

**WE KNOW  
YOU ARE  
GREAT**



**SUPER™**  
LESS PLASTIC

**IT'S  
TIME  
TO BE**

**SUPER™**







**OUR  
JOURNEY  
BEGINS HERE**

**Midway Atoll**



HEWLETT-PACKARD INC. 4111  
5th FLOOR  
SUNNYVALE, CA 94088-1200

















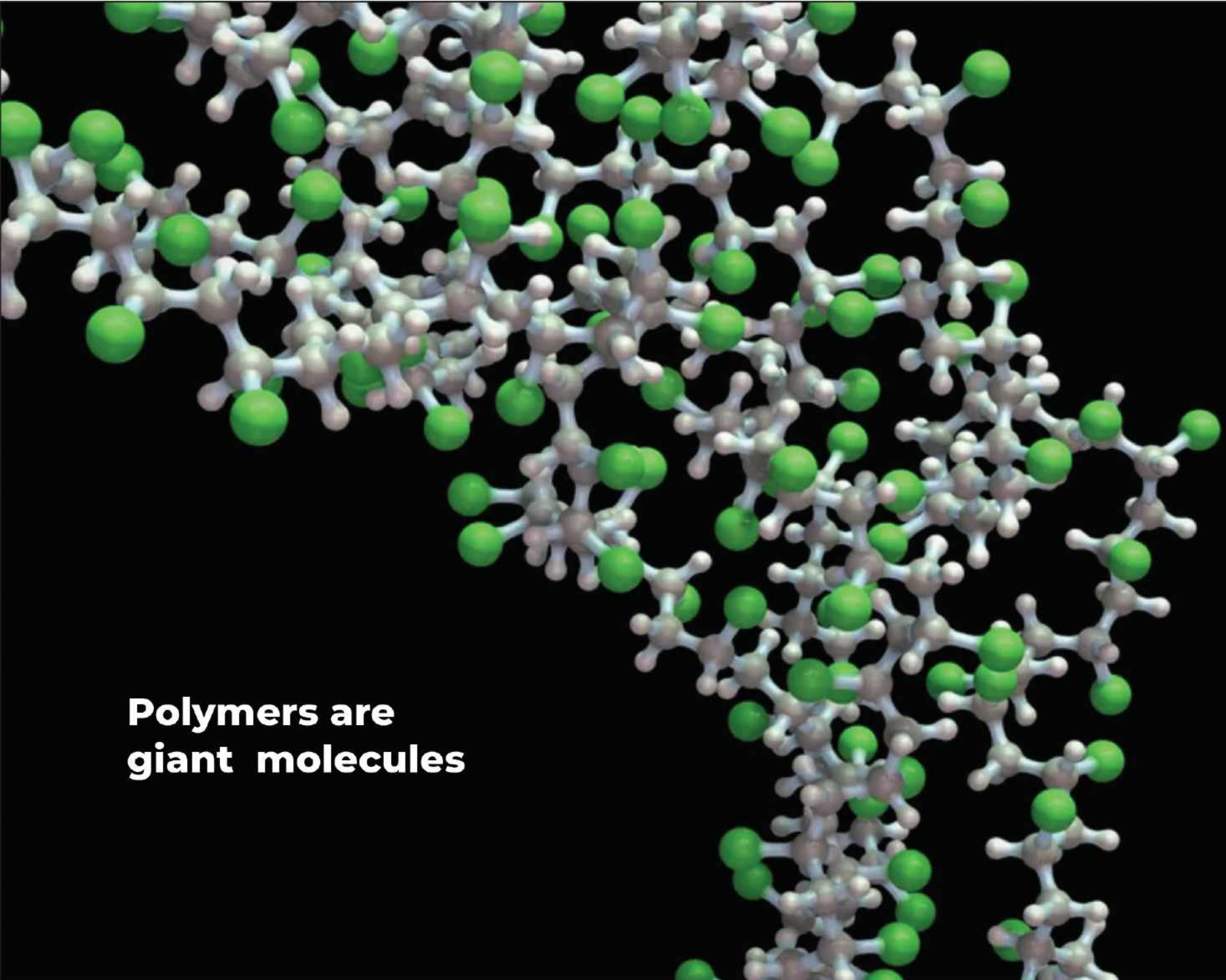
Photo: Manuel Maqueda



# **Seven inconvenient truths about plastics**

1. Earth cannot digest plastic



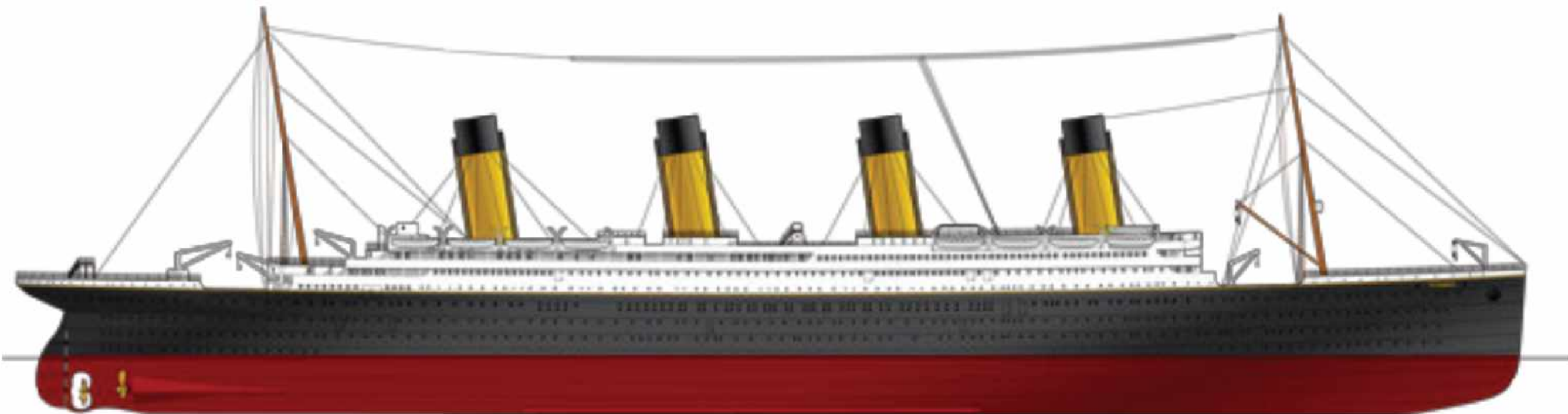


**Polymers are  
giant molecules**





**SUPER**  
LESS PLASTIC



getstarted@super.ngo Tel: 415-SUPER-19 www.super.ngo





## **Seven inconvenient truths about plastics**

1. Earth cannot digest plastic
2. Plastic turns into a plague



**Plastic  
does not  
break down...**



**it  
breaks up!**







## **Seven inconvenient truths about plastics**

1. Earth cannot digest plastic
2. Plastic turns into a plague
- 3. Plastic poisons people**





**The formulation of plastics  
is a trade secret**

**All humans polluted  
(90% of people tested for BPA = positive)**

**Newborn babies contaminated  
(same exposure ratios as adults)**

**Endocrine disruption = “Global Threat”  
( Joint declaration by WHO and UNEP )**





## **Seven inconvenient truths about plastics**

1. Earth cannot digest plastic
2. Plastic turns into a plague
3. Plastic poisons people
4. **Plastics enable a global disposable culture**

