

Global and Myanmar efforts by business to reduce plastic waste

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Workshop on Plastic Pollution in Myanmar – Focus on the Ayeyarwaddy river

9 July 2019, Naypyidaw

Impact of 'Blue Planet' (2017) on consumers, pressure on business to respond



ENVIRONMENT

88% of People Who Saw 'Blue Planet II' Have Now Changed Their Lifestyle

Twitter



Remove: Straw-free Cruising.....

- Since the end of July 2018, **Norwegian Cruise Line Holdings** has eliminated single-use plastic straws across its fleet of 26 ships. The company will also ban single-use plastic straws at its two island destinations, Great Stirrup Cay and Harvest Caye, in the Bahamas and Belize respectively. The firm said the changes would help it get rid of more than 50 million straws across its fleet every year.
- **Seabourn:** has stopped using plastic lids on disposable coffee cups, while plastic straws are only available upon request (lids also can be requested). It plans to eventually eliminate single-use plastics across its cruise fleet.
- **Azamara Club Cruises:** Plastic straws are no longer provided unless especially requested. The line plans to eventually ban all single-use plastics -- an initiative spearheaded by its parent company, Royal Caribbean Cruises.
- **P&O Cruises Australia:** Carnival's sister brand, P&O Cruises, also has removed plastic straws from its Australia-based ships.
- American Airlines no longer offers passengers plastic straws and 'swizzle' sticks on their aircrafts or in their lounges. Instead, the airline will use biodegradable straws and wooden stir sticks



KFC in Myanmar only offered straws on request.



Aug 21, 2018

ယင်းသို့တောင်းဆိုမှုကြောင့် ယခင်က ချုပ်ဆိုခဲ့သည့် မြို့ပတ်ရံမြို့နယ်သို့မဟုတ် ချိန်မည်။ ဟိုယင်းတစ်ခုမှ ပို့ဆောင်ပို့ဆောင်မှုများက ဖောင်ထပ်တက်သော သင်္ကြာကုန်းတောင်သို့သောကြောင့် သင်္ကြာကုန်းမူကွက်၊ ယင်းတောင်ခြေမှသောတောင်သည် အဆင့်မြင့်သောကြောင့် သင်္ကြာကုန်းမှာ တောင်မှင့်တင်ပုံမူကွက်၊ တောင်ကုန်းသို့မဟုတ် မည်သည့်ပုံမူကွက် မဟုတ်ဘဲ တောင်တို့ကဲ့သို့ အလားတူ ခြုံငုံနေသည်။ သို့သော် မှန်ကန်စွာရှိပြီး တောင်ပေါ်အမြင့် ၈ အင်္ဂလိပ်မိုင် အထက်တောင်အထိအရပ်မှာ မီးတောင်ကုန်းဖြစ်။ အမြင့်အထိအရပ်များသည် ယင်းသို့ ခြုံငုံနေပြီး ယင်းတစ်ခုခုမှာ ခြုံငုံခြင်းတို့မှာ ချုပ်ဆိုထားသည့်တိုင်းမြို့နယ်ကဲ့သို့မဟုတ် သည့် အထက်တောင်များ ခြုံငုံခြင်း ၈ အကျဉ်းချုပ်ဖြစ်သည်။

ဟာလီဝုဒ်ဟာ ညစ်ညမ်းမှုကို ထိန်းကိုင်လိုသည့် အဖွဲ့အစည်းများကို ကူညီနိုင်ရန် ၃၆ သန်းအသေအမွေးအတွက် ဟာလီဝုဒ်ကလောင်မှဆုနှိမ့် အဝတ်အလှည့်လှူဒါန်းရန်အတွက် MCRB ကို www.hollywoodcouncil.org ပေါ်သည့် စာမျက်နှာတစ်ခုကို ဖြန့်ဝေထားသည်။ မေ့ရဉ်တတ်သည့် နိဒါန်းမှာမူ နှိမ့် ဆေးကုန်ကိုင်ရန် အတွက် ထိုအဖွဲ့အစည်း တပ်မတော်များကိုလည်း စိတ်ဝင်စားနိုင်ပါသည်။

