

Plastic pollution – curing the disease or the symptom?

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City of Helsinki

Helsinki



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From Helsingin Sanomat opinion section / July 2023:

Lukijan mielipide | Lopetetaan roskaaminen



Mielipide 29.7. Lukijan mielipide | Roskapöntöt on uusittava



Lukijan mielipide | Tulevaisuuden lopetus

Mielipide 27.7.

Lukijan mielipide | Helsingin kaupungilla on yli 9000 roska-astiaa



Mielipide 6.7. 2:00

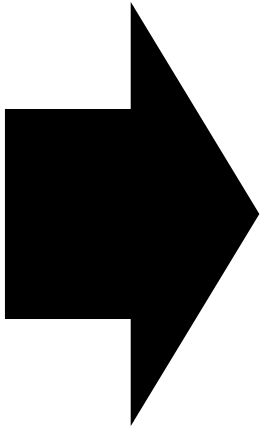
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Lukijan mielipide | Helsingin roskapöntöt ovat vääränlaisia



Mielipide 2.7. 2:00

~ 658 864
opinions



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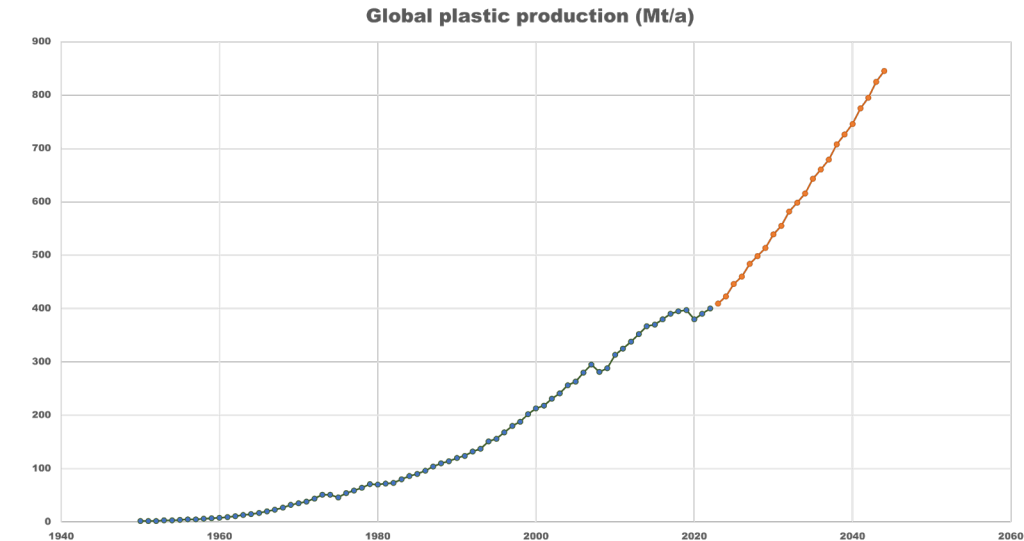
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Argument nr. 1: Plastic litter is the issue

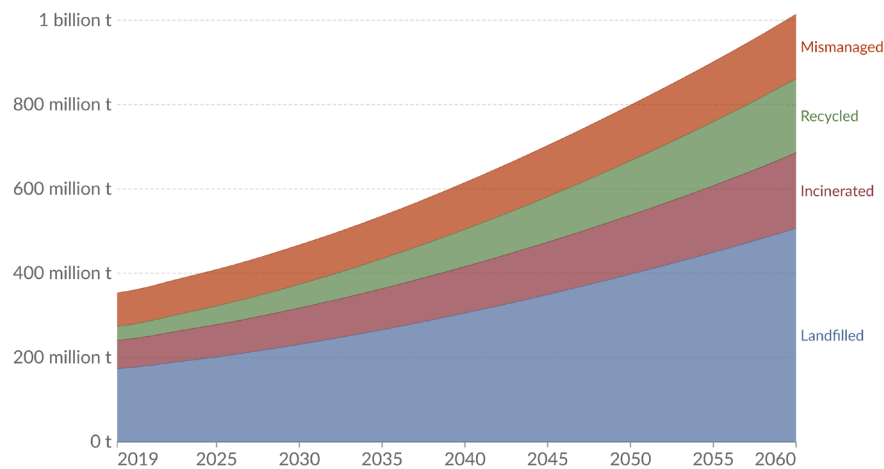


1940 - 2040
Global plastic production

Source: Our world in data

Projections of plastic waste by disposal method, World

Mismanaged plastic waste is plastic that is either littered or inadequately disposed¹. A country's total does not include waste that is exported overseas, where it may be mismanaged. Based on the "business-as-usual" scenario which assumes that current policies remain unchanged in the foreseeable future.



