

Graphics and data referenced in the [Matereal World](#) substack post

“Our purpose is to dump garbage on your lawn” (October 2023)

– by B. Lorraine Smith

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<https://www.blorrainesmith.com/contact-me>



Figure 2.2. Global plastics use has quadrupled in 30 years, mainly driven by emerging economies

In million tonnes (Mt), 1950-2021

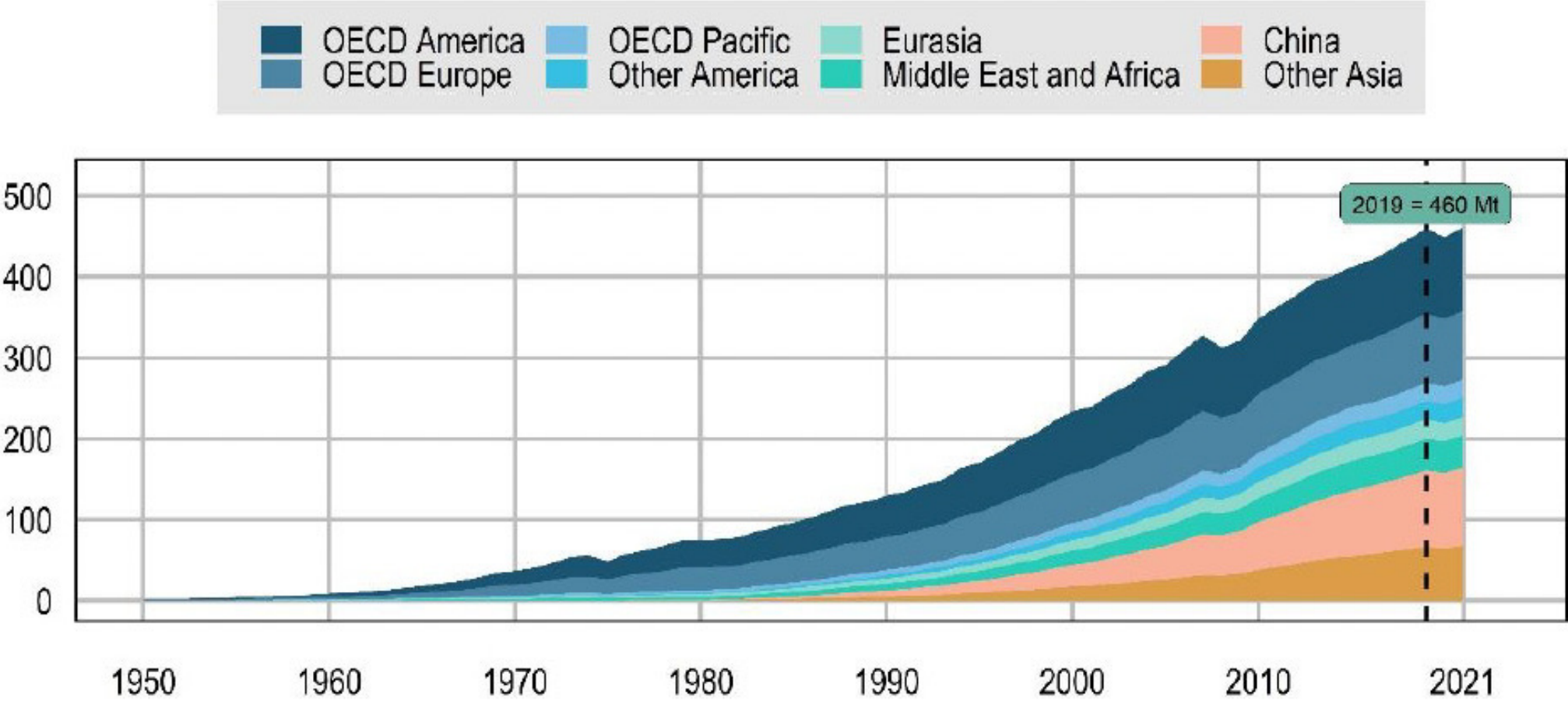
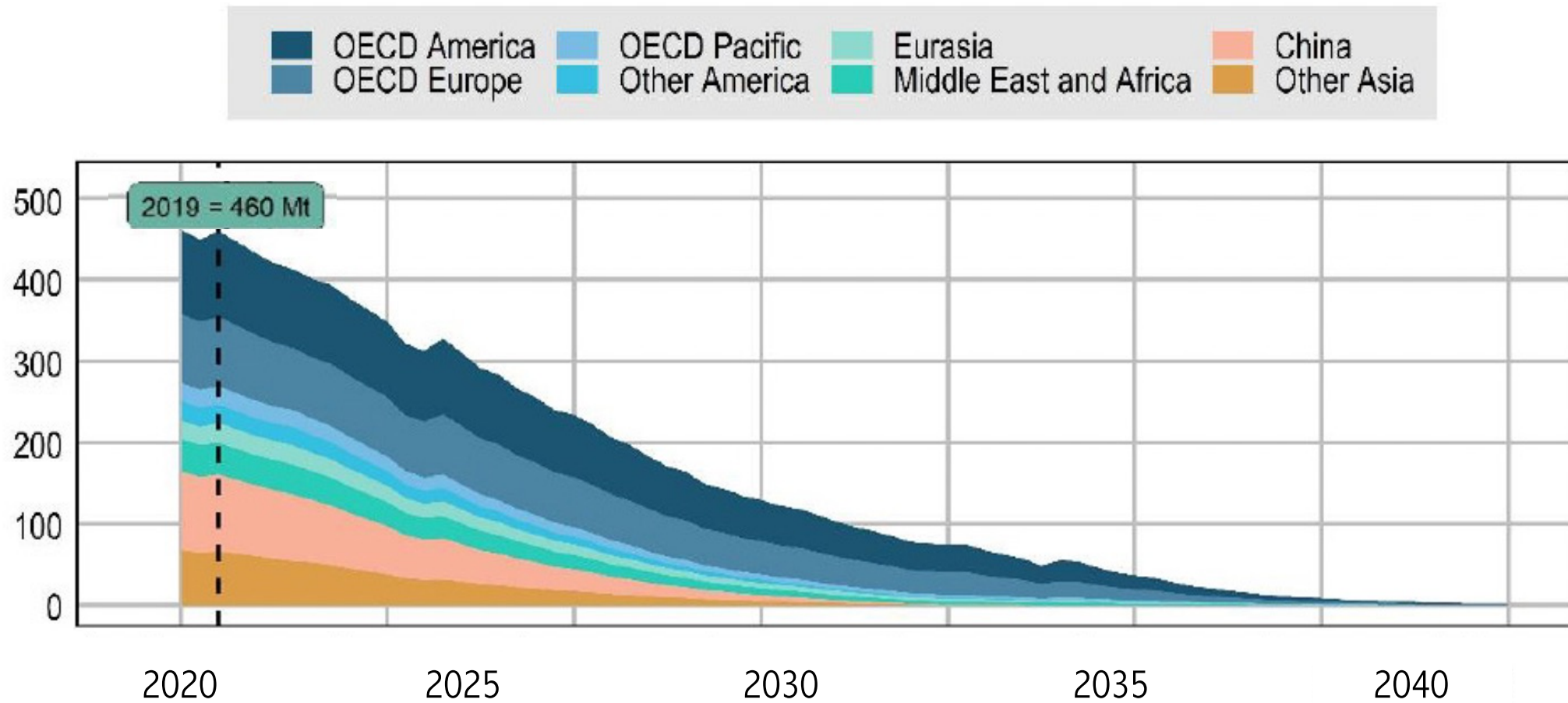


