



Mass Media Push Against Plastics

The Wake Up Call We All Needed

Robert Schiavone



Plenary Speaker



Robert Schiavone
R&D / Leverage

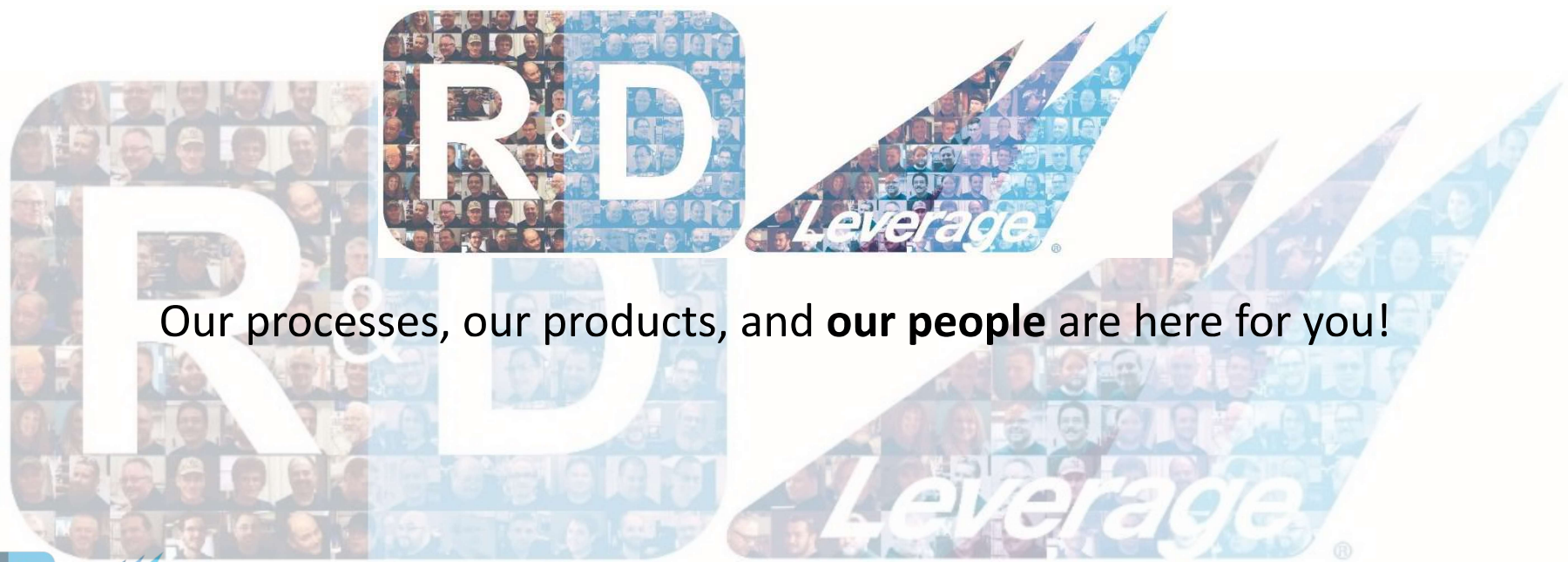
Mass Media and the Push Against Plastics: *The Wake-Up Call We All Need*

Mr. Schiavone, Global Marketing Director, is responsible for strategic planning, company branding, and all sales and marketing initiatives, including advertising, public relations, tradeshow, and event management.

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Robert Schiavone

In this changing world of Plastics Molds Matter!

And the people who build them matter!



Our processes, our products, and **our people** are here for you!

1976 to Today

1976

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TOOL AND
ENGINEERING

PRECISION TOOL AND GAUGE MANUFACTURING

1986

**R
D**
TOOL AND ENGINEERING

2006

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Today

R&D

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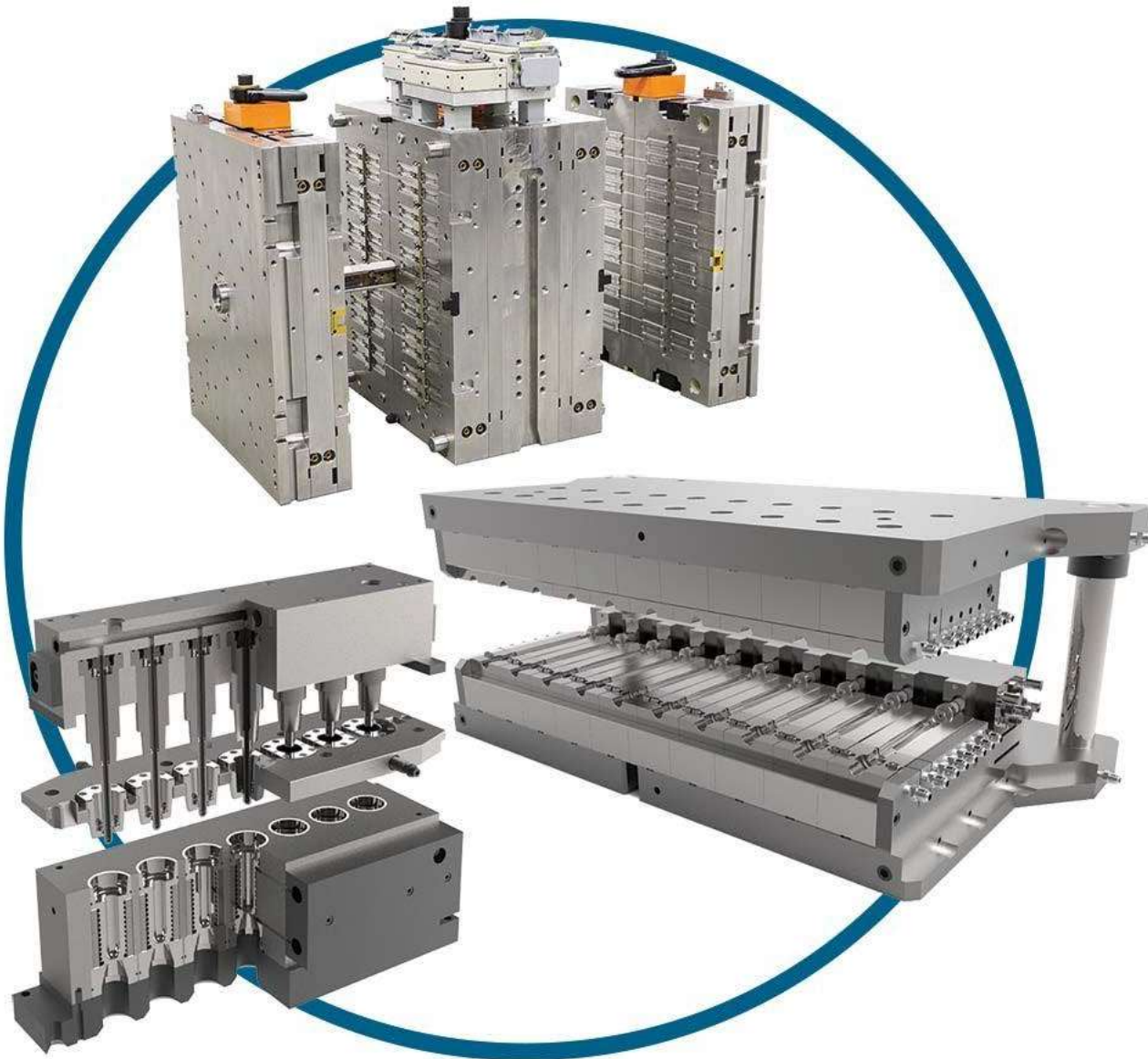
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R&D/Leverage provides mold manufacturing for the food, beverage, home, personal care and healthcare industries.



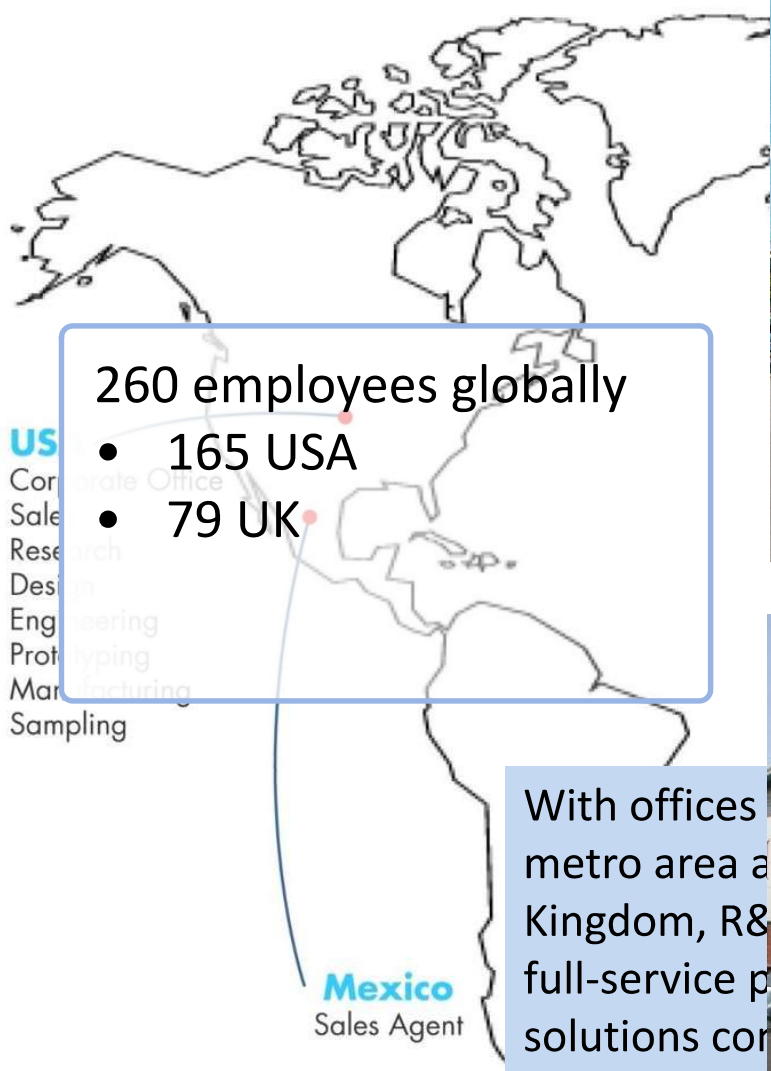


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Mass Media Push Against Plastics

The Wake Up Call We All Needed

Robert Schiavone



- **I am not an expert**
- **I am not a scientist**
- **I'm not a internet blogger with millions of followers....**
- **I am just passionate about our industry!**

- **I made a few passionate Linked-In posts – and here I am.....**



An un-informed consumer is the worst thing that can happen to the industry. How is it possible we have gotten to this point?

We have the UN treaty working together to ban plastics. There is a VERY massive campaign as well to ban all single use plastics - yet people seem very confused as to what is deemed single use, for example - a PET water bottle should not be in that category - but it is.

Hollywood has gathered to work on ways to NOT show single use plastics in television and movies, and again they are not clearly defining single use.

Seems a massive campaign and millions of dollars along with government officials and media all putting out a massive effort - linked in groups and more - all proudly standing together saying - we have a plastics problem.

All the efforts are to ban versus educate the consumer. News stories about humans ingesting plastic particles, all the visuals of litter in the oceans. State to state - you will find an anti-plastics movement.

Its working, it's the pure definition of virtue signaling - and what is the plastics industry doing? Lots of groups of studies about NOTHING to the consumer.