Data source: OECD (2023)
Note: Regional aggregates were calculated by Our World in Data and are based on those specified by the OECD².
OurWorldInData.org/plastic-pollution | CC BY

2019 - 2060
Global plastic waste (business as usual)

A quick glance at the top projects

1. **Creating an efficient network**
2. **An effective communication campaign**
3. **New innovations and operating methods**
4. **Mapping of the litter-prone areas**
5. **Citizen involvement**

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Publications of the Urban Environment Division 2021:27

Litter Control Action Plan 2022–2025



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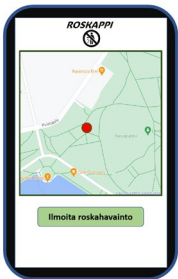
**Terrestrial
trash survey
lines**



**Trash in
runoff water**

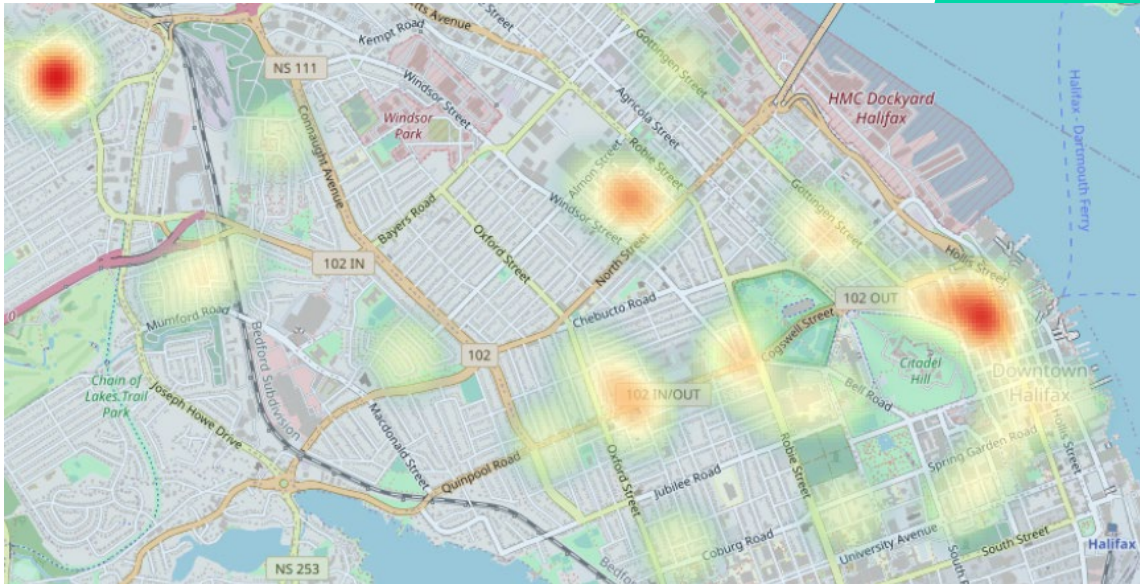


**App for
crowdsourcing
(PlastLIFE)**



**Expert knowledge from
waste operators**

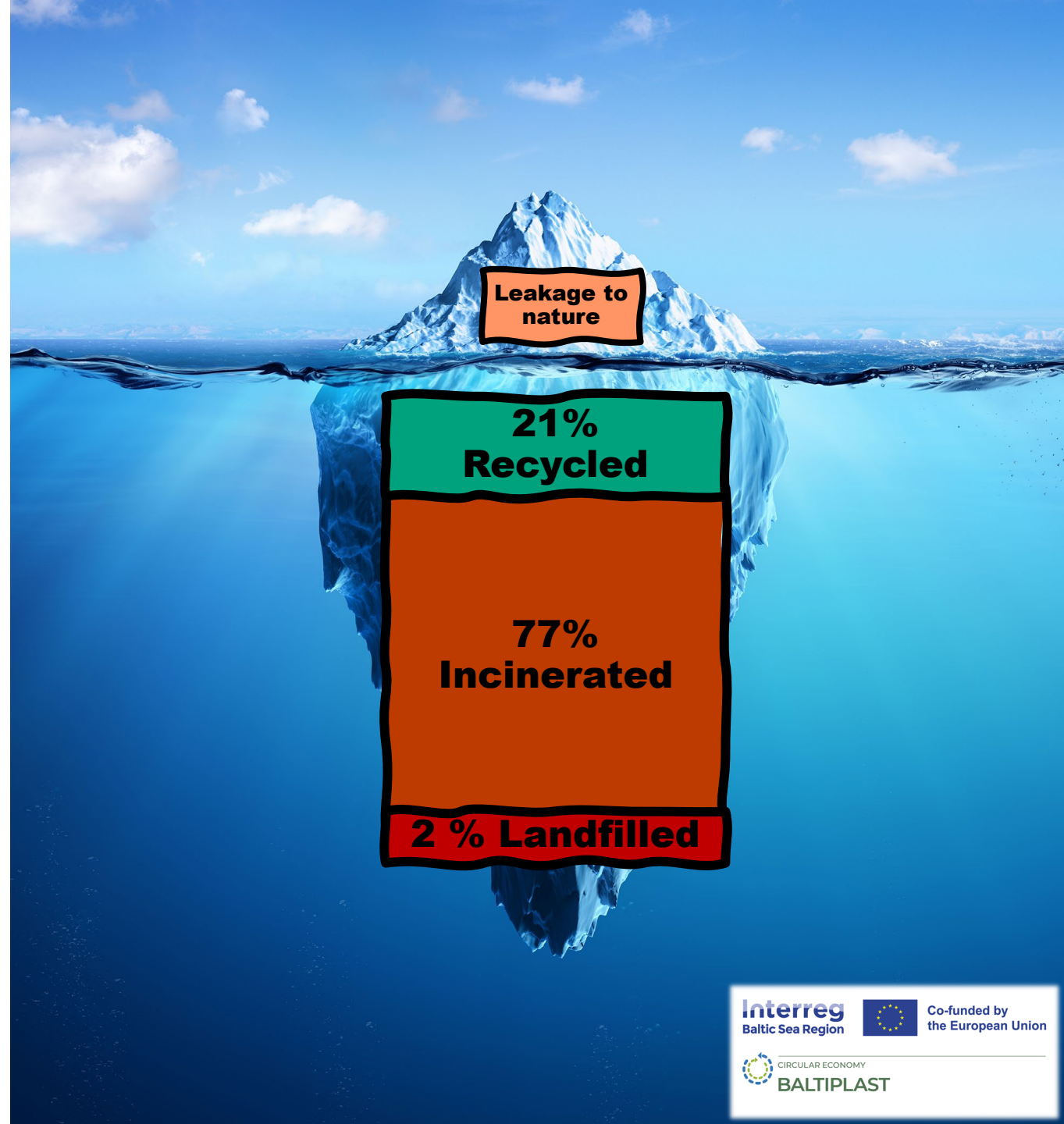
**Effectiveness of
the measures &
indicators**



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Argument 2. Plastic is a climate issue

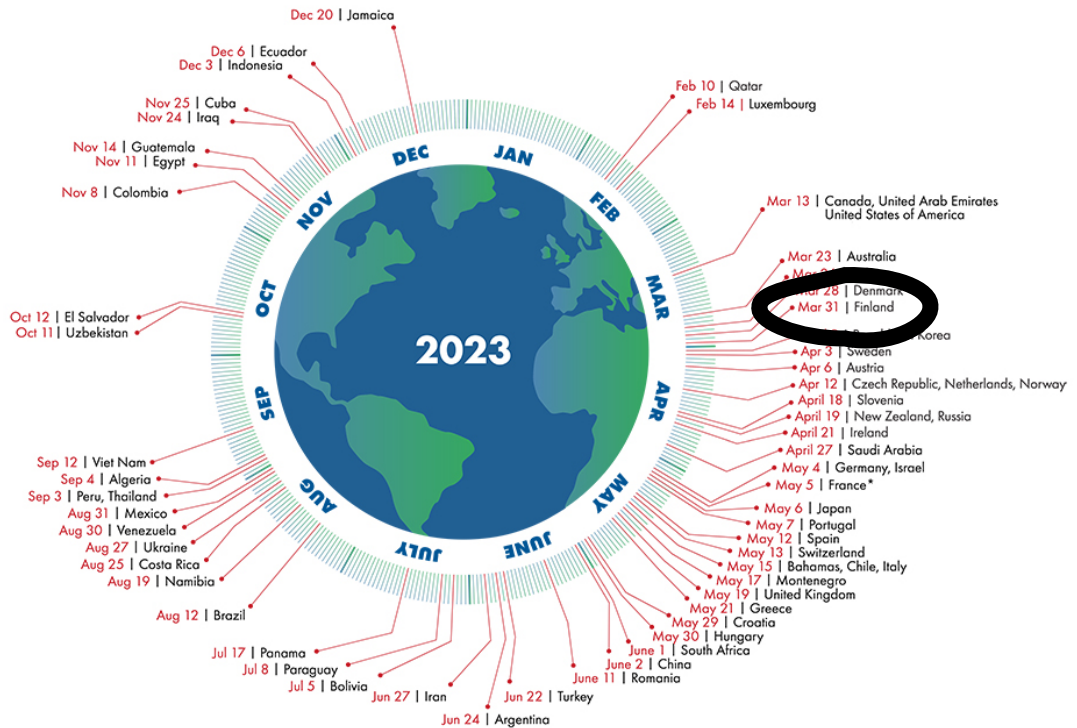
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How is Finland doing compared to other countries?

