

National Policy Workshop Webinar Series
On
Countermeasures for Riverine and Marine Plastic Litter in India
12 -22 May 2020

Session 2: Community Perceptions and behavioral aspects for plastic management and promotion of countermeasures to address

SINGLE USE PLASTIC- SEAS AT RISK

Understanding consumer perspective



Toxics Link
for a toxics-free world

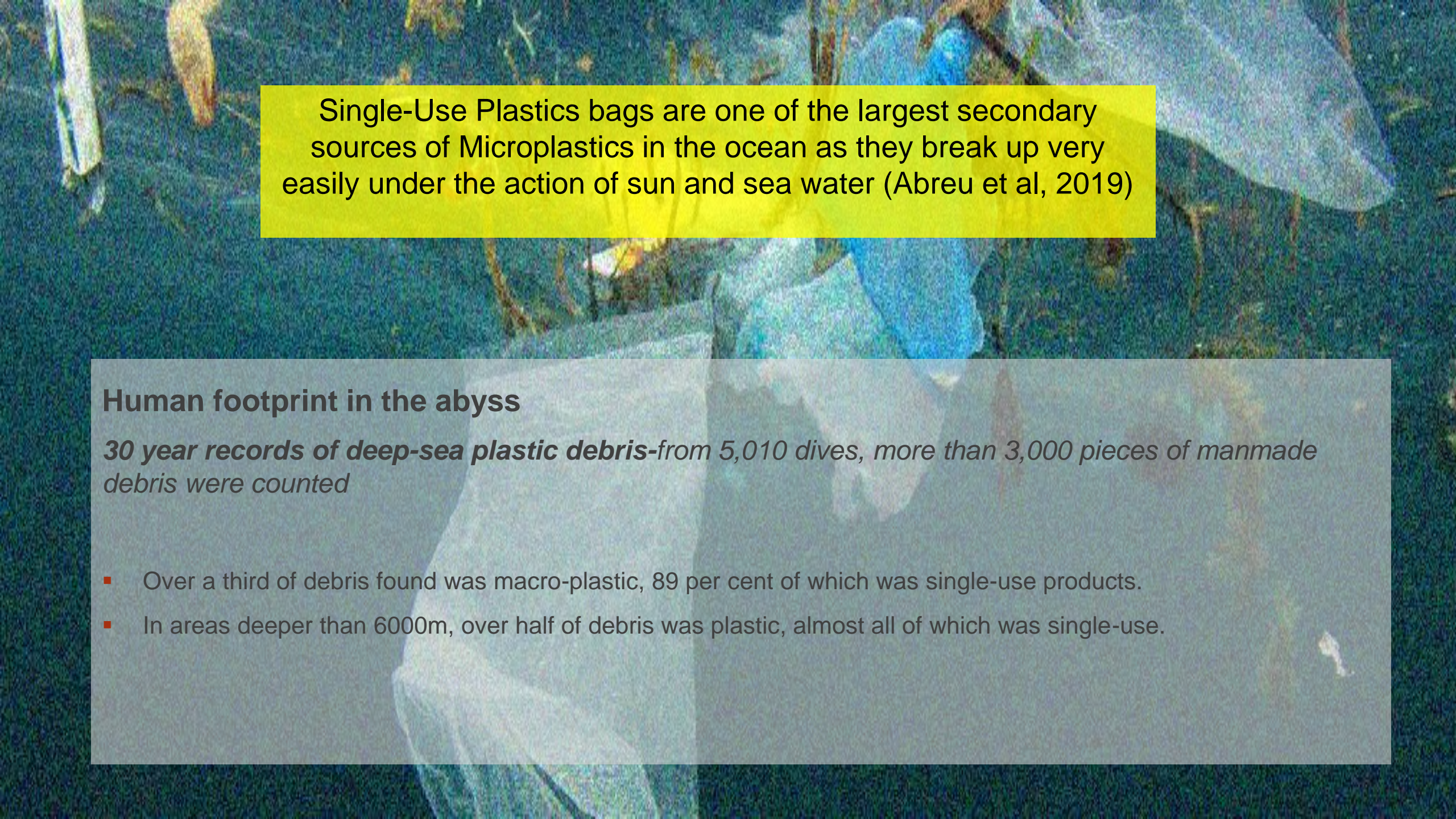
“It’s just one straw, said 8 billion people.”

While plastic has many valuable uses, we have become addicted to SINGLE USE or DISPOSABLE plastic – with severe environmental consequences.

Around the world, one million plastic drinking bottles are purchased every minute, while up to 5 trillion single use plastic bags are used world wide every year.

In total, half of all plastic produced is designed to be used only once- and then thrown away!





Single-Use Plastics bags are one of the largest secondary sources of Microplastics in the ocean as they break up very easily under the action of sun and sea water (Abreu et al, 2019)

Human footprint in the abyss

30 year records of deep-sea plastic debris-from 5,010 dives, more than 3,000 pieces of manmade debris were counted

- Over a third of debris found was macro-plastic, 89 per cent of which was single-use products.
- In areas deeper than 6000m, over half of debris was plastic, almost all of which was single-use.

