

The rise in eco and socially conscious trends and how they can be reflected in your business

11:15 - 12:45 Sunday 2nd September 2018
Autumn Fair - Birmingham NEC
Master the High Street

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2-5 September 2018 NEC Birmingham
Volume sector opens 1 September 2018

The Rise of Eco and Socially Conscious Trends in Retail

@JeremyCorner from @Blue_Eyed_Sun & @BambooCupUK - Stand 4A35



Plastics

- Polyethelene (PE)
- Polypropolene (PP)
- Polyethylene terephthalate (PET)
- Polymethyl methacrylate (PMMA)
- Polytetraflouroethylene (PTFE)
- Nylon
- Polyster

Plastic World

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BPA and Estrogenic Chemicals in plastics linked to health issues

- Hormone Imbalance
- Heart Disease
- Genital Deformaties
- Increase Cancer Risks
- Infertility
- ADHD





Lasting Effects



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6 billion plastic bottles
go into landfill in the
UK each year

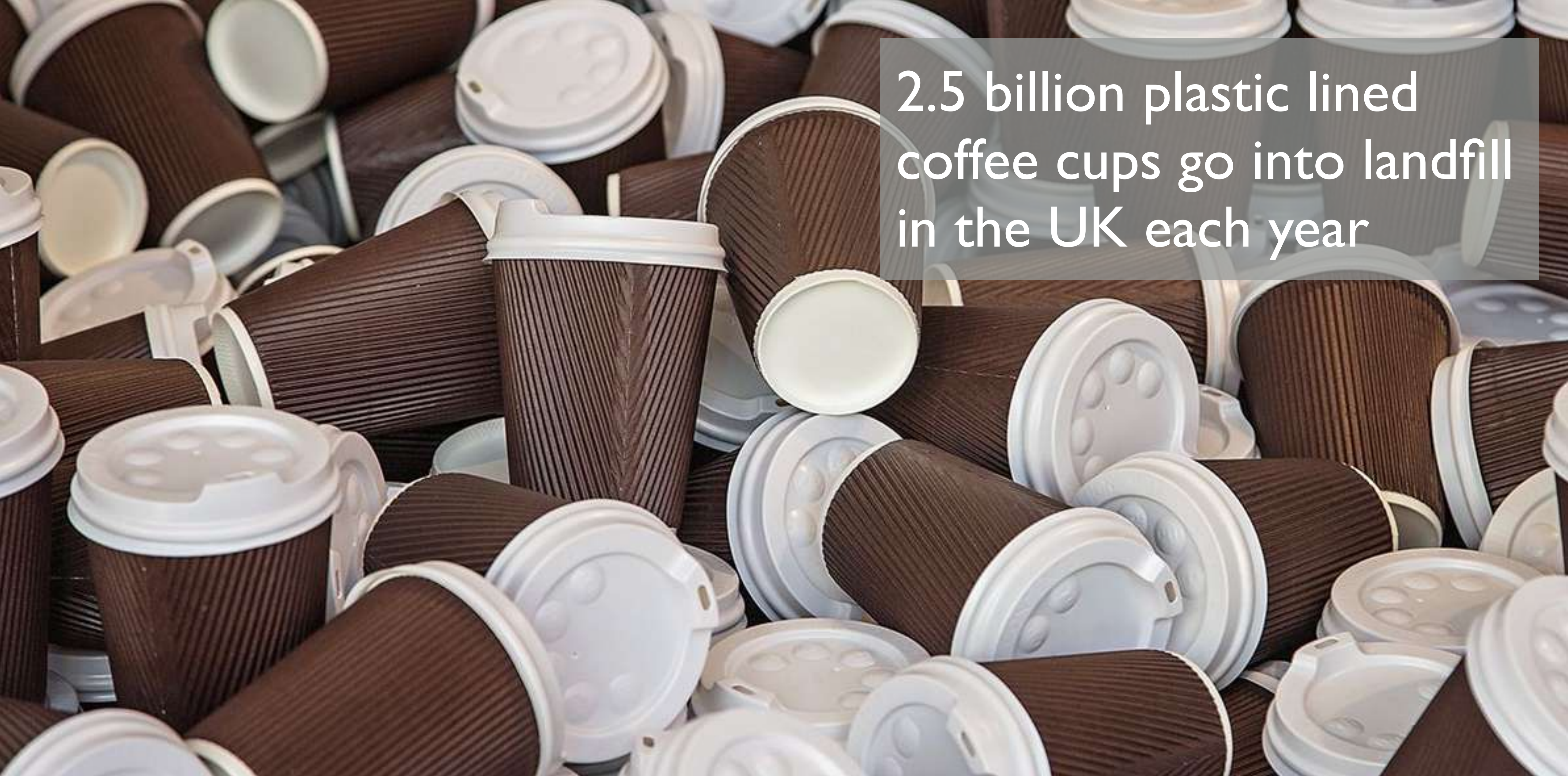
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2.5 billion plastic lined
coffee cups go into landfill
in the UK each year


