



# No Plastic in Nature: WWF's efforts to solve global plastic issue

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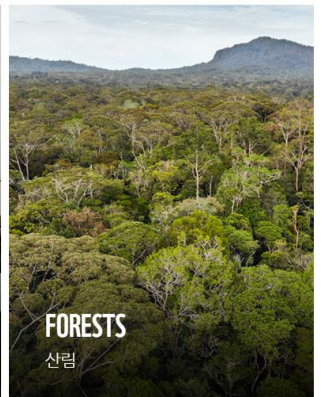
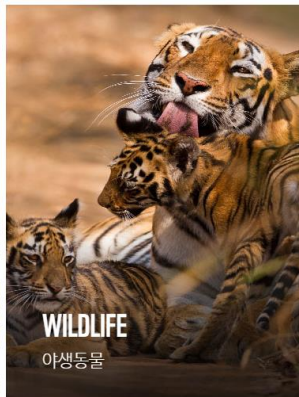
YoonHee Hong  
Executive Director  
WWF-Korea  
2022/08/05





# WWF(World Wide Fund for Nature)

- World's largest nature conservation organization to stop the degradation of earth environment and to create a sustainable future
- Established in 1961, headquartered in Gland, Switzerland
- Science-based efforts for nature conservation in over 100 countries with over 6 million supporters





# Quadruple

Plastic production is expected to double 2036 and almost quadruple by 2050

EMF: The New Plastics Economy Report 2016

**%75**

OF ALL PLASTIC EVER PRODUCED IS WASTE

**%80**

OF OCEAN PLASTICS ARE ESTIMATED TO COME FROM LAND-BASED SOURCES.

**1/3 OF PLASTIC**

(100 MLN METRIC TONS)

ALREADY BECAME LAND OR MARINE POLLUTION AND 104 MLN WILL LEAK INTO NATURE BY 2030 IN BUSINESS AS USUAL SCENARIO

**396 MILLION**  
METRIC TONS

IN 2016, PRODUCTION REACHED 396 MILLION METRIC TONS. THAT IS EQUIVALENT TO 53 KILOGRAMS OF PLASTIC FOR EACH PERSON ON THE PLANET