Philadelphia, PA



Again. It's a human behavior problem. Not a plastics problem. It's a liter problem. A human behavior problem. But investors see huge opportunities in investing in the "Green" future. Investors flock to where they see growth opportunities. And now there is growth opportunities at every corner to hop on the anti plastics movement. Why not invest in fixing the issue versus banning? Because there's massive careers and growth in the banning practice now.

It's a human behavior issue. It's an uninformed consumer issue. Not a plastics issue.



The massive push to create fear of The Plastics Crisis has reached new heights. I've lost track of the lawsuits I can't keep count of the coalitions, treaties and organizations that have been created all in the name of banning plastics and guiding people on ways to remove plastics from their lives. I get dizzy at the amount of misinformation I see on social media daily pushing blame of climate change and oceans full of plastics, not litter, just plastics - as the issue, not anything humans are doing.

- *I've been frustrated at seeing the **false narratives on a anti-plastics agenda now reach global political platforms** all the way to the UN where politicians are making laws with very uninformed views on the materials and the industry they are so against.*
- What angers me is that's a **lot of energy and financial commitment on a feel good campaign that's ultimately going to cause more harm to the environment**, costs of goods and other unforeseen unnecessary negative impacts.
- **If instead of pointing to the industry as a horrible plastics making machine, Why not use that energy and finances to actually help the situation?**
- **Instead of telling consumers recycling doesn't work why not help find ways to fix it.** Incentives, government subsidies and investments in recycling improvements.

And NOTHING we are doing in the industry is speaking to the consumer!!!!



- Marketing has **many different meanings** and definitions around the world.
- If we are McDonalds A B2C model– marketing is about a constant barrage of branding reminders to reenforce thier brand. McDonald's spent approximately **459.9 million U.S. dollars** on advertising worldwide in 2021,
- If we were Microsoft selling software - In its 2021 financial year, Microsoft invested **1.5 billion U.S. dollars** in advertising.

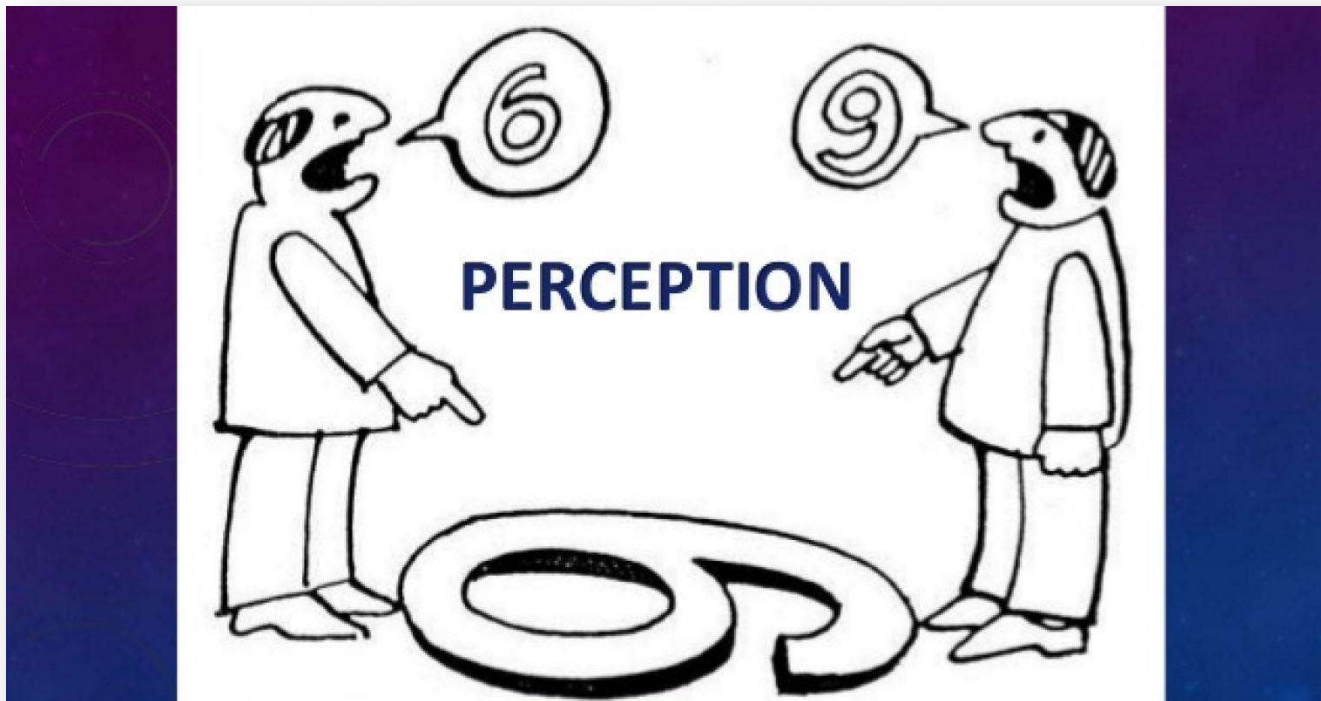


*Marketing is a
battle of
perceptions, not
products*

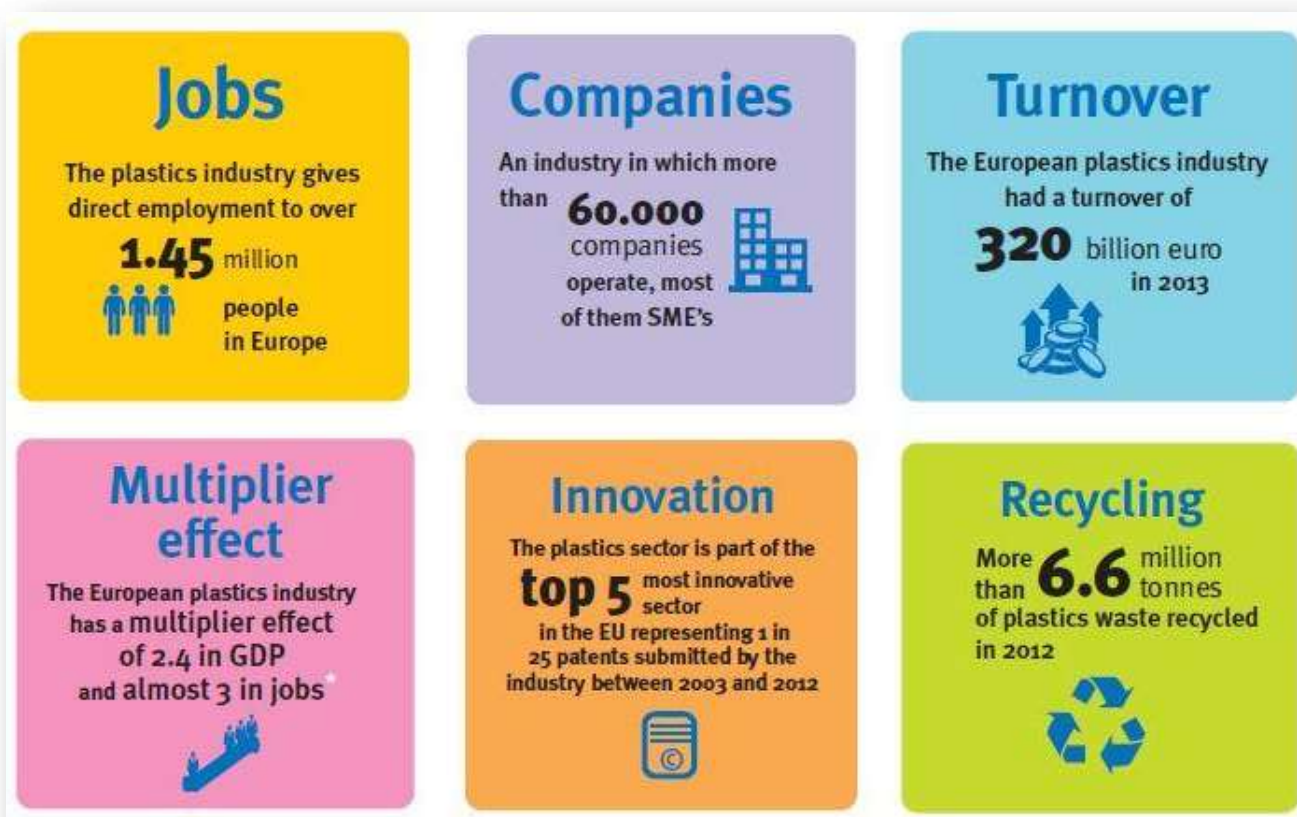
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You need to **understand your audience's reality** !



- The global plastic market was valued at **580 billion U.S. dollars-**
- All in this space are B2B – so **what B2C marketing dollars and strategies do we utilize?**
NONE



- Just like us all-in this room, in this business, we end up **preaching to the choir.**
- What does that mean? We are VERY much **operating in Silos.**
- Lets use religion for a moment as a comparison. If you are religious, you may go to a church. **The people in that church went to hear messages they wanted and needed to hear.**
- The messages are meant for ALL but the only ones to hear the message are the ones who went to church that day, right?



- Plastics industry has a very unique problem. **We are all attending different churches**, and all hearing different messages.... But **none of us invited the most important people to the church, the consumer!**
- So picture all these congregations all meeting in various places all preaching the word, all debating with each other, arguing
- All the while a new denomination has joined the ranks and started a new church – and it's **the church of the consumer – and we have never been there..**



- The anti-Plastics movement has made huge progress and to be quite honest are kicking the Plastics industries @\$#!
- We say its **ludicrous statements and Plastics isn't going anywhere....** While **Brand Owners** who understand the consumer are **following this lead!** Making statements of ridding itself of plastics when and where possible...
- So we live in a bubble folks



- Because what can we do? Honestly, what can we do?
- We all work in the business, because it's a passion. We love what we do. We believe in the processes and the materials, and we understand it better than anyone – so why would someone NOT believe us?



One Word – Plastics
Remember the birth of the industry – and the growth ?
How did we get here ?



Keep America Beautiful Ran A Master Class In Corporate Greenwashing

by Rudy Sanchez on 04/22/2021 | 11 Minute Read

- The economic boom of the 1950s required fuel and lots of it.
- Society and policymakers strived for continuous growth, and this required constant consumption.



- In 1962, it was proposed that plastic packaging makers drop “reusable” as a stated future, saying that “the future of plastics is in the trash can.”



- 1963—Plastic and glass bottle makers and beverage companies took note.
- These firms adopted a new tact to **protect their returnable bottles**
- Enter Marketing campaigns of the 60's and 70's



Don't forget... every litter bit hurts



KEEP AMERICA BEAUTIFUL

- With a return to reusable packaging clearly off the table, the group instead began **public awareness campaigns and initiatives that would shame the consumer into picking up after themselves**, with early campaigns such as “Don’t be a litterbug.”
- The pitch was simple—**don’t blame the industry for all this garbage lining the highways, parks, and nature. *It’s on you, the customer. Yes, we made that bottle, but you bought it.***



<https://youtu.be/h0sxwGITLWw>

- Industry groups like Keep America Beautiful have convinced the country to take on the burden of addressing the growing amount of trash without actually making significant changes to their products and packaging.

- 1997
- The industry never promoted at the level they did years ago, why did we stop?
- How did we get from there to here?





COLUMBIA CLIMATE SCHOOL

Climate, Earth, and Society

March 2020 = Recycling in the U.S. Is Broken. How
Do We Fix It?

