



# SO MUCH PLASTIC.

Not fantastic.

SWIPE 



**JUST HOW  
MUCH PLASTIC  
DO WE USE?**



**350 MILLION**

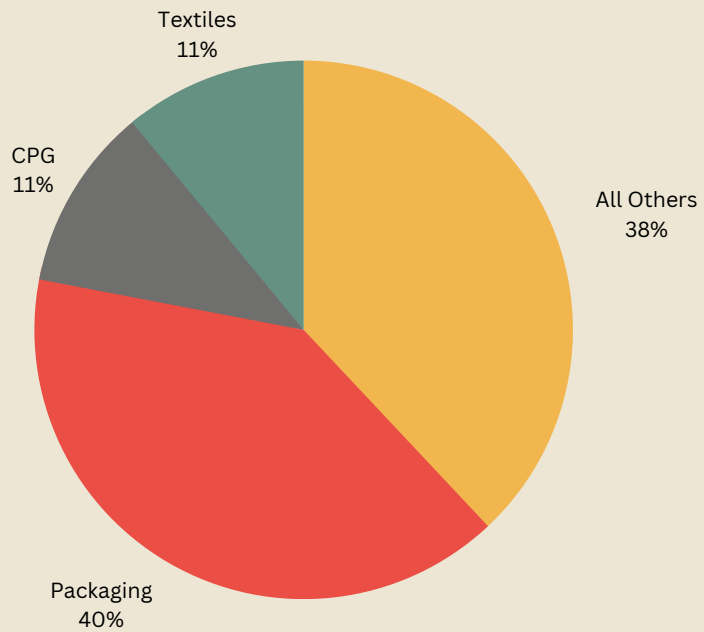
**METRIC TONNES**

every year, globally.





# MADE UP OF...





# **HOW MUCH DO WE RECYCLE?**



**9%**

Yes, just 9%!







Plastic packaging costs  
businesses

**\$80-120  
BILLION**

every year.



Reusable packaging is a

**\$10 BILLION**  
**INNOVATION**  
**OPPORTUNITY**





**INDIA IS  
SLIGHTLY AHEAD  
OF THE GLOBAL  
STANDARD.**



Generating

**3.4 MILLION**

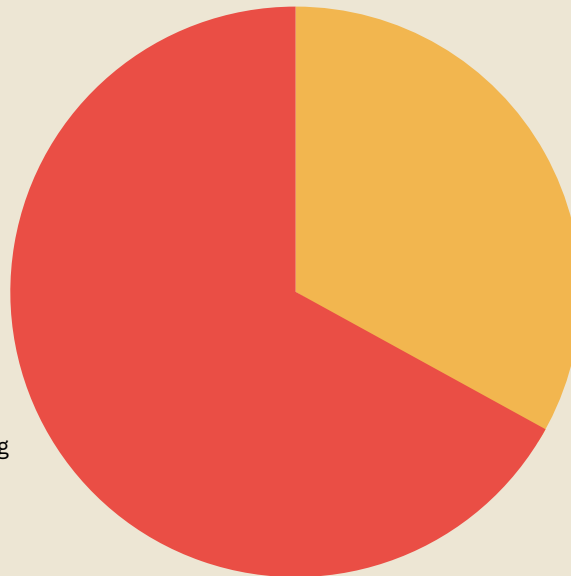
**METRIC TONNES**

of plastic waste  
every year.



# MOSTLY FMCG

products and  
packaging.



FMCG Products & Packaging  
67%

All Others  
33%





We recycle about

**12%**





**HOW DO WE  
DO MORE?**



#1

**INCREASE  
POST CONSUMER  
RECYCLED  
CONTENT IN  
PACKAGING LIKE...**







#2

**REPLACE  
WITH  
ALTERNATE  
MATERIALS  
LIKE...**





PAPER  
BOTTLE  
COMPANY  
TM





#3

**REUSE &  
REFILL**

**TO REDUCE  
OVERALL  
PACKAGING  
LIKE...**



MARKS &  
SPENCER

**LUSH** FRESH  
HANDMADE  
COSMETICS







# **ARE YOU ADDRESSING PLASTIC CONSUMPTION?**

Tell us about it.





**#FIRESIDEIGNITE**