**40%**

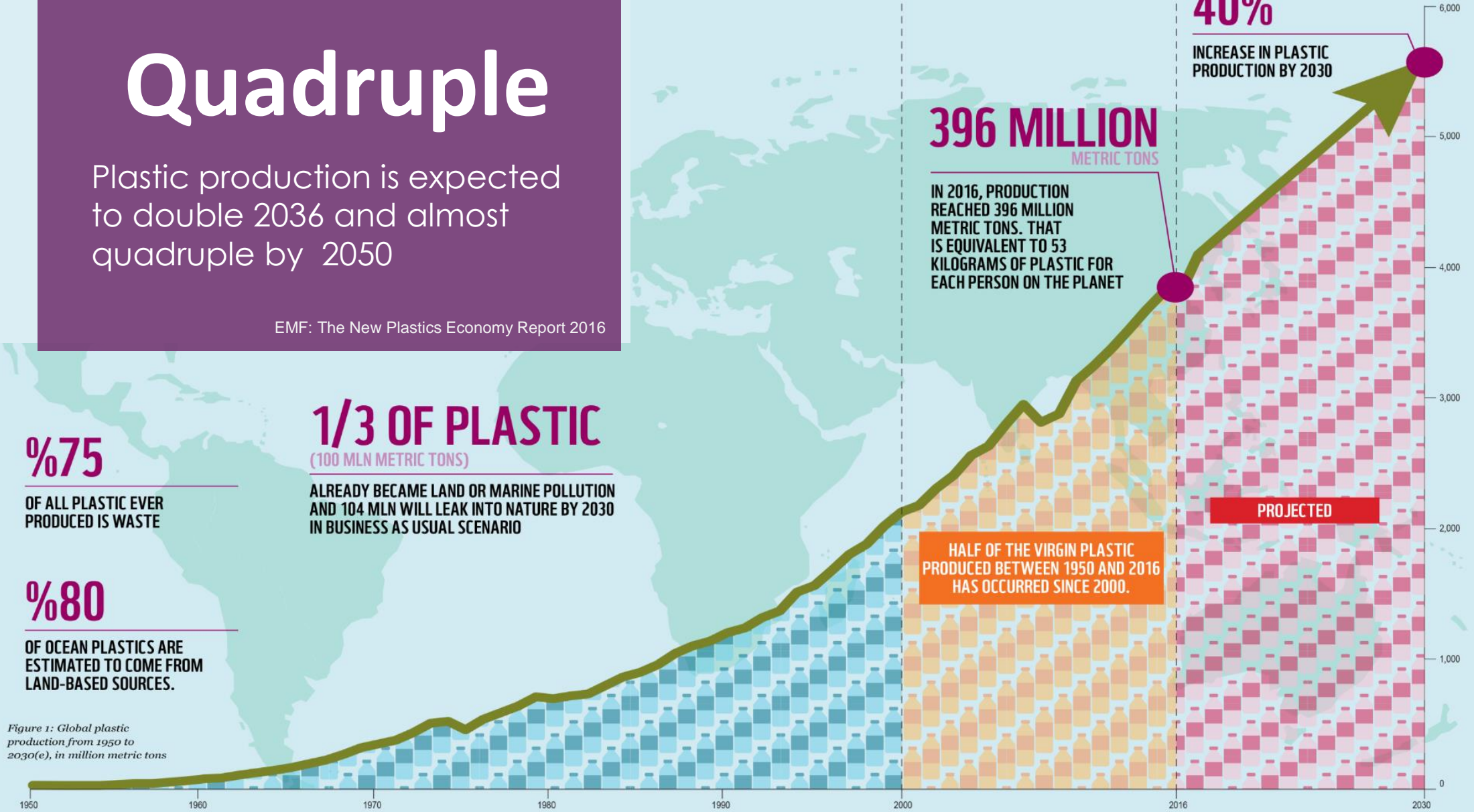
INCREASE IN PLASTIC PRODUCTION BY 2030

HALF OF THE VIRGIN PLASTIC PRODUCED BETWEEN 1950 AND 2016 HAS OCCURRED SINCE 2000.

PROJECTED

Figure 1: Global plastic production from 1950 to 2030(e), in million metric tons

Source: Dalberg analysis, Jambeck & al (2017)