Top 10 Items Collected



1. CIGARETTE BUTTS
2,127,565



2. PLASTIC BEVERAGE BOTTLES
1,024,470



3. FOOD WRAPPERS
888,589



4. PLASTIC BOTTLE CAPS
861,340



5. STRAWS, STIRRERS
439,571



6. OTHER PLASTIC BAGS
424,934



7. GLASS BEVERAGE BOTTLES
402,375



8. PLASTIC GROCERY BAGS
402,122



9. METAL BOTTLE CAPS
381,669



10. PLASTIC LIDS
351,585

Single Use Plastic

Consumer Readiness for Change



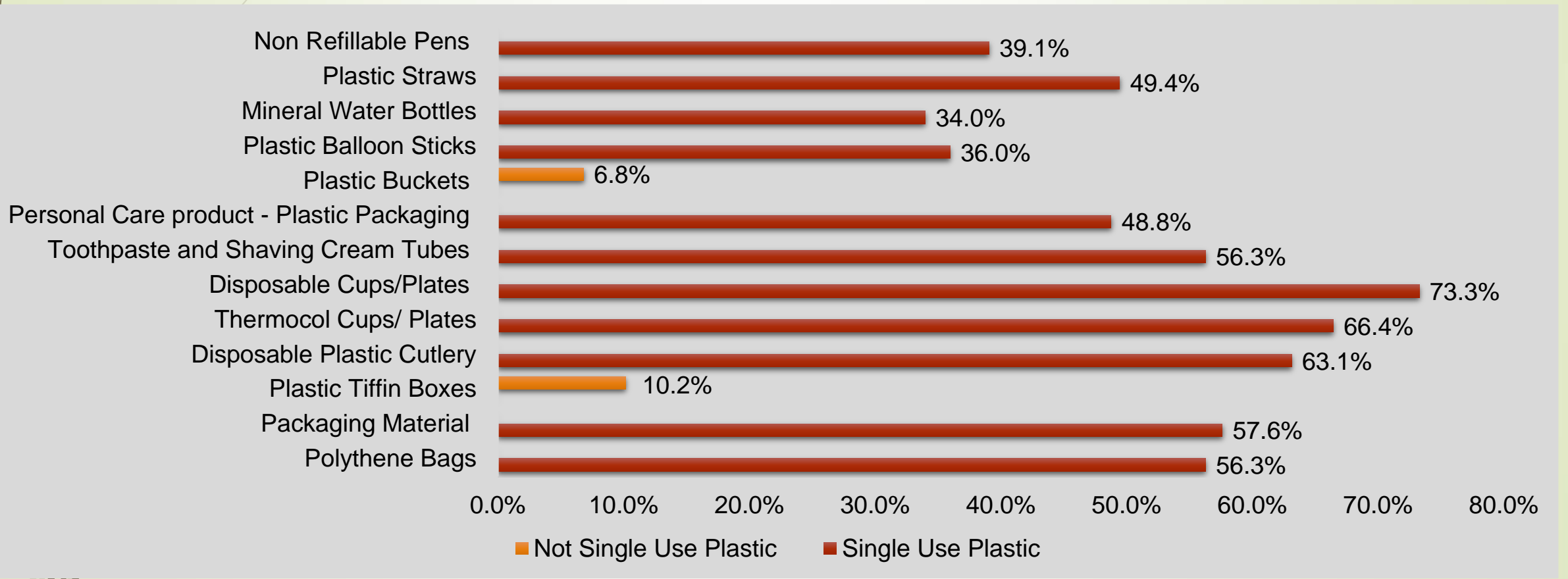
Approach

The consumer survey was conducted through a **structured questionnaire**

Our target audience for this survey was the **urban middle class**, which uses a host of single use plastics. The survey was done online as well as offline surveys was also administered in Delhi in local language, Hindi.

Semi structured interviews with 3 key stakeholders – Rag-Pickers or Waste Collectors, Waste Segregators, Dealers of Plastic Waste.