BY [RENEE CHO](#)

- **China's ban**

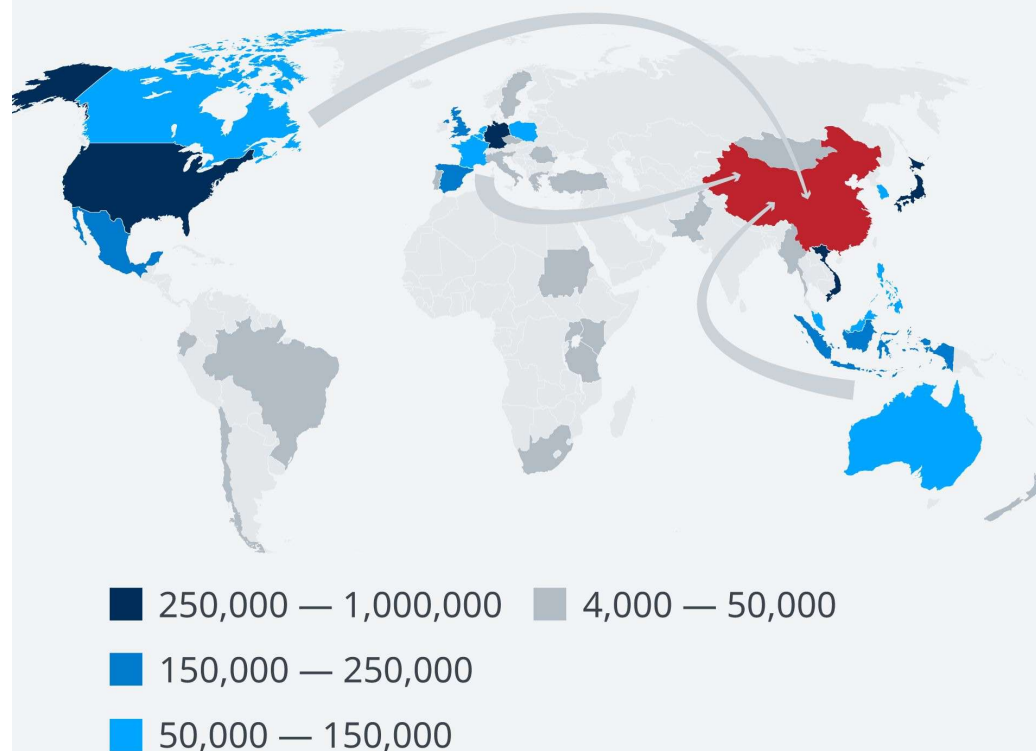
- For decades, China handled the recycling of almost half of the world's discarded materials, because its manufacturing sector **was booming and needed these materials to feed it.**



- In 2018, China's National Sword policy banned the import of most plastics and other materials
- Experts estimate that up to 70 percent of plastic intended for recycling overseas is now ultimately discarded.

China was at the heart of the global waste business

Exports 2017 (metric tons)

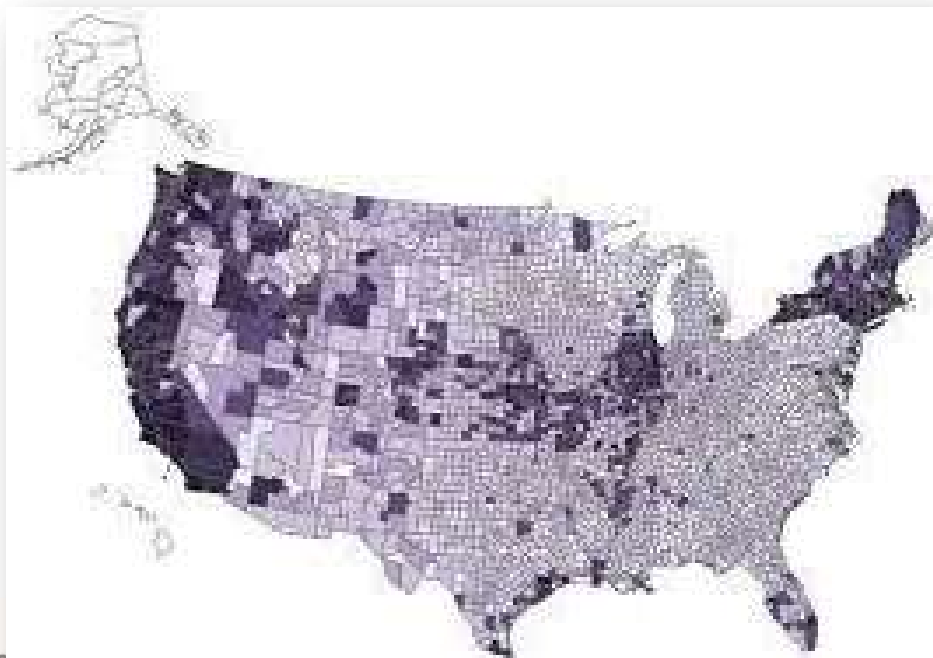


Source: comtrade.un.org | China including Hong Kong ©DW

- The state of U.S. recycling today
- **Because U.S. recycling was dependent on China for so many years, our domestic recycling infrastructure was never developed.**
- The way the system is configured right now, recycling is a **service that competes — and unsurprisingly often loses — for local funding that is also needed for schools, policing, etc.**

- As a result, U.S. processing facilities and municipalities have either had to pay more to recycle or simply discard the waste.
- In 2017, Stamford, CT made \$95,000 by selling recyclables; in 2018, it had to pay \$700,000 to have them removed.
- Bakersfield, CA used to earn \$65 a ton from its recyclables; after 2018, it had to pay \$25 a ton to get rid of them.
- Franklin, NH had been able to sell its recyclables for \$6 a ton; now the transfer station charges \$125 a ton to recycle the material or \$68 a ton to incinerate it.

- The most recent data from the U.S. Census Bureau (2012) counted 35,879 general purpose local governments, which includes **19,519 municipal governments**, **16,360 town and township governments**, and **3,031 county governments**.
- Who is really tracking the success or failure rates in each of these individual small towns?





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- One thing we've learned that **putting the consumer in charge of collecting used packaging doesn't really work**, and most of that trash gets sent to a landfill or incinerated.



Greenpeace is promoting
"Our biggest Plastics
Polluters"





Greenpeace have successfully created a public perception that they are fighting to protect humanity, nature and the environment from the evils of corrupt industries and vested interests.

This perception is so popular and wide-spread that whenever Greenpeace speaks out on an issue it is automatically assumed to be true, and anybody who questions Greenpeace's claims is assumed to be corrupt.



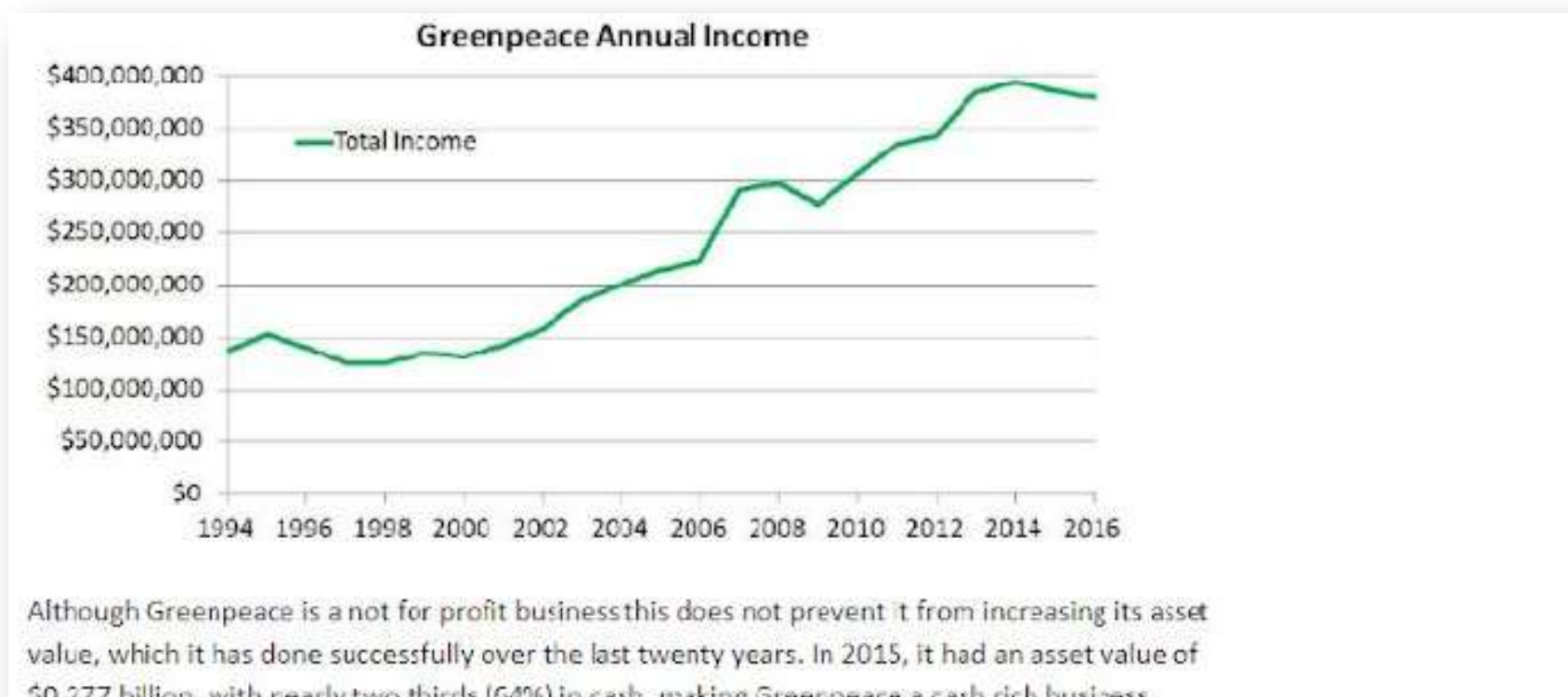
Greenpeace is a very successful business. Their business model can be summarized as follows:

1. **Invent an “environmental problem”** which sounds somewhat plausible. Provide anecdotal evidence to support your claims, with emotionally powerful imagery.
2. **Invent a “simple solution”** for the problem which sounds somewhat plausible and emotionally appealing, but is physically unlikely to ever be implemented.
3. **Pick an “enemy”** and blame them for obstructing the implementation of the “solution”. Imply that anybody who disagrees with you is probably working for this enemy.
4. **Dismiss any alternative “solutions”** to your problem as “completely inadequate”.



