



Plastic crisis: background and the way forward

Interreg
Baltic Sea Region



Co-funded by
the European Union



CIRCULAR ECONOMY

BALTIPLAST

Coalition
Clean Baltic

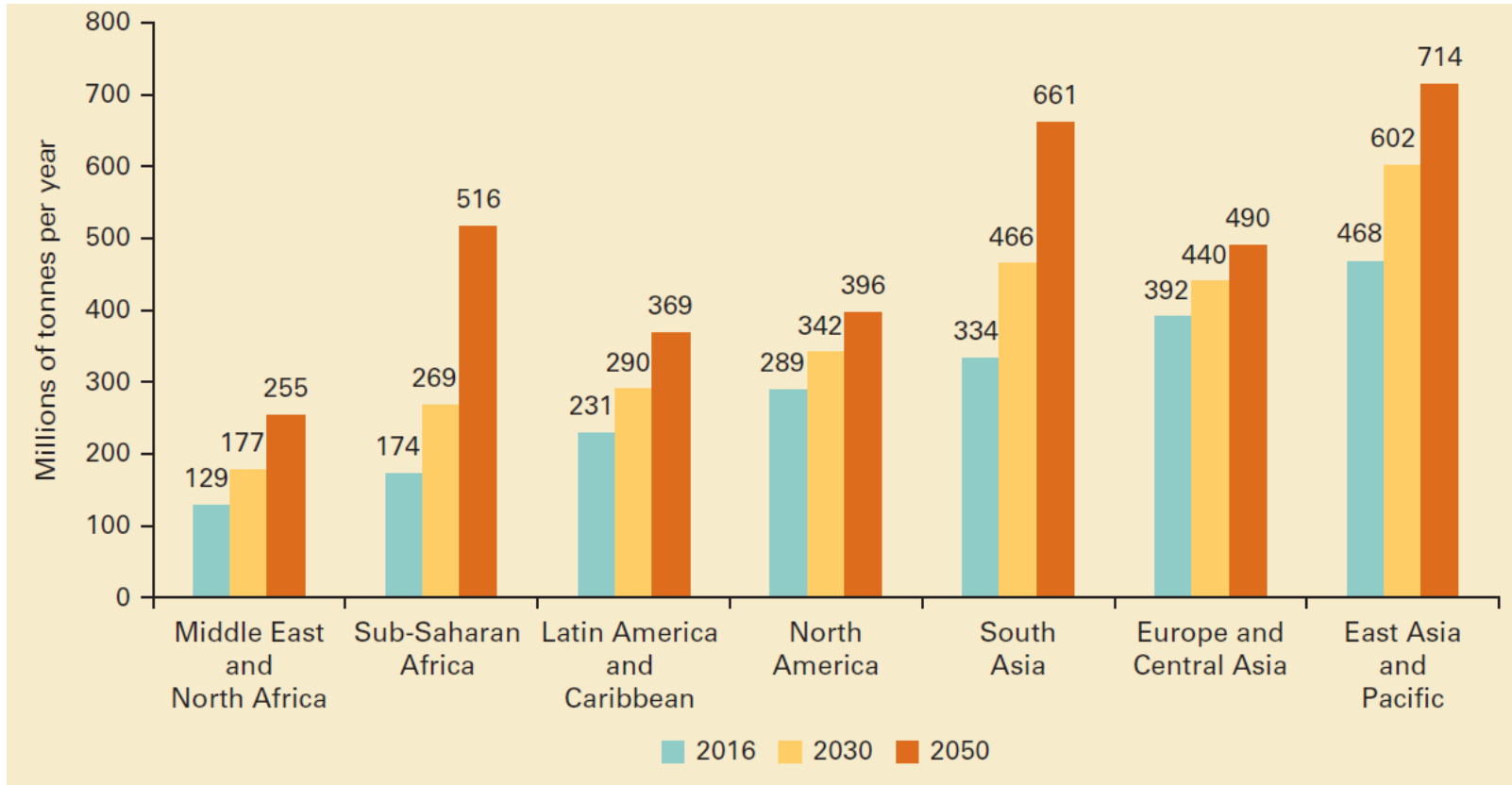
17.06.2025