Identifying Single Use Plastic



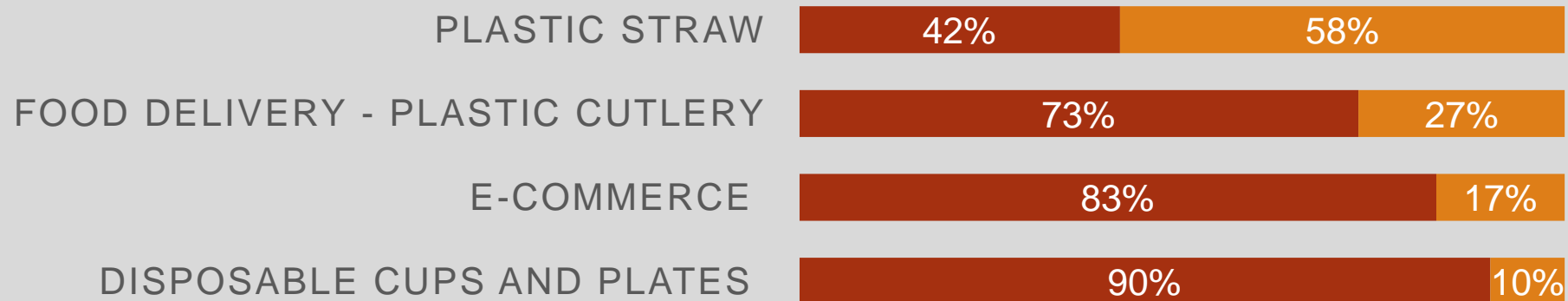
PEOPLE STILL USING PLASTIC BAGS

■ Evertime ■ Sometimes ■ Occasionally ■ Never