GREENPEACE

Although technically a “not for profit” organization, this has not stopped them from increasing their asset value over the years, and **they currently have an asset value of \$270 million (\$0.27 billion) – with 65% of that in cash, making them a cash-rich business.**



...and the total expenditure over the entire period (and extrapolate up to 2017, ... for details), the breakdown is as follows:

Greenpeace Campaign Expenditure (1994-2017)



We can see that the three largest campaigns have been:

1. Climate & Energy. \$521 million (\$0.52 billion) since 1994

“Greenpeace: 96%
of litter found in
Mediterranean Sea
is plastic” –
Greenpeace

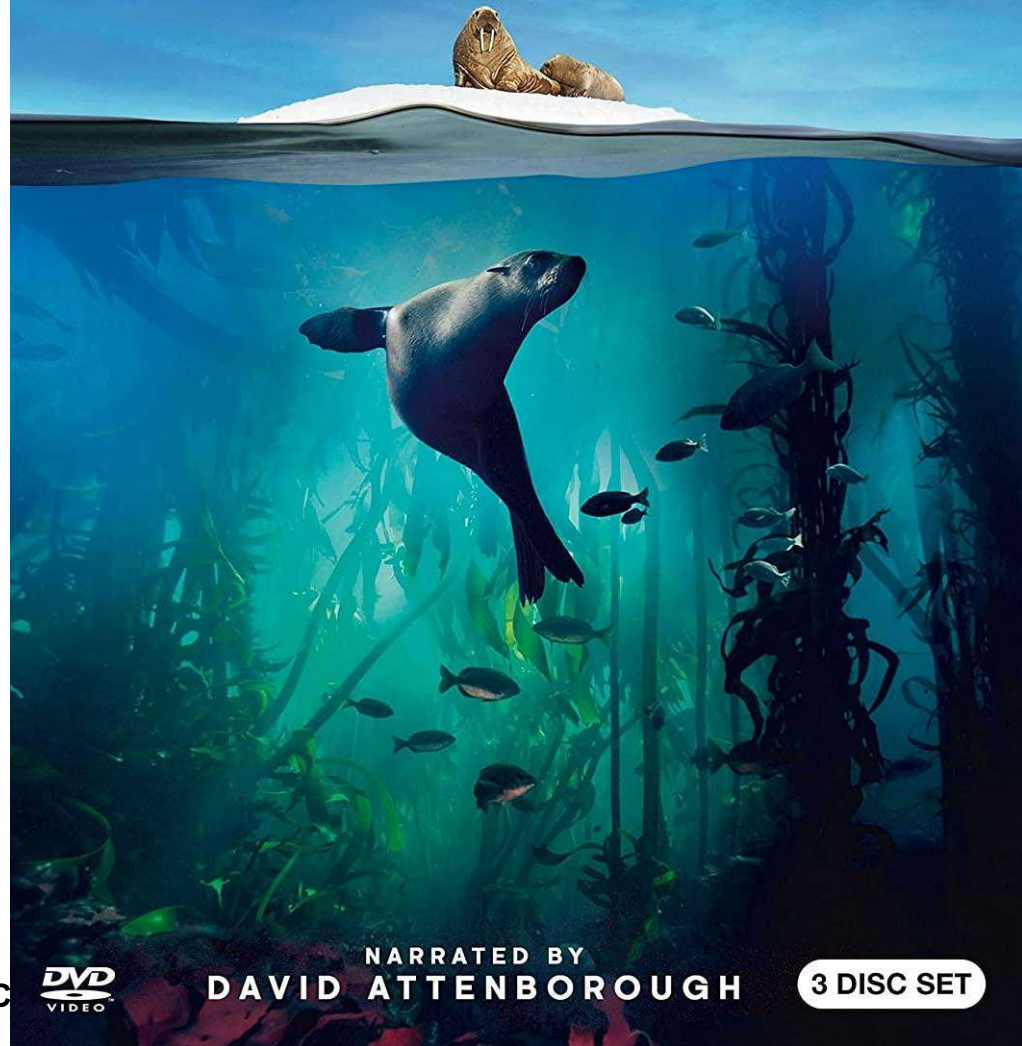


GREENPEACE

- In late 2017, the BBC launched **a very emotionally powerful documentary series** narrated by the well-loved wildlife presenter, Sir David Attenborough, called Blue Planet II (a sequel to an earlier popular BBC documentary series from the 1990s).
- The final episode of the series was dedicated almost **exclusively to promoting Greenpeace's narrative about their alleged "plastic crisis"**.

BLUE PLANET II

Take a deep breath





Plastics News article early this year – Plastics News Executive Forum,



Plastics News article early this year – Plastics News Executive Forum, Naples, Fla.

Suzanne Shelton says Shelton Group Inc.'s polling shows 90 percent of the public last year felt the amount of plastic trash in oceans and waterways was at all-time high, up from 77 percent in 2020.

The American public won't listen to much of anything the plastics industry has to say about its contributions to society until they feel companies are cleaning up plastics in the ocean and fixing recycling.

Plastics News article early this year – Plastics News Executive Forum

Suzanne Shelton -Shelton Group

- We don't see anti-plastics folks making any headway, we don't see it in our sales data, Polling says that's only .."because there may not be another option, yet"
- Polling shows that 67 percent of the public wants industry to take responsibility for the end-of-life disposal of their products.
- Several audience questions to Shelton asked why the public doesn't blame themselves for plastic litter.
- Polling shows consumers want to know what the industry is doing about the problem and isn't interested in blaming itself or seeing it as mainly as something coming from Asia.
- In the 1990s and early 2000s, the plastics industry ran a long-running television ad campaign that spent \$25 million a year promoting the "Plastics Make it Possible" message.
- Industry polling at the time said it gave the public a more favorable opinion of plastic
- But Shelton was skeptical such an approach pay big dividends today.
- **????? Why?**



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- As years pass, **younger people take hold of the history and information** – and they interpret it all themselves the way they want to understand it all.

Fast Forward 50 years...

The corporations, coalitions, organizations – of anti-plastics folks have grown tremendously and their messaging has been non –stop





Pledge 2050 Campaign seen on TV and played in theaters

<https://vimeo.com/538913126>

These billboards are everywhere in Utah.

Let the conversation commence!

Is plastic recycling a myth?





Tell Amazon to Stop Polluting With Plastic Packaging

[SIGN PETITION](#)

THE MISSION

Plastic Pollution Coalition is a growing global alliance of more than 1,200 organizations, businesses, and thought leaders in 75 countries working toward a more just, equitable world free of plastic pollution and its toxic impact on humans, animals, waterways, the ocean, and the environment.

Type here to search



10:36 AM
2/22/2022



Chrysler owner Stellantis contract changes could raise suppliers' costs, cause 'a lot of friction' Page 4

Plastics New

A Hollywood push to snub single-use plastics on the screen

By Steve Toloken
Plastics News Staff

Could depictions of single-use plastics on TV shows go the way of cigarette smoking, becoming a taboo that Hollywood wants to avoid on screen?

The Plastic Pollution Coalition and some well-known performers, including the new president of the Screen Actors Guild, actress Fran Drescher, are behind an effort trying to do just that.

The new initiative, called "Flip the Script on Plastics," hopes to shift public opinions about single-use plastics by getting TV programs and movies to stop showing them on screen. Instead, they want entertainment to portray characters either with reusable bottles and containers or packaging-free alternatives.

"The campaign is really focused on getting single-use plastics out of film and TV," said PPC CEO Dianna Cohen. "We are in the process of de-normalizing single-use plastics."

An environmental group and some prominent names in Hollywood have started a campaign to have studios nix single-use plastics on TV and in movies. Photo: News graphic by Amy Steinhauser

See Hollywood, Page 18

Alpek buying Octal to build PET capabilities

By Karen Laird
Sustainable Plastics

Mexican petrochemical company Alpek SAB de CV is adding downstream operations by buying PET sheet maker and thermoformer Octal Holding for \$620 million.

Alpek, based in Monterrey, already produces PET in addition to polyester and industrial and

PET sheet segment and serve our customers' increased PET resin demand," Alpek CEO José de Jesús Valdez said in a Feb. 1 news release.

Octal, based in Muscat, Oman, has a proprietary "direct-to-sheet" technology it calls DPET that allows it to move from raw materials to final packaging faster while also integrating recycled materials quickly. DPET reduces

Its Octal Extrusion Corp. facility in West Chester, Ohio, takes recycled PET flake from its thermoforming customers in North America and extrudes the material into new sheet. That site opened in 2015 and expanded in 2019.

It was No. 98 in the most recent *Plastics News* ranking of North American film and sheet makers with an estimated \$50 million in sales. Globally it has

Octal sheet. Octal Holding photo



The report *Flip The Script: Can Hollywood Help Us Imagine a Future Without Plastic?* suggests that instead of portraying the unfortunate reality of excessive plastic use, **films and TV shows** could help **change our society's throwaway culture by modeling life with less single-use plastic** and portraying a healthier, more just future.

Researchers at the [USC Annenberg Norman Lear Center](#) examined 32 popular television shows from the 2019-2020 season in the **first-ever analysis** of the **portrayal and prevalence of single-use plastics** and reusable alternatives in **popular scripted television shows**. They found them **awash with plastic pollution**.

Here's Your Plastic

There are many ways single-use plastic finds its way into your day. What is the impact? What can be done?



Resources

Solutions

About Us

It Follows Us Home

A trip to the store will leave you with items sold in single-use plastic packaging, plus many retailers provide a plastic bag to carry your purchase home.





Philadelphia, PA



By-
Paul
Hokenes,
Yale
Environment
360

46

comments

Share ...



Bold single-use plastic ban kicks Europe's plastic purge into high gear

Science Jun 11, 2021 6:10 PM EDT

In Europe, beachgoers have grown accustomed to the dispiriting sight of plastic garbage strewn along shorelines. Indeed, **85 percent** of the continent's saltwater beaches and seas exceed pollution standards on marine litter. The Mediterranean Sea is the **most defiled of all**, with researchers collecting an average of 274 pieces of plastic refuse per 100



Left: A beach in Naples, Italy covered in plastic waste following a storm in 2018.

Photo by Salvatore Laporta/KONTROLAB/LightRocket via Getty Images

Related

How this chemical engineer is hacking plastic production to promote sustainability

By Isabella Isaacs-Thomas

COVID-19 has resurrected single-use plastics. Are they here to stay?

By Jessica Feiges, Kate O'Neill, The Conversation

Most Americans would pay more to avoid using plastic, poll says

By Laura Santhanam

Go Deeper

europa

plastic

plastic waste

yale environment 360

2:25



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Are you taking part in The Big Plastic Count?

This week, thousands of people across the UK are taking part in the biggest ever investigation into household plastic.

Together we're collecting the evidence needed to push the government, supermarkets and companies to tackle the plastic crisis.

We're going to show the government it's time to commit: reduce single plastic use by 50% by 2025 by switching to reusable options that work for everyone – and ban sending our waste to other countries.