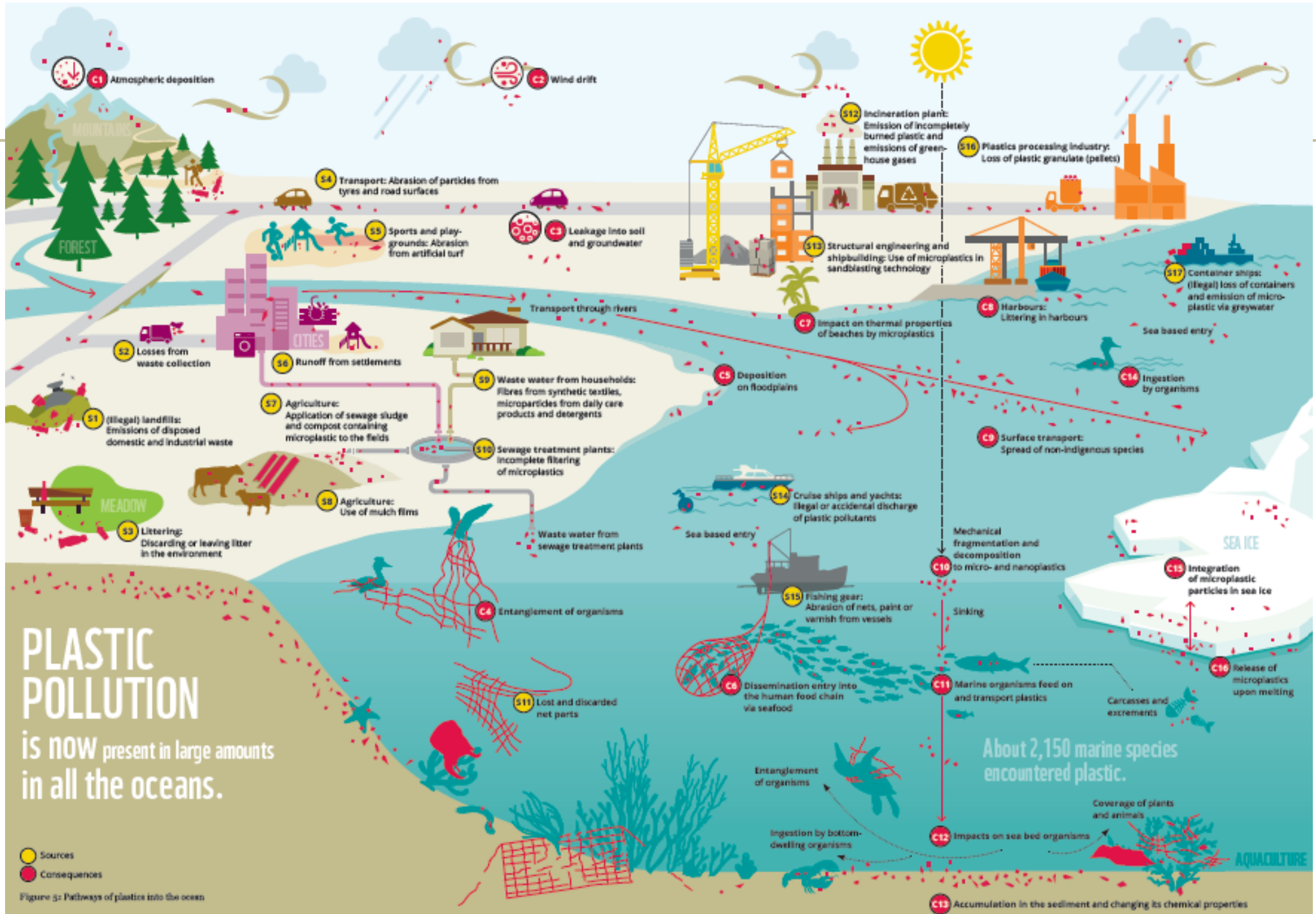