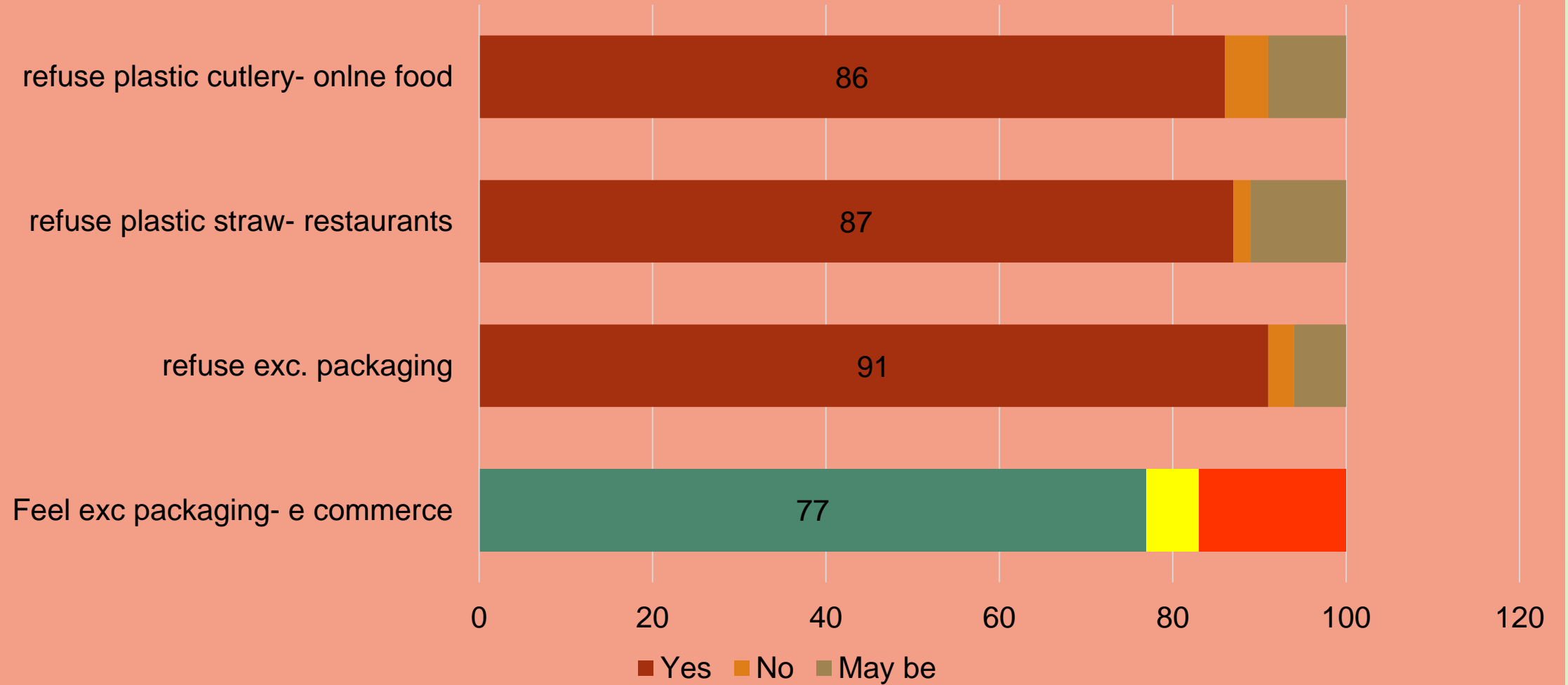


USAGE OF PLASTIC PRODUCTS

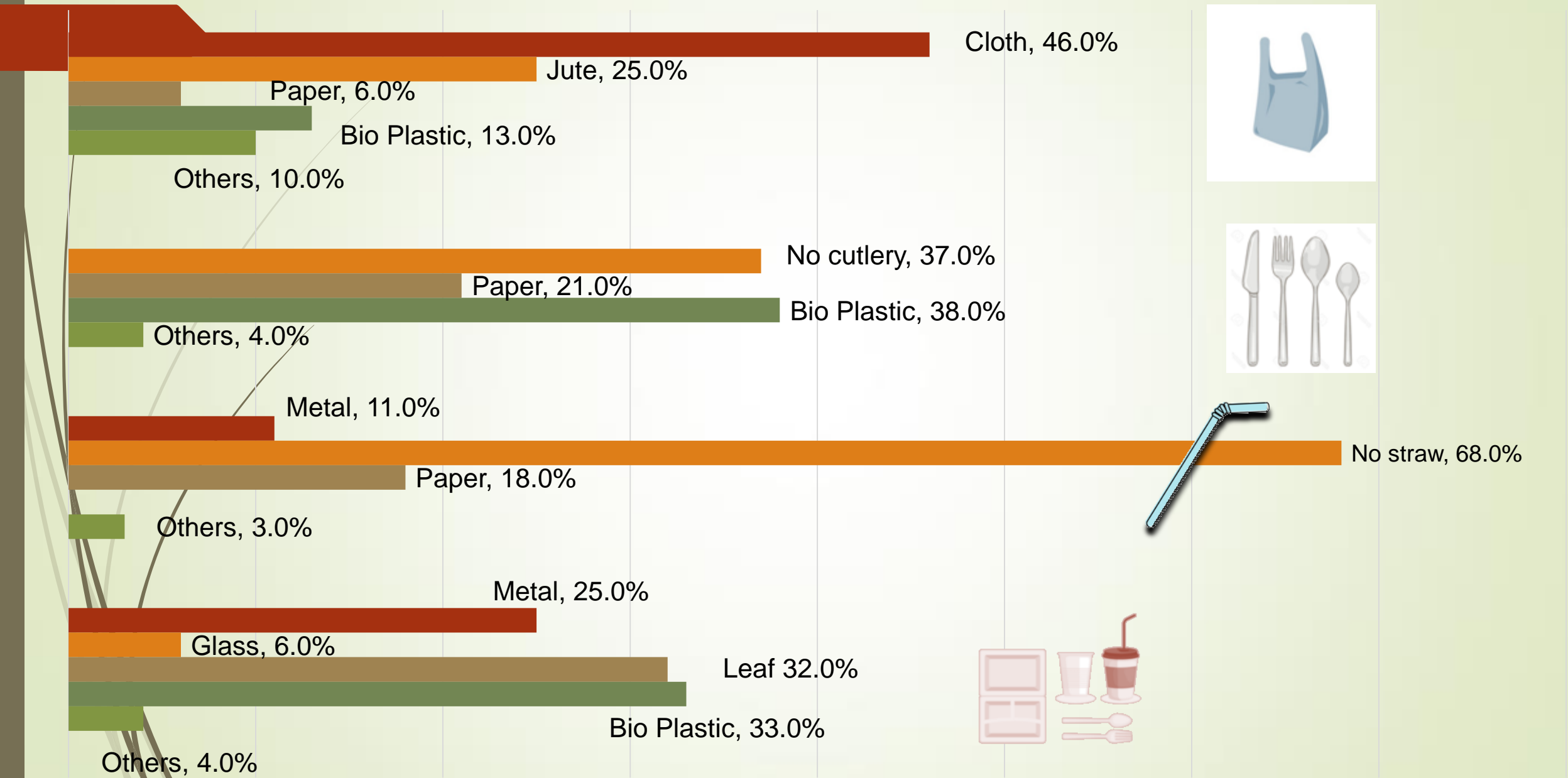
■ Yes ■ No



Consumer- Yehi hai right choice!!