 Guidelines for Sustainable Workshops and Meetings
Document TDV-219 (previous: 4E 06, 2018)

 [Guidelines for Sustainable Workshops and Meetings \(Burmese\)](#)
Download PDF file Downloaded at 21/11/2018

Incentivise reusable cup use

- **Pret a Manger UK** (coffee and sandwich shops)
 - 50p (900 kyats) discount for all customers bringing own cup (about 15-20% of cost of drink)
 - Doubling the discount from 25p -> 50p resulted in 10x more reuse
 - (But in their US stores it's only 10c! That can't work)
 - 4million disposable cups saved per year
- **Starbucks** – 5p charge per cup – not very effective



Refillable/reusable water bottles



Coca Cola: Business case for re-use

Reuse can...

Cut costs

Packaging and transportation costs can be reduced by supplying refills for reusable containers in compact form, such as in concentrates or solids e.g. as tablets.



Adapt to individual needs

Individual needs can be accommodated by reuse models that let users mix and match flavours, personalise packaging or choose desired quantities.



Optimise operations

Economies of scale for distribution and logistics can be achieved through sharing reusable packaging across brands, sectors or wider networks.



Build brand loyalty

Brand loyalty and customer retention can be achieved through deposit and reward schemes for reusable packaging.



Improve user experience

User experience can be improved by enhancing the look, feel or functionality of reusable packaging (which can be more high-end as its initial production cost is divided over many uses).



Gather intelligence

Information on user preferences and system performance can be gathered by incorporating digital technologies such as RFID tags, sensors, and GPS tracking into the reusable packaging system.



Benefits



Discount on subsequent purchases incentivises return and creates a strong attachment to the brand and high likelihood of repurchase.



Creating a universal bottle design across all brands significantly reduces washing, filling, and cost of reverse logistics, while at the same time lowering carbon emissions.



The reusable model replaces 200 million single-use bottles per year in Brazil and was Coca-Cola's fastest growing packaging format in 2018 in Latin America.

Universal reusable packaging across Coca-Cola brands: 7% of all Coca-Cola products sold in Latin America are reusable PET bottles, seeking to significantly scale up this percentage. Currently represents 27% of Coca Cola's sales.

Reusable bottles for fizzy drinks

SodaStream

What it is

Home appliance that makes sparkling water

Scale

12-13 million households • Worldwide

How it works

SodaStream allows customers to make sparkling water at home in reusable bottles. Flavours can be added as desired to make range of fizzy beverages.

Customers make a one-time purchase of the SodaStream appliance including special reusable bottles. The recurring purchase of compressed CO₂ in returnable cylinders happens either in store or by ordering online. For the in-store purchase, which is the most common mode of exchanging the CO₂ cylinders, customers bring back empties and receive a discount on their next purchase. For the online purchase, a GBP 10 deposit is paid for the delivery of filled gas cylinders and return labels, and customers ship back empties in exchange for the deposit.

SodaStream was bought by PepsiCo for USD 3.2 billion in 2018.

Benefits



The system eliminates the need to buy water in store, saves space in the fridge, and avoids half full bottles of flat sparkling water being discarded.



The in-home appliance allows customers to make fresh sparkling water on the spot in the desired quantity and flavour.



Having a device at home ensures brand loyalty.



One SodaStream bottle can help the average family reduce more than 3,700 bottles and cans from our planet.



Reusable packaging for consumer goods

- Loop partners include Terracycle, Carrefour, Procter & Gamble, Nestlé, PepsiCo, Unilever, Mars, Clorox, Coca-Cola, Mondelēz, Danone and a dozen or so smaller brands. European retailer Carrefour, logistics company UPS and resource management company Suez are also engaged in the system.
- Loop service launched in May 2019 in Paris and New York regions
- Initially, about 300 products will be available in durable, reusable containers, many created especially for Loop.
- Users put down a deposit for each product on the Loop [website](#), which is then refunded when the empty packaging is returned.
- Products are delivered to homes in reusable glass and metal bottles and shipped in a Loop bag.
- Once the products are finished, partner carrier Colisweb picks up the empty packaging for Loop to clean and reuse, the release says.