Country Overshoot Days 2023

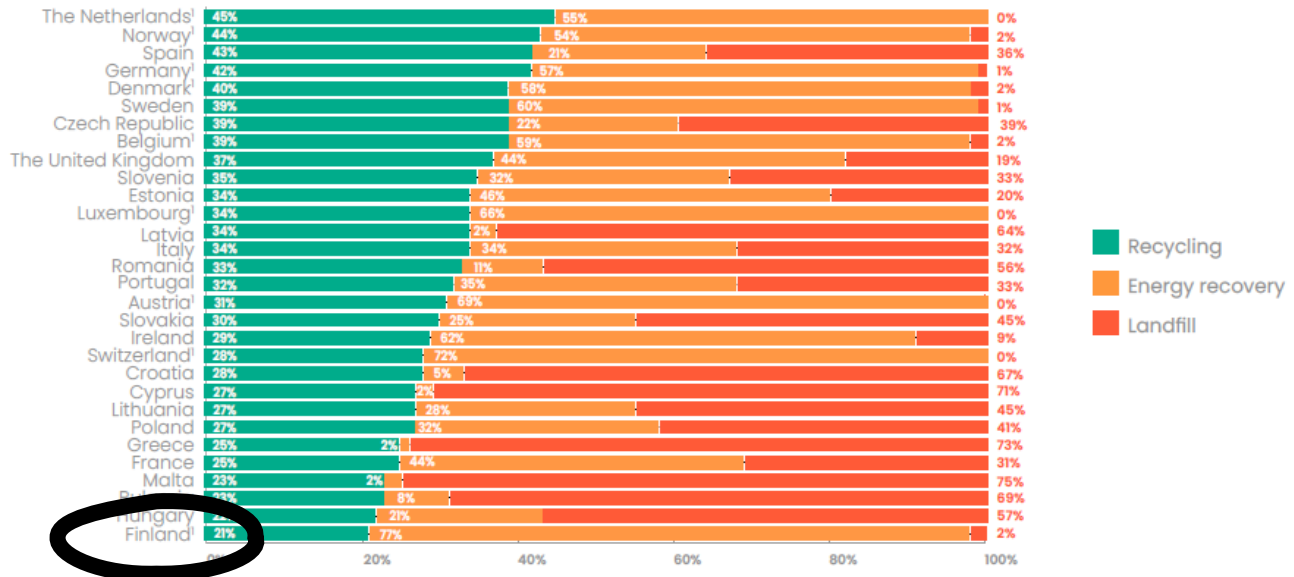
When would Earth Overshoot Day land if the world's population lived like...



For a full list of countries, visit overshootday.org/country-overshoot-days.
*French Overshoot Day based on nowcasted data. See overshootday.org/france.
Source: National Footprint and Biocapacity Accounts, 2022 Edition
data.footprintnetwork.org



Post-consumer plastics waste treatment per country in 2020



Source: Conversio Market & Strategy GmbH
Non-plastics waste (i.e., textiles, adhesives, sealants, coatings, etc.) is not included.
The plastics packaging waste data used for the above graph were extrapolated based on 2019 available figures. The above data were rounded.
1. Countries with landfill restrictions
Recycling rates for plastics packaging waste are shown under the old plastics packaging recycling calculation methodology.
2020 Dutch plastics recycling included some quantities of plastics packaging waste collected in 2019, due to a fire in a local recycling facility in 2019.

WHERE TO START?



WHERE TO START?



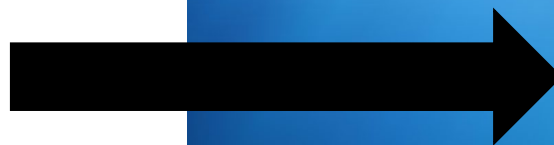
THE ROLE OF MUNICIPALITIES?

**REDUCE BY
REGULATING**

REUSE

RECYCLE

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**Leakage to
nature**

**21%
Recycled**

**77%
Incinerated**

2 % Landfilled

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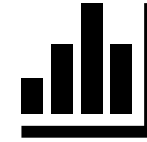
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Our approach to single-use plastic within the city of Helsinki

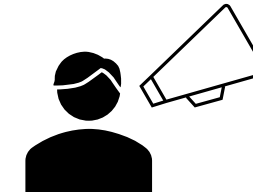
1a. Identify the biggest sources (quantity & quality) of single-use plastic waste within the municipality



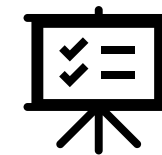
1b. Create indicators to monitor the change



2. Engage the relevant stakeholders to tackle the issue



3. Create a plastic strategy starting with focus on the biggest plastic streams



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***You can't throw anything away if
there's nothing to throw away.***

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