

The Blame Game

GET INVOLVED NOW. POLLUTION HURTS ALL OF US.

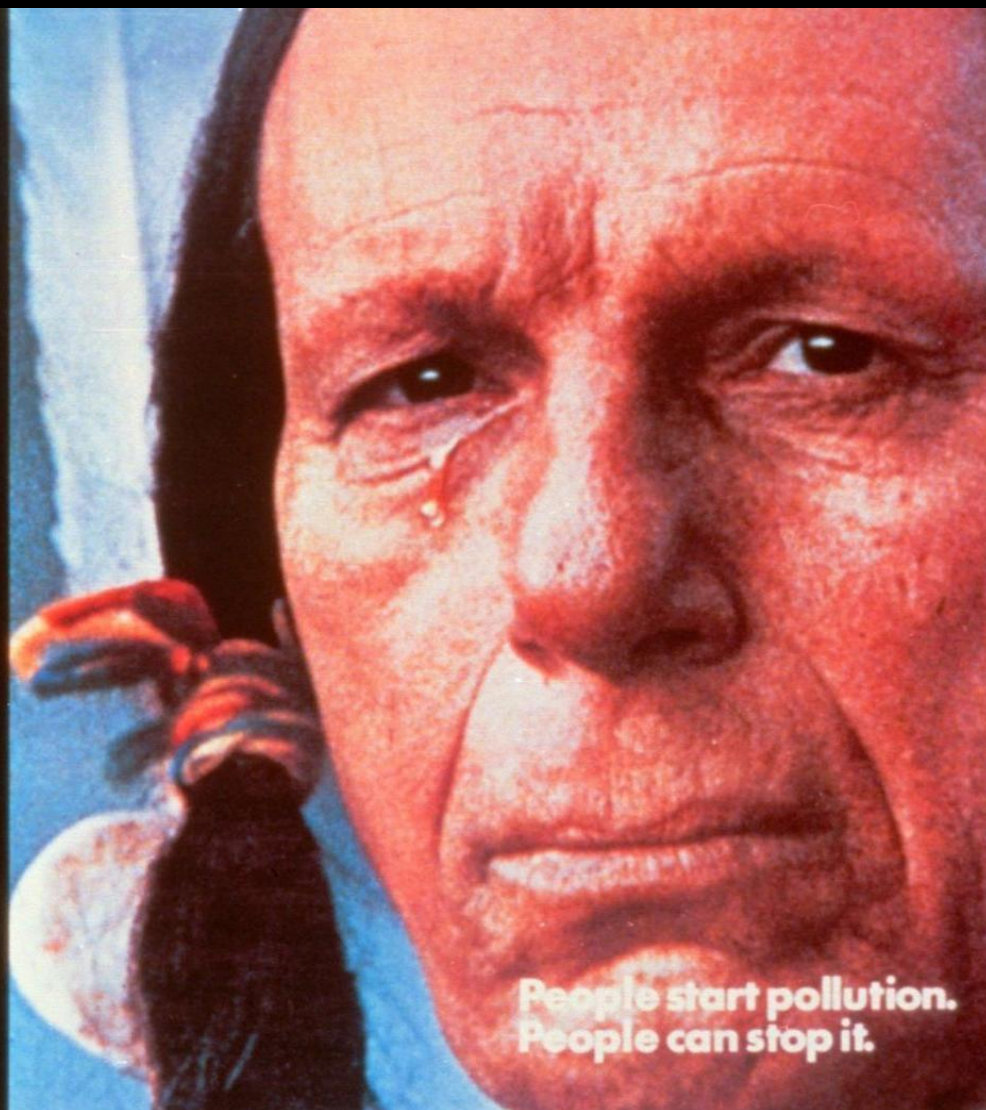
You can help by becoming a community volunteer. Write:



Keep America Beautiful, Inc.

99 Park Avenue, New York, New York 10016

A Public Service of Transit Advertising & The Advertising Council.



