

WHAT'S

SUP?

'Single-Use Plastic' (SUP) designed to be discarded after only ONE use.

DANGER!

SUP takes anywhere between 20 to 500 years to decompose.



With effect from 31 December 2022, the permitted thickness of plastic carry bags is 120 microns, to enhance their recyclability.

And several items are prohibited from July 2022, such as earbuds with plastic sticks, plastic sticks for balloons, plastic flags, candy sticks, ice-cream sticks, polystyrene [Thermocol] for decoration, plates, cups, glasses, cutlery such as forks, spoons, knives, straw, trays, wrapping or packing films around sweet boxes, invitation cards, and cigarette packets, plastic or PVC banners less than 100 micron, stirrers.

**REFUSE SINGLE-USE PLASTIC.
CHOOSE A SUSTAINABLE ALTERNATIVE.**

PLASTIC IN THE OCEAN

MARINE LITTER

"Any persistent, manufactured or processed solid material, discarded, disposed off or abandoned in the marine and coastal environment".
(UNEP)

70% of marine litter reaches the sea bed or breaks down into minute particles.

And, 80% of marine litter comes from land, due to illegal dumping and/or inadequate waste management systems.

Plastic eaten by marine organisms also enter our human food chain, affecting our health.

14 million tonnes of plastic end up in the ocean every year, and plastic makes up 80% of all marine debris. (IUCN)

Wind, rivers or sewage transfer the inland debris into the oceans.

1000,000 seabirds and 100,000 marine mammals die each year due to marine litter, by entangling in debris or discarded fishing nets, or by ingestion of plastic or other debris.



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On behalf of:

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MICROPLASTICS

Microplastics are tiny plastic pieces less than 5 millimeters in diameter, that originate from our indiscriminate use and unsafe disposal of plastic litter.

WHY ARE MICROPLASTICS HARMFUL?

- Microplastics either sink to the ocean bed, or float on the surface, are easily mistaken for food by marine life, which is harmful to marine organisms and can subsequently become harmful for human health when entering the human food chain.
- Today, salt, fruits, vegetables, and even packaged drinking water have been found to contain microplastic particles.
- Microplastics exposure also occurs through inhalation and dermal (skin) contact.

IMPACT OF MICROPLASTICS ON HUMAN HEALTH

- The chemicals found in microplastics lead to issues, such as obesity, harm to reproductive health, and even developmental delays in children.
- It accumulates in the human body over time, leading to hazardous effects such as chemical toxicity in the body and the bloodstream.

WHAT TO DO?!

PREVENTION

PREPARING FOR REUSE

RECYCLING

RECOVERY

DISPOSAL



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WHAT IS EPPR

Extended Producer Responsibility

It's the obligation of producers to ensure environmentally responsible disposal of their products, post usage and to incorporate the processing and disposal strategy into the very blueprint and promote eco-design strategies to minimise potential negative environmental impact throughout the product life cycle.



HAPPY BEGINNING + HAPPY ENDING
= GOOD PRODUCER, GOOD PRODUCT, GOOD CONSUMER!
= GOOD (Responsible) PRODUCER, GOOD (Sustainable) PRODUCT,
INFORMED (Responsible) CONSUMER



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WASTED!

India alone generates about 1.5 lakh tonnes of waste per day.
In most developing nations, including India, the majority of waste collection and its management is carried out by the informal sector.

Source: CPCB

At present, there are more than 40 lakh waste pickers in India.
Waste, when managed incorrectly, leads to:
Contamination of air, water, and soil

Diseases such as respiratory issues, skin problems,
and even developmental delays in babies.

The spread of infectious air-borne and water-borne diseases, like
Tuberculosis, Tetanus, Whooping cough, Typhoid, Cholera, HIV, and Hepatitis.

Informal sector (rag pickers, kabadiwalas, scrap dealers) helps us
manage our waste & complements the formal sector of waste management.