If you'd like to sign up: <https://lnkd.in/e7GzQt-H>

#plastic #sustainability #environmentalimpact

**WE'RE
TAKING PART
IN THE BIG
PLASTIC
COUNT.**

GREENPEACE · EVERYDAY PLASTIC

**THE BIG
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TAKE PART. LET'S INVESTIGATE.

16-22 MAY



Home



My Network



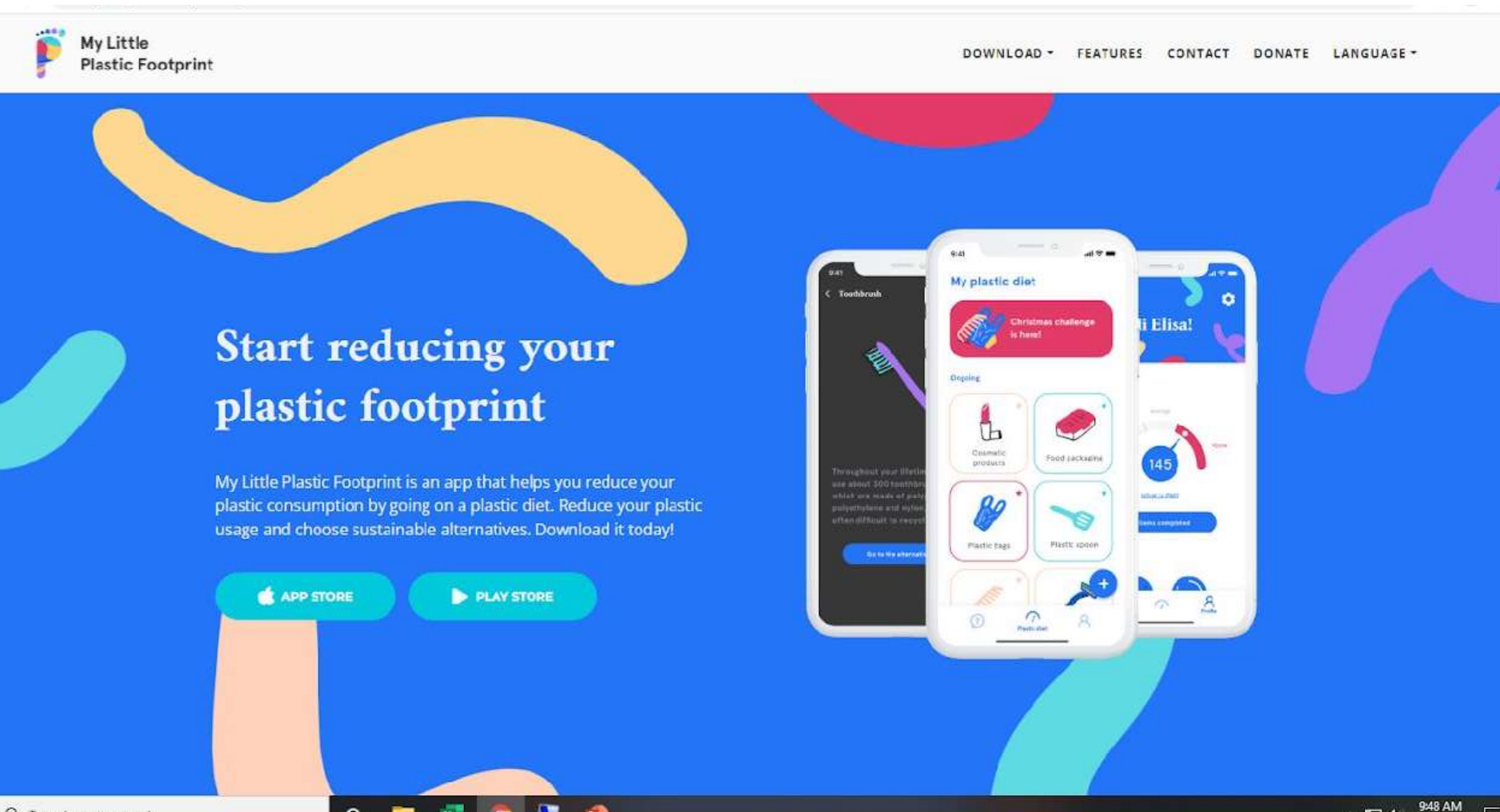
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Jobs

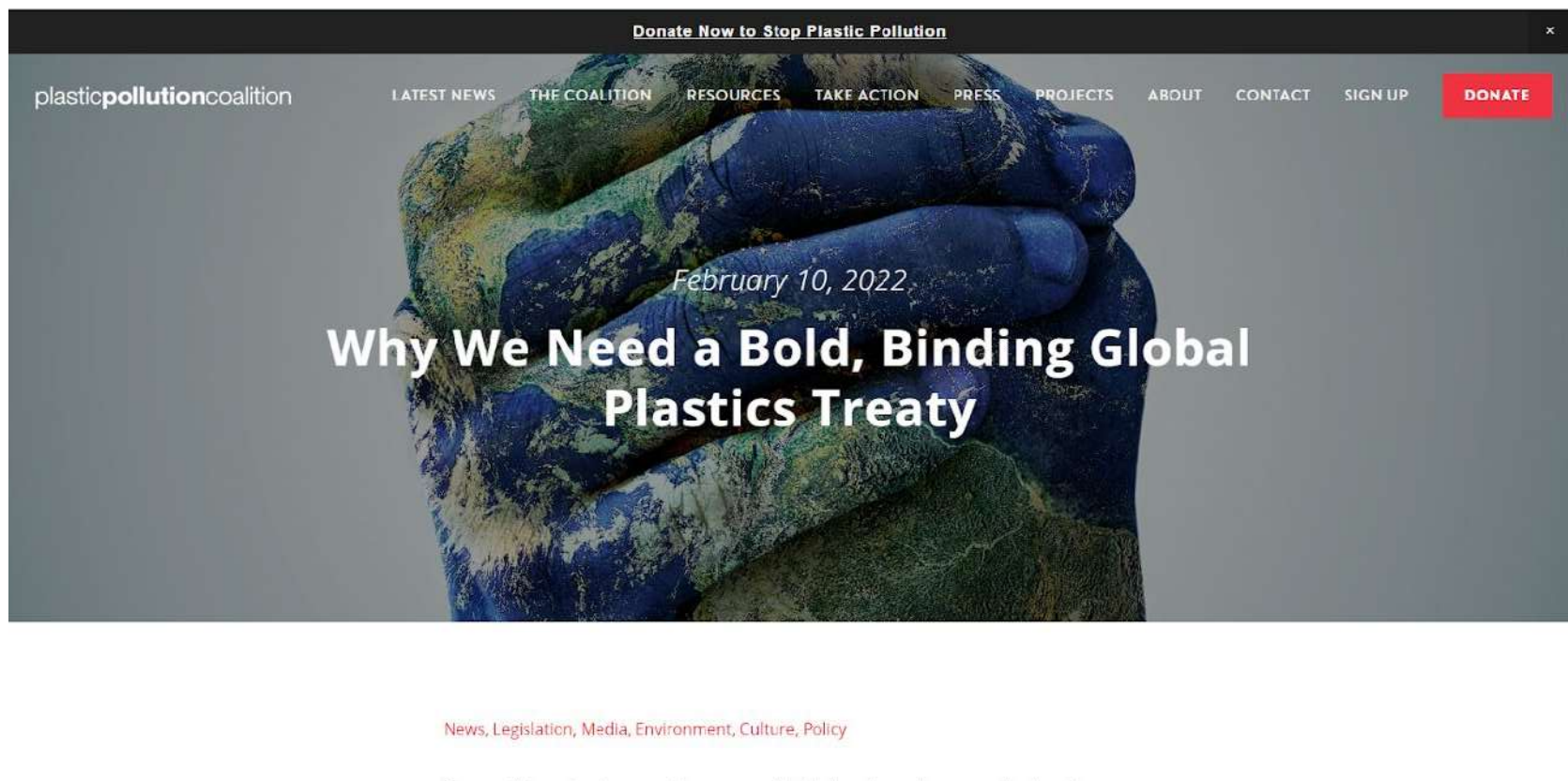




National parks to ban sale of single-use plastics

Responding to petitions from environmental groups, the Biden administration said June 8 that national parks will ban the sale of single-use plastics, with a 2032 deadline.

[READ MORE >](#)



ANET

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HOW DOES A UN AGREEMENT ON PLASTIC LIVE UP TO ITS PROMISE?

TUESDAY 15TH MARCH 2022 08:00 – 09:15 LA
11:00 – 12:15 NEW YORK
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UNEA 5.2

WHAT'S NEXT?

YOU MUST PRE-REGISTER VIA THE LINK TO ACCESS THE WEBINAR

GUEST SPEAKERS INCLUDE

LIZ BONNIN
Broadcaster & Environmentalist (Chair)

PETER THOMSON
United Nations Secretary-General's Special Envoy for the Ocean

THE RT HON LORD GOLDSMITH
Minister of State for Pacific and the Environment, DEFRA

SIÂN SUTHERLAND
Co-Founder, A Plastic Planet

DAVID AZMILAT
Director of Environmental Health, Managing Attorney General's Office
Centre for International Environmental Law

PROFESSOR STEVE FLETCHER
Professor of Ocean Policy and Economy, University of Portsmouth

BETTY OSEI BONSU
Project Coordinator, Accra, Ghana, Green Africa Youth

ED SHEPHERD
Senior Global Sustainability Manager, Unilever

STUART LEIDRUM
Head of Packaging, Quality & Food Safety, Iceland Foods

JO CHIDLEY
Founder, Beauty Kitchens

IAN FERGUSON
Environmental Consultant, EFCG

HELEN BIRD
Strategic Technical Manager – Plastics, WRAP

The virtual roundtable is set to be RECORDED.
A comprehensive REPORT will follow.

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phila, PA

Philadelphia begins enforcing ban on single-use plastic bags

The minimum penalty is \$150 for each violation.

By [Gabc Digital Staff](#) and [Katie Katro](#) via 

Friday, April 1, 2022

 Share



PHILADELPHIA (WPVI) -- The City of Philadelphia began enforcing its plastic bag ban on Friday after a six-month warning period.

Businesses will now face fines for using single-use plastic bags for purchases.

The minimum penalty is \$150 for each violation.

Businesses can offer or sell reusable bags, thick plastic bags designed for multiple reuses and paper bags with at least 40 percent recycled content.

Philly's plastic bag ban was passed in December 2019 but was delayed due to the pandemic.



Belgium's plastic packaging recycling is overrated

Since the 1990s industry groups cheer the Belgian waste collecting system organised by Fost Plus. They claimed it makes Belgium "the champion of recycling". But an investigation reveals that, in reality, far less plastics are recycled than Fost Plus claims.

3 oktober 2019
 Rob Buurman

Belgium will likely have to change its waste policy in order to reach the new EU 90% separate collection target for plastic bottles. This year, Europe adopted the directive that obliges member states to separately collect 90% of plastic bottles from 2029. This target is part of the [European directive on](#)

, PA

- Globally, we produce an eye-popping amount of plastic—some **380 million tons a year**, virtually all of it from fossil-fuel feedstocks. So it's **understandable why consumers would cling to the comforting 1980s-era idea** that plastic can be engineered to disappear back into the environment.



Did we notice this has become a Plastics problem, not a
litter problem?—





Mass Media Push Against Plastics

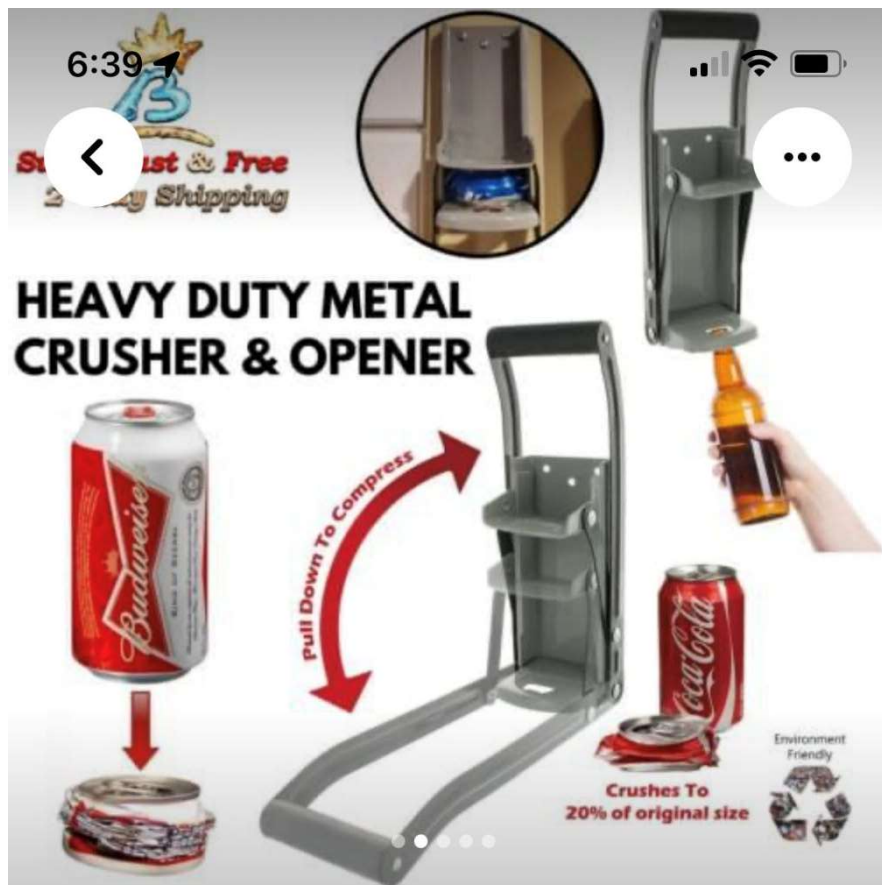
The Wake Up Call We All Needed

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- The problem is that recycling much of this plastic waste is currently **unfeasible and unprofitable**. Polymers such as rubbers, elastomers, thermosets, and mixed plastic waste are comfortably labelled as 'unrecyclable' by the recycling sector. But the amount of these materials all over the world is frighteningly large and keeps on growing. What if this plastic waste could be used to produce something useful to society?



