

GREENPEACE

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STOP BURNING  
THE CLIMATE!

**PEOPLE & PLANET  
NOT PROFIT!**  
GREENPEACE

REEN

Enabling systemic shifts  
within current systems of consumption and production

GREENPEACE

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A green, just and peaceful  
future

- Since 1971, 23 yrs in PH
- campaigning organisation, peaceful, creative confrontation
- We investigate and expose environmental problems, and show solutions
- Our core principles
  - non-violence
  - independence

# Contents

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1. About Greenpeace
2. A genuine circular economy isn't compatible with the infinite growth mantra
3. Lifestyle changes aren't the key to the consumption side of the circular economy
4. How do we get to a Slow Circular Economy?



UPLINK

# The circular economy: how it can lead us on a path to real change

May 17, 2022



- The 9Rs Framework
- Recycling is not a solution
- Need for a system change

It's not possible to continue the current economic system's fixation on infinite growth within a circular economy

Lifestyle changes aren't the key to the consumption side of the circular economy

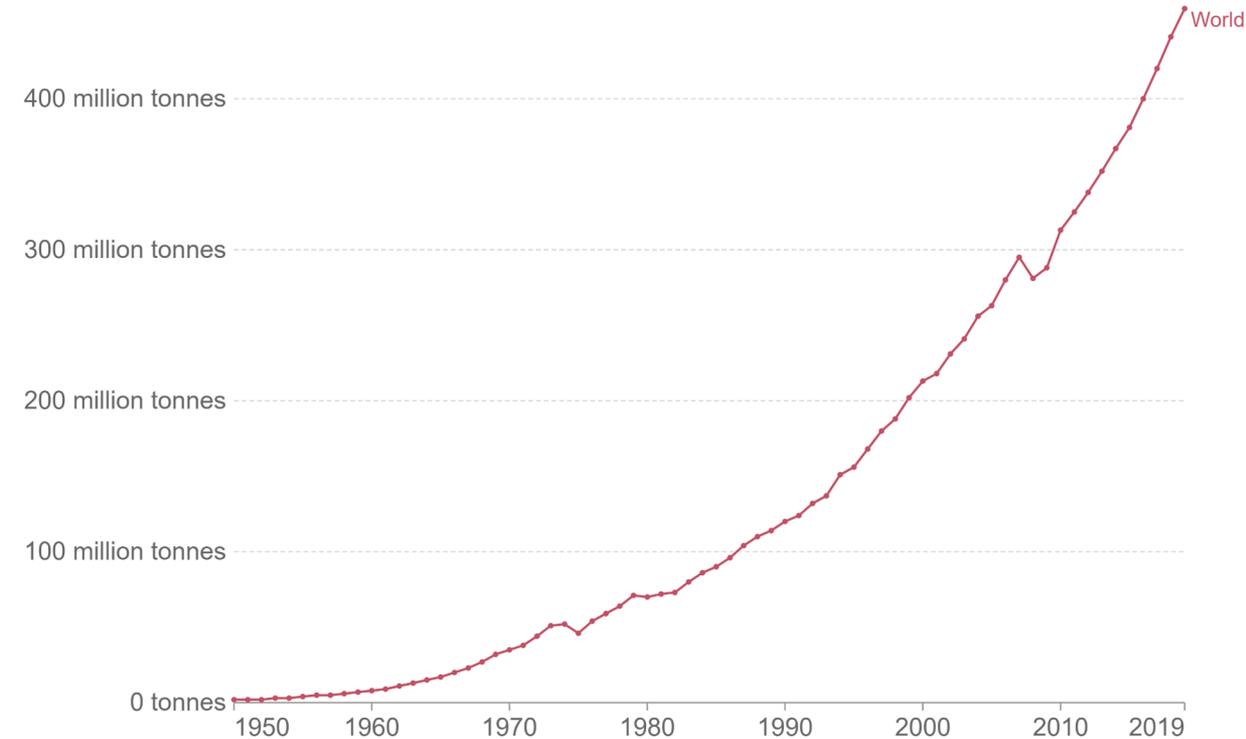
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# The plastics crisis

## Global plastics production

Plastic production refers to the annual production of polymer resin and fibers.

Our World  
in Data



- Production: 234 Mt (2000) to 460 Mt (2019)
- Waste: 156 Mt (2000) to 353 Mt (2019)
- Only 9% was recycled

*Global Plastics Outlook,*  
OECD

# Hierarchy of actions within a circular economy

Circular economy		Strategies	
Smarter product use and manufacture	R0 Refuse	Make product redundant by abandoning its function or by offering the same function with a radically different product	
	R1 Rethink	Make product use more intensive (e.g. by sharing product)	
	R2 Reduce	Increase efficiency in product manufacture or use by consuming fewer natural resources and materials	
Extend lifespan of product and its parts	R3 Reuse	Reuse by another consumer of discarded product which is still in good condition and fulfils its original function	
	R4 Repair	Repair and maintenance of defective product so it can be used with its original function	
	R5 Refurbish	Restore an old product and bring it up to date	
	R6 Remanufacture	Use parts of discarded product in a new product with the same function	
	R7 Repurpose	Use discarded product or its parts in a new product with a different function	
Useful application of materials	R8 Recycle	Process materials to obtain the same (high grade) or lower (low grade) quality	
	R9 Recover	Incineration of material with energy recovery	

Where corporate action (and policies) are focused

# What's wrong?

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International policies on plastic are:

- Fragmented
- favor business-oriented solutions
- lack specificity, and
- do not include measurable targets

Eriksen M, Cowger W, Erdle LM, Coffin S, Villarrubia-Go´mez P, Moore CJ, et al. (2023) A growing plastic smog, now estimated to be over 170 trillion plastic particles afloat in the world's oceans—Urgent solutions required. PLoS ONE 18(3): e0281596. <https://doi.org/10.1371/journal.pone.0281596>

# What's wrong?

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...increased production of virgin plastics will increasingly undermine circular economic principles, including the reuse economy and global policy interventions intended to reduce the most polluting plastic products and packaging.

