



**ELLEN MACARTHUR
FOUNDATION**

Redesigning Plastics - PART 1

The New Plastics Economy



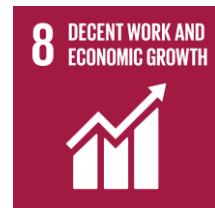
With the



This lesson inspires creative problem solving towards 5 of the



THE GLOBAL GOALS
For Sustainable Development





WHAT IS MADE OF PLASTIC?

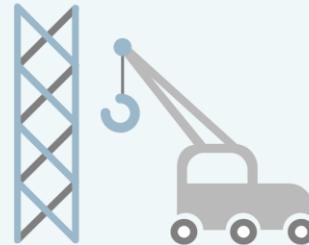
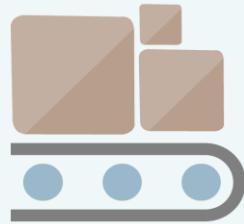


Write down as many things as
you can!

GO! - 1min

APPLICATIONS

Plastics are everywhere



From Football to Make-up

It's all plastic



Source: CC BY-NC 2.0 Minnesota Pollution Control Agency Photos - microbeads-plastic-particles

What is it good for?

The Pros and Cons of plastics

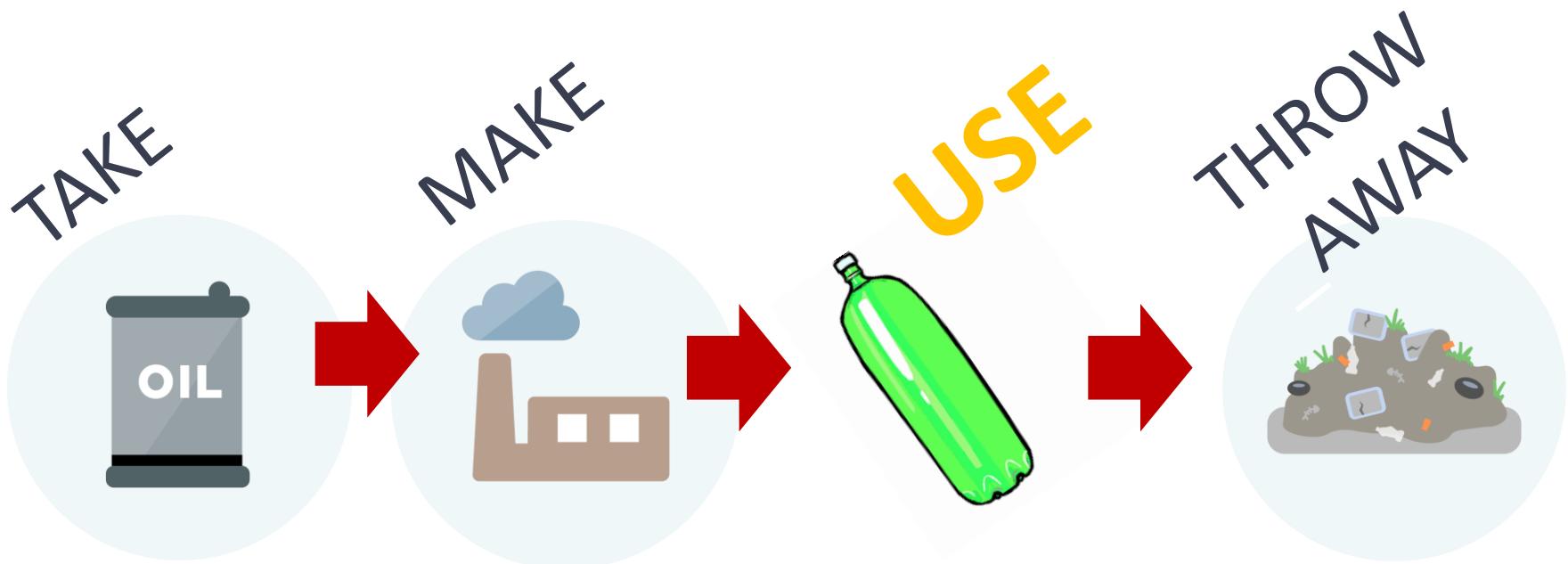


On your post-it notes:

- 1) Write down all the good things about plastic
- 2) Write down all the bad things about plastic