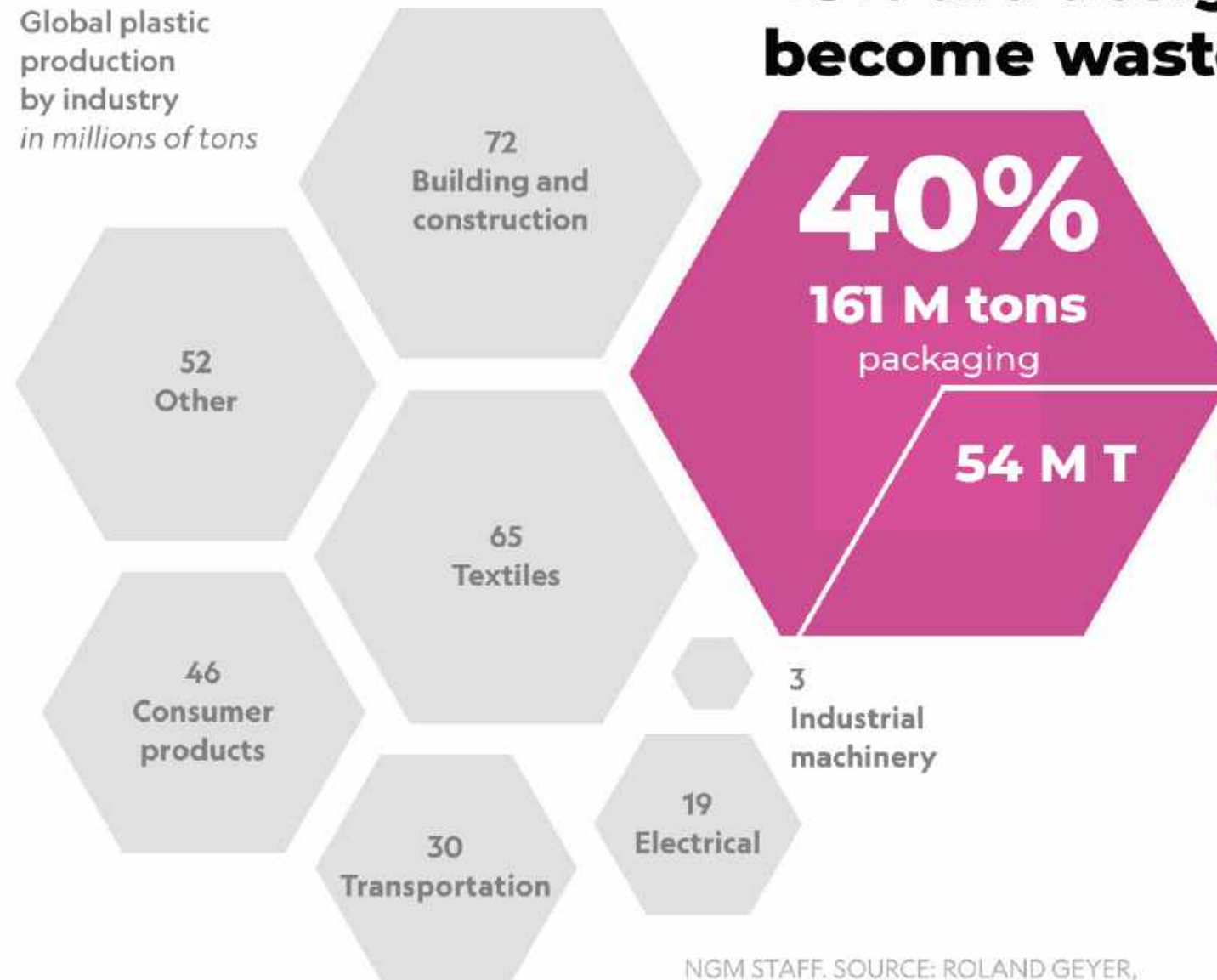




# MILLION TONS

## plastic produced per year

Global plastic production by industry in millions of tons



**40% are designed to become waste (single-use)**

**30%**  
**ends up in the environment as plastic pollution**

NGM STAFF. SOURCE: ROLAND GEYER, UNIVERSITY OF CALIFORNIA, SANTA BARBARA



**Visualize it**

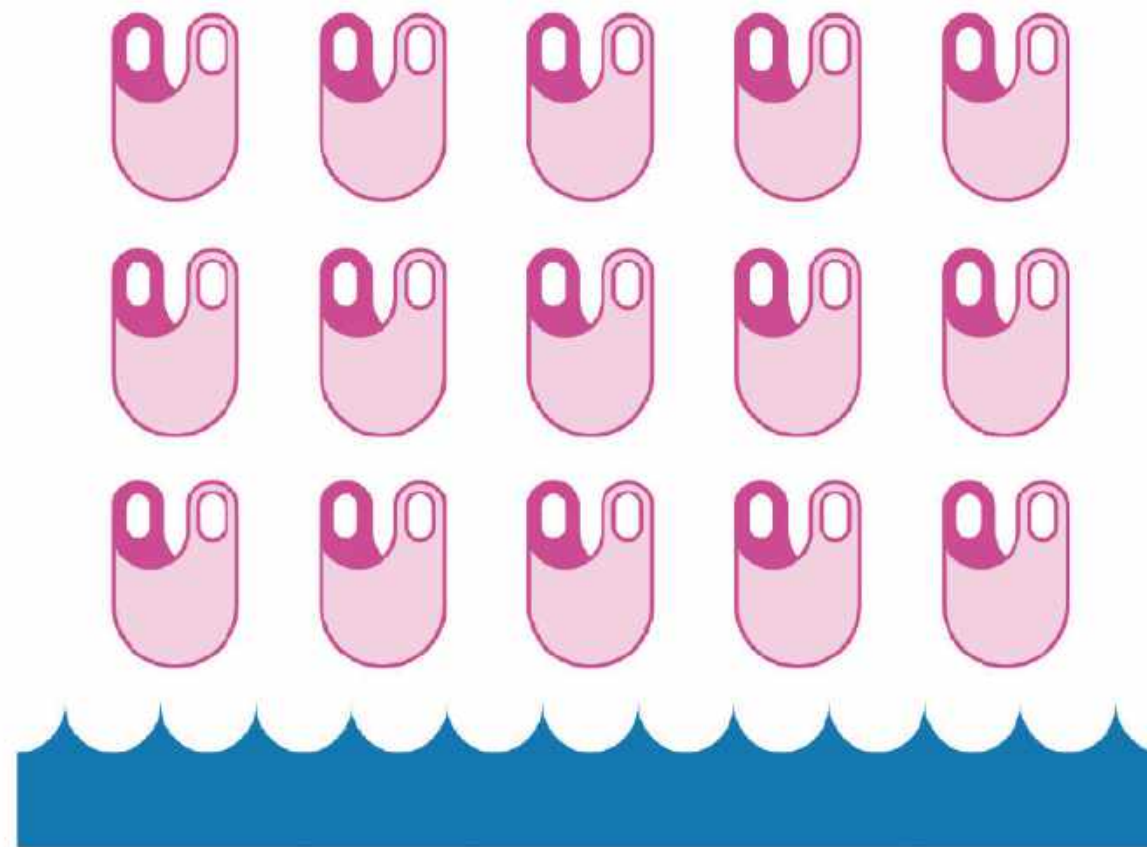


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**Million tons of plastic  
reach the ocean per year**

**15 x**



**Per each 1 m (3 ft) of the global coastline**



**200B invested in  
new plastic manufacturing plants**

**by 2050**





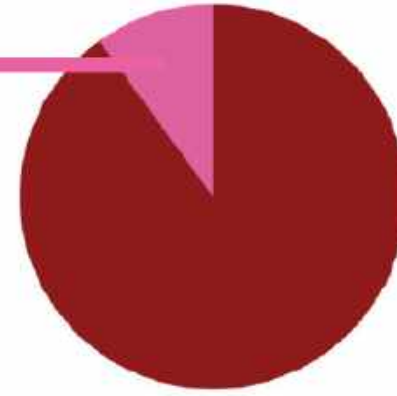


## **Seven inconvenient truths about plastics**

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4. Plastics enable a global disposable culture
5. **Recycling of plastics is a mirage**



**14%  
recovered**



**95% landfilled, incinerated, or  
exported.**



**4% becomes  
non-recyclable items.**



**1% becomes the same  
items (true recycling)**





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6. **There is no such thing as 'green plastics'**



**Bioplastic does not mean  
biodegradable**

**PLA = up to 500 years  
except for industrial  
composting**

**Bioplastic does not mean safe**

**Bioplastics also contain  
chemical additives, such as  
PFAS  
aka “forever chemicals”**





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5. Recycling of plastics is a mirage
6. There is no such thing as green plastics
7. **It's not about disposal, it's about design.**





really?

