

A Standard for Plastic Impact

Accelerating the time when plastic stops harming the world
by making it easier to measure impact & prioritize actions

Why a Standard?



Accelerates Action

The existence of a standard makes *more* action happen *faster*.

It helps create the acceleration of action we saw when areas such as DVDs and green buildings adopted their own widely used standards.



Focuses Action

A standard makes it easier to focus on real impact.

Standard CO₂e measurements make clear that the environmental impact of SF6 gas is over 20,000 times as bad as CO₂.
A plastic impact standard does the same for plastic.

Impact Calculation: Current

Current

Impact = **How Much**
(kg)

Unfortunately, tonnage doesn't capture true environmental impact.

For example:

1. **Location** factors: Plastic in a landfill in the US has a very different impact than plastic killing marine life in Southeast Asia
2. **Composition** factors: Toxicity, recycled content, etc.
3. **Condition** factors: Some sizes of plastic are ingested by small marine life, affecting all the species that depend on them

Impact Calculation: Current

Current

Impact = How Much
(kg)

Tonnage also doesn't capture true **social** impact.

For example:

1. **Economic** factors: Plastic that damages a key fishing area, for example, harms the livelihoods of those that depend on it
2. **Health** factors: Toxicity and likelihood of ingestion affect health impacts
3. **Cultural** factors: There is an additional social effect when plastic damages an area of social or cultural importance

True Impact Calculation

Current

Impact = How
Much
(kg)



Proposed

True Plastic
Impact (TPI) = How
Much (kg) × How
Bad
(PI / kg*)

True Impact Calculation

Current

Impact = How Much (kg)



Proposed

True Plastic Impact (TPI) =

How Much (kg)

x

How Bad (PI / kg)

Characteristics

Location & Destination

Other Factors*

*e.g., social, economic impacts

Appendix

True Plastic Impact: 12 Elements