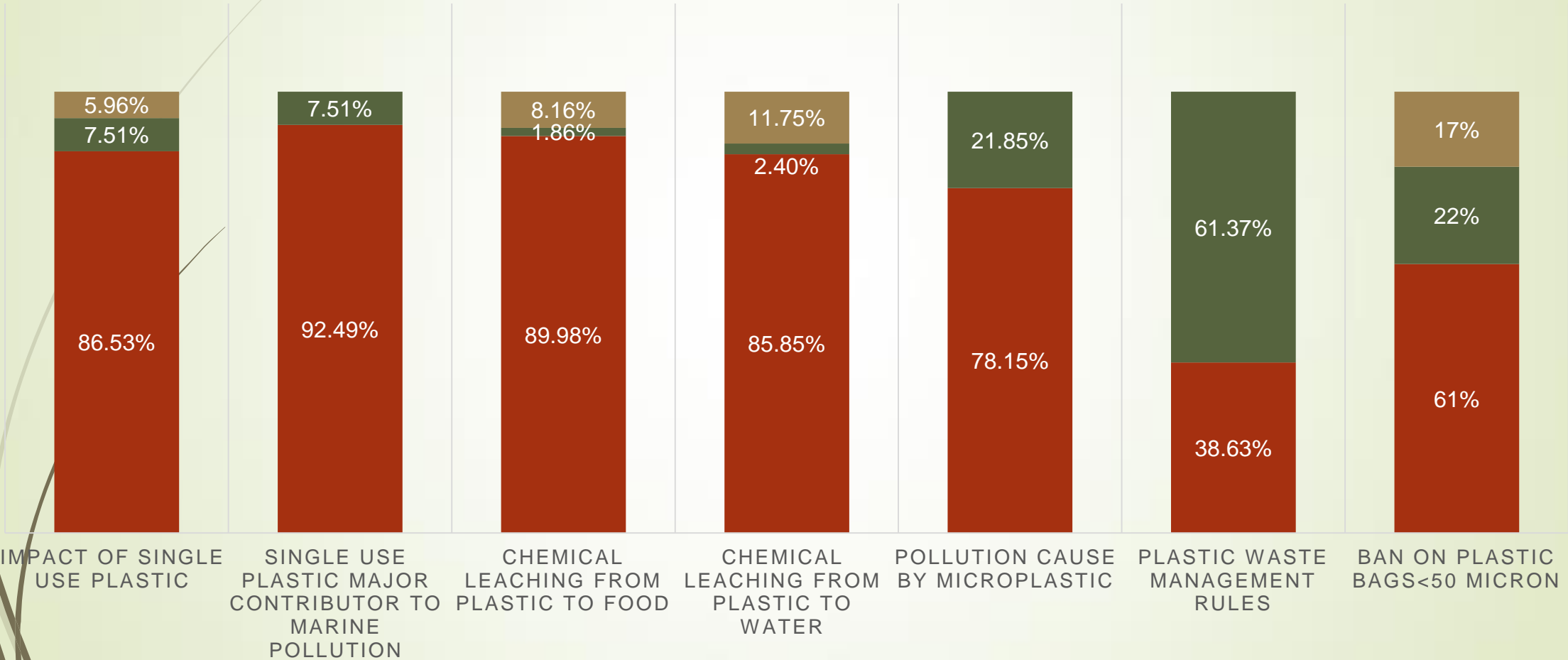


Alternatives

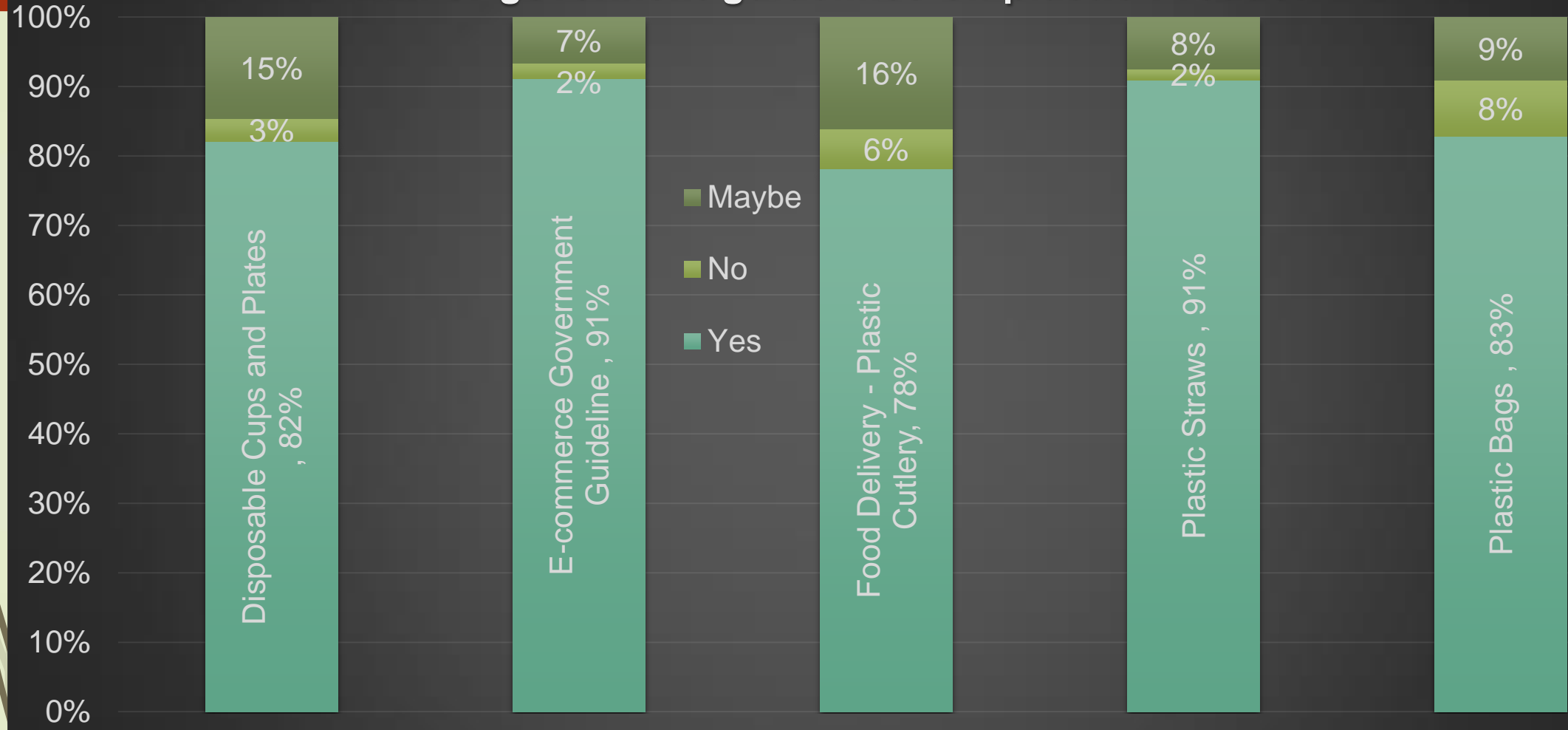


AWARENESS