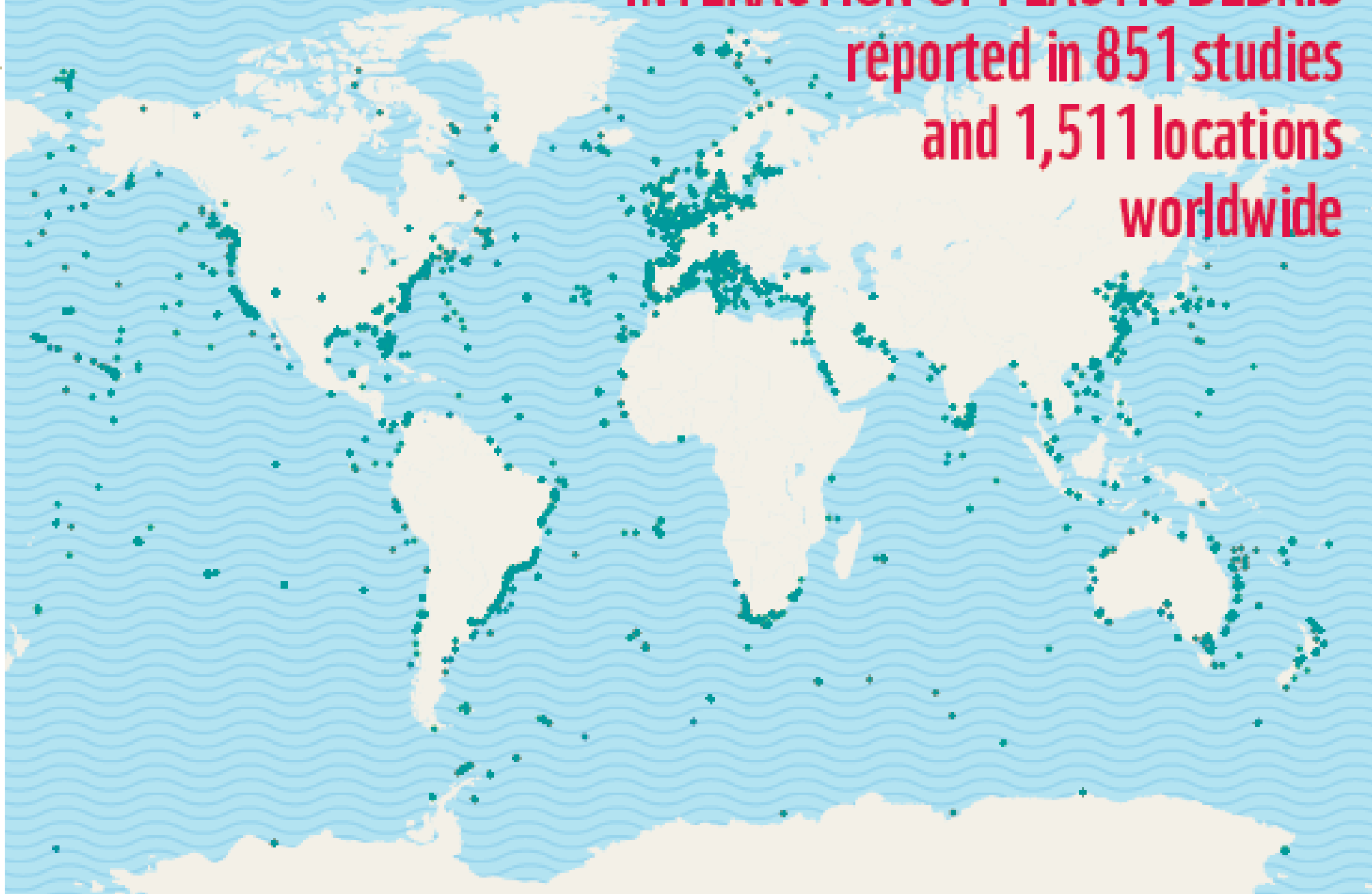