**People start pollution.
People can stop it.**

Shifting the Blame

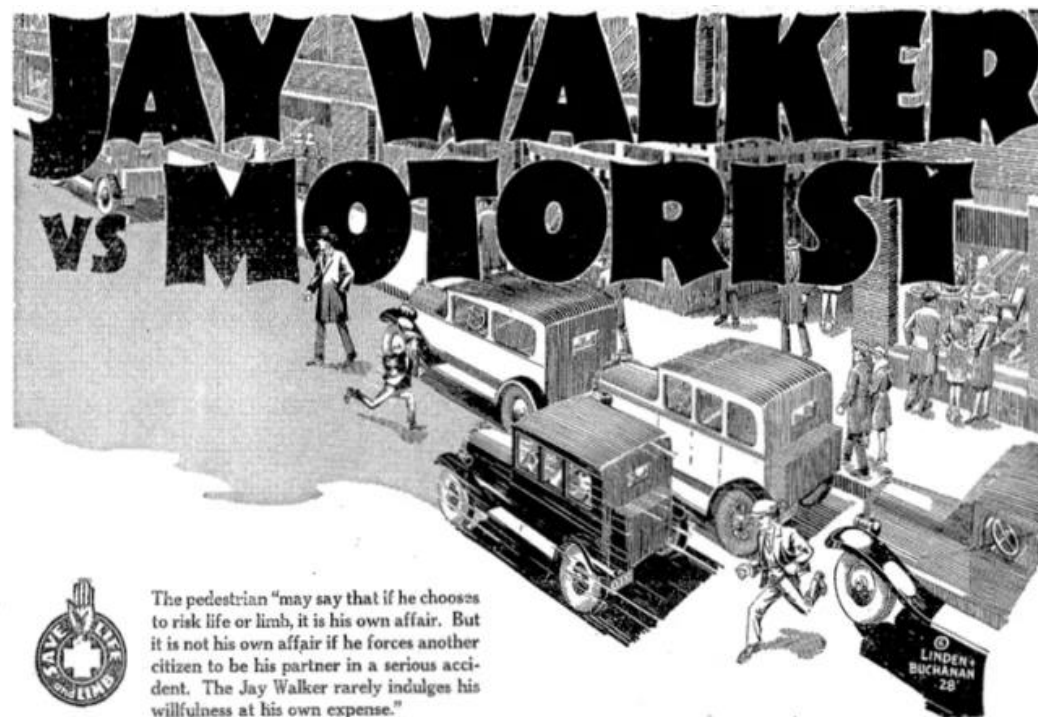
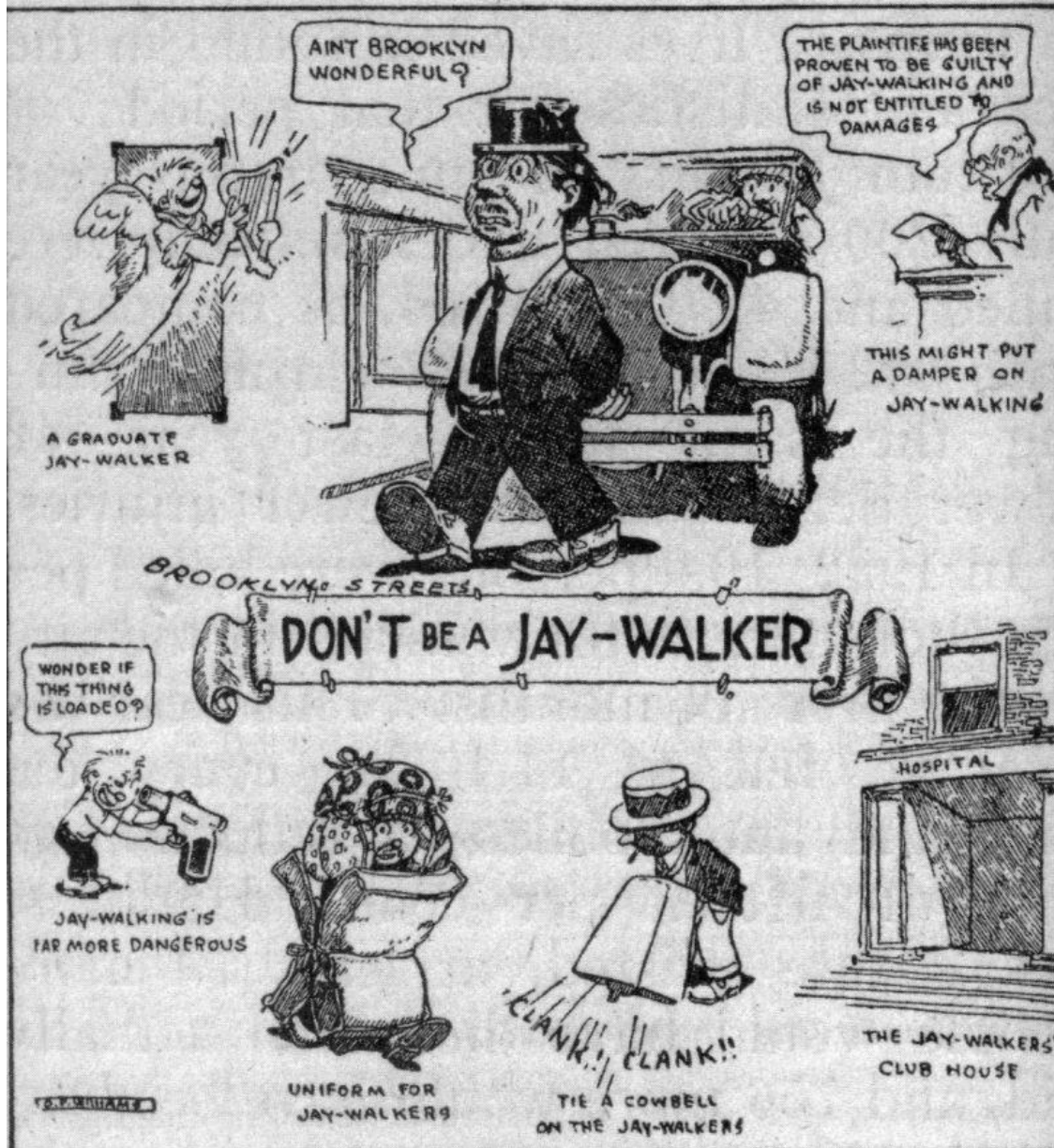
- The campaign was a product of [Keep America Beautiful](#) (KAB), a nonprofit founded by Coca-Cola, Phillip-Morris, Anheuser-Busch
- Dell, General Motors, Interface and others along with environmental advocacy nonprofit Lonely Whale are collaborating as [NextWave](#) to develop a scalable supply chain for marine plastics.
- The Ellen MacArthur Foundation's [New Plastics Economy](#) initiative unites Amcor, Mars, Unilever and a constellation of other partners with a commitment use 100 percent reusable, recyclable and compostable packaging by 2025.
- Closed Loop Partners [just launched Circulate Capital](#) with the support of companies including 3M, Dow and Coca-Cola to invest in businesses, innovations and projects to bolster recycling infrastructure in Asia, the starting point for most ocean plastic waste.