Figure 2.3: Global plastics use vanishes in 20 years, mainly driven by emerging life-affirming incentives

In million tonnes (Mt), 2021-2040

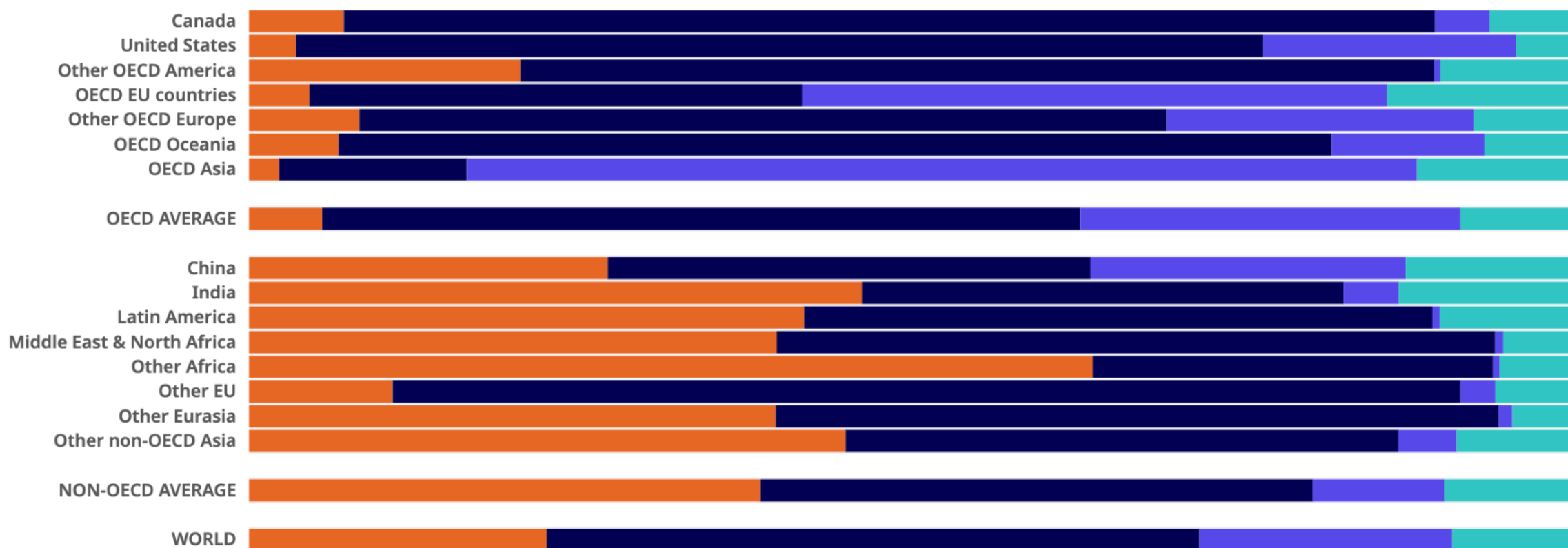


Source: *An economy that works in service of life* (imagined by B. Lorraine Smith in the [Matereal World](#))

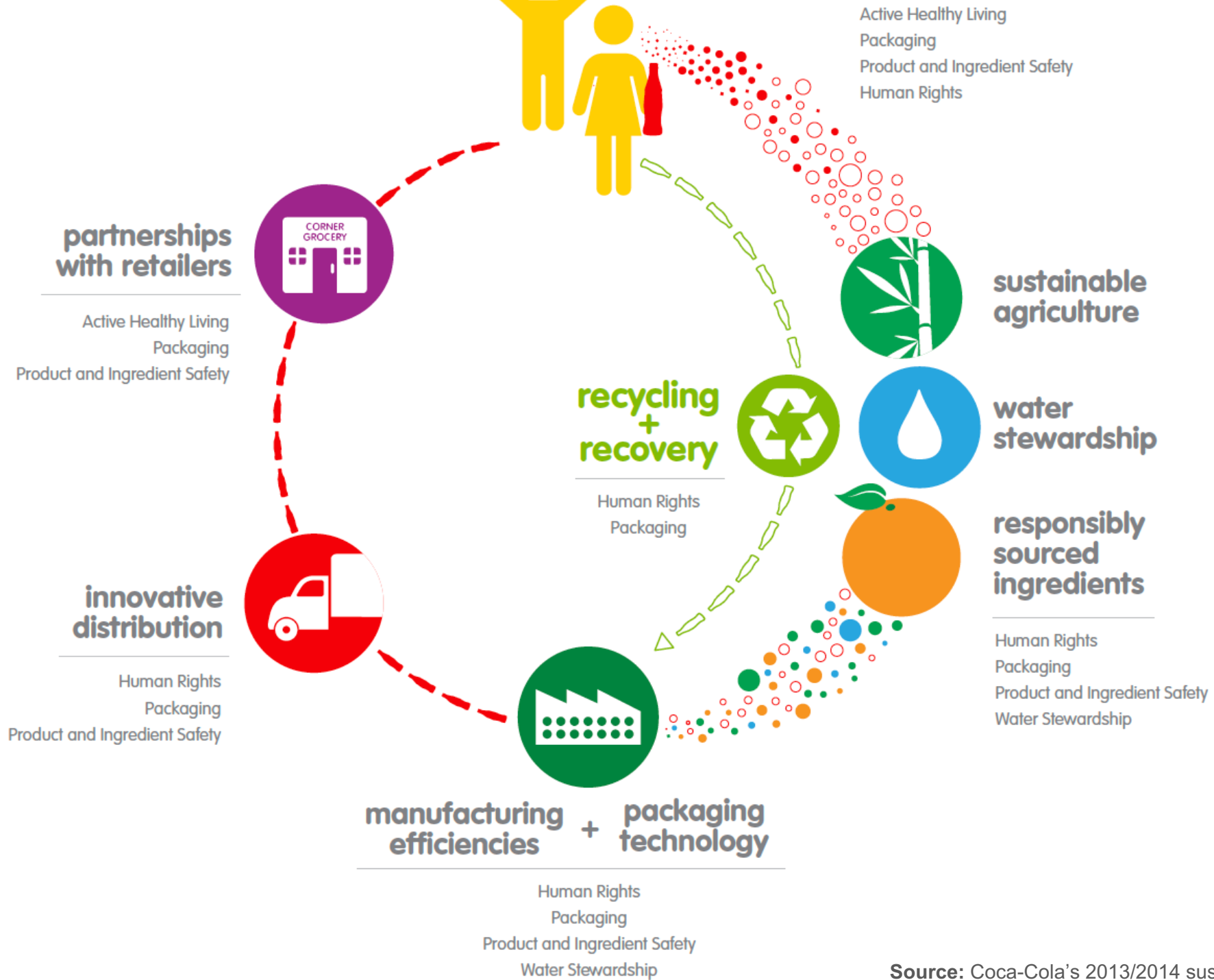
Globally, only 9% of plastic waste is recycled while 22% is mismanaged