Figure 5: Pathways of plastic into the ocean



# INTERACTION OF PLASTIC DEBRIS

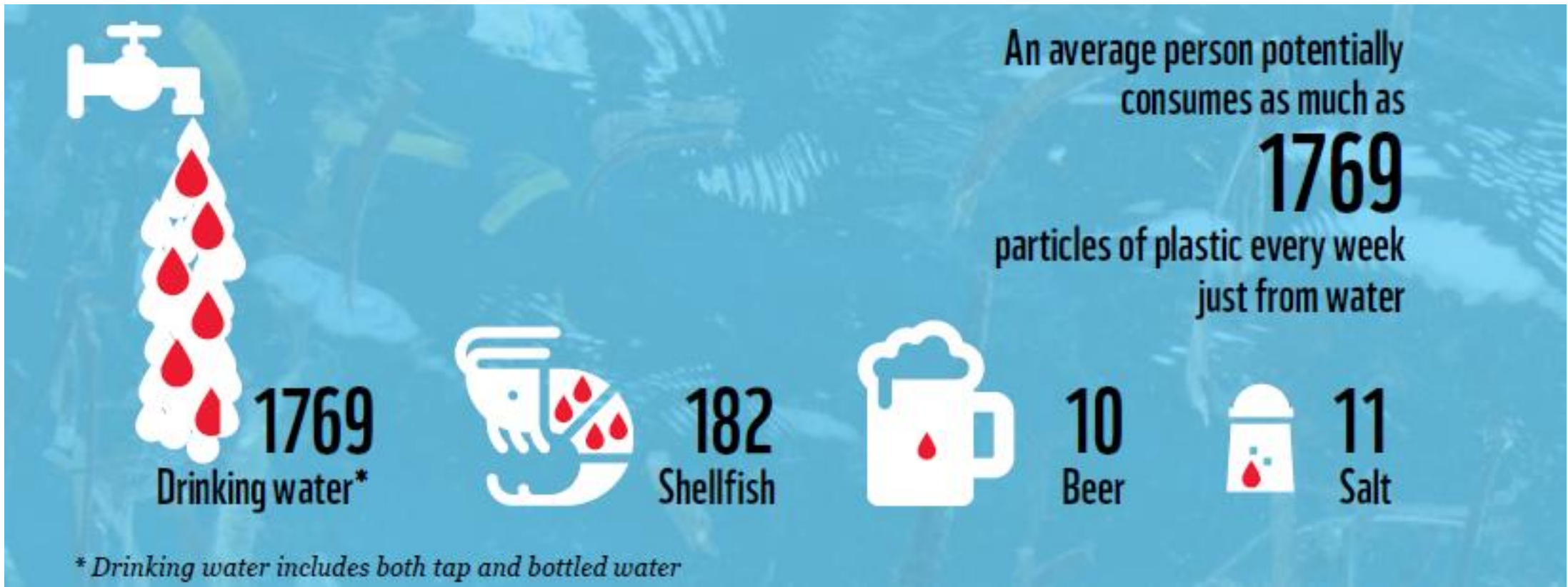
reported in 851 studies  
and 1,511 locations  
worldwide





# WWF's plastic research results

Average amount of microplastic (0-1mm) consumption through water and foods





# WWF's plastic research results

Average amount of microplastic (0-1mm) consumption through water and foods

It took you approximately **1 WEEK** to eat this credit card

Tiny bits of plastic are in our food, water and air. Find out how much plastic you eat at [YOUR.PLASTIC.DIET.ORG](http://YOUR.PLASTIC.DIET.ORG)

1769 Drinking water\*

11 Salt

potentially as much as 1769 every week from water

\* Drinking water includes bottled water





# How to tackle plastic problem?

Multi-stakeholder engagement is key to develop meaningful solutions

## INT'L TREATY

Set international rules and standards to create a more circular and sustainable approach

## NATIONAL GOV'T

Include externalities into the cost of plastics by applying EPR and necessary rules and regulation

## CORPORATE

Innovate and re-design to reduce plastic footprint in transparent and accountable manner