Eriksen M, Cowger W, Erdle LM, Coffin S, Villarrubia-Go´mez P, Moore CJ, et al. (2023) A growing plastic smog, now estimated to be over 170 trillion plastic particles afloat in the world's oceans—Urgent solutions required. PLoS ONE 18(3): e0281596. <https://doi.org/10.1371/journal.pone.0281596>

# Philippines EPR Law

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- Favors business-oriented solutions
- Focuses on the lowest initiatives in the hierarchy of actions within a circular economy (recovery, i.e. disposal in cement kilns; recycling)

## Planned obsolescence



## Irreparable



## Unrecyclable



## Fast fashion



Within this current system of unbridled production for higher profits, and where policies either favor industry or are lacking--what can **people** do to help enable a genuine circular economy?

# Civic engagement > Consumer choice



## Exclusive: No choice but to invest in oil, Shell CEO says

By Ron Bousso, Dmitry Zhdannikov

7 MIN READ

“Despite what a lot of activists say, it is entirely legitimate to invest in oil and gas because the world demands it,” van Beurden said.

“We have no choice” but to invest in long-life projects, he added.

Shell and its peers have long insisted that switching away from oil and gas to cleaner sources of energy will take decades as demand for transport and plastics continues to grow. Investors have warned, however,



Nestlé

Good food, Good life



[Home](#) > [Ask Nestlé](#) > [Environment](#) > [What is Nestlé doing to tackle plastic packaging waste?](#)



## How can you help consumers recycle product packaging correctly?

We are committed to raising awareness and informing our consumers about the right way to dispose and recycle our product packaging, including by on-pack labeling. Consumers have a vital role to play in improving recycling rates and we will engage them through educational campaigns on responsible consumer behavior. We will do this through our brands and through our corporate communications channels.



# Walastik na PASIG

**Kolek, Kilo, Kita**  
*#WaisWalastik*

Our programs seek to reduce flexible plastic waste ending up in landfills and leaking into waterways by incentivizing households and community junkshops to participate in proper segregation and recycling.

Despite the challenge of the pandemic, we are scaling up our program to the entire city in a new way - by partnering with branded "Walastik na Junkshops"

What does this  
system change  
look like in the  
context of a  
circular economy?

# Slow circular economy

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- Slow the flow
- Close the loop

Our economy needs to be restorative and generative, not just cycling more and more resources around faster and faster

It's funny how the economy is collapsing when people buy only what they need.

- *seen on Twitter*

Questioning the fixation on infinite growth on a finite planet

# What it looks like

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- SIMPLE – It should be created with tools that are easy to understand and repair
- INPUT-ORIENTED – Production must understand the value of all resources and how to conserve and use resources effectively, with a minimum of waste.
- WITH PURPOSE – Products must be designed for longevity, promoting extended use to reduce buying more of the same stuff. They must be durable as well as repairable, reusable, refurbishable, recyclable. The end of life of the product and its disposal must be factored into this design phase as well as the material mix.
- FOR MULTI USE- Reverse-engineering and modularity are key to enable repair and different uses of the product.
- DESIGN GLOBAL, MANUFACTURE LOCAL – Combining globally shared productive knowledge, with distributed manufacturing closer to the place of use and demand.

# What it looks like

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Prevent and reduce environmental impact across the entire life-cycle of products

- PREVENT and minimise the impact of parts and materials.
- Source your parts and materials LOCALLY.
- Use efficient and RENEWABLE ENERGY.
- Eliminate all TOXIC chemicals and pollution.
- Avoid WASTE and make the by-products of today's resources for tomorrow.

# What it looks like

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Open source information and standards to enable to repair and foster innovation, which is:

- FREE – Information freely available for anyone to access.
- EDITABLE – in formats that allow people to remix, add, build upon, learn and improve.
- OPEN – share under open licenses to enable legal decentralised collaboration and enable the right to fix and the access to repair tutorials or spare parts.

Reimagine a world with people-centered and rights-based economic, social and political systems.

We do not want business as usual, we want a society, economy and people that looks at the planet and people's wellbeing over profit



# Challenging embedded broken systems

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The problem we have is a systemic problem, so we also need a systemic solution. We can't continue with the greedy, wasteful, profit-oriented system that we have today. We need a system that is planned, needs-based, sustainable, pro-people and pro-environment. When we fight for climate justice, it also means social justice. So the global strike for climate is also the global strike for the true freedom of all people. -- *Mitzi Tan, YACAP*

# Imagining the better normal

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“As a sector that has always been at the forefront of movements especially in the protection of our environment, I believe that we should defy the normal because normal is the problem. We should make a better one for a brighter and greener future for all generations to come it will start from a just and human rights-based governance.” --Jeff Estela, Youth Strike for Climate

LET'S GO TO THE MOON BY ROBERT H. GODDARD



ROCKETRY WAS THE PROPELLANT

ROCKETRY

# Thank you!

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