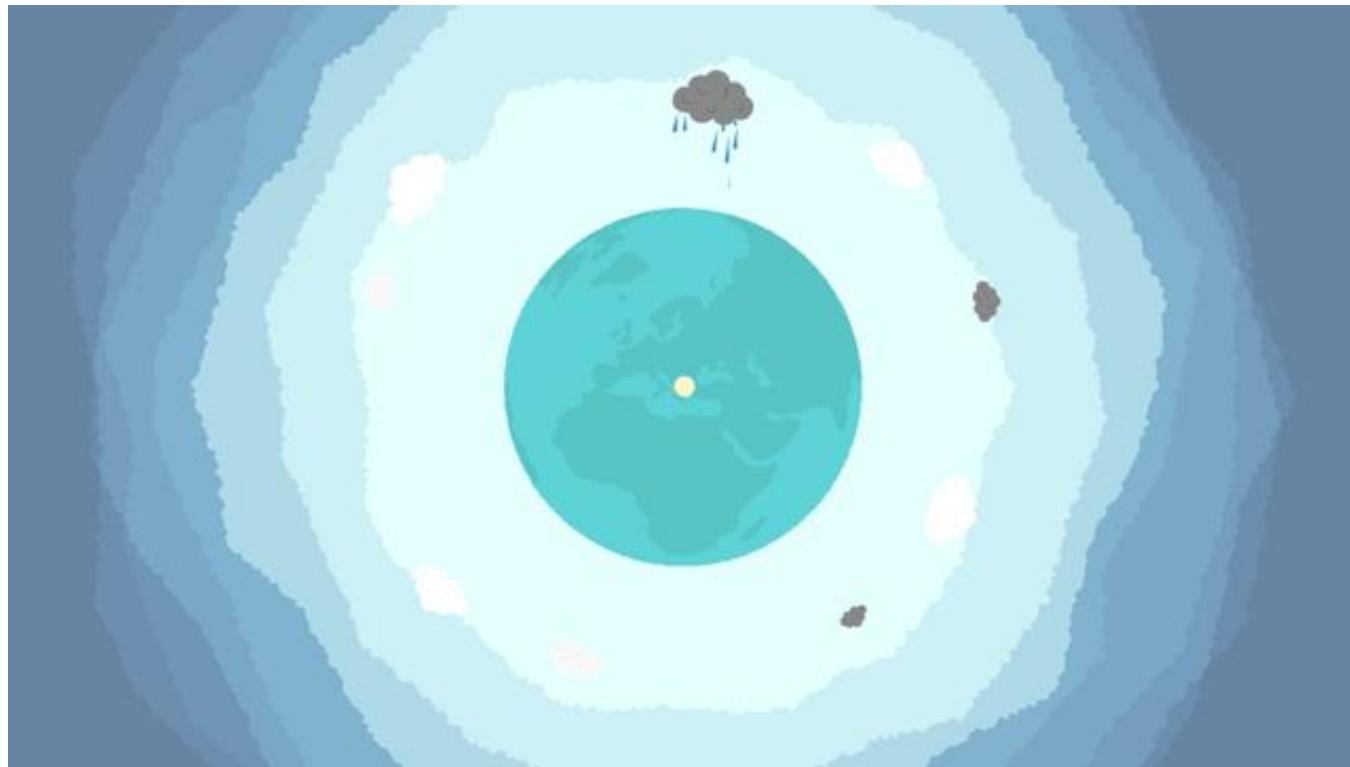
HOW ARE PLASTICS PRODUCED?