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From 2004-2014
Plastic packaging
increased by 25%
800,000 tonnes pa
Only 1/3 is recycled

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Roger Millán Casas



Plastic Ocean



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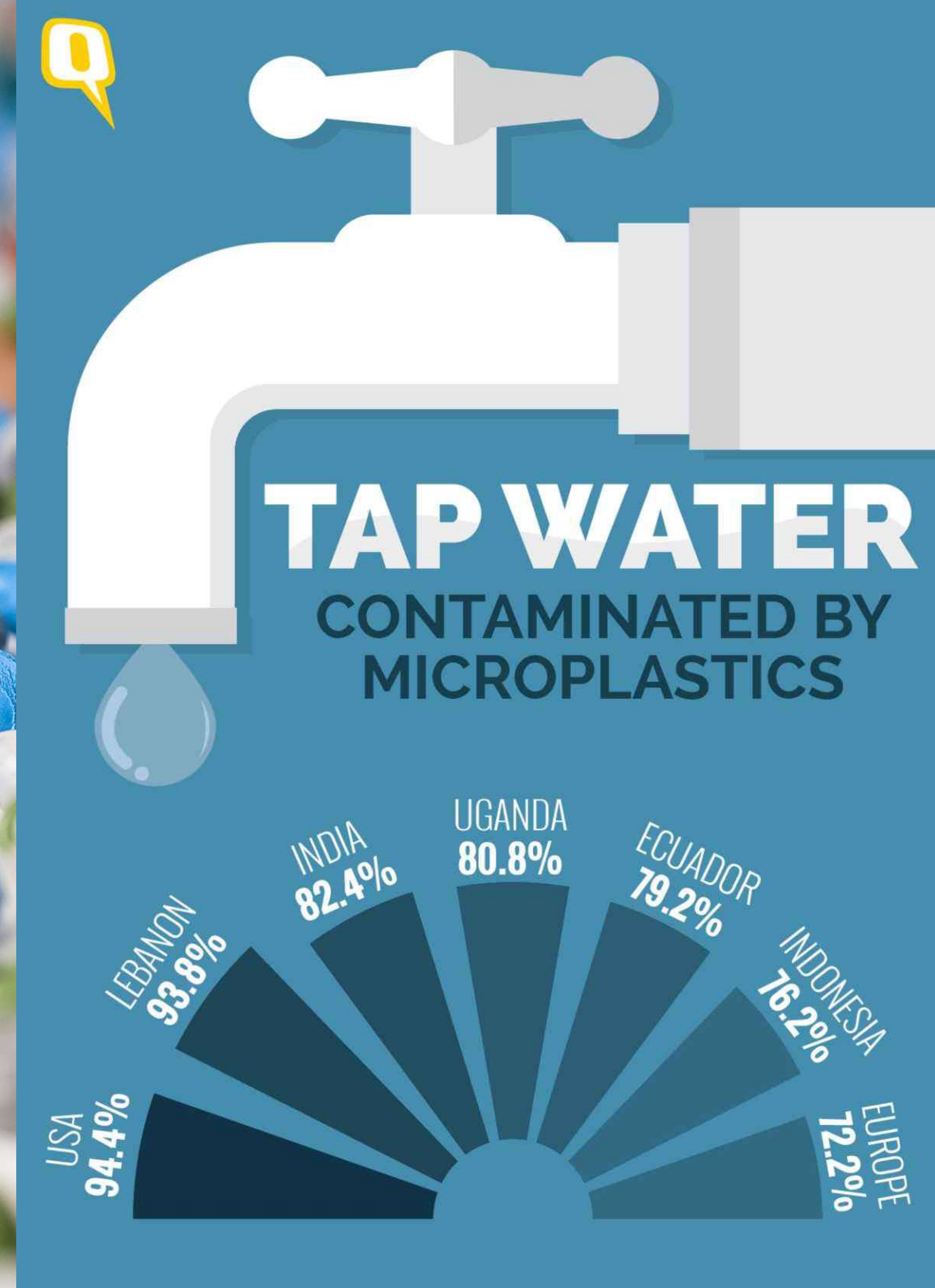
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Micro plastics



