

Multi-billion dollar plastics recycling potential wasted – Global expert calls for action

SYDNEY, NSW, AUSTRALIA, October 27, 2017 /EINPresswire.com/ -- Ahead of a visit to Australia for the [Plasticity Sydney](#) event, Mr. Douglas Woodring, international sustainability economist and plastic circular economies expert, says both Australia and America's plastic recycling records are behind global standards, and lag most OECD countries on diversion from landfill. In the Australian context, he believes that this creates an opportunity for Australia to dominate the new \$100Bn global plastic circular economy in Asia Pacific, if it acts now. In the case of the U.S., its role as a technology leader and solutions provider to the world is also significant, especially if China's blockade of waste imports finally drives the domestic industry needed to scale the opportunities to process the 91% of plastic that is not recycled today on US soil. The value of plastic packaging alone, which makes its way to landfills in the U.S., is over US\$8bn, according to As You Sow.

In Australia's case, only 15% of plastics thrown away are recovered, and only half of that is reused in Australia (with the remainder mainly being previously exported to China). Australia is not alone in the struggle to effectively recover plastics, as most countries face similar issues. Mr. Woodring, however, believes that Australia is uniquely positioned to play a leadership role in the region, and to exploit business opportunities locally and elsewhere globally. Australia already has successful innovators in this area and is seeing a growing interest in

impact investment, governments actively supporting initiatives and Australian's strongly committed to recycling. What remains is for Australia to capitalize on the new market opportunity before it is too late, and the same could be said for the U.S. and their potential engagement in this global challenge of resource recovery from plastic waste.

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Trish Hyde, Director, Plasticity Sydney

on the value of the recovery of resources in-country. If you compound that with technology,



Packaging Lost?

A 2016 report from the World Economic Forum shows that the plastic recovered and reused (about 14%) represents 36% of the original value. If end-markets are established to create demand for plastics in their “afterlife,” the forum set a theoretical EU and North American value of US\$93bn-140bn. On very rough GDP calculations, Australia should be seeking an industry in excess of \$3.6Bn AUD, and that is based just

machinery and know how which can be transferred to much of Asia, the value will be considerably larger.

Mr Woodring and other leading experts in plastic sustainability, innovation, capital markets and market opportunities will be attending the global forum called Plasticity on Tuesday 31 October in Sydney.

Plasticity Sydney Forum Details:

Date: Tuesday 31 October 2017

Time: 8:30am to 6:30pm – includes full day conference, refreshments and networking drinks

Address: Maritime Museum, 2 Murray St Darling Harbour, NSW 2000

Tickets: Are limited and can be viewed [HERE](#)



Wasted Resources?

For more information on the forum, visit [Plasticity Sydney](#).

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For interviews, images and media attendance on the day, please contact:

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Plasticity Sydney will include discussions on topics such as:

- Designing for recycling & standardization of materials _
- Opportunities in manufacturing for the use of recycled content _
- Innovations that reduce plastic waste impact & improve brand value _
- Reverse supply chains, bring-back programs & how to engage your customers
- Scaling for circular economies within industrial & municipal environments _
- Turning waste streams into profit streams _
- The recycling tipping point – transforming public beliefs and actions

About Plasticity Forum

Plasticity is about bringing together leaders who can learn and collaborate with one another to help scale up some of the great solutions to reduce plastic pollution which are now coming to market. The goal is to have a world where plastic is used, but without creating a waste footprint on our communities. Plasticity Forums showcase sustainable solutions and market opportunities for transforming plastic waste into a valuable resource. The first Plasticity Forum was held in Rio de Janeiro at the the Rio+20 Earth Summit, and was followed by successful events in Hong Kong, New York, Portugal, Shanghai, London, Dallas and Los Angeles. www.plasticityforum.com

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