Shifting the Blame

Gavin Partington, from the British Soft Drinks Association, told... consumers also had a responsibility and that it was "pretty clear" too many people were failing to dispose of their used bottles appropriately.

He added: "All PET [Polyethylene terephthalate] bottles are 100% recyclable so there's absolutely no excuse for consumers to be doing that."

A Traffic Problem—Jay Walking



The Trouble with Recycling

- Most plastic – 93% - doesn't get recycled
- Plastic on average is recycled twice before getting burnt or landfilled
- We have little idea what happens to recycled materials
- Plastic degrades and cannot be recycled forever
- Recycling promotes the continued use of fossil fuel plastic
- Exxon and friends have committed £180,000,000,000 to cracking plants to use fracked gas for plastics
- Plastics are used to increase profits – firms that use them like M&S have broken business models, externalizing major costs on us
- Recycling is a guilt relief and yet another energy-intensive business

The Trouble with Incentives

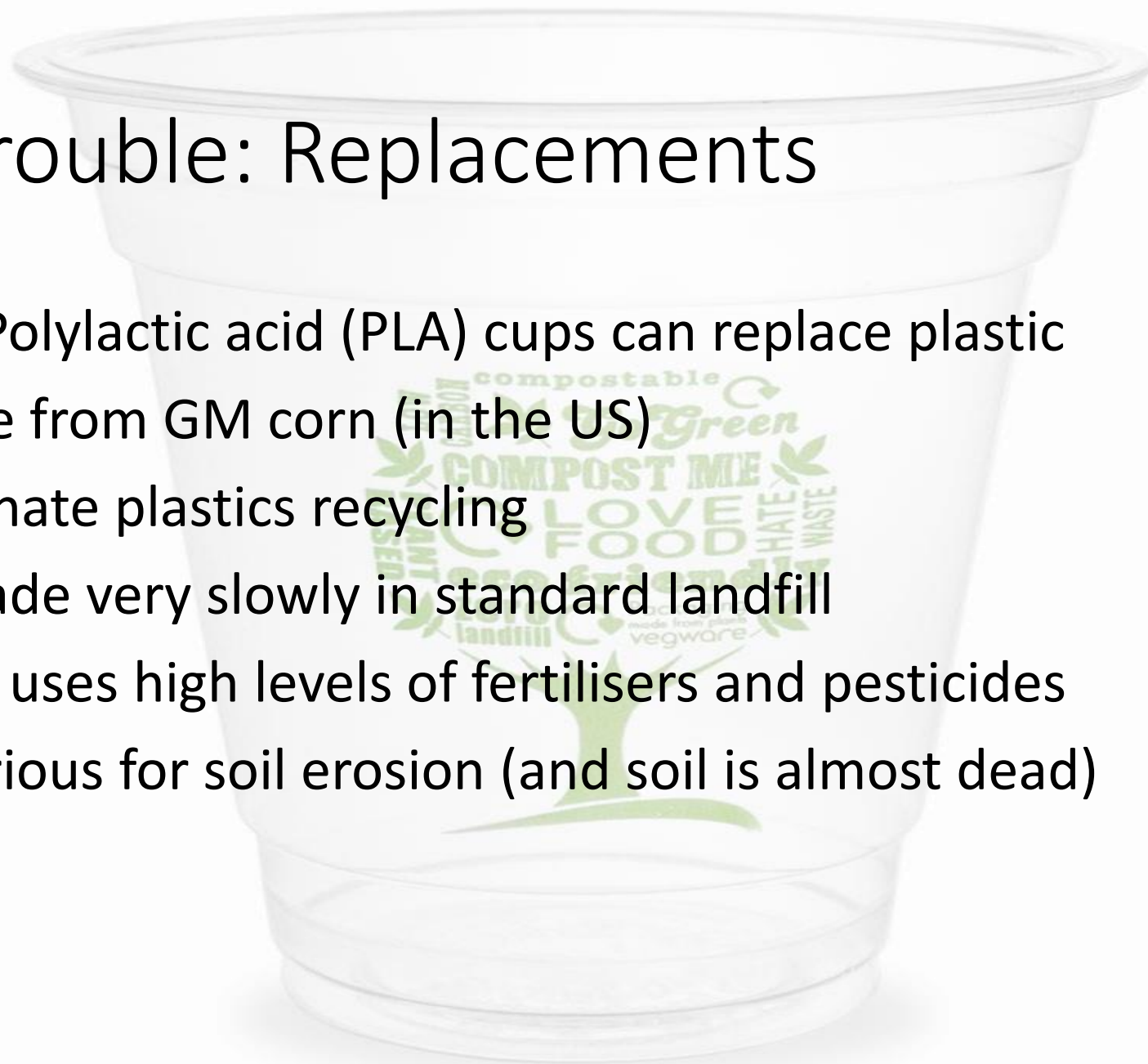
- Corporations love incentives: they know they don't work
- 2,500,000,000 single use cups are used in the UK every year
- Discounts for using reusable cups doesn't work
- Charges on single use cups works, but is blocked by industry
- Think 5p off your shopping, or 5p for a bag?