Share of plastics treated by waste management category, after disposal of recycling residues and collected litter, 2019

■ Mismanaged & uncollected litter
 ■ Landfilled
 ■ Incinerated
 ■ Recycled



open happiness™



Source: Coca-Cola's 2013/2014 sustainability report



2013 Goal	Status	2022 Goal	Status
<p>recover + recycle equivalent of 75% of bottles + cans in developed markets by 2020, 50% globally by 2015</p>	<p>~ 63 % recovery rate in developed markets</p> <p>~ 43 % globally</p>	<p>Collect + recycle a bottle or can for each sold by 2030</p>	<p>61% of our packaging collected for recycling</p>
<p>25% of PET plastic from recycled or renewable material by 2015</p> <p>PlantBottle™ packaging for all PET bottles (up to 30% plant material)</p>	<p>6% from recycled or renewable material</p> <p>Expanded PlantBottle™ to five new markets including China bringing total markets to 28</p>	<p>Reduce non-renewable virgin plastic use by 3 mt between 2020 - 2025</p> <p>50% recycled content in packaging by 2030</p>	<p>90% of packaging is recyclable</p> <p>25% recycled material in packaging, 15% of rPET (recycled PET), 15% of PET used is rPET</p>
<p>Improve the packaging material efficiency per liter of product sold by 7% by 2015</p>	<p>Achieved 2015 lightweighting goal two years ahead of schedule</p>	<p>25% of beverages by volume sold in refillable/returnable glass or plastic bottles, or in reusable packaging by 2030</p>	<p>Approximately 14% of total beverage volume was served in reusable packaging in 2022</p>

hasn't changed much over 10 years

"All bottles" v. 28 "markets" = ???%

In sum: "We are producing more virgin plastic than ever."

*"In 2022, we avoided around half a million metric tons of virgin plastic usage through our efforts on lightweighting and use of recycled content, with an incremental avoidance of over 50,000 metric tons since last year. **However, growth of plastic packaging has outpaced efforts on lightweighting and use of recycled content**, so that we have not reduced our use of virgin plastic overall." – pg 30, **Coca-Cola 2022 Business & Sustainability Report***



PRESERVE AND REGENERATE NATURE



Source: Danone 2022 integrated report



2013 Goal	Status	2022 Goal	Status
Support innovation in packaging materials and design to make recycling easier;	–	100% reusable, recyclable, compostable by 2030	84% of packaging is reusable, recyclable or compostable In 2022, around 50% of the worldwide sales volumes by the Water brands were sold in reusable packaging
achieve a rate of 25% of recycled PET by 2020	25% of packaging is from recycled materials	Halve the use of virgin fossil-based packaging by 2040, with a 30% reduction by 2030, accelerating reuse and recycled materials	?
Between now and 2020, Danone will support innovative and socially inclusive initiatives for transforming waste into resources in at least ten priority target countries.	–	Lead the development of effective collection systems to recover as much plastic as we use by 2040	?

Stated goal is same as status, worded differently – was there any progress?

Restated “support” to “lead”, this reads like a recycled 10-year-old goal with even longer horizon

An expectation of plastic usage reduction as a pilot with one brand in 2022. Note to self: check back in 10 years.

