



PDP focuses specifically on helping businesses make the most cost-effective, sustainable, and valuable use of their plastic by requesting them to measure and disclose their plastic footprint, and to develop plastic management strategies.

Through engagement with companies and their investors, PDP aims to reduce plastic waste in the environment, encourage sustainable business practices (including efficiencies in plastic use, reuse and recycling), inspire improved designs and innovative solutions, and raise awareness of plastic investment risks and opportunities.

The Plastic Disclosure Project (PDP) is an initiative of the Ocean Recovery Alliance, a non-profit organization founded as a vehicle to bring together technology, creativity, collaboration and innovative projects to improve the ocean environment.

PDP envisions a world in which the use and re-use of plastic add value for consumers and businesses without having a negative impact on the environment.

Risks

- *Reputational*: due to products considered to be environmentally unfriendly or unsightly
- *Regulatory*: lower sales as governments tax and restrict use
- *Economic*: higher resin costs due to increased oil prices
- *Litigation*: for health and environmental damage
- *Market*: share loss to environmentally friendly alternatives

Opportunities

- Decreased operating costs due to more efficient plastic use and reuse
- Improved brand value
- Examples include:
 - *Environmentally friendly products*
e.g. biodegradable plastic, ocean-degradable material
 - *Innovative designs*
e.g. recycled content, reusability
 - *New technologies*
e.g. transforming plastic into oil
 - *Volume reduction*
e.g. reducing packaging, reclaiming after use

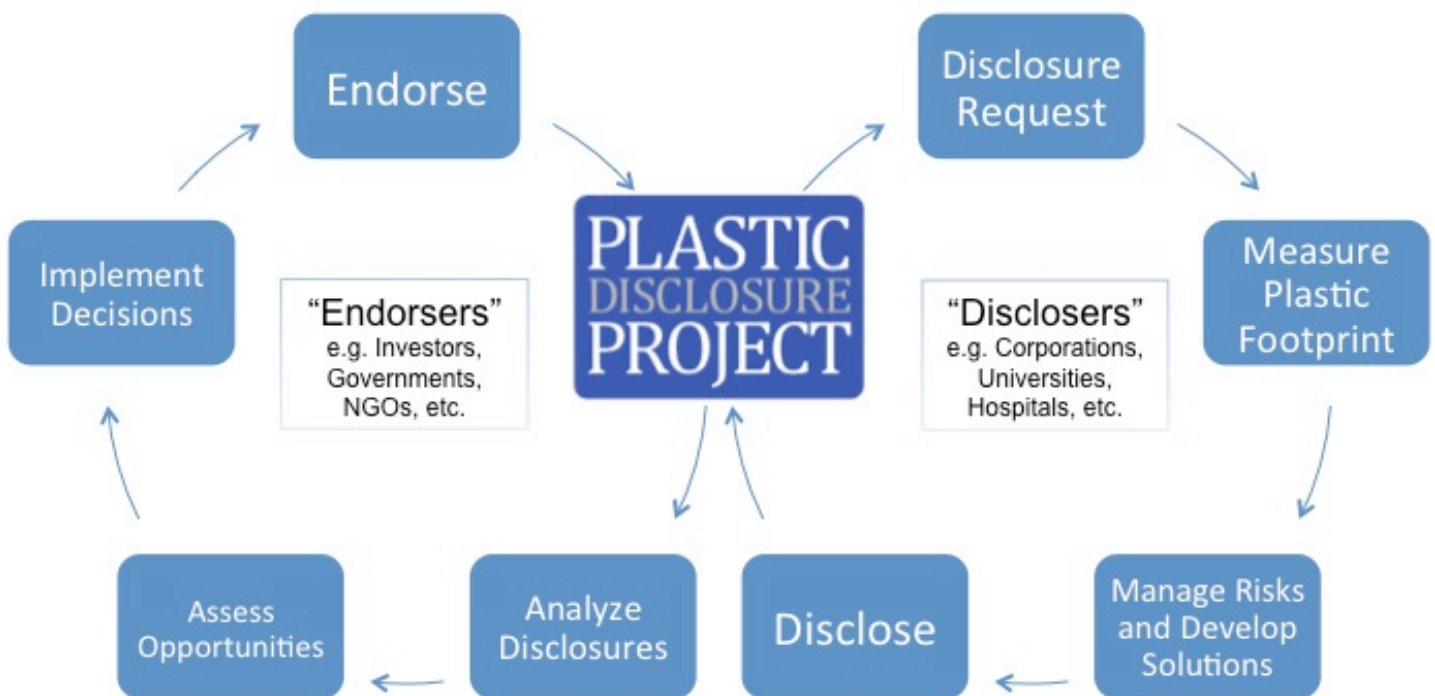
How PDP Helps

- PDP draws attention to risks and opportunities associated with plastic
- PDP provides guidelines for businesses to measure, manage, reduce and benefit from plastic waste
- PDP guides investors to make more sustainable asset allocation decisions
- PDP enhances brand value for engaged companies amongst customers, employees and supply chains

Why PDP?

- Endorsed by the investment community to drive businesses to identify and capture missed opportunities and to improve sustainability
- Announced at the Clinton Global Initiative, with recognition from UNEP Finance Initiative, UNEP, World Bank and ESG partners, such as RIRA, SIRIS, ASrIA
- Helps companies differentiate their sustainability reports beyond climate change, in alignment with international reporting guidelines such as GRI-G4

Plastic Disclosure Project Stakeholder Cycle



Plastic Facts: Did You Know?

...

- Plastic has the potential to stay in the environment for hundreds of years
- Businesses in the U.S. lost \$8.3bn of value in wasted plastic packaging in 2010
- Companies that voluntarily adopt environmental and sustainability practices and reporting tend to outperform their competitors
- Plastic, when managed, can be leveraged as a valuable resource to foster economic and distinguishing innovations, such as reclaiming and reusing plastic, reverting it back to fuel, or using it as a material for construction or clothing
- Ocean-related industries suffer over \$1.2bn in annual damages from plastic in the Pacific alone
- Entire ecosystems, and over 600 animal species, are known to be impacted by plastic, putting our own food chain at risk