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How it all began!

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IS PLASTIC WORSE THAN
ASBESTOS?

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20th Century Plastic Revolution

- 1907 Bakelite
- 1920's Polystyrene, Vinyl, Acrylics
- 1930's Nylon, Polyethylene – Injection Moulding
- 1950's Plastic consumer revolution in plastic products
- 1960's First uPVC Windows produced
- 1970's Marriage of Double Glazing and uPVC

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Plastic is CHEAP

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Plastic is Convenient and Versatile

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21st Century – Plastic Poison and Destruction

- 2004 Report shows microplastics in Oceans since 1960's
- 2009 - 96 Microplastics from 14 different polymers found in Antarctica
- 2012 Nanoplastics discovered and research begins
- 2020 Study finds microplastics in all major organs

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21st Century – Plastic Poison and Destruction

- 2021 Study finds microplastics 2877 metres above sea level in the French Pyrenees
- 2022 Study finds microplastics in the blood of 80% of people

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It's not that cheap and is certainly not
that convenient

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The Built Environment – Plastic Scourge

- Since our launch in 2019 Plastic Waste in construction has increased by over 46%
- Studies released weekly on the damages it causes

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The Built Environment – Plastic Trajectory

- Transitioning to electric vehicles will reduce fossil fuels in the next few decades.
- The Oil and Gas industries are focusing on increasing plastic production

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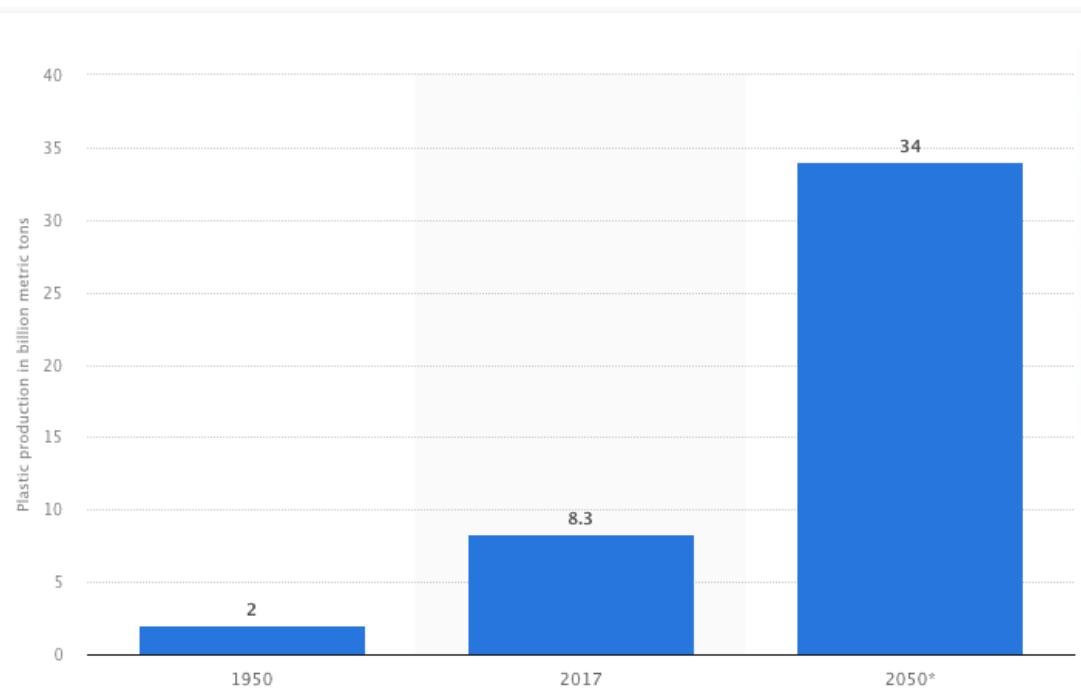
The Built Environment – Plastic Trajectory

- 1952 – 2 Billion Tonnes
- 2017 – 8.4 Billion Tonnes
- 2050 – 34 Billion Tonnes

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Plastic Trajectory



Source Statista 2022

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It takes, roughly, 3 kilos of Carbon to make 1 kilo of Plastic

Simple math, from 2017 to 2050 we will produce 76.8 Billion tonne of Carbon to produce 25.6 Billion of Plastic

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Recycling plastic will not solve this problem

- Chemistry
- People

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What do we do?

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We are the bridge between
academia and industry

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Our methodology will endeavour not to inadvertently create the next environmental catastrophe

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Turning the tide with enlightened companies

- Your Housing Group – 5 year research project
- Peel Holdings – Research project on Wirral Waters
- ESG Natural Capital – Miscanthus (Elephant Grass)

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Your Housing Group – 5 year research

- Build 6 prototype houses
- 1st focused on carbon reduction
- 2nd focused on plastic reduction
- The rest working on hybrid solutions

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Peel L & P

- Signed our charter committing to reducing plastics across the organisation.
- Project on Wirral Waters to find alternatives to plastic products
- Influencing change throughout the supply chain on a landmark project – Wirral Waters

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ESG Natural Capital

- Product innovation with Miscanthus (Elephant Grass)
- Structural concrete research with BioChar
- Lime plaster research with BioChar – Keen to talk to plastering and painting companies to join us

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How can YOU help?

- Become a member and sign our charter.
- Create a research project relevant to your company to reduce plastic.
- Develop a plastic reduction plan for your company, your supply chains, your stakeholders, your colleagues, your families.

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ESG – Environment, Social and Governance

- Environment - Yes
- Social - Yes
- Governance - Yes

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SO.... IS PLASTIC WORSE THAN
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ABSOLUTELY

The plastic already produced is going to be around for the next 600 years.

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We cannot achieve net zero unless
we tackle the plastic pandemic

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NET ZERO – Are we focusing on the wrong targets?

Will we poison the planet before climate change affects us?

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