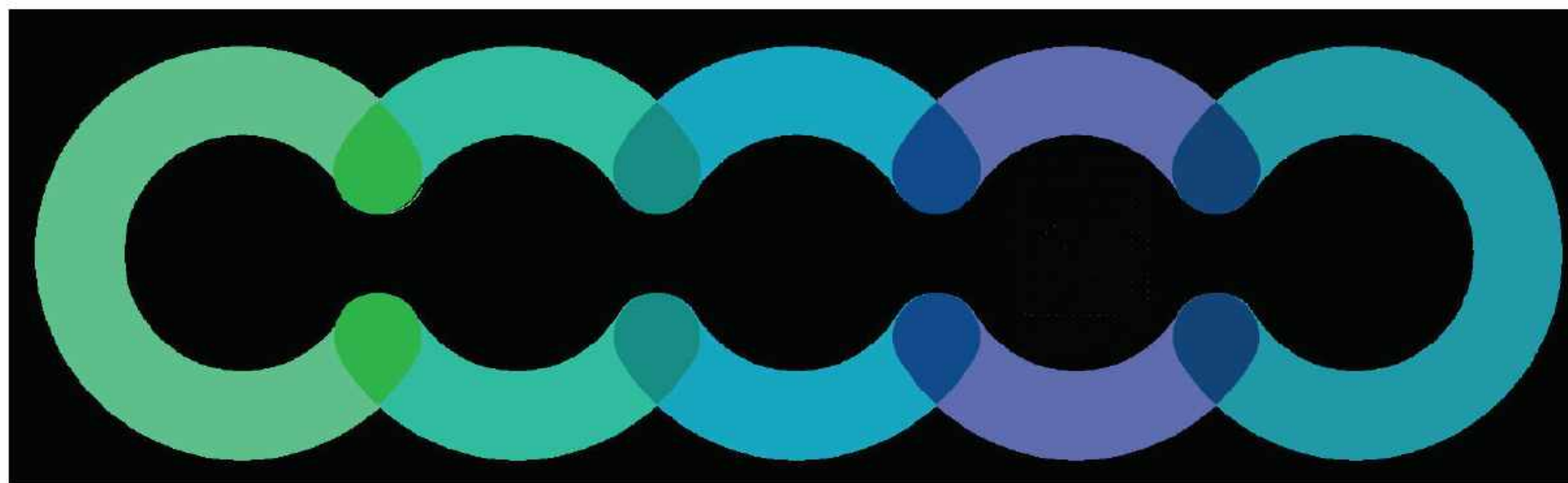




A vibrant blue sky filled with fluffy white clouds. Several seagulls are captured in various stages of flight, their white feathers and yellow beaks contrasting against the sky. The birds are scattered across the frame, some in the foreground and others further away, creating a sense of movement and freedom.

**GOOD  
NEWS!**

**YOU  
CAN BE SUPER™**



**Eliminate  
plastic waste**

**Engage  
employees**

**Reduce  
costs**

**Legal & ESG  
compliance**

**Grow  
your brand**

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# Classification tiers

Category



BRONZE



SILVER



## Standard process

### Step 1

#### Discovery



- Onboarding
- Assessment
- Workshop

### Step 2

#### Sprint



- Set Goals & Plan
- Engage & Reduce
- Measure & Iterate

### Step 3

#### Certification

- Assessment
- Certification
- Celebration!





## **SUPER tips**

1. Engage
2. Understand, then act
3. Think big, start small
4. Measure
5. Share the story and celebrate



**be SUPER™**

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**Say  
GOOD  
BYE  
to**

**SINGLE-USE  
PLASTICS**