

# FUTURE OF PLASTIC:

Analysis of Material Issues and Strategic Action among Stakeholders

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## TOPIC

For the past 25 years, China has been responsible for half of the world's paper, metal and plastic recycling. Countries like Canada, Ireland, USA and others in Europe decided to send their waste because it became an economical alternative to export rather than dealing with waste in their own countries. However, in early 2018, China decided not to receive foreign waste any longer, causing the exporting countries to reflect on other alternatives as they were now directly required to act.

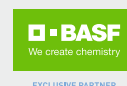
Some, as an emergency measure, decided to create laws banning straws and disposable packaging, as is the case in Vancouver, Canada. This was an attempt to reduce the disposal of these materials whose collecting costs up to CAD2.5 million a year.

## METHOD

In order to bring together the different points of view and contribute to a discussion, we mobilized all parties involved in the production, distribution, use and disposal of plastics to understand better solutions for the future of this material, as well as to identify the main uncertainties which are currently being faced. Using a perception analysis methodology (<https://lnkd.in/dCUthx3>) among the chain, it was possible to map the main material themes, and through an online questionnaire, summarize what companies, specialists and everyone involved in the chain are realizing about the future of plastic.

## RESULT

It is a project of public interest that aims to benefit society in general. We had the participation of public representatives from all parts of the chain. For the systematization and interpretation of results, these audiences were divided into three groups, according to their influence and participation in decision-making: industry, civil society and waste managers. From there, we tried to capture these stakeholders' assessments of the perception between what is relevant to the best consumption relationship with plastic, and what is being discussed and faced in a practical way among the actors in the chain. The discussions stirred up thoughts and recommendations that can be brought up in further contexts of society and industry.



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