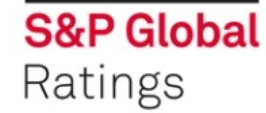
“For our Waters business, Danone started piloting a mineral water refill model called “evian comme à la source” in France, which is expected to reduce both plastic usage and CO2 emissions compared to single-use plastic bottles for restaurants and out-of-home.” – pg 32, Danone 2022 integrated report





CDP*: AAA for seven years in a row

L'Oréal is a global leader in sustainable development thanks to our efforts to tackle climate change, protect forests and ensure sustainable water management.



S&P Global Ratings*: 85/100

The ESG assessment reflects the Group's ability to deliver strong performance through the commitment of L'Oréal's senior managers to an ambitious sustainability strategy.



EcoVadis*: 83/100 – Platinum medal

The Group earned a Platinum medal from EcoVadis. As part of the top 1% of companies assessed by the agency, L'Oréal received recognition for its extra-financial performance in four main areas: Ethics, Environment, Labour & Human Rights, and Sustainable Procurement.



Ethisphere*: 13th year

In 2022, L'Oréal was named one of the world's most ethical companies for the 13th time. This means that the Group is among the companies with the most advanced ethical business practices.



Bloomberg Gender-Equality Index*

L'Oréal was listed for the 5th consecutive year in the Bloomberg Gender-Equality Index, which includes 418 companies with headquarters in 45 different countries.



Universum: No. 5*

In 2022, L'Oréal ranked fifth worldwide (among business schools), becoming the first EU multinational in the Top 5.

Source: [L'Oréal website](#)

L'ORÉAL

2013 Goal	Status	2022 Goal	Status
<p>Reduce environmental footprint by 60% from a 2005 baseline by 2020 whilst bringing beauty to one billion new consumers</p> <p>Every new/updated product will improve its environmental or social profile against at least one of the following criteria:</p> <ul style="list-style-type: none"> - the new formula reduces the environmental footprint; - the new formula uses renewable raw materials that are sustainably sourced or raw materials derived from Green chemistry; - the new packaging has an improved environmental profile; - the new product has a positive social impact. 	<p>–</p> <p>–</p>	<p>By 2030, 100% of the biobased ingredients for formulas and packaging materials will be traceable and will come from sustainable sources none of them will be linked to deforestation.</p> <p>100% of the plastic used in packaging will be from recycled or biobased sources by 2020 (50% by 2025)</p> <p>20% in intensity the quantity of packaging by 2030 compared to 2019</p> <p>100% of plastic packaging will be refillable, reusable, recyclable or compostable by 2025</p>	<p>Looks like a big packaging goal, but excludes packaging</p> <p>92% achieved *</p> <p>* Scope: bio-sourced ingredients of formulas, packaging excluded.)</p> <p>Only indirect allusion to plastic reduction with these goals, which are nowhere close to met</p> <p>26% achieved</p> <p>3% achieved</p> <p>38% achieved</p>

Vague ambition didn't translate into measured impact over time

Only indirect allusion to plastic reduction with these goals, which are nowhere close to met

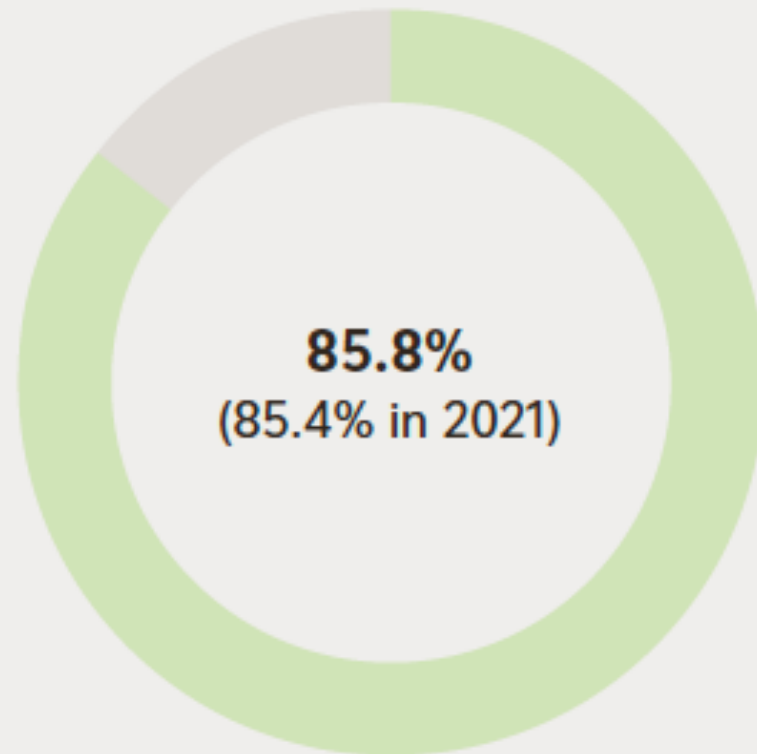
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*“All L’Oréal brands will assess where they have the biggest environmental and social impact, and make commitments to improve their footprint. **Every brand will report on its progress** and raise awareness among consumers about sustainable lifestyle choices.” – pg 6, L’Oréal sustainable development report 2013*



