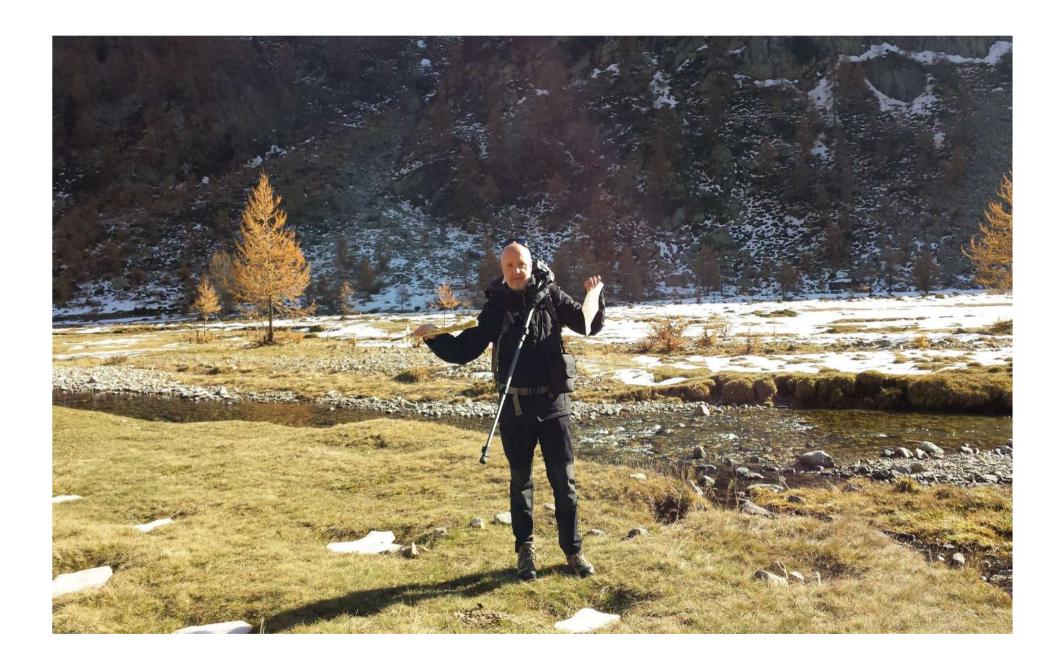


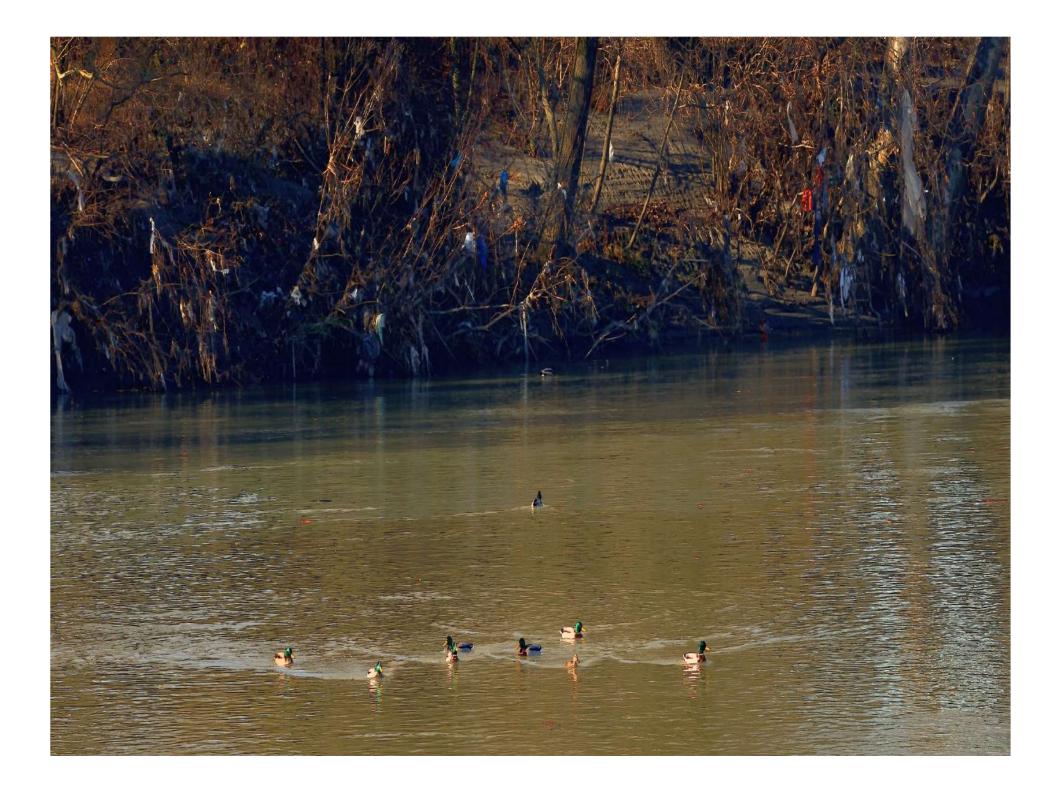


http://www.europeanresearchinstitute.eu/

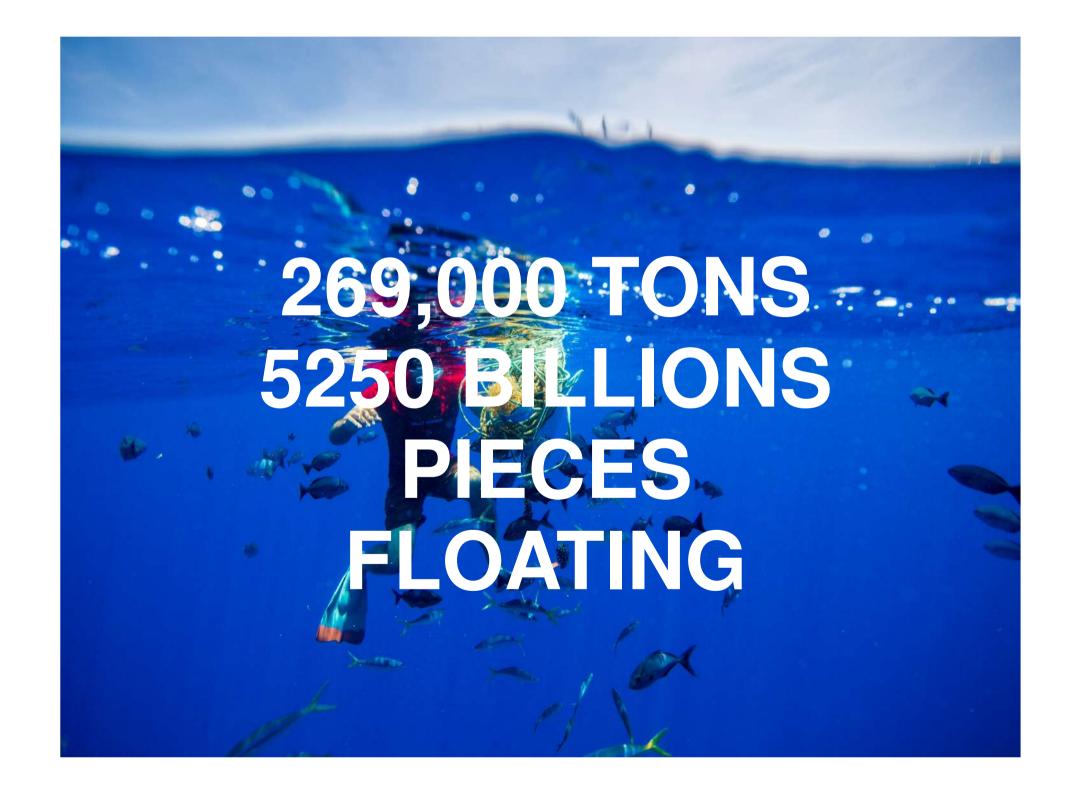






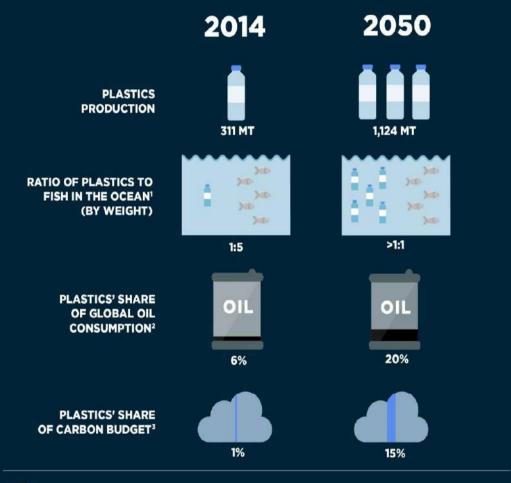








WITH AN EXPECTED SURGE IN CONSUMPTION, NEGATIVE EXTERNALITIES RELATED TO PLASTICS WILL MULTIPLY





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Source: PlasticsEurope: KCIS Supply and Demand; IEA, World Energy Dutlook (2015) (Global GDP projection 2013-2040) and Central New Policies' scenario oil demand projection 2014-2040, both assumed to continue to 2050); Ocean Conservancy and McKinsey Center for Business and Environment, Stemming the Tide: Land-based strategies for a plastic-free ocean (2015); J. R. Jambeck et al., Plastic waste inputs from land into the ocean (Science, 13 February 2015); J. Ropewell et al., Plastics recycling: Challenges and opportunities (Philosophical Transactions of the Royal Society 8, 2009); IEA, CO2 emissions from fuel combustion (2014), IEA, World Energy Outlook Special Report: Energy and Climate Change (2015); Carbon Tracker Initiative, Unisumable Carbon (2013).

