

A PLASTIC PLANET UNITED KINGDOM



330

million tonnes of plastic are
produced every year

In 2019

we will launch an open-source
database of plastic-free
alternative materials

Turning off the plastic tap

A Plastic Planet (APP) is a movement for change with a singular goal: to ignite and inspire the world to turn off the plastic tap. In the 1950s, the world produced 2m tonnes of plastic. Today, we produce 330m tonnes per annum and production is set to quadruple by 2050. Recycling is not the answer. To date we have only recycled 9% of the 6.3bn tonnes of plastic waste. Most plastic does not belong in a recycling circular economy model because it can only be 'downcycled'. Forty per cent of all plastic is used for packaging. We need to begin using alternative materials, especially for food and drink packaging. At APP, we believe we cannot save our oceans, our soils, and the health of future generations without dramatically reducing plastic production.

Pro-business, solutions-focused and collaborative, APP works at senior levels in industry, retail, media, education, UN bodies, and governments. The first APP

campaign asked supermarkets to give consumers the choice to buy their groceries plastic free — in a 'Plastic Free Aisle'. This campaign attracted significant media coverage and was supported by UK PM Theresa May in her 25 Year Environmental Plan. In March 2018, the world saw the launch of the world's first Plastic Free Aisle in Amsterdam. From CNN to Al Jazeera, New York Times, Washington Post, BBC, Sky, Huffington Post and many Asian and European media channels — the significant media coverage reflected public demand for the world to dramatically reduce misuse of conventional plastic. The Plastic Free Aisle has been visited by royalty, supermarket CEOs and owners, multinationals such as Unilever, and even the First Vice-President of the European Commission, Frans Timmermans, who was responsible for the EU Plastics Strategy. As a symbol and catalyst for change, the first APP campaign scored highly, far beyond the UK.

Julius Baer Foundation

For more than fifty years, the Julius Baer Foundation has dedicated itself to making meaningful and impactful contributions to society. The grant foundation of the Julius Baer Group was founded in 1965 by Walter J. Bär to support all forms of art and culture, various sciences, and carefully selected charitable causes within Switzerland. The Foundation's reach has extended along with the growth of the Group, and today it collaborates with partner organisations worldwide in the core areas of Vocational Training, Recycling PLUS, and Wealth Inequality.

How you can contribute

Clients and employees of Julius Baer can support the Foundation.

Your donation will be used specifically for the core area of your wish. IBAN: CH 94 0851 5072 8789 4200 9

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A new mark of trust

We continue to work closely with international supermarkets, brands, and packaging manufacturers as our focus widens to the need for radical reinvention of international waste-management systems, the final piece of the puzzle. In May 2018, APP launched the world's first Plastic Free™ Trust Mark. This front-of-pack Trust Mark instantly empowers and informs the shopper, telling them just one thing: this packaging is plastic free.

As APP consults with industry and packaging designers, they recognise the urgent need for an open-source database of alternative materials — the APP Plastic-Free-Pedia. The Julius Baer Foundation has committed funding to create this database. It will be launched in 2019 and continually updated as new materials emerge.

Always on a mission to accelerate the pace of change and inspire designers to create plastic-free solutions, we have also launched a design competition for best plastic-free packaging. It, too, is funded by Julius Baer. This will receive international coverage and further reinforce the new aspirational aesthetic for environmentally sound products of the future.

Facts & figures

- Plastics production has increased twentyfold since 1964, reaching 311m tonnes in 2014. It is expected to double again in the next 20 years and almost quadruple by 2050.
- In the US, the shale gas boom has encouraged the construction of new ethylene plants.
- In developed countries, per capita polyethylene use is as much as 40kg per person, whereas in poorer countries like India the figure is just one-tenth of that.
- It is more expensive to recover plastics and process their hydrocarbons to recycle them than to use virgin crude.
- 6,300 million metric tonnes (mt) of plastic waste has been generated; around 9% was recycled, 12% was incinerated, and 79% accumulated in landfills or the natural environment.
- Research published in 2017 found there were more than 5 tn pieces of plastic floating in the seas, many just 5mm across. When swallowed, larger items can endanger sea life like turtles and seals.
- Scientists have found that countless tiny fragments drift to the bottom of the oceans, carpeting the seabed. We have polluted our pristine oceans with plastic smog 6 miles deep. The full environmental and health impact of this is unknown.
- A Plastic Planet was founded in 2017 by entrepreneurs Sian Sutherland and Frederikke Magnussen.

For more information about A Plastic Planet, please visit: www.aplasticplanet.com

“When did it become acceptable to wrap something as perishable as food in something as indestructible as plastic?”

Sian Sutherland, Co-Founder of A Plastic Planet