Eugeniy Lobanov
Coalition Clean Baltic

Triple planetary crisis



Waste generation



World Bank

Marine litter



Circular Solutions

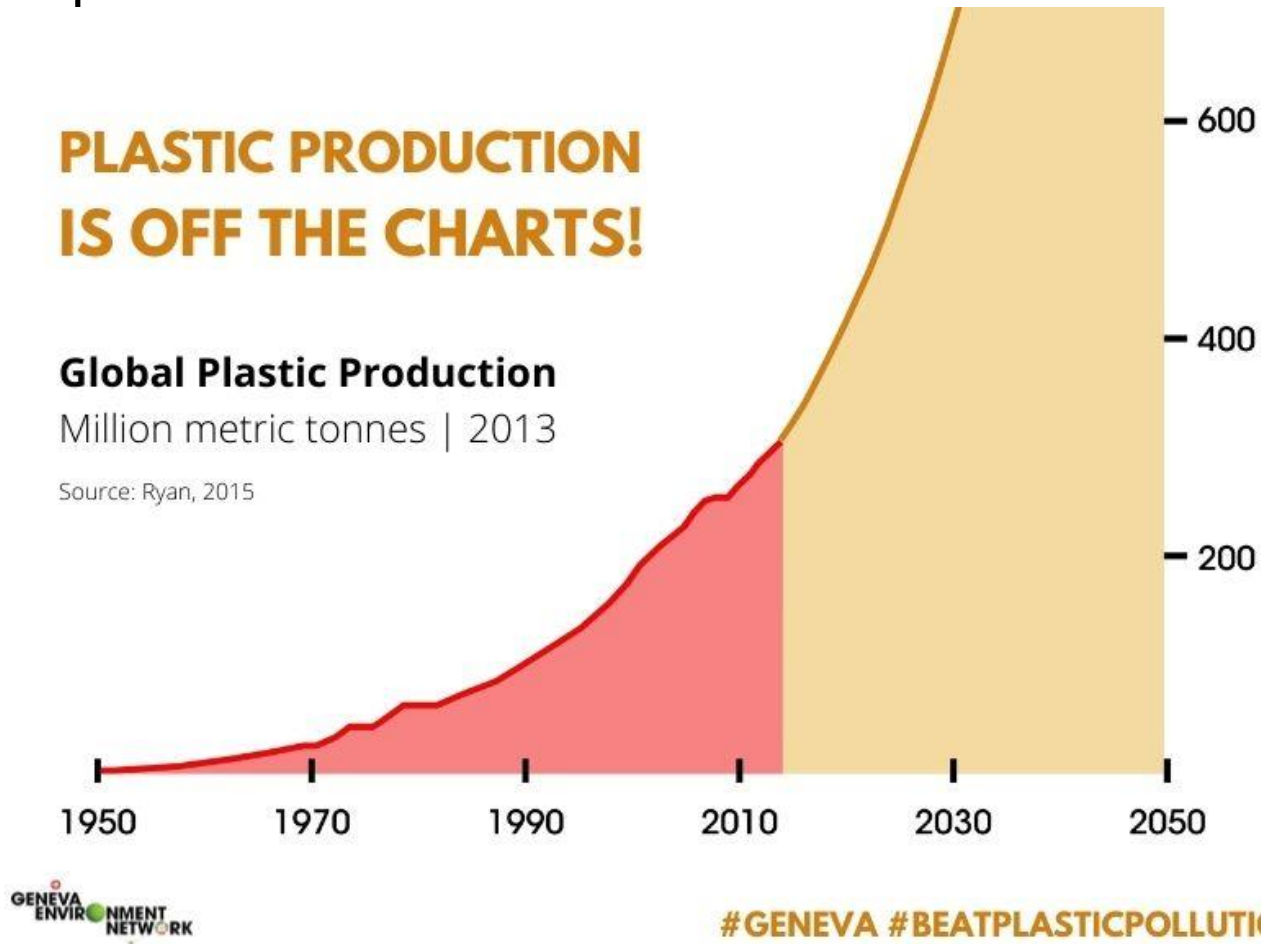
Plastic production

PLASTIC PRODUCTION IS OFF THE CHARTS!

