

CORPORATE RESPONSIBILITY – TRANSCRIPT

Tim: So we are at Kamilo Beach, at the southern tip on the Big Island of Hawaii. I think this is a site that the world needs to see. It's an incredibly remote beach, yet you walk along this shoreline and you see so much plastic. Plastic that has travelled from thousands of miles across the ocean. It just happens to have come close enough to shore that the onshore trade winds have coughed up what the ocean no longer wanted.



Tim: This is the world's rubbish. This is a glimpse at our love affair with plastic. If this is just the result of 50-60 years of our obsession with plastic, what's it going to look like in another 50?

TEXT: *8 million tons of plastic are dumped in our oceans every year*

Tim: With over 7 billion people on our planet and most of us using plastic almost every day and the ocean being downhill from everywhere, you just got to do the math. The ocean is a sink for all this plastic. And when it gets into the sea it doesn't just go away. It doesn't breakdown - it persists, fracturing into smaller and smaller pieces to become micro and nano-plastic.

Tim: It's obviously a complex problem, we need plastic for our survival, we live in the plastisphere, it's shaped how we exist. But we can do things better, we can drastically reduce our use of single-use disposable plastic. Plastic is too precious to waste.

Future generations will say "What on earth were you thinking, sucking this precious material from our Earth's crust, this petroleum, and use it for applications where we use it just once, for a number of minutes or seconds"?

TEXT: *8% of the world's oil production is used to make plastic*



Tim: Corporate responsibility is so critically important. At the end of the day companies utilise this material to make profit so where is their responsibility lie if there is no mechanisms existing in some of these nations these developing regions. Then should these companies be even allowed to sell their product into them. I think extended producer responsibility, if successful, can drastically reduce the amount of plastic polluting the oceans.

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TEXT: *The average “working life” of a plastic bag is 15 minutes*

Tim: The world’s attitudes to plastic and single-use plastic are changing, these companies need to start thinking about being a leader, jumping the gun, it might be that you are first to market. Be a leader, develop those new technologies, those new materials, those new measure to take this stuff back, and you can make a huge difference.

TEXT: *In the future, plastic will be replaced by 100% compostable, bio-based materials*

We need a new generation of innovators to help.

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