INDUSTRY PLAYBOOK

THE AVOIDING LEGISLATIVE ACTION

1. DENY THERE IS A PROBLEM
   - I wish there wasn't so much plastic packaging
   - Totally crazy plastic-haters! Radical!
   - Seriously folks, plastic makes it all possible!

2. SHIFT THE BLAME
   - If people weren't so messy
   - There'd be no pollution
   - It's very simple

3. DISTRACT WITH VOLUNTARY COMMITMENTS
   - Committed?
   - Oh yes, we're really very committed
   - 100% committed to voluntary initiatives

4. PROMOTE A SOLUTION
   - Hey everybody! Let's make recycling work!
   - And in order to make it viable...
   - We're going to need a ton of public money

5. SET UP “INDEPENDENT” ORGANISATIONS
   - We've put up $1bn to end plastic waste
   - And we've set up a completely independent organisation chaired by us!
   - To ensure people understand the blame lies with them...
LEGISLATION IS ADOPTED

6. Fund “independent” studies to influence legislative proposals

7. Delay legislation by lobbying

8. Weaken implementation further

9. Use a good crisis

Behind every single item...

... of plastic waste...

... is a company body-swerving responsibility

Public pressure results in legislation

Now this is a great report of course we do our bit for science... by funding these reports

Did you say the legislation comes into effect in 2035? 2025? Well how about 2030? It’s a much nicer number... 2032? An Olympic year? I’ve heard 2034 will be a very lucky year...

Consumers will hate this it will cost a fortune! Let’s take some time out for tweaks

These are very strange and uncertain times... Let’s not make it worse with more red tape

Safety first!

Commitments ambition targets innovation pledges promises

Words actions