Reusable home delivery/take away

Dabba Drop: UK

Ready-made meal service using reusable packaging

DabbaDrop is inspired by the century-old lunch delivery and return system in Mumbai, where more than 200,000 meals are delivered each day in tiffin boxes (Dabba), which are then collected, washed, and returned empty to households and restaurants in the evening.

Similarly, DabbaDrop transports ready-made meals to the doorstep in reusable packaging, according to the original Indian tiffin box design.



Change materials: Styrofoam to cardboard

- 1989: McDonald's switched hamburger 'clamshell' packaging from non-recyclable Styrofoam to recyclable paper wraps and cardboard boxes under pressure from environmentalists
- In 2018 it (finally) decided to get rid of Styrofoam cups for cold drinks



Packaging: Drop plastic wrapping, bring back banana leaves!

“This is only the beginning.”



Replacing plastic packaging, banana leaves are easily accessible in Southeast Asia, and unlike plastic do not leave any toxins or irritants!

Three of the biggest supermarket chains in Vietnam, Lotte Market, Big C, and Saigon Co-op, have begun using banana leaves instead of plastic to wrap vegetables in stores

<https://www.straitstimes.com/asia/se-asia/vietnam-supermarkets-to-use-banana-leaves-instead-of-plastic-bags>



“Positive impact on our environment + reducing plastic from commercial level...”

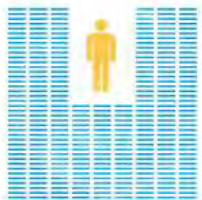
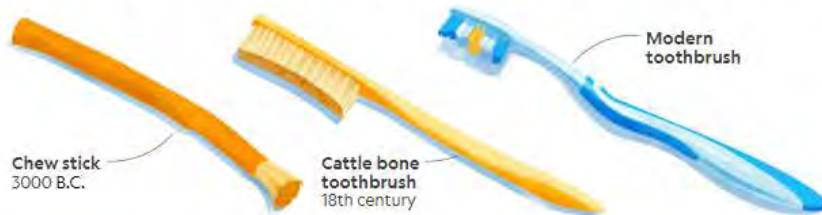


Products made of different materials: Bamboo toothbrushes

- A billion toothbrushes are thrown away each year in the USA, most of them plastic

THE STORY OF PLASTIC | TOOTHBRUSHES

Around 3000 B.C., Babylonians chewed twigs to clean their teeth. During the 17th and 18th centuries, toothbrushes were considered luxury items. It wasn't until WWII that, due to a shortage of craftsmen, synthetic heads and handles became popular, replacing toothbrushes made of horsehair and bone.



Usage

Most of us will replace around 300 toothbrushes during our lifetime.



Recycling

Toothbrushes are not recyclable since small parts get stuck in the machinery.



Did You Know?

If you laid out the toothbrushes thrown away in the U.S. in a year, they would wrap around the Earth four times!



Myanmar example – Palu bamboo straws



Palu bamboo straws are attracting interest among Yangon's bars and restaurants. (Supplied)

The **stalks** are cut into lengths and washed in the village, and then sent to the Energize Myanmar office where they are sanded, washed, boiled and sun-dried. **Bunched in 10 for 10,000 kyats and with a little bamboo cleaning brush, Palü straws** are stocked at Union bar. **Customers of Blind Tiger, Mandalay Mee-Shay, Yangon Bakehouse, Inle Sanctuary and Chin Café** in Kachin State among other venues will also come across them. Can be **re-used 15 times**.

According to a 2012 World Bank report, solid waste generated in Myanmar was **5,616 tons per day—0.44 kilograms per person**. By 2025 the report forecast that number to reach **0.85 kilograms**, driven by an increase in consumption and urban population growth, and a **lack of effective waste treatment**.

Myanmar example: biodegradable plates



“After learning how to create products using banana leaves, **Min Kyaw Zin** worked to scale up and adapt them to replace plastic and Styrofoam use. Today, he creates biodegradable goods and packing made from betel farm by-products, and is helping to reduce plastic use in Myanmar.”