■ Yes ■ No ■ Maybe



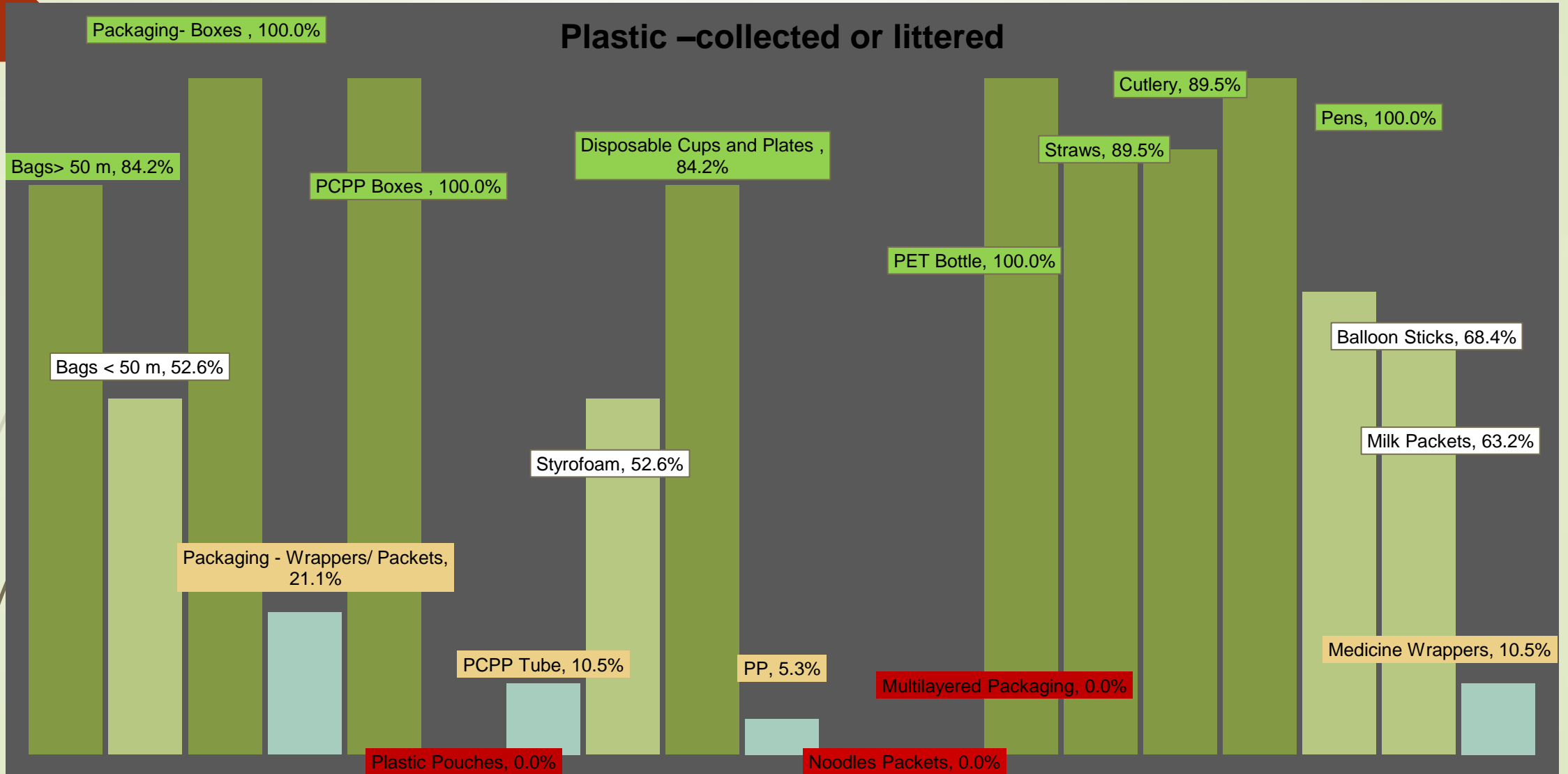
Ban or government guidelines on plastic Product