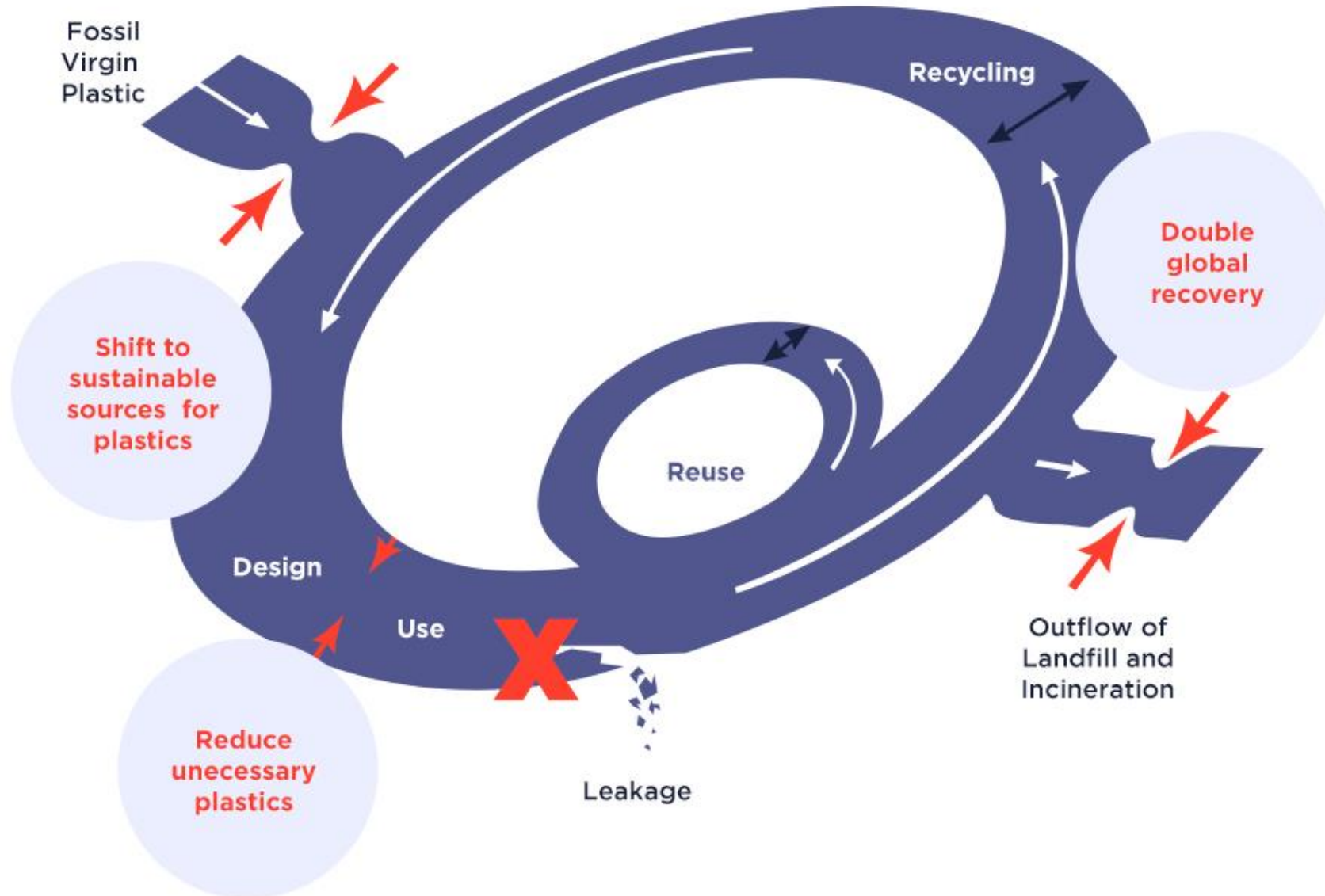
## LOCAL GOV'T

Improve waste management system and engage citizens





# No Plastic in Nature initiative





# No Plastics in Nature Initiative

**Business Model Innovation**

**CORPORATE**

**Global Plastics Policy**

**NATIONAL GOV'T**

**Plastic Smart Cities**

**LOCAL GOV'T**

**EPR program**

**Innovative platform**

- Bilateral & Sectoral Corporate Engagement
- Global platform (ReSource)
- National platforms (Pacts and similar)
- Entrepreneurship and innovation

**Global policy**

- Advocacy for a global policy solution to halt plastic emissions
- Create international legally binding instrument and agreement to target plastic pollution (including Extended Producer Responsibility schemes)

**Improve infrastructure**

- Addressing major leakage points at city level
- Piloting in high polluting sites in South East Asia
- Ambition to start a global movement

**WWF Global plastic campaign**



## At UN Environment Assembly (UNEA-5.2), a historic resolution to end plastic pollution was adopted

- International legally binding instrument on plastic pollution
- An Intergovernmental Negotiating Committee to develop treaty by 2024



02 MARCH 2022

The resolution titled

**'End plastic pollution:  
Towards an international  
legally binding instrument'**

was adopted at the resumed fifth session of the United Nations Environment Assembly.