Collective Action: UK Plastics Pact

- UK was 1st in a global network of pacts, enabled by [Ellen MacArthur Foundation's New Plastics Economy](#) initiative. Now also **France** and **Chile**
- UK Pact brings together entire plastics packaging value chain. Originally 42 members, now 127 signatories
 - food and drinks and consumer goods companies including supermarkets, producers etc
 - waste management firms
 - local authorities
 - universities
 - SMEs



Collective Action: UK Plastics Pact

Common vision and four main commitments for 2025

- eliminating unnecessary single-use packaging through redesign;
- making all plastic packaging 100% reusable, recyclable or compostable;
- achieving recycling and composting rates of 70% or more for packaging, and
- including 30% recycled content across all packaging.
- Signatories are also required to:
 - remove polystyrene and PVC from all products by end of 2020.
 - remove non-detectable **black** plastics from 100% of their packaging by the end of 2019 .



The supermarket's Macaroni Cheese and Spaghetti Bolognese lines will be in an innovative fibre based tray with a purpose made coating, replacing the normal black plastic. With a cardboard like feel, the cream coloured tray is made of wood which is Forest Stewardship Council certified.

UK Pact: focus on problem plastics

Focus on 8 items to be eliminated by 2020

- cotton buds with plastic stems*
- straws*
- stirrers*
- plastic cutlery
- disposable plastic plates and bowls
- all polystyrene packaging
- oxo-degradables (e.g. bags that turn into microplastics)
- PVC packaging



* Now banned by UK Government from April 2020

Secondary list of 19 items to be “actively investigated” by members, with an aim in place to either avoid, re-design, reuse, recycle or compost them by 2025.

- plastic bags
- plastic film packaging
- secondary wrapping around multi-packs
- multi-pack rings
- vegetable and fruit bags,
- PVC cling film
- plastic bottle tops and caps
- single-use bottles
- non-recyclable coloured plastics
- fruit and vegetable punnets
- internal plastic trays
- single-use plastic cups
- lids
- teabags



Annual Reporting on Progress

Vision 1: Eliminating unnecessary single-use packaging through redesign

- *Since April 2018...*
- [M&S](#) has replaced plastic cutlery and straws in cafes with FSC-certified wood and paper alternatives.
- Waitrose has committed to stop selling plastic cutlery by the end of 2019.
- Morrisons has removed plastic straws from shelves and cafes, and switched plastic produce bags for paper alternatives.
- Tesco, Asda and [Aldi](#) have replaced polystyrene pizza bases with cardboard alternatives, mitigating the production of 700 tonnes of non-recyclable material collectively.
- Sainsbury's, Tesco, Waitrose, M&S and Morrisons have all begun trialling, or have scaled up, their loose fruit and vegetable offerings.
- Ocado has removed polystyrene and PVC from 100% of its own-brand packaging lines.
- P&G has reduced the number of dosers on Ariel Liquid bottles, in a move which will save 51 tonnes of plastic annually, and removed plastic handles from its large cardboard boxes of Fabric Care.
- Lucozade Ribena Suntory (LRS) has committed to removing plastic straws from all of its Ribena cartons and has begun investigating plastic-free alternatives.
- Lakeland has stopped selling plastics straws, cutlery and cups.



www.wrap.org.uk/sites/files/wrap/The-UK-Plastics-Pact-Member-progress-report-May-2019_0.pdf

Four main commitments for 2025

1. eliminating unnecessary single-use packaging through redesign;
2. making all plastic packaging 100% reusable, recyclable or compostable;
3. achieving recycling and composting rates of 70% or more for packaging, and
4. including 30% recycled content across all packaging.

Consumer pressure still needed

- June 2019 Survey by 'Which?' (UK consumers association)



Accountability is still important.....

#breakfreefromplastic

The #breakfreefromplastic mo
Community Clean-ups and Zer

Disclaimer: The numbers prese
from the highest to lowest.