DO THIS:

- Properly segregate your waste before disposal.
- Keep separate bins for dry and wet kitchen waste – some dry waste can be recycled and most of the wet waste can be composted.
- Discard sanitary waste separately and if possible, mark the bag for easy identification.



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CAUSE AND EFFECT

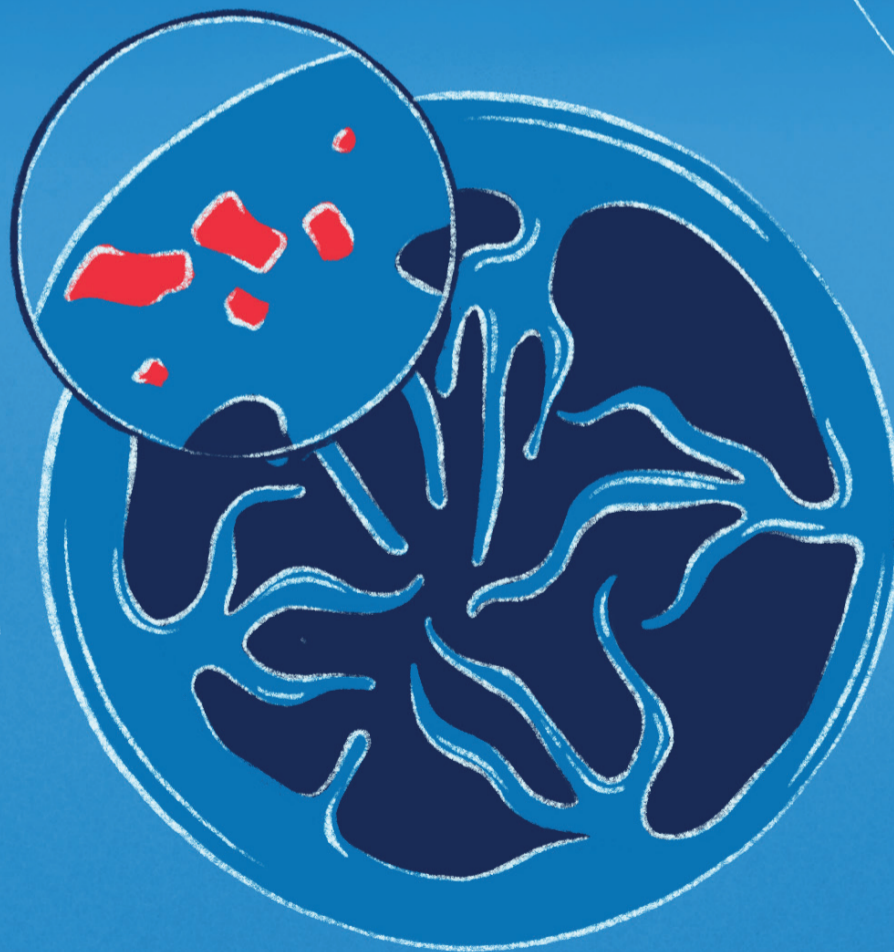
HOW MUCH PLASTIC ARE YOU
EATING EVERY WEEK?



About 5g every week
= 21g every month
= 125g every 6 months
= 250g every year
= 2.5kg every decade
= 20kg in our lifetimes

A research study has found
microplastics in the
placenta of unborn babies!

Source: Environment International, 2020



The presence of
microplastics was detected
in a human placenta for the
first time, in all portions of
the placenta – the
maternal, fetal, and
amniochorial membranes.

"IT'S LIKE HAVING A CYBORG BABY!"



