pollution is a critical action that the Biden administration can take to correct the wrongs of the Trump era."

by Julia Conley, staff writer



PUBLIC WORKS

Department of Public Works



Berkeley Single Use Foodware and Litter Reduction Ordinance

Effective March 27, 2019, the [Berkeley Single Use Foodware and Litter Reduction Ordinance](#) is designed to reduce the use and disposal of single use foodware, including cups, lids, utensils, straws, clamshells, and other disposables that contribute to street litter, marine pollution, harm to wildlife, greenhouse gas emissions, and waste sent to landfills. This ordinance seeks to assist businesses with the shift away from environmentally harmful single use disposable foodware and toward reusable foodware. Reducing the use of disposable foodware is a component of the City's [Zero Waste Goal](#).

It's time for 2020 to #BreakFreeFromPlastic

The Making of an Echo Chamber: How the plastic industry exploited anxiety about COVID-19 to attack reusable bags

March 26, 2020



In a new research brief, Greenpeace USA details the ways the plastics industry is exploiting people's fears around COVID-19.



© Tim Aubry / Greenpeace



[< Back to Research](#)

Over 125 health experts sign onto statement on the safety of reusables during COVID-19

June 16, 2020



125+ health experts sign statement addressing the safety of reusables and COVID-19

It's time for 2020 to #BreakFreeFromPlastic

10 Ways You Can Support Workers Right Now

by David Pinsky

May 20, 2020



Beyond gratitude, workers need customers and employers to be better allies to help protect them as frontline workers who cannot stay at home. Here's what we can all do to support them.

10

Ways You Can

Support Workers Right Now



GREENPEACE
Reports

Deception by the Numbers

American Chemistry Council claims about chemical recycling investments fail to hold up to scrutiny

PUBLISHED: SEPTEMBER 9, 2020

www.greenpeace.org/usa/research/deception-by-the-numbers



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Reusables Are Doable

It's time for 2020 to #BreakFreeFromPlastic

NO OIL BAILOUT



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Greenpeace USA's
Just Recovery Agenda
A pathway to a new economy

© Greenpeace / Michael Nagler

This is our moment

Just recovery

Continued media coverage

Giant Eagle win

CPG shifts

Municipal to federal to
global action

Expose bad actors



FEBRUARY 11, 2020

Udall, Lowenthal, Merkley, Clark Unveil Landmark Legislation to Break Free From Plastic Pollution

Bill tackles the most common forms of plastic pollution, saves taxpayers billions and holds large corporations accountable for waste

UK to support plans for new global treaty to 'turn tide' on plastic pollution

Lord Goldsmith says Britain, the second biggest per capita producer of plastic waste, could play leading role in tackling crisis



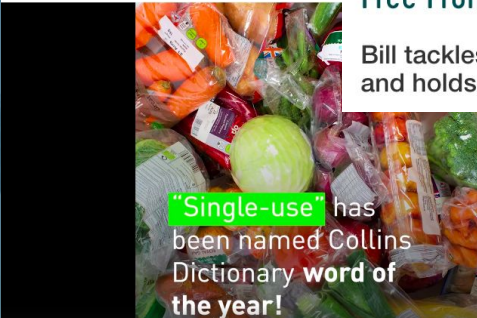
▲ Discarded plastic washed up on a beach in Skye. Momentum is growing for a coordinated effort to combat marine plastic litter and microplastics. Photograph: Will Rose/Greenpeace



Greenpeace UK
November 7, 2018

"Single-use" named word of the year!
Let's hope next year's word is "reuse" 🌱

... See More



"Single-use" has
been named Collins
Dictionary word of
the year!

ECKERD COLLEGE PRESIDENT SIGNS PLEDGE TO 'BREAK FREE FROM PLASTIC'

Published November 5, 2019

BIG NEWS!

Giant Eagle to eliminate single-use plastics from its operations

GREENPEACE

We are rising up. And we will win.



Take action. Right now.

Text “Plastic” to 877-877

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Thank you!
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