- Any -

Canada

Croatia

Hong Kong

India

Italy

Jamaica

Lebanon

Maldives

Philippines

Spain

United States of America

- Any -

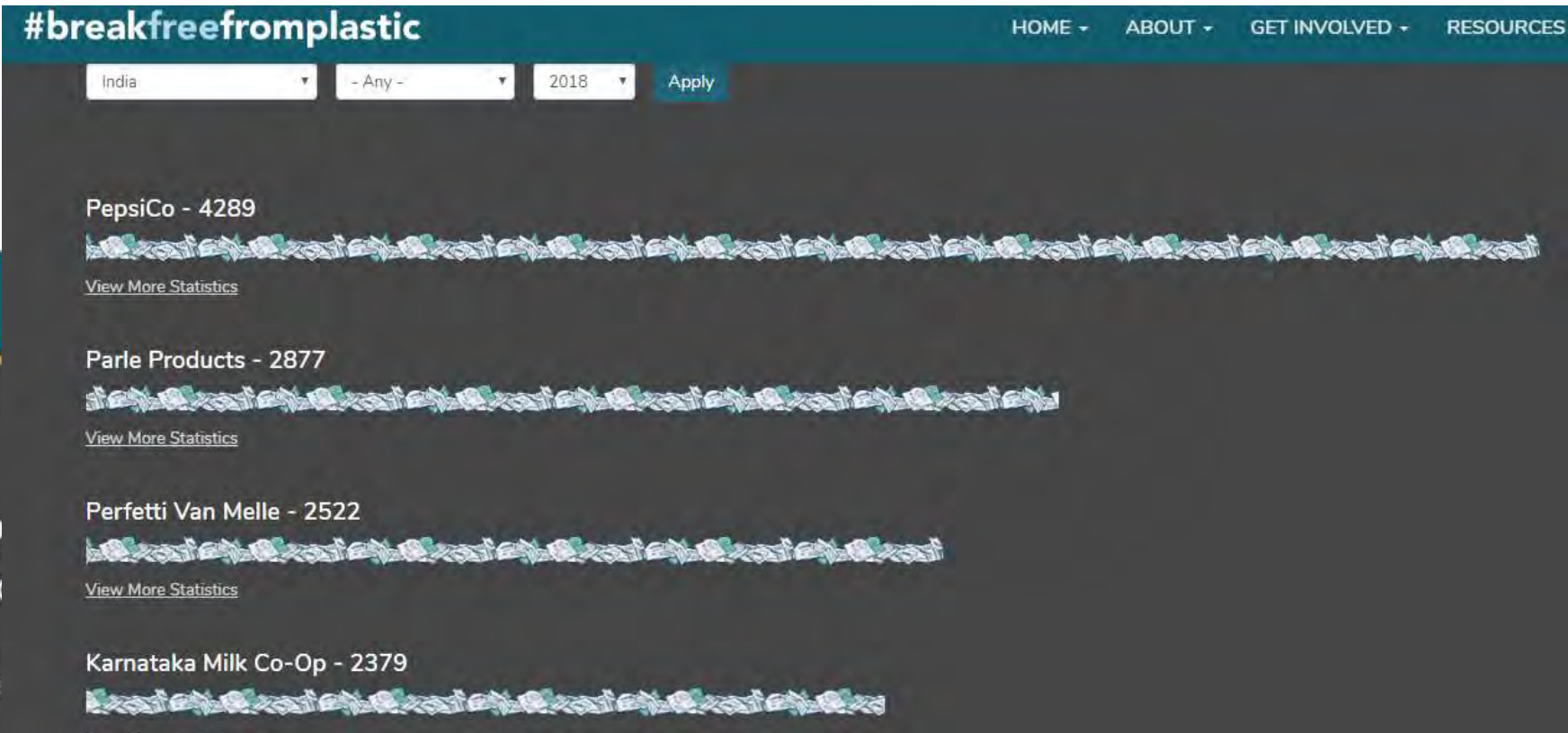
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Apply




Thank You!

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www.mcrb.org.mm



myanmar.responsible.
business

The logo for the Myanmar Centre for Responsible Business, featuring a green and yellow rectangular background with the text "Myanmar Centre for Responsible Business" in yellow.

Myanmar Centre for
Responsible Business

The logo for The Danish Institute for Human Rights, featuring a black rectangular background with the text "THE DANISH INSTITUTE FOR HUMAN RIGHTS" in white.

THE DANISH
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