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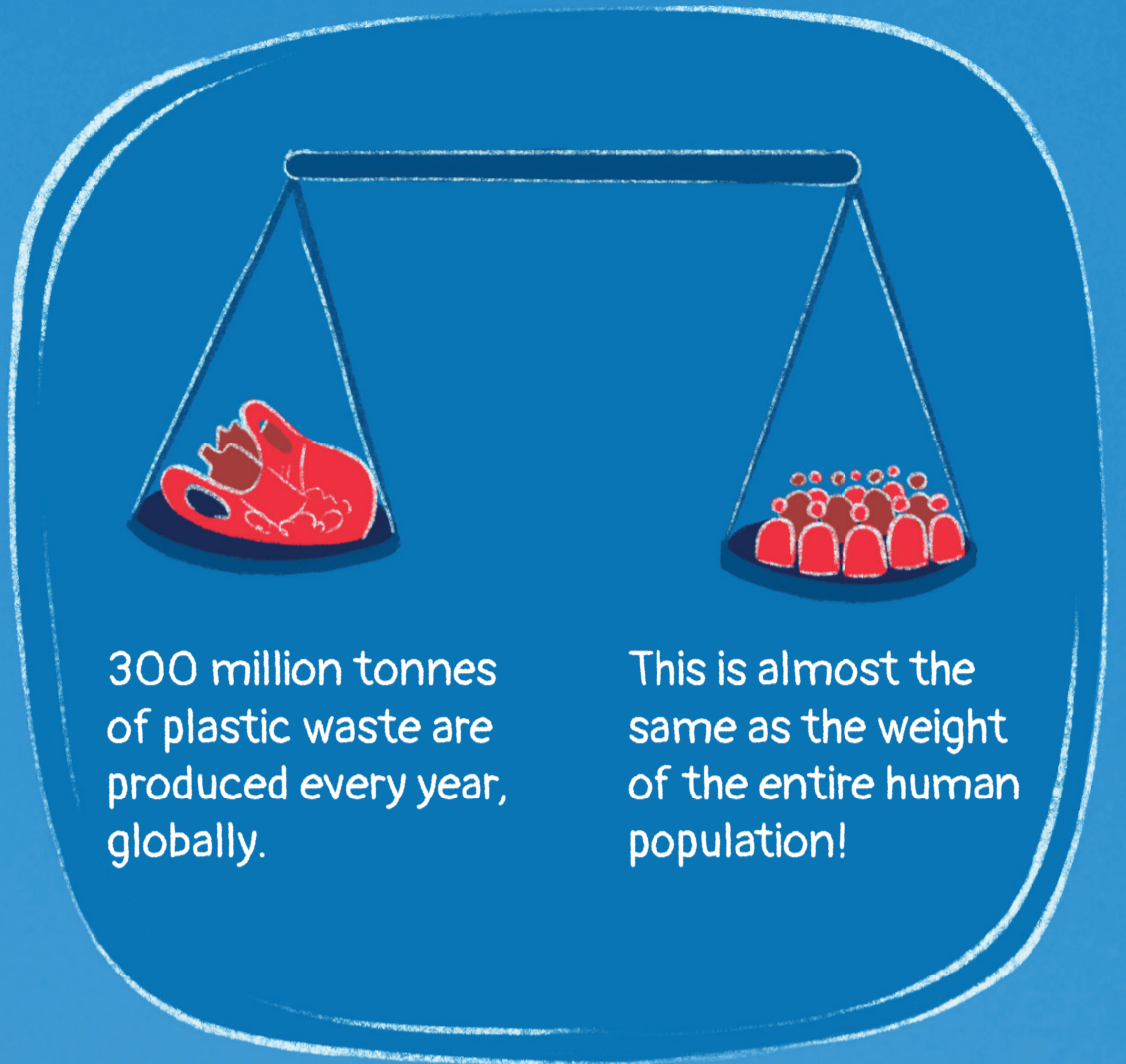
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DID YOU KNOW?



OF THE TOTAL PLASTIC WASTE EVER PRODUCED,

Only 9% has been recycled

about 12% incinerated



remaining 79% has ended up in dumps, landfills, our waterways and oceans.