# Business



We need a holistic life cycle approach to a circular plastic economy that recognizes the interconnectedness of all of our systems

## WWF's ReSource and PACT

- Concrete commitments and accountability
- Fundamental redesign
- Innovation and entrepreneurship
- Sector-wide approaches and investment
- Regular monitoring





The countries with biggest **mismanaged plastic waste issues** are concentrated in Asia. China, Indonesia, Philippines and Vietnam are the worst offenders  
Through WWF National Offices in the region, we are working with Cities across SE Asia.

## CHINA & HK

Hong Kong  
Shenzhen City  
Sanya City  
Changsha City  
Shanghai City  
Qinghai Province

## THAILAND

Ko Samui  
Hat Yai  
Surat Thani  
Patong Beach  
Pattaya City  
Hua Hin  
Ko Tao

## PHILIPPINES

Davao City (Barangay 23-c)  
Island Garden City of Samal  
Tagum City  
Digos City  
Lupon, Davao Oriental  
Santa Cruz, Davao del Sur  
San Isidro, Davao Oriental  
Manila City

## VIETNAM

Phú Quốc  
Long An  
Cù Lao Chàm - Hội An  
Da Nang  
Can Tho  
Ho Chi Minh City  
Ha Long City – Quang  
Ninh Province

## INDONESIA

Denpasar  
Manado  
Labuan Bajo/Komodo  
Semarang  
Makassar  
Jakarta





# WWF-Korea plastic activity highlights



## Plastic Business Guideline

Researched and analyzed corporate plastic reduction cases



## Online Plastic Roundtable

Introducing corporate plastic reduction cases (Amore Pacific, CJ), governmental policy trends, and WWF-Korea's PACT



## PACT launch

Corporate pledge of plastic reduction goals from 9 participating companies (Beauty, F&B, Hospitality, Delivery service sector, etc.)



## PACT corporate roundtable

Exclusive roundtable event with PACT companies and interested companies (Clio, CJ, P&G) to promote networking





# WWF-Korea plastic activities

**Life Cycle of Plastics**  
플라스틱의 생애

**Solutions for Plastic Pollution | 플라스틱의 문제 해결이 가능한가요?**

플라스틱 쓰레기를 줄이기 위한 WWF의 노력  
WWF는 2030년까지 적어도 물이 들어가는 플라스틱 쓰레기를 줄이기 위해 3개의 주제의 달에 노력하고 있습니다.

기업 → 정부 → 도시

기업: 플라스틱 생산을 줄이거나 다른 지속가능한 소재의 사용을 위해 노력합니다.  
정부: 플라스틱 생산 및 폐기 관련 규제를 만들고 다른 국가의 법률을 통해 쓰레기를 줄입니다.  
도시: 쓰레기 처리 방법 개선을 통해 플라스틱의 재활용을 늘릴 수 있습니다.

그럼 나는 무슨 일을 할 수 있을까요?  
우리 생활 속에서 너무 많은 플라스틱이 사용되고 있습니다. 문제 해결을 위해서는 개인의 노력도 매우 중요합니다. 기업과 정부에게 행동을 촉구하고 일상생활에서 플라스틱을 줄이려고 노력해야 합니다.

