

PREVENTED OCEAN PLASTIC – ICRS CASE STUDY

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Environment & Social Value Case Study:

The Prevented Ocean Plastic Programme *Integrating environmental benefit and social value*

A September 2021 paper from the Zoological Society of London (ZSL) and Bangor University¹ reveals plastic and climate change crises exacerbate one another and urge that they must be tackled in unison to save precious marine life.

If we carry on as we are now, the annual flow of plastic entering the oceans will triple by 2040, to 29 million metric tons.² Our oceans – and the wildlife within it - are already being harmed by plastic pollution and any increase will be devastating.

At the same time, currently, 95% of plastic packaging loses its material value, equivalent to \$80-120 billion annually, after one time use³. Bantam Materials decided it didn't have to be this way. It launched the Prevented Ocean Plastic programme in 2019 in response to the challenges of global climate change and local plastic pollution in developing countries across the world.

The Prevented Ocean Plastic programme is one of the largest ocean-bound plastic prevention programmes of its kind, working in South-East Asia, the Mediterranean, Central America and South America to build a thriving local economy and prevent over 1,000 tons of plastic from entering the ocean every month.

The mission

We are determined to lead the transformation of the recycled materials industry and build a positive, transparent circular economy where everyone is respected. As part of this we regularly engage with policy makers and industry experts to share insights and drive progress across the industry.

By collecting discarded plastic bottles before they enter the water, through the Prevented Ocean Plastic programme, Bantam Materials helps reduce the damage, protect the environment and climate. To date the programme has already stopped more than one billion plastic bottles from reaching the ocean.

About Prevented Ocean Plastic

Prevented Ocean Plastic is the physical output of the Prevented Ocean Plastic programme. It is high quality, certified and award-winning recycled plastic material made from discarded plastic collected from coastal areas at risk of ocean plastic pollution.

Choosing Prevented Ocean Plastic means protecting the oceans and marine life from pollution; reducing CO2 emissions; cutting the need for more virgin plastic; supporting people working in

¹ www.zsl.org/conservation/news/catastrophic-consequences-for-our-ocean-when-climate-change-and-plastic-pollution

² Pew Charitable Trusts 2020

³ [Ellen MacArthur Foundation 2016](#)

materials collection in developing countries across the world; and driving up standards across the ocean-bound plastic recycling industry. Prevented Ocean Plastic is used by packaging manufacturers, brands and supermarkets including LIDL, Sainsbury's, Aldi, Booth's supermarkets, and Waitrose.

The social impact

It is estimated that 24 million people worldwide earn their living from recycling, from collection to sorting and processing waste. 80 per cent of these jobs are carried out informally and a notable proportion of informal recycling jobs are carried out by women.⁴

By creating reliable income and employment opportunities for bottle collectors and people working in collection and recycling centres, Bantam Materials helps provide a level of income security. Through approved third-party certification partners, it ensures the collection and recycling centres have proper working conditions with zero-tolerance of child labour, and we are working with the Ethical Trading Initiative to drive up standards across its supply chain.

The environmental benefit

We know there is enough plastic in our world already. By collecting the bottles from coastal areas at risk of ocean plastic pollution and using it instead of virgin plastic, we are protecting the environment and wildlife, and cutting carbon emissions.

The impact

To date the Prevented Ocean Plastic programme has been a huge success, both environmentally and socially. Key impacts include:

- Every day the programme sends over \$100,000 to bottle collectors, in return for the bottles they collect - financially supporting over 20,000 bottle collector workdays each month.
- In 2020 the programme saved over 29,700,000kg of carbon emissions by replacing new plastic with recycled plastic.
- The programme prevented 20,000-tonnes of plastic entering the world's oceans in a year-and-a-half - this is about the weight of 200 Blue Whales and around 12 plastic bottles for every UK citizen.

For more information about Prevented Ocean Plastic visit: www.preventedoceanplastic.com and please do get in touch with the Bantam team via Leen Kayyali leen.kayyali@bantamltd.com if you have any questions.

⁴ ILO 2013