8 MILLION TONNES OF PLASTIC END UP IN THE WORLD'S OCEANS EVERY YEAR.

IF CURRENT TRENDS CONTINUE, OUR OCEANS COULD CONTAIN MORE PLASTIC THAN FISH BY 2050.

Source: Ellen MacArthur Foundation

ALTERNATIVES TO SUP

DITCH



SINGLE-USE PLASTIC BAGS



PACKAGED DRINKING WATER

Plastic bottles release harmful chemicals into water when exposed to conditions like direct sunlight or if it is in prolonged use.



SINGLE-USE PLASTIC STRAWS

Plastic straws are a great threat to marine life.



TEA BAGS

Tea bags contain high quantities of microplastic. You ingest this microplastic with every cup of your favourite tea. Upon discarding, these end up in the landfills or waterways, and ultimately, in our oceans, from where it enters the food chain.



SHAMPOO AND CONDITIONER PACKAGED IN PLASTIC BOTTLES

Other than plastic packaging, almost all shampoos contain sulphates, which are harmful for both, you and for the environment.



INSTEAD, OPT FOR

REUSABLE CLOTH BAGS

Cloth bags are biodegradable, environment friendly and a sustainable option. Also lesser trash, more durable, and economical.



CARRY YOUR OWN REFILLABLE WATER BOTTLE

Switch to reusables e.g. - bottles made of food-grade plastic/ stainless-steel/ copper



REUSABLE SILICON OR STAINLESS-STEEL STRAWS. EDIBLE STRAWS MADE OF WHEAT PASTA STRAWS

Reusable, biodegradable, and edible straws eliminate these negative impacts. Also lesser trash, more durable, and economical.



TEA LEAVES

Using loose tea leaves eliminates all these negative impacts. And upon usage, the leaves can be composted, and/or added to your house plants to provide them with extra nourishment. Double win!



NATURAL SHAMPOO SUCH AS SOAPNUT PACKAGING-FREE SHAMPOO AND CONDITIONER BARS

Opting for natural, sulphate-free alternatives protects your hair and thus your health. As a bonus, you also contribute positively towards the betterment of the environment.

REPLACE PLASTIC. THEY DID IT!




THOOSHAN

Kochi, Kerala

<https://thooshan.com/>

USP:

- Edible cutlery made from wheat bran
- Made from naturally anti-microbial raw material
- Replacement for single-use plastics
Products are 100% biodegradable

Products sold: wheat bran plates, areca palm plates, wheat bran spoon, wheat bran fork, edible-biodegradable straws

INDULGE. DISCOVER.
KOCOATRAIT

Chennai, Tamil Nadu

<https://cocoatrait.com/>

USP:

- India's 1st Sustainable Luxury Chocolate
- Bean-to-bar approach – single-origin, organic, and planet-friendly chocolate bars
- The bars are packaged in reusable, upcycled cotton wraps and cocoa bean shells
- The packaging has no lamination and is 100% recyclable



Presenting innovative alternatives to everyday items of use, few amongst various initiatives in the country. We do not directly endorse any companies and focus on awareness generation on plastic prevention.



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REPLACE PLASTIC. THEY DID IT!



Bengaluru, Karnataka

<https://bare necessities.in/>

USP:

- Zero-waste solutions for everyday use items.
- All items are packaged in sustainable material such as reusable glass bottles and paper packaging.

Products sold: Personal care items such as natural loofahs, bamboo toothbrushes, natural toothpaste, reusable makeup remover wipes, natural shampoo bars, and menstrual cups.



Mumbai, Maharashtra

<https://ecosyscleaners.com/>

USP:

- Packaging-free alternative for household cleaners, disinfectants, and air fresheners
- All products sold as refills containing 10ml of concentrated solution.
- The encasing of these capsules is made from a water-soluble PVA film
- To use, simply drop 1 capsule in 1 litre of water – your cleaning solution is ready!

Products sold: disinfectant floor cleaner, glass cleaner, kitchen+utensil cleaner, toilet & bathroom cleaner, and air freshener.



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