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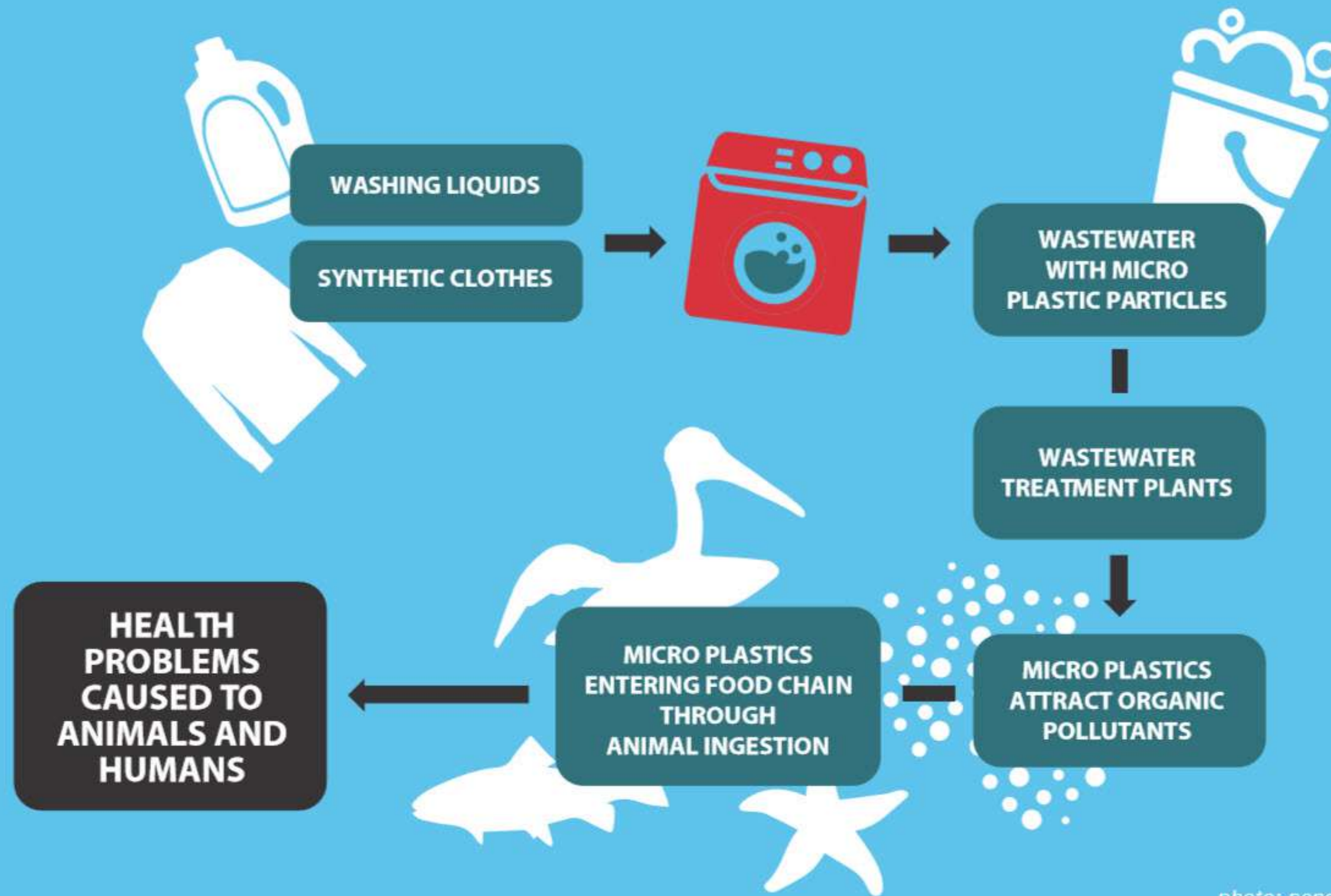
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THIS IS THE PROBLEM...