Philadelphia, PA



Heavy Duty Aluminum Can Crusher Bottle Opener, up to 16OZ Cans

What's the incentive for consumer to have this in thier home? They get paid to recycle the material. Instant tangible results. Plastics is reliant on outside companies and agencies to do this for us





United Toward a Common Vision

By bringing together all stakeholders and driving action, the U.S. Plastics Pact will deliver a step change toward a circular economy, enabling companies and governments in the U.S. to collectively meet impactful **targets** by 2025 that they could not meet on their own. Public-private led collaboration can help address the massive undertaking needed to change the U.S. systems that produce, use, recover, and process plastics with solution-driven actions.

The U.S. Plastics Pact brings together businesses, not-for-profit organizations, government agencies, and research institutions that work together toward a common vision of a circular economy for plastics, as outlined by the Ellen MacArthur Foundation's [New Plastics Economy Initiative](#). This **vision** aims to ensure that plastics never become waste by eliminating the plastics we don't need, innovating to ensure that the plastics we do need are reusable, recyclable, or compostable, and circulating all the plastic items we use to keep them in the economy and out of the environment.

Annual Blow Molding Conference, September 12-14, 2022

Philadelphia, PA

Activators of the U.S. Plastics Pact





<https://youtu.be/rXwTMp8-HEs>



OUR NEW INITIATIVE: TOGETHER, WE'RE COMMITTED TO GETTING *EVERY BOTTLE BACK*

Our plastic bottles are made to be remade. We are carefully designing them to be 100% recyclable – even the caps. Our goal is for every bottle to become a new bottle, and not end up in oceans, rivers, beaches and landfills. And that means we are using less new plastic.

That's why America's beverage companies have launched a **new initiative to get *Every Bottle Back***. This unprecedented commitment includes:

- Working with World Wildlife Fund through the *ReSource: Plastic* initiative to reduce our plastic footprint.
- Partnering with The Recycling Partnership and Closed Loop Partners to improve recycling access, provide education to residents

OUR NEW INITIATIVE:

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- **Working with World Wildlife Fund through the *ReSource: Plastic* initiative** to reduce our plastic footprint.
- **Partnering with The Recycling Partnership and Closed Loop Partners** to improve recycling access, provide education to residents and modernize the recycling infrastructure in communities across the country.
- **Increasing awareness** about the value of our 100% recyclable plastic bottles.
- **Introducing a new voluntary on-pack message** to promote the recyclability of our plastic bottles and caps.





Open in app

Get started

Today's Every Bottle Back campaign by the American Beverage Association is just as insidious, focusing on plastic bottles and perpetuating the myth that they can be effectively recycled. Most plastic can't be recycled into new bottles, which is why they get incinerated, landfilled or littered — often after ill-informed consumers think they've recycled them. Just 8% of plastic used in the United States gets recycled, often into clothing that continues to shed microplastics and plastic fibers.

My dad feels a bit bad about the role he played in launching this blame-shifting advertising effort. "It was pushing off responsibility onto the mass of individuals instead of an industry being responsible for its products," he told me recently. "It was effective at the time, but we knew we were fighting a rearguard effort."

In other words, after the first Earth Day in



medium.com

eren



https://medium.com › center-for-bio...

Plastic Industry's Fake Tears. 'Every Bottle Back' Is Industry's... - Medium

Feb 23, 2021 — From its Super Bowl commercial to podcast sponsorships, I've been dismayed to hear the beverage industry promoting its Every Bottle Back ...



https://www.americanbeverage.org › ...

Every Bottle Back Initiative For Plastic Bottle Recycling

Aug 8, 2019 — Every Bottle Back is America's beverage companies' initiative to ensure 100 percent of our plastic bottles are recycled.



https://www.plasticstoday.com › am...

American Beverage Association launches 'Every Bottle Back' campaign

Nov 6, 2019 — New initiative supported by America's leading beverage companies seeks to reinforce to consumers the value of their 100% recyclable plastic ...



https://www.bevnet.com › news › a...

every bottle back.org

hia, PA

- Great messages – what is missing?
- Consumer.
- Here is where perception really starts to make sense.
- No matter how much we do to help the cause– will it matter when much of the consumer sees us as a greedy pollution creating machine – and therefore these messages will not have any meaning to them..?????



Good things can happen, Good things ARE happening – BUT.....

- Improve, Support, invest in recycling
- Help clean up the oceans
- Streamline, refine some plastics usage...
- Show the world our efforts in both of these areas with smart campaigns, campaigns that
 - are not quirky or flashy
- Just FACTS
 - History
 - How we got here
 - Hit all the activist direct with direct facts to their lies
 - Needs Funding
 - Needs to be multi-Channeled
 - Needs direction



#SayNoToPlasticBottles #PlasticKills

Shouldn't **Greenpeace** be recommending reusable cups at festivals and events? Not even sure if the paper cup on the right is recyclable.



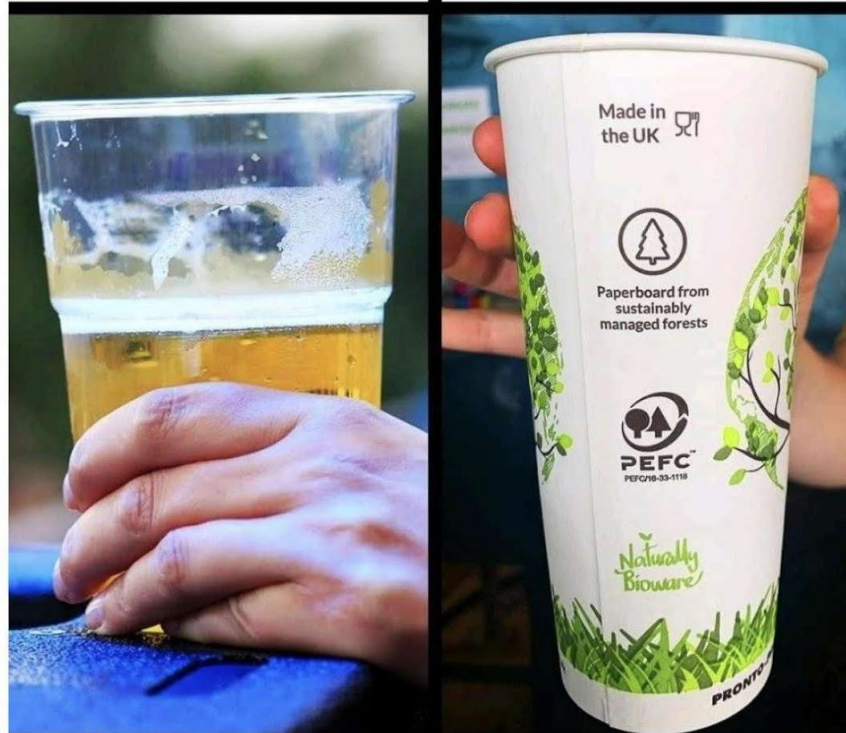
Greenpeace UK ✓

1 h · 🌐



More of this at festivals please! ♻️

LESS OF THIS | MORE OF THIS



👍 1k

94 comments • 48 shares

**SOS
Plastics
Industry**

**People we
have a hole
in the floor**

Scientist

are you an expert
in shipbuilding?
if there is a hole
then it's for a reason

Processor

aren't you ashamed
to say something
like that about our ship

Mold Maker

everyone let's
mind our own
business

Inventor

i am so proud
of our boat!

i like it with that
hole even
better

CEO

guys
let's not
be negative

Lab Technician

i am not listening
i am eating here

**Sales
Manager**

Jonathan
has two of those
in his boat, and it's ok

are you going to fix it?
sit down
and be quiet
smart ass

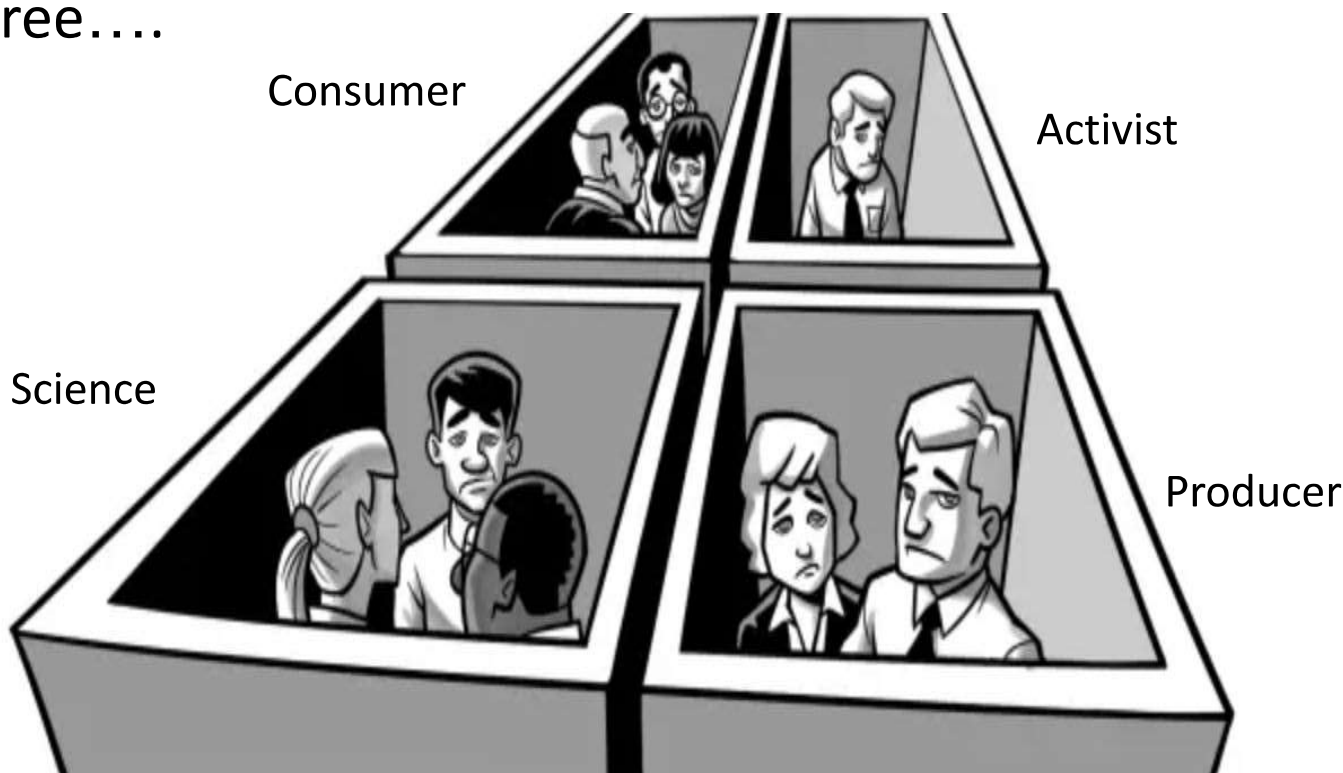
**Plant
Manager**

Designer

i have a different point
of view of the whole
situation



- STOP!!!
- See the Silos? We are trying to fix the system in an old-fashioned way – internally – in our own churches and we seem to feel as an industry if we can “fix” the issues – the consumer will follow – but there's another church another Silo that's already as large as our church and they don't agree....