¹ Fish stocks are assumed to be constant (conservative assumption)

² Total oil consumption expected to grow slower (0.5% p.a.) than plastics production (3.8% until 2030 then 3.5% to 2050)

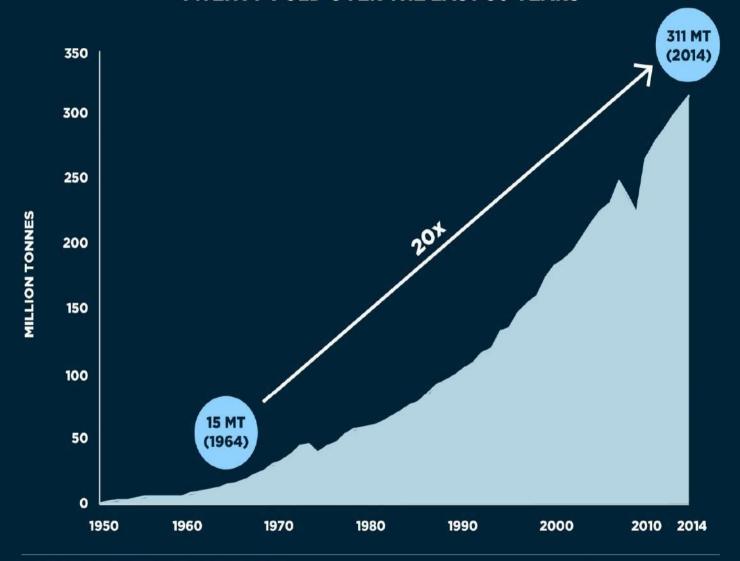
³ Carbon from plastics includes energy used in production and carbon released through incinoration and/or energy recovery after-use. The latter is based on 14% incinerated and/or energy recovery in 2014 and 20% in 2050. Carbon budget based on 2 degrees scenario

PLASTIC PACKAGING IS PRESENT THROUGHOUT OUR EVERYDAY LIFE





PLASTICS PRODUCTION INCREASED TWENTY-FOLD OVER THE LAST 50 YEARS

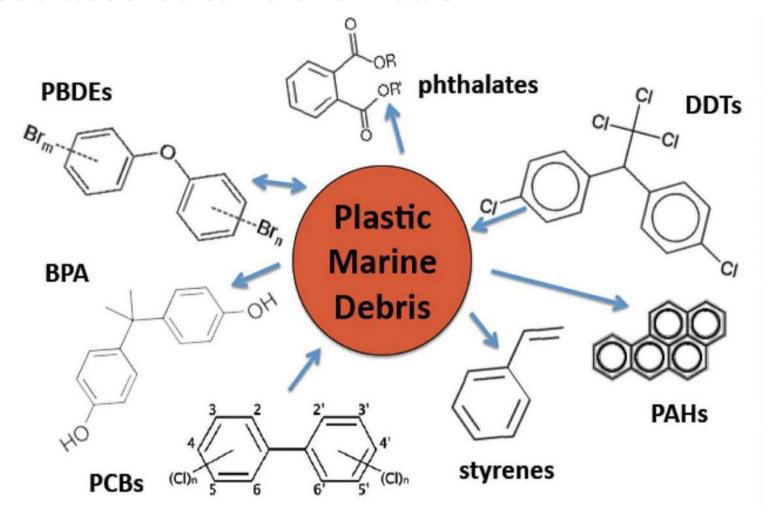


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Plastic absorbs toxic chemicals

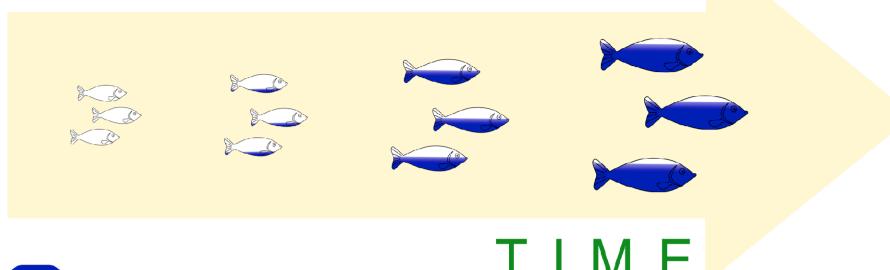


...and leaches toxic chemicals

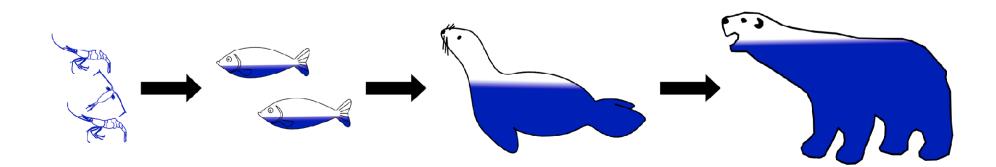




Bioaccumulation



Contaminant Levels



Contaminant Levels

Biomagnification









#plasticfree