REUSABLE OR RECYCLABLE

Percentage of packaging that is reusable, recyclable or compostable*



PACKAGING PIECES

Packaging pieces placed on the market (billion)



Source: [Nestlé CSV and Sustainability Report 2022](#)

2013 Goal	Status	2022 Goal	Status
<p>Improve the environmental performance of packaging</p>	<p>In 2013, 66,594 mt of packaging material were saved, which is equivalent to CHF 158.5 million (2012: 47 125 mt).</p>	<p>By 2025, design above 95% of plastic packaging for recycling and continue to work toward 100% being recyclable or reusable</p> <p>By 2025, we aim to reduce virgin plastics by one third, versus our 2018 baseline</p>	<p>81.9% of plastic packaging designed for recycling</p>
	<p>Evaluated 5200 projects and more than 15,500 scenarios (2012: 4000 projects and 13,000 scenarios).</p>		<p>10.5% reduction</p>

Compared to how many mt put into the marketplace?

No goals for reduction in plastic volume although report indicates net reduction.

A lot of evaluations, unclear if any plastic was reduced.

This appears to say they are *not* following the EMF definition, but rather their own approach. (I think? I found it hard to follow.)

“Primary, secondary and tertiary packaging are taken into account in the calculation. Packaging Designed for Recycling (D4R) refers to packaging materials and formats which are compliant with the Negative List and aligned with the Golden Rules. **It does not systematically correspond to packaging “recyclable in practice and at scale”, as per Ellen MacArthur Foundation definition, nor to packaging being ‘effectively recycled’.**” – pg 8, Nestlé Reporting Scope and Methodology doc





ENVIRONMENTAL SUSTAINABILITY

Environmental sustainability is embedded in how we do business.
It is core to our purpose of improving lives now and for generations to come.

Source: [P&G 2022 citizenship report](#)



2013 Goal	Status	2022 Goal	Status
Reduce packaging by 20% per consumer use by 2020 (v. 2010 baseline)	reduced packaging by ~ 4.5% per consumer use	-	<p>>20% designed to go to landfill</p>
100% renewable or recycled materials in all products + packaging by 2020	<p>commercialized bioplastic in some shampoo bottles</p> <p>moving towards pilot scale operations for some other key material classes</p>	<p>100% of consumer packaging designed to be recyclable or reusable by 2030</p> <p>Reduce use of virgin petroleum plastic in consumer packaging by 50% (v. 2017 baseline) by 2030</p>	<p>~79% of consumer packaging is designed to be recyclable or reusable</p> <p>~ 8% reduction of virgin petroleum plastic in packaging</p> <p>nearly doubled use of recycled plastic over the past two years</p>

100% v. "some" ?

The idea of "reduced packaging" has disappeared and is not present in 2022 disclosures

A rationale for changing the goal, rather than changing the business model.

*"While we are currently on track to meet our 20% reduction goal for 2020, **the work will become more difficult as we achieve optimized packaging design** on more and more of our items. [...] We will continue to look for gains in packaging efficiency and new product forms that will help us continue to optimize our packaging while continuing to delight the consumer. We believe our relentless focus on innovation will allow us to achieve our goal."* – pg 26, **P&G 2013 sustainability report**.



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in the [Matereal World](#) substack post:

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lawn”** (October 2023)

– by B. Lorraine Smith

Images:

Title slide: “Iris, Peony & Bubble Wrap”, by
[Kristin Sjaarda](#) (used with permission*). Spot
the plastic waste, and dead migratory birds.

This slide: A typical scene on “garbage day” in
my neighbourhood. (Photo by me in Montreal,
September 2023)