- Everyone else is talking about Plastics with consumers. Except the plastics industry
- I'm trying to give US a voice where we don't have one.
- Public opinion. Perception. Must be righted or we fail.





JOURNALISM

BEFORE



NOW



- Everyone has an opinion – everyone has data and facts to back their opinions.
- With the age of the internet, now everyone can see **everyone else's opinions....**
- Too noisy and at some point, **no one is going listen to the facts any longer and just shut it all off.**
- What happens when we are all **in different churches and no one listening anymore?**
- Miscommunications.
- Miscommunications lead to misguided goals.
- Misguided goals lead to poorly executed ideas.



PAPER STRAW IN PLASTIC WRAP.

The green movement in a single photo.



- “This is not an international issue – its mostly an issue for the USA”
- “This is only a concern for Single Use Plastics?”
- “This doesn’t affect us?”
- “We are on new materials and new processes that will change the world!”
- Mass Media Push Against Plastics The Wake Up Call We All Needed



**KEEP
CALM
AND
BE
QUIET**



WHAT?
CAN WE DO ?

When those of us in this room are investing any time or resources to new materials or new recycling methods or circular design.

Make sure you include the consumer in your plans.



Share FACTS! Start at home, social media, your company website!

Mass Media Push Against Plastics The Wake Up Call We All Needed- Robert Schiavone

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Let's Talk: Email info@rclleverage.com or call 816-525-0353.

R&D/Leverage is a leading manufacturer and supplier of a variety of mold types for the food and beverage, personal care, and healthcare markets.

The Liberty IBM System

AOKI
AL-250LI-50S
An Alliance for Success

Request an online quote for mold repair

DISPENSEZ
One Finger Grab
A Packor Bottle Innovation!

Internal Thread and Drain-Back Pour Spout Design

Packaging Solutions For You:

R&D/Leverage
In this changing world of Plastics - Molds Matter! And the people who build them matter! R&D/Leverage has the processes and products to help you navigate the changing world of plastics. Whether it is using recycled material, light-weighting, creating new designs, or reducing cycle times - our experts in engineering, manufacturing, and our process testing labs are here to help.

Are Plastics Evil?



Are Plastics Evil?

R&D/Leverage likes to stay on the forefront of the ever changing industry we all love, Plastics.

We know that every media outlet almost daily has some context regarding plastics in our oceans and the issue of plastics regarding single use. There are issues with recycling. There are issues with littering. And the biggest issue is that Plastics is being painted as evil. And it's working. Instead of creating false impressions of plastics being evil, why not educate the consumer on the value Plastics bring, and the issues of recycling and littering.

We know Plastics are NOT evil. Plastics play a very important role in our lives economically.

This page has links to sites and PDF's that contain FACTUAL Information that should be used when looking for sources as we move forward in this debate.

Our tooling is rPET friendly. Join the *"Every Bottle Back"* initiative.



The Surprising Environmental Benefits of Plastics

If you have suggestions for other sites to be added or questions and

Seven types of plastic that you need to know



Replacing plastic packaging with other materials would increase environmental impacts



Safe, sanitary plastics and the important benefits they provide



The surprising environmental benefits of plastics



FINALITY - the truth about plastics and the environment



Plastics vs. the alternatives



This is plastics: separating myth from fact

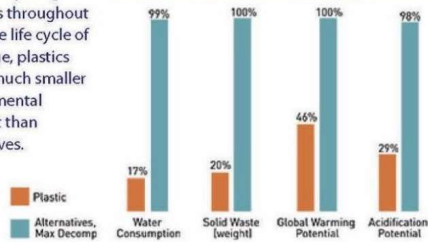


Replacing Plastic Packaging with Other Materials Would Increase Environmental Impacts

ALTERNATIVES TO PLASTIC PACKAGING WOULD NEARLY DOUBLE GREENHOUSE GAS EMISSIONS¹

When comparing materials throughout the entire life cycle of a package, plastics leave a much smaller environmental footprint than alternatives.

Normalized U.S. Results for Plastic Packaging and Substitutes



Substituting Plastic Packaging Negatively Impacts Solid Waste

If consumers weren't using plastics, they'd be using more glass and metal as substitutes. On average the combined weight of alternative materials is about 4.5 times more than the weight of plastic packaging,² and compostable packaging requires the more rigorous conditions of municipal composting facilities to degrade.³



Plastics Makers Circular Economy Goals

U.S. resin manufacturers have set goals to ensure that 100% of plastic packaging is recyclable or recoverable by 2030 and that all plastic packaging is re-used, recycled or recovered by 2040.

2040
All plastic packaging is **100%** reused, recycled or recovered

Plastic Packaging



Using plastics in packaging requires less energy

Saves enough energy to heat nearly **48 million** homes



The plastic packaging lifecycle including post-consumer disposal, results in less solid waste

Saves the weight of **290,000** jumbo jets worth of waste



Production of plastic packaging consumes much less water, including in waste system

Saves the weight of **461,000** Olympic-sized swimming pools

1. Life Cycle Impacts of Plastic Packaging Compared To Substitutes in the United States and Canada. Franklin Associates, A Division of Eastern Research Group (ERG), Apr. 2018. <https://plastics.americanchemistry.com/Reports-and-Publications/LCA-of-Plastic-Packaging-Compared-to-Substitutes.pdf>
2. Role of plastics in decoupling municipal solid waste and economic growth in the U.S., Demetra A. Tsolomitis, Melissa Torres, Marco J. Castald, <https://plastics.americanchemistry.com/Plastics-Decoupling-Waste-and-Growth.pdf>
3. <http://www.bpiworld.org/>



Plastics Division

201902-002-Plastics

You and 491 others

76 comments



Comment



44,541 views of your post



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PLASTIC

VS. THE ALTERNATIVES

Plastics are often seen as the major culprit for polluting habitats and the most visible component of waste and litter, and as a result various campaign groups and petitions call for it to be banned.

However, removing plastics or replacing them with alternatives such as paper, glass, and cotton is not the answer. 'Greener' alternatives are supposedly less harmful to the environment but are in fact more polluting in production, distribution, and recycling than plastics. Recovering plastic does not require the need for functional, protective packaging, we must therefore be mindful of the implications such a move would have. Here are the facts:



GLASS

As glass is heavier, and the melting point is $>1,000^{\circ}\text{C}$ higher than plastic, it is extremely energy intensive to produce, distribute, and recycle.

The same amount of energy & emissions to make a single glass bottle could be used to make 24 plastic bottles. Furthermore, recycling rates for plastic bottles are among the highest of all materials.



PAPER

Paper is 30% more dense than plastic and also uses considerable amounts of water and energy in production, it's carbon footprint is 4x that of a polythene carrier. Unless you re-use your paper bag >4 times, paper is more environmentally damaging. On account of its contribution to global warming Green House Gases.



COTTON

Using the same principles, the cotton shopper of all the bags available, have the most negative Co_2 footprint and require re-use 173 times, or >3 years of weekly shops. In order to meet the equivalent Co_2 footprint of a conventional carrier bag.



PET is Greener than Aluminum



Per 3,000 litres of soft drink/water

- **Plastics are less than 1% of materials and waste**
- **Plastics have massively reduced waste**
- **Plastics are usually the greenest choice as shown by many lifecycle analyses (LCA)**
- **People cause litter, so blaming materials is unjust**
- **Plastics degrade rather rapidly (a bag in under one year outdoors)**
- **Most microplastics have credible evidence of harm**
- **There are no floating islands of plastic**
- **Plastics are not a significant threat to fish or birds**
- **Plastics net reduce CO2 and fuel consumption**
- **NGOs have lied to get our donations**



<https://plasticsparadox.com/>



- Ask the question, who is in ultimate control of the industry?
- **The consumer**
- Who follows the consumer?
- **The Brand Owner**
- Who is spending millions on marketing direct to worldwide consumers about plastics?
- **The Anti-Plastics movement**
- Who is **not** talking direct to consumer?
- **The plastics industry**



- We are engineers, process technicians, scientist, executive management, process control technicians.
- Processor's and mold makers are **very far removed from the consumer.**
- **But we ALL must take part in this fight.**



- Plastics are.
- Durable
- Cheap
- Can Kill you
- Who has been maintaining the Brand of the Plastics Industry?



Who represents the Plastics Industry?
ONE voice or multiple groups
(Churches)??

- Plastics Industry Association?
 - American Chemistry council?
 - American plastics council?
 - ACC?
 - PIA?
 - NAPCOR?
 - APR?
- I think it's all coalitions and pacts need to join on the funding and organizing so it's truly a global effort.



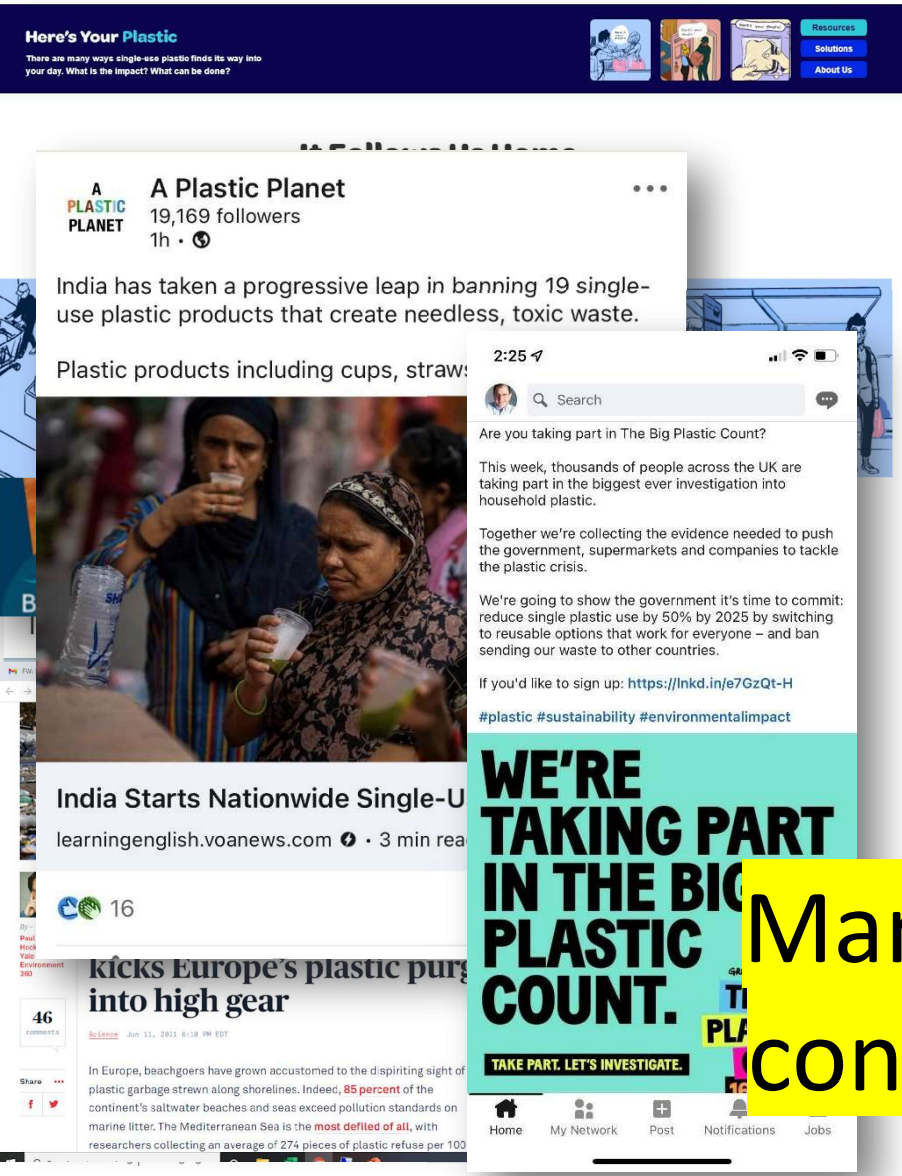
Anti-Plastics Groups

Plastics Industry

VS



Marketing \$ spent on
consumer campaigns



opened their eyes,” LaMar Detert said.