A linear system



CIRCULAR ECONOMY

Learning from natural systems



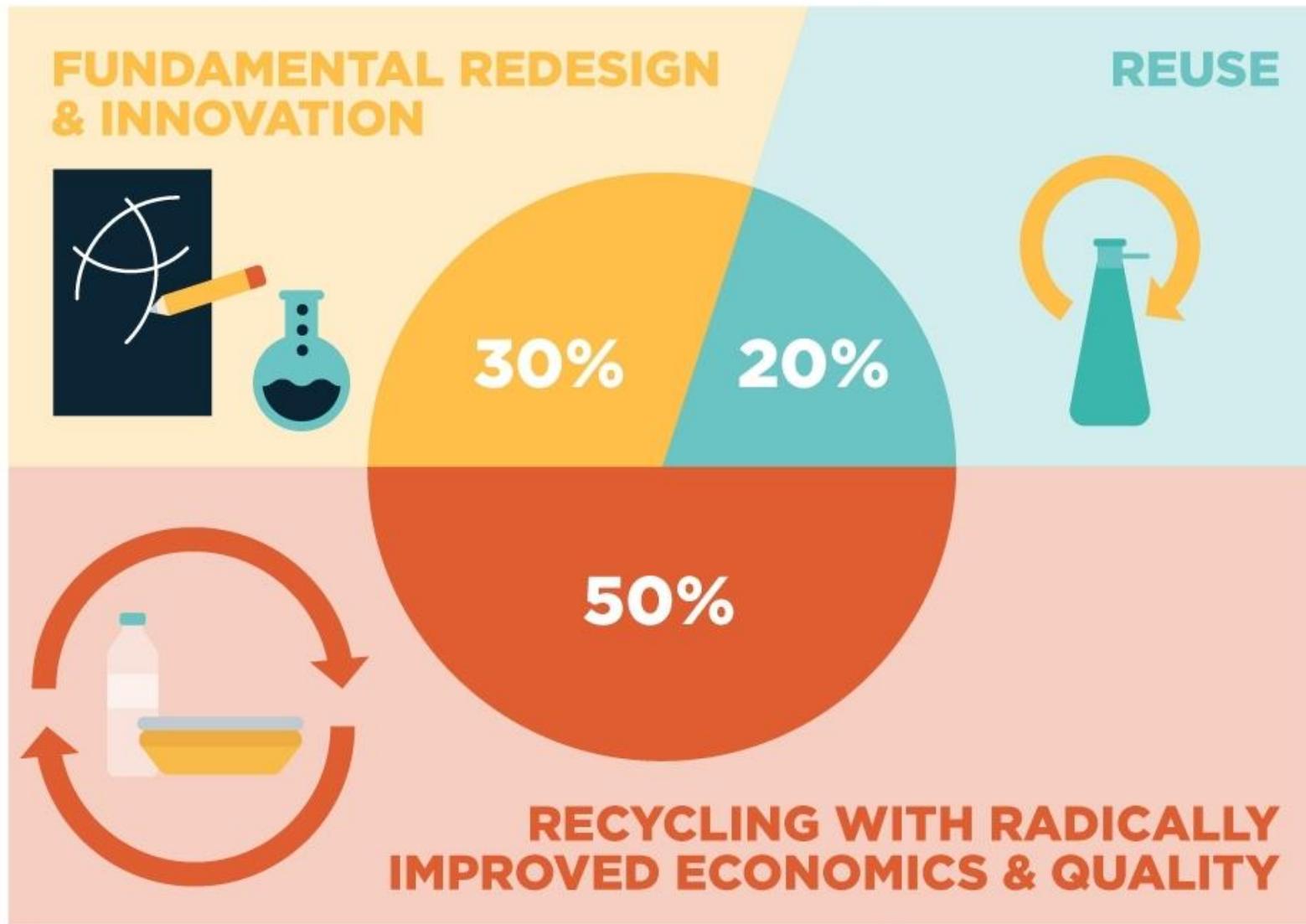
Quick re-cap: What do you understand from the video?



FROM LINEAR TO CIRCULAR



Three strategies to transform the global plastic packaging market



An example combining this

A new way of doing business?

- 1) **Keep materials in the loop**
- 2) **Nothing becomes 'waste'**





**ELLEN MACARTHUR
FOUNDATION**

Redesigning Plastics - PART 2

The New Plastics Economy

DESIGN CHALLENGE

Small groups, big change



What process did they go through to get to you?



DESIGN CHALLENGE

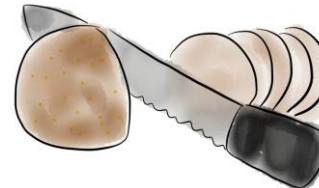
The potato journey

1



Potatoes were grown,
then harvested

2



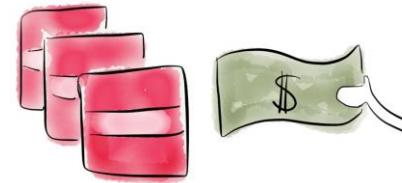
They were taken
to a factory
where they were
baked, sliced
and processed.