The Trouble with Charity Shops

- 70% of textiles donated to charity shops ends up in African markets
- Kenya alone imports 100,000 tonnes of used clothing a year
- World Bank market liberalization in the 1980s has killed local textile manufacture
- 500,000 Kenyans once made clothes, now 20,000
- Ghana 25,000 to 5,000
- Rwanda has imposed tariffs on US used clothing

Double Trouble: Replacements

- Corn starch Polylactic acid (PLA) cups can replace plastic
- Usually made from GM corn (in the US)
- Can contaminate plastics recycling
- Will biodegrade very slowly in standard landfill
- Corn (maize) uses high levels of fertilisers and pesticides
- Corn is notorious for soil erosion (and soil is almost dead)



Sins of Omission

- The Media doesn't lie, but does report in certain ways
- This can bias the existing system
- The BBC for example naturally states official views as a State broadcaster
- Paid-by-advertising news channels bias consumerism



Positive Action

- Tackle SYSTEMS, not SYMPTOMS
- Like cigs, BAN single-use plastic and disposable cups from campus
- Incentivise GOOD social behaviour
- Have ONE waste bin – there is no AWAY
- Have professional services work with curricula leaders to put social justice, efficiency, environmentalism into EVERY curriculum
- Stop publicly funding the fossil fuel industry
- Make FHEIs centres of FUTURE POSITIVE learning

We Need to Talk about Consumption

- The elephant in the room: Universities & colleges educate and equip students to enter sectors that harm the environment
- The effect of our alumni far outstrips effects of campus operations
- Don't put the blame on the consumer – fix the supply

Ask not

“What should we use instead” but

“How Shall We Live”

Links

- <https://www.scientificamerican.com/article/environmental-impact-of-corn-based-plastics/>
- <https://www.greenbiz.com/article/circular-weekly-keeping-america-beautiful-and-honest>
- <https://www.theguardian.com/environment/2018/jul/23/uks-plastic-waste-may-be-dumped-overseas-instead-of-recycled>
- <https://www.theguardian.com/commentisfree/2018/sep/06/save-earth-disposable-coffee-cup-green>
- <https://www.theguardian.com/commentisfree/2015/mar/25/treating-soil-like-dirt-fatal-mistake-human-life>
- <http://www.theweek.co.uk/82595/drink-bottles-only-7-recycled-plastic>
- <https://www.theguardian.com/world/2015/jul/06/second-hand-clothing-donations-kenya>
- <https://www.bbc.co.uk/news/world-africa-44252655>
- <https://www.theguardian.com/environment/2009/feb/26/recycling-waste-environment>
- <https://www.theguardian.com/environment/2017/dec/26/180bn-investment-in-plastic-factories-feeds-global-packaging-binge>
- <https://www.theguardian.com/environment/2017/mar/30/reusable-incentives-could-slash-disposable-coffee-cup-waste>
- <https://paleofuture.gizmodo.com/the-invention-of-jaywalking-was-a-massive-shaming-campa-858926923>