Global Plastic Production

Million metric tonnes | 2013

Source: Ryan, 2015

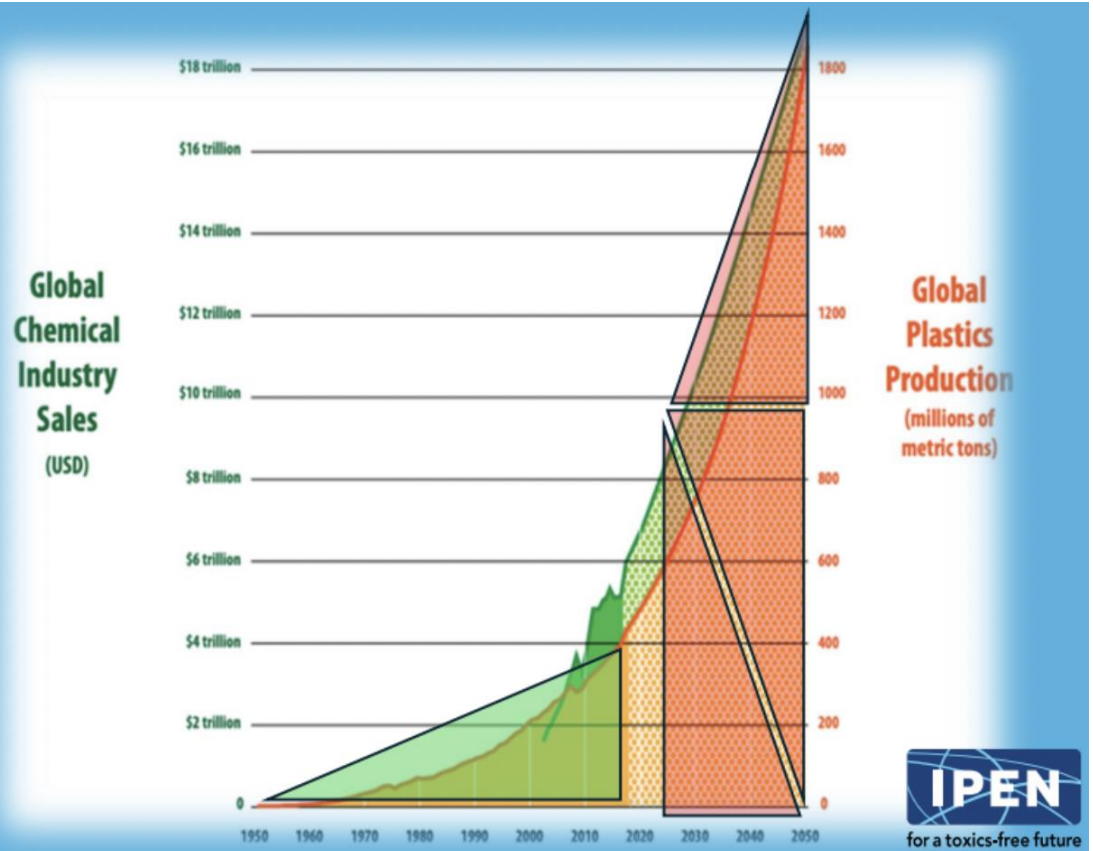