일상생활에서 플라스틱 줄이기에 어떻게 할까요?  
● 일회용품보다는 다회용품을 여러 번 사용해요  
● 2대  
● 다회  
● 용기

**STOP PLASTIC POLLUTION**



Impactful PACT corporate outcomes

Marine plastic collection & more conservation efforts

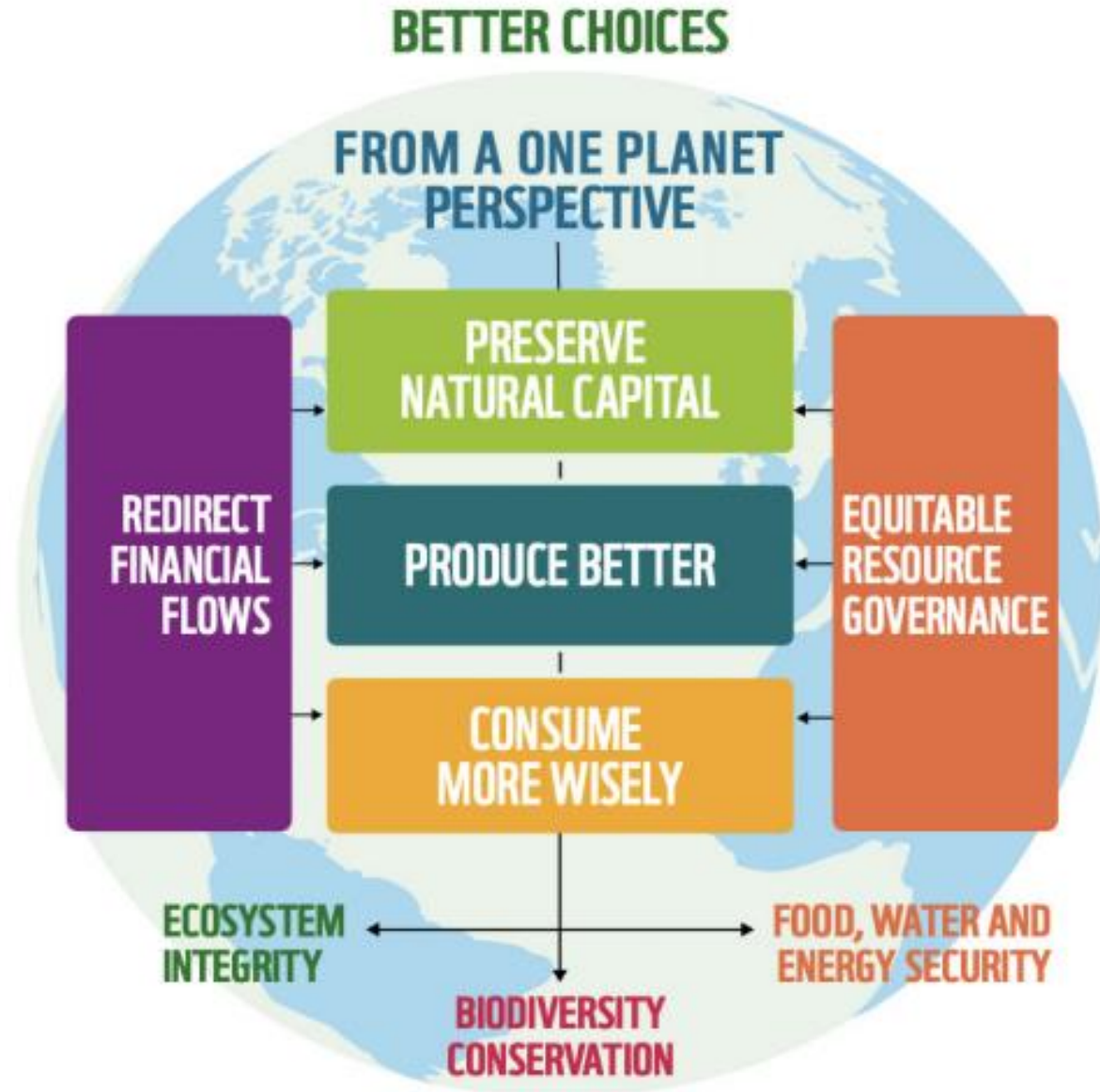
Public advocacy, education & marketing

Webtools, research & reports





# WWF's vision for change





**together possible™**

**THANK YOU**