3



The crisps were
baked then put
into a bag

4



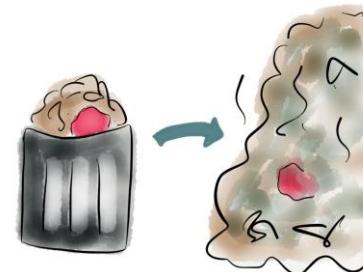
I bought
them at the
shop

5



Then I ate
them

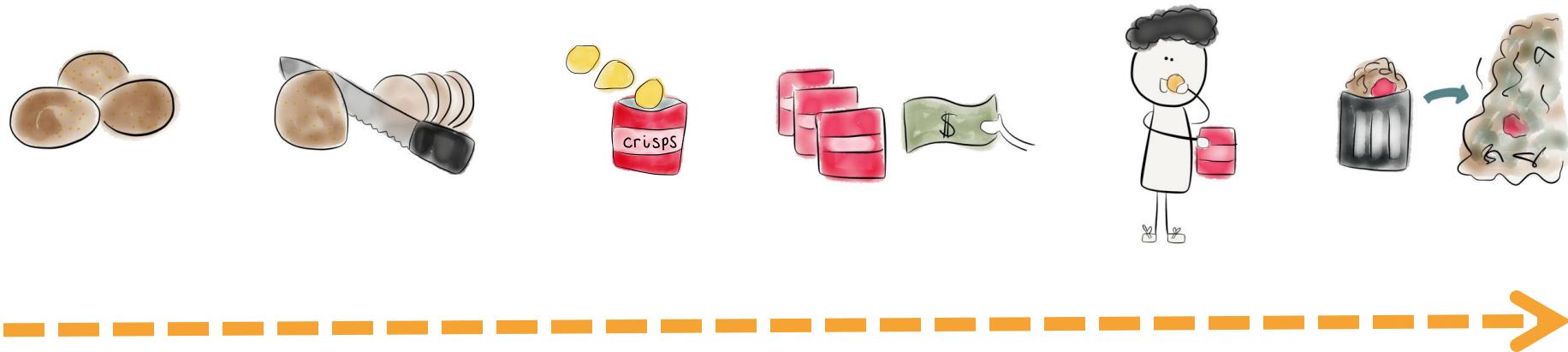
6



The packet
will go to the
dump

DESIGN CHALLENGE

The linear story

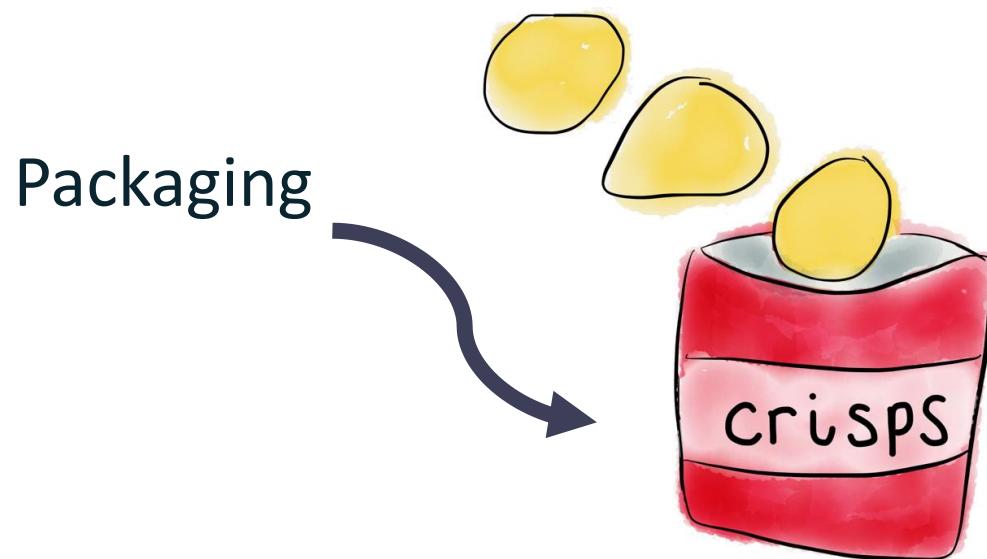


DESIGN CHALLENGE

Small groups, big change



How might we re-design packaging?



LET'S REDESIGN

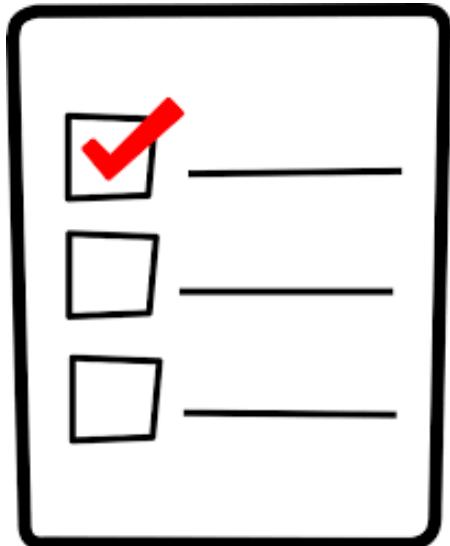
Here's an example from real life



What can be done to make the circular economy a reality for plastics?



Now that you have learned about plastics, list all the steps that can be taken to improve the plastics system...





ELLEN MACARTHUR FOUNDATION