The increased demand has affected the cost. For example, the price of recycled PET jumped between January 2020 and 2021 as consumer packaging brands competed for the suddenly scarce material.

The crunch is poised to continue: The US will need an additional 80 recycling plants to meet the 2025 California mandate, according to one recent forecast. Another analysis predicts that global demand for recycled plastics will reach \$45 billion by 2025, up 30% from 2020.

Anti-Plastics Groups

Plastic: World agrees to tackle the crisis
| Environment | DW | 02.03.2022 - DW

Mar 2, 2022 — Plastic pollution and climate change are two separate but connected crises. They share a common cause: the fossil fuel industry. Most plastic is ...



<https://www.reuters.com/business>

World can't recycle its way out of plastic crisis - experts | Reuters

Dec 1, 2021 — Recycling will not be able to contain a runaway global plastic waste crisis, experts said on Friday as they called on companies to reduce ...



<https://www.sacbee.com/top-elf>

California can lead America out of ocean plastics crisis

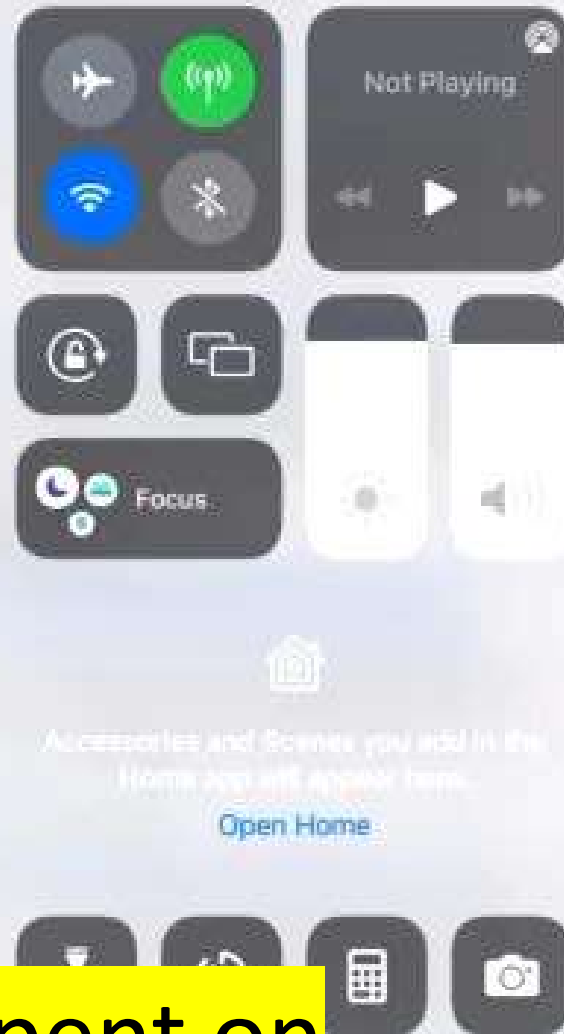
Jun 29, 2022 — How can California lead the U.S. in solving an ocean pollution crisis? One word: plastics. By Anya Brandon Special to The Sacramento Bee.



<https://rachelcarsoncouncil.org>

Q plastic

Plastics Industry



VS

Marketing \$ spent on consumer campaigns

Iphia, PA



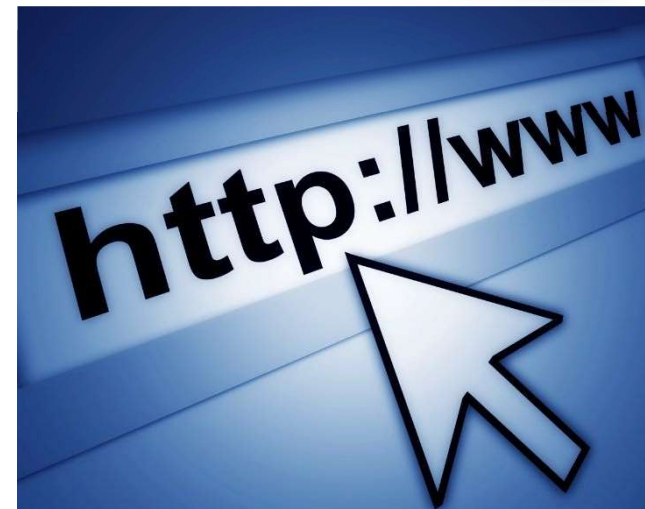
Mold Manufacturing | Packaging Solutions



A Plastics Positive marketing campaign.



We can't just pick one – it MUST be a multi-channel reach..



Plastic requires more than just an image makeover...

It needs a Mass Media information campaign approach to match/beat the anti-Plastics movement!



R&D/Leverage



R&D/Leverage

With Us, Ideas Take Shape

Plastics Manufacturing · Lee's Summit, MO · 1,653 followers



Rick & 72 other connections work here · 108 employees

✓ Following

Visit website

More

Home

My Company

About

Posts

Jobs

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Videos



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1,653 followers

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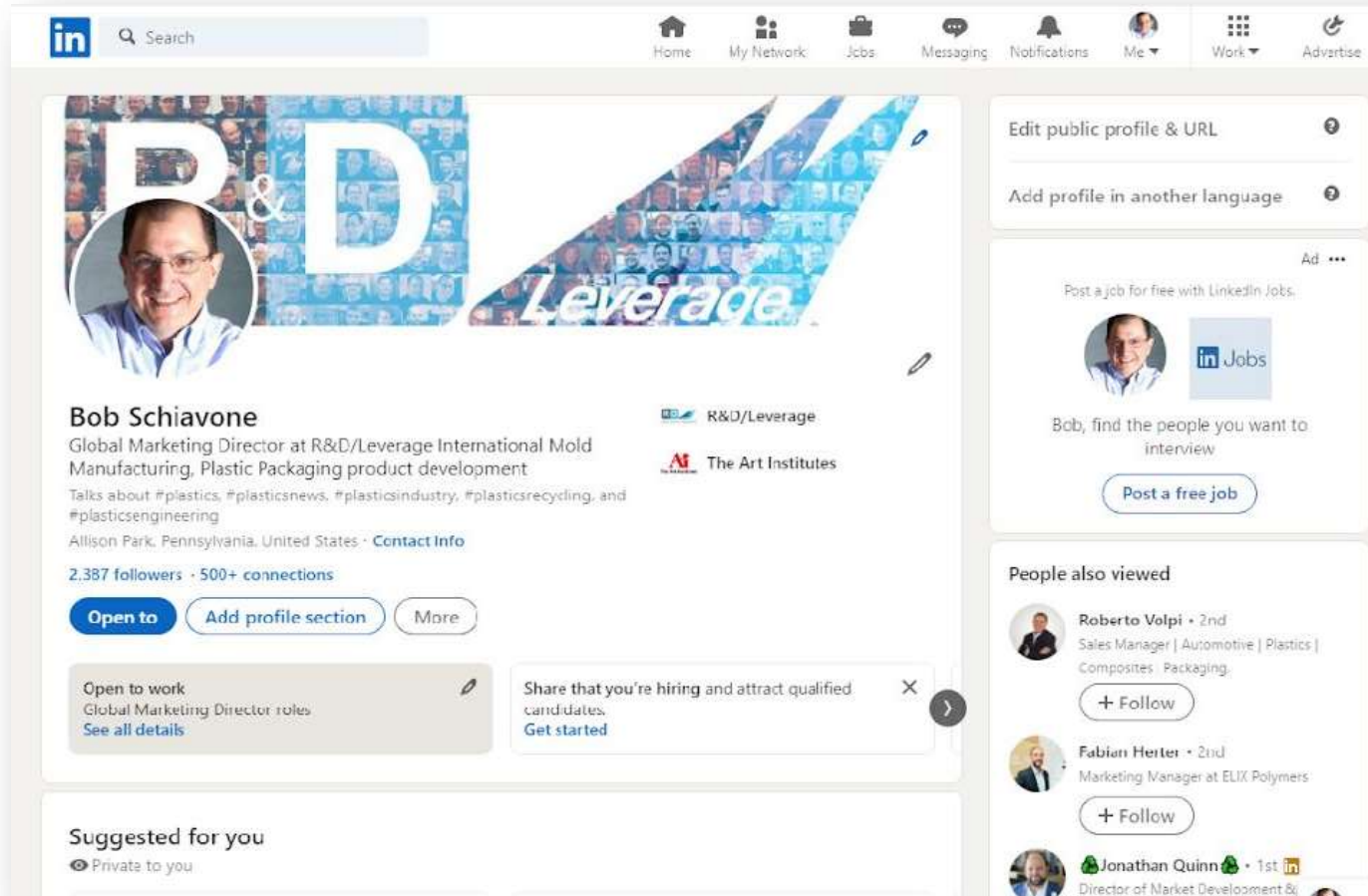


Bob Schiavone · You

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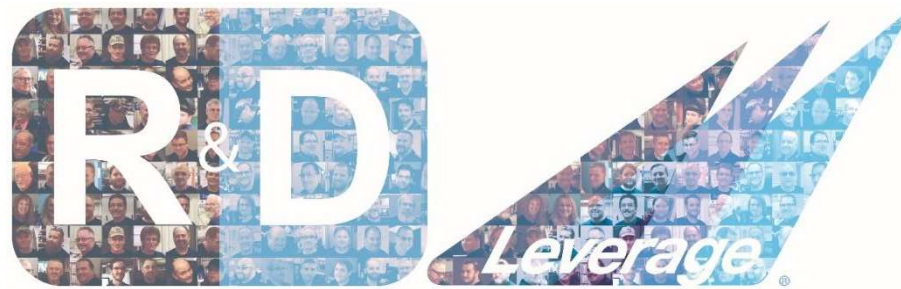
- Let's Stay Connected!!



<https://www.linkedin.com/in/schiavone1/>

In this changing world of Plastics Molds Matter!

And the people who build them matter!



Our processes, our products, and **our people** are here for you!

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info@rdleverage.com

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Mass Media Push Against Plastics

The Wake Up Call We All Needed

Robert Schiavone