**Single Use
Plastic:
Recycled or
littered?**

Plastic –collected or littered



WASTED- NO TAKERS

- **3 popular categories, used and discarded in large volumes,**
- **Multi-layered packaging,**
- **Small plastic pouches used by many industries (FMCG, PCPP, Pharma etc.)**
- **FMCG packaging of noodles etc.**
- Multi-layered packaging -thin foil of aluminium, sandwiched, or laminated in a matrix of paper and/or plastic layers- the total consumption of just disposable, multi-layered fruit juice cartons is at about 900 crore a year, of which only 270 crore (30 per cent) get recycled, leaving the remaining 630 crore packets (equal to 94,500 tonnes @15 g/pack) as garbage. (TERI)
- No takers for small pouches-used extensively in rural areas as well, due to low cost- in areas
- Packets of noodles- no takers on ground because of the quality of plastic used

Host of other single use plastic products- like cotton buds, cling films, cigarette butts, plastic cards (like credit card) etc.



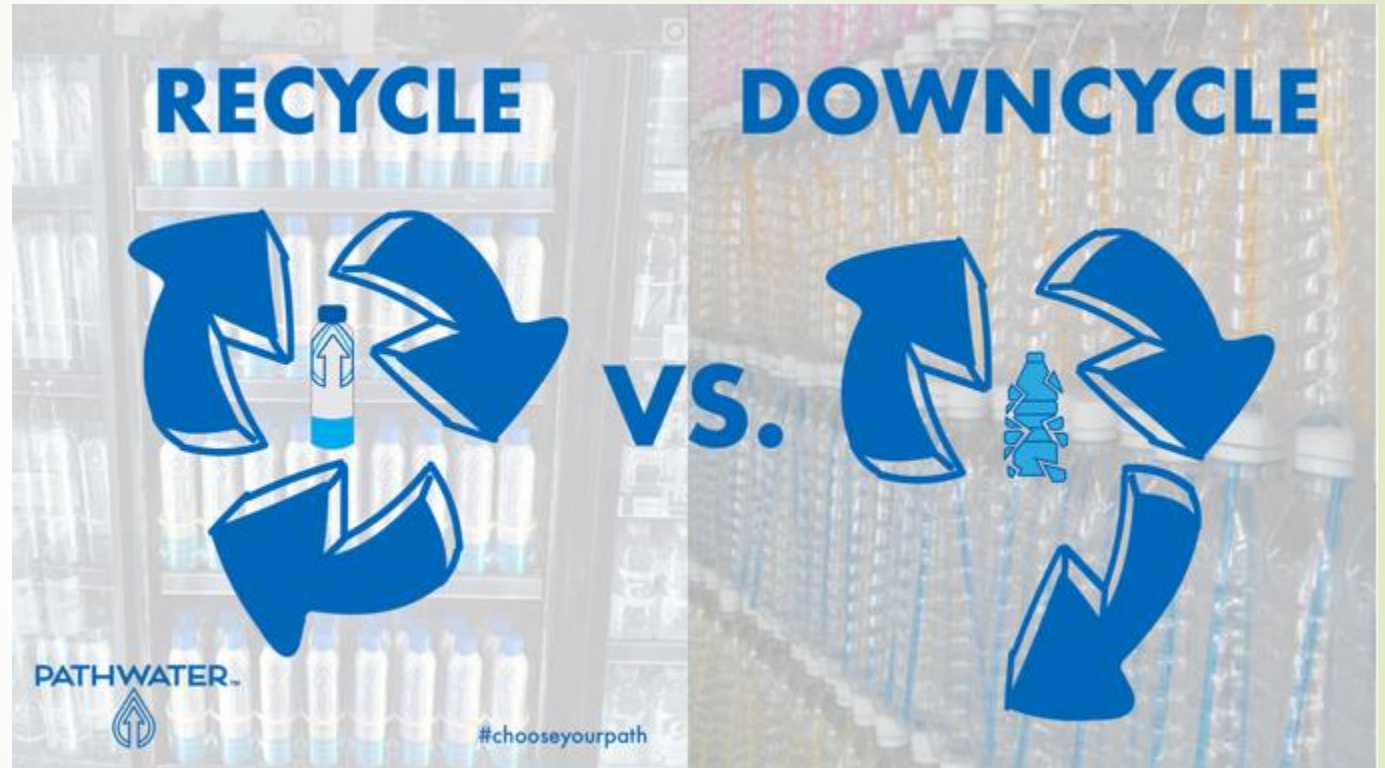
Study conclusions

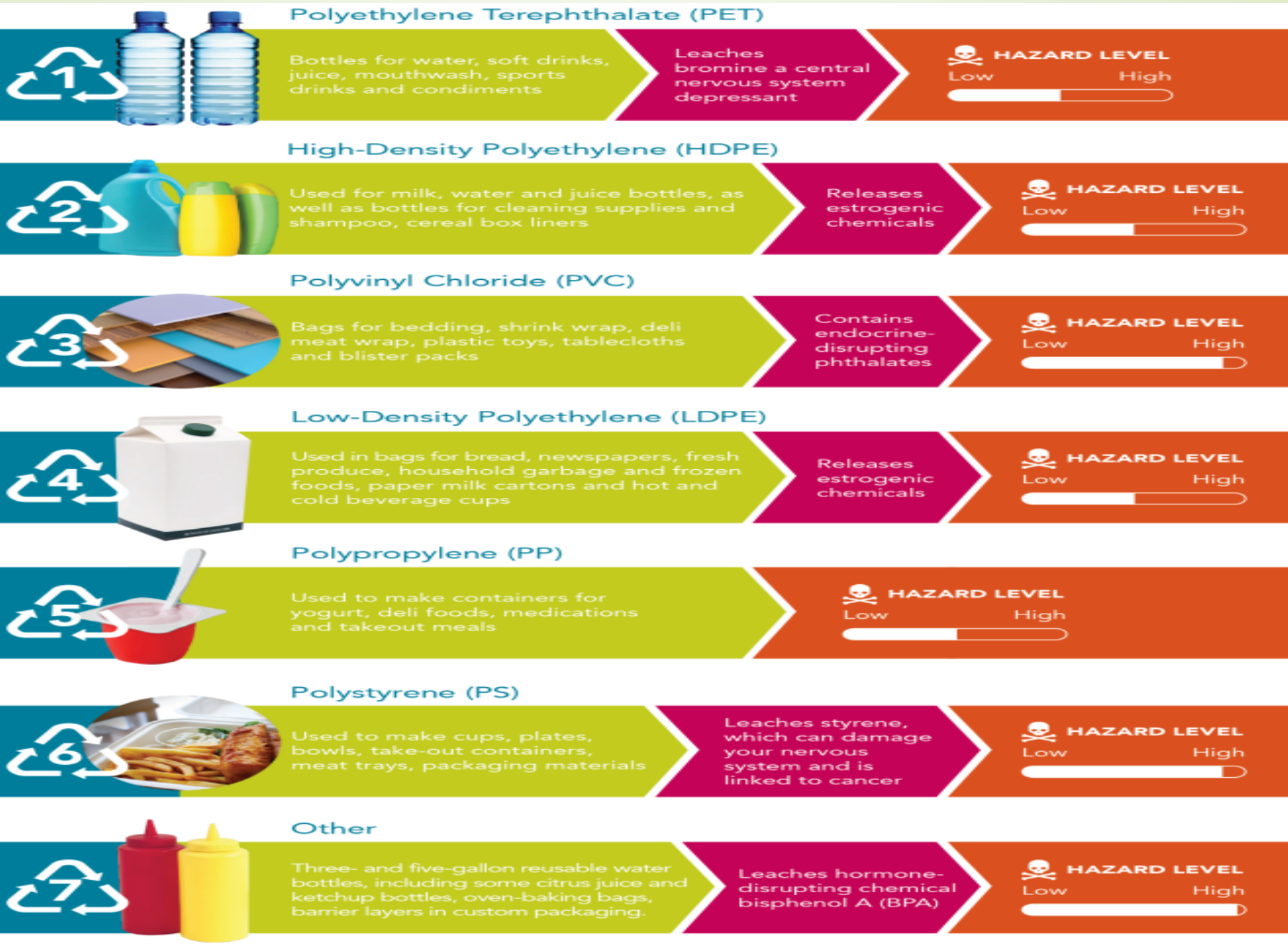
The study findings clearly busts two big narratives that the plastic industry has been putting forth- **Plastic is recyclable and Consumers are not ready for alternatives.**

- Preference for steel, glass, cloth, paper etc. for different usages came out strongly in the consumer survey.
- Bio plastics emerged as one of the new and popular choices, especially for bags, along with the traditional alternatives like cloth, jute, paper etc.
- **The big revelation and a huge positive from the survey is the consumer support to eliminate use of single use plastic.**
- Consumer clearly showed that they are against this throwaway culture- they were against 'SINGLE USE'.

Recycling is a myth

- Not all material recycled- economic as well as practical reasons
- Downcycling
- Poor recycling conditions
- Low profit margins- completely unsustainable in formal systems
- Sorting not completely sorted!







**Regulatory instrument
to restrict usage of
identified SUPs**



**Consumer
Programmes**



**Promoting
Alternatives**



Industry Participation



Plastic related Toxicity



**Upcycling over
downcycling**



Toxics Link
for a toxic-free world

A REPORT BY
TOXICS LINK

SINGLE USE PLASTIC

THE LAST STRAW

A watershed moment in the anthropogenic era

2020



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