Plastic production

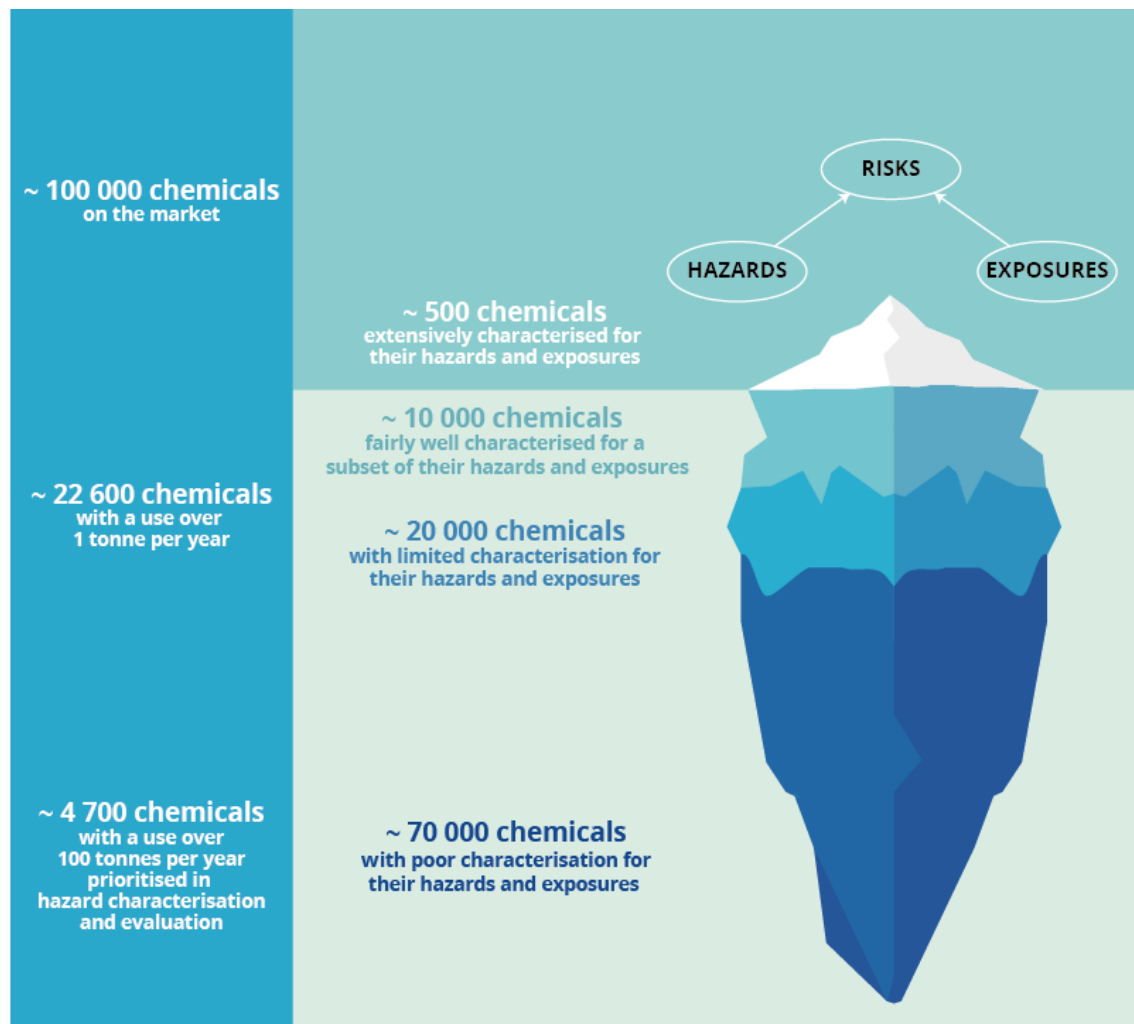
More Plastic Production
=
More Plastic Pollution
More Chemical Pollution

Plastic Production
300% Growth by 2050

1% of Chemicals Controlled
99% Out of Control

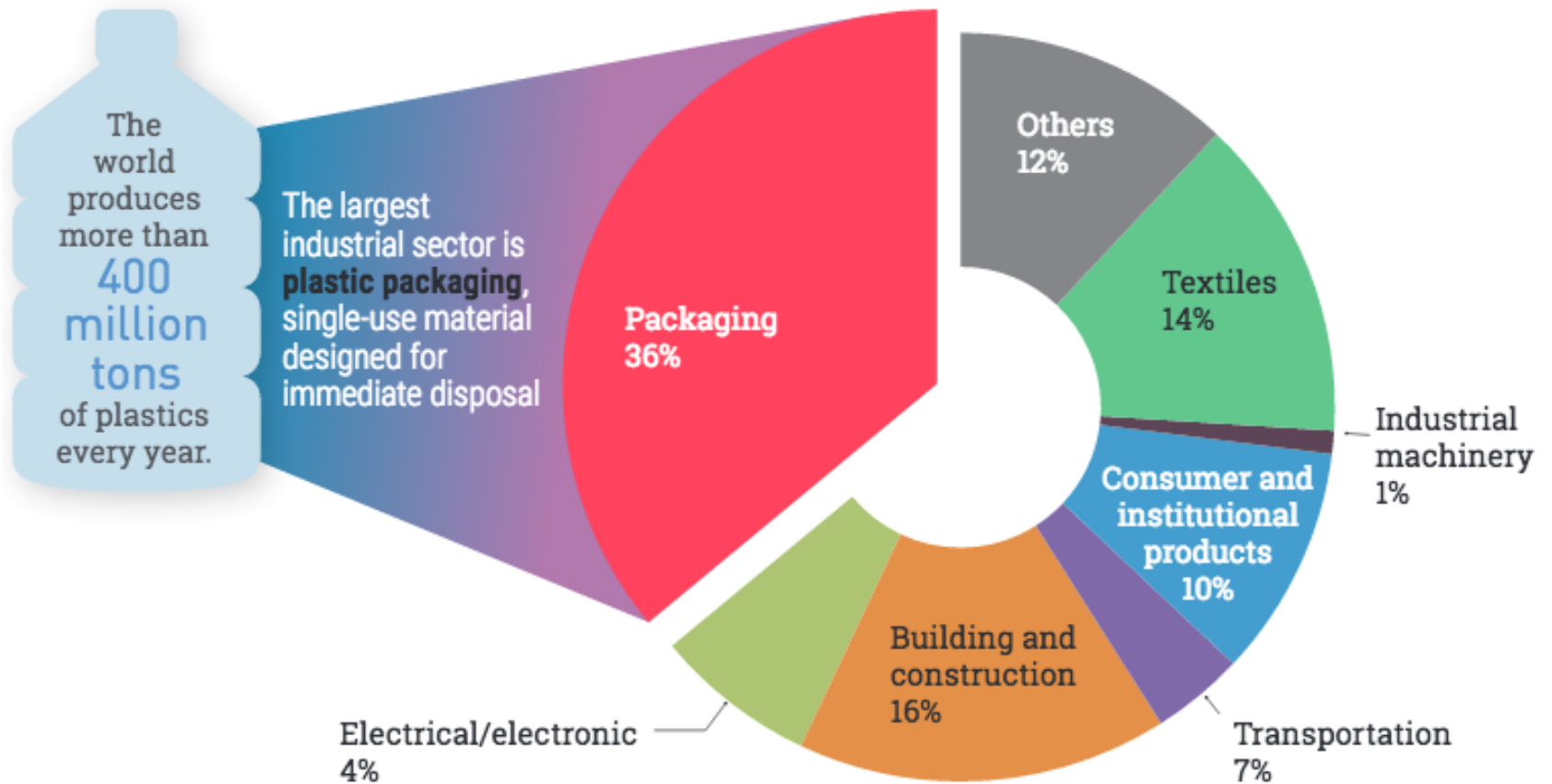


Chemicals in plastic



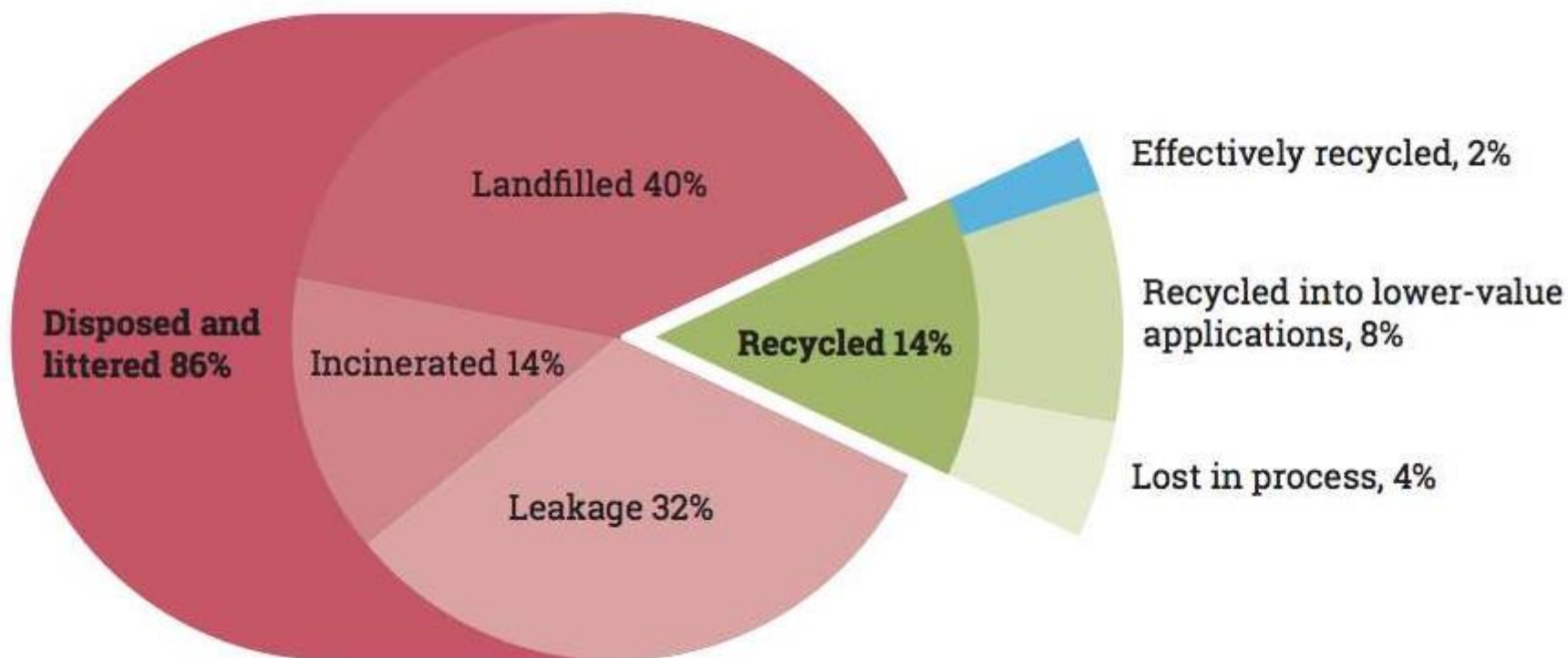
Recycling?





Source: Adapted from Geyer, Jambeck, and Law, 2017

Total packaging waste in 2015: 141 million tonnes



Source: World Economic Forum, 2016

Recycling?



Health impacts



WHO

Microplastic



SUP



Open international questions



CONFIDENTIAL



CBDR



Risk vs hazard

Possible theory of change



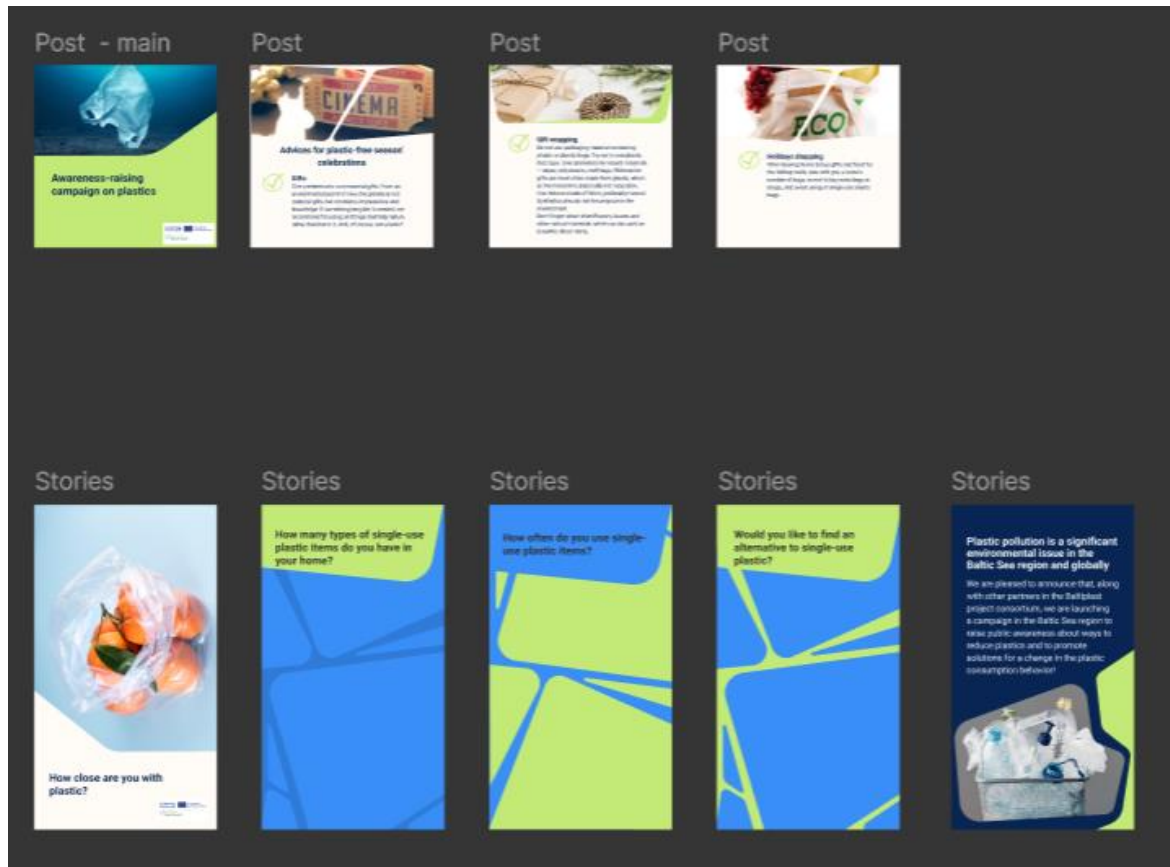
Ways to engage to plastic issue

Planning and organizing local events with CCB/Baltiplast support



Ways to engage to plastic issue

Social media campaign



Social media campaign - structure

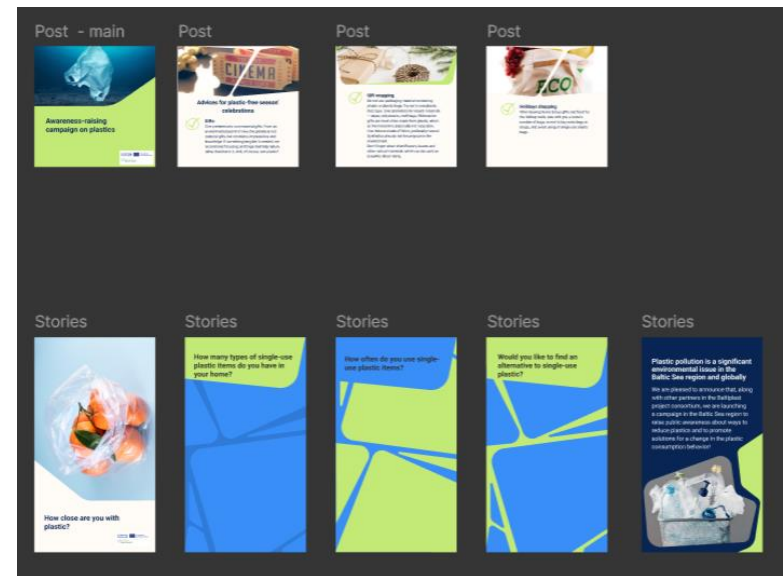
Key element – coordinated regular pushes in social media

Campaign participants regularly receive:

- Pre-designed visuals for posts and stories in Instagram, Facebook, and LinkedIn + TikTok
- English texts for publications
- Detailed instructions
- Thematic longreads

Materials are translated and shared by partners

All campaign materials are available for use



Social Media campaign - Visuals



Reels + TikTok