Avoid

- Acrylic
- Nylon
- Polyster

Choose

- Cotton
- Silk
- Wool
- Bamboo

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Changing Habits

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**BREAK
the Bag
Habit**

**PLASTIC
BAGS
JUST SAY
NO**

**PLASTIC
AIN'T MY
BAG**

PROUDLY PLASTIC BAG FREE
**Think
outside
the BAG**
Keep paradise plastic free

July 3rd
**International
bag free day**

**FREE BAG
WORLD**

**Plastic Bag
Free July!**

Single Use Plastics

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Millennials



- Most spending power
- £4.4 trillion per year
- Mobile and online
- Research products
- Health & wellness
- Passion for environment
- Less traditional media
- Spend more freely
- Value authenticity

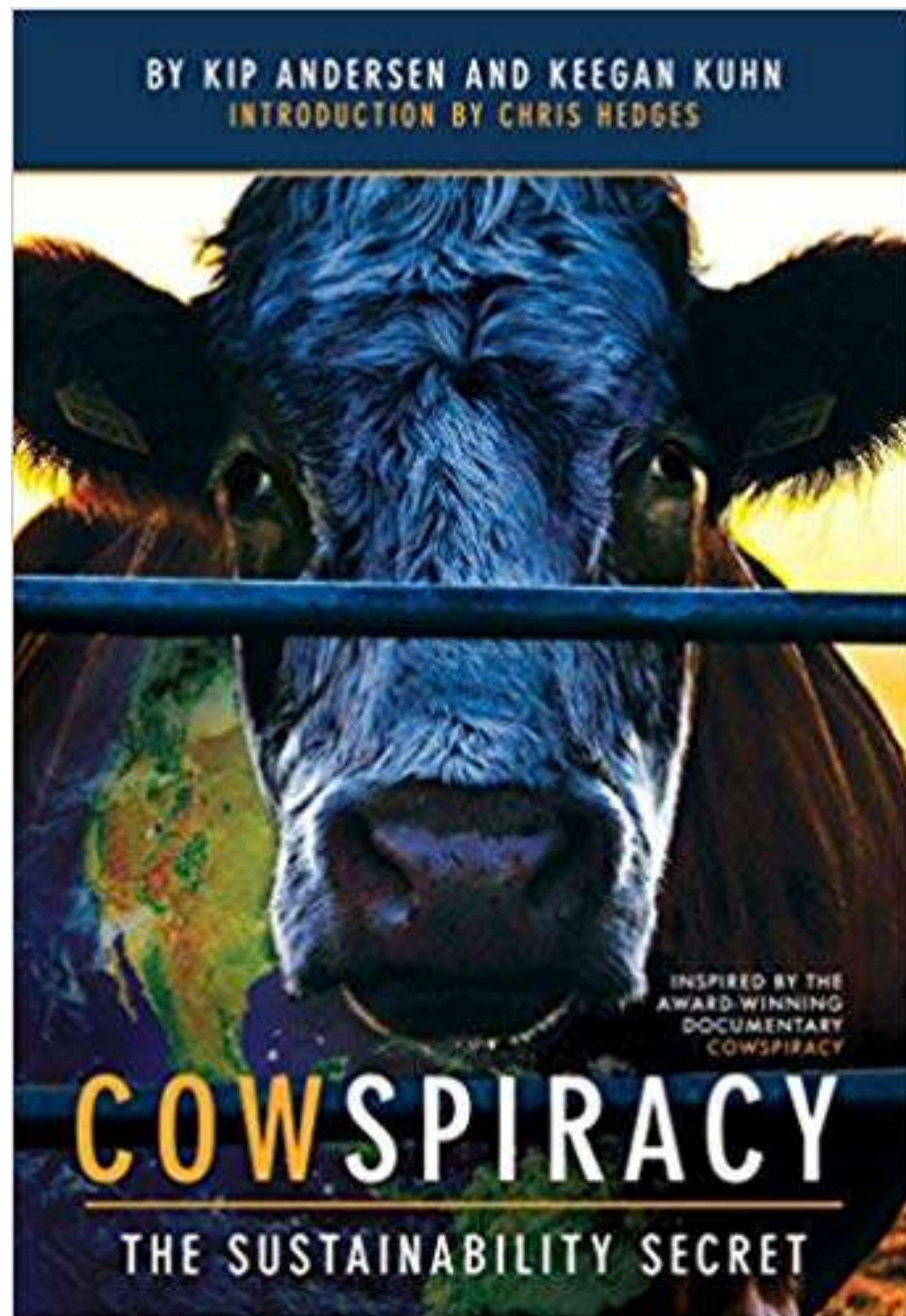
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Causes



PLASTIC FREE JULY

THE STORY OF
STUFF
PROJECT



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Rob Greenfield

38 kgs of waste
generated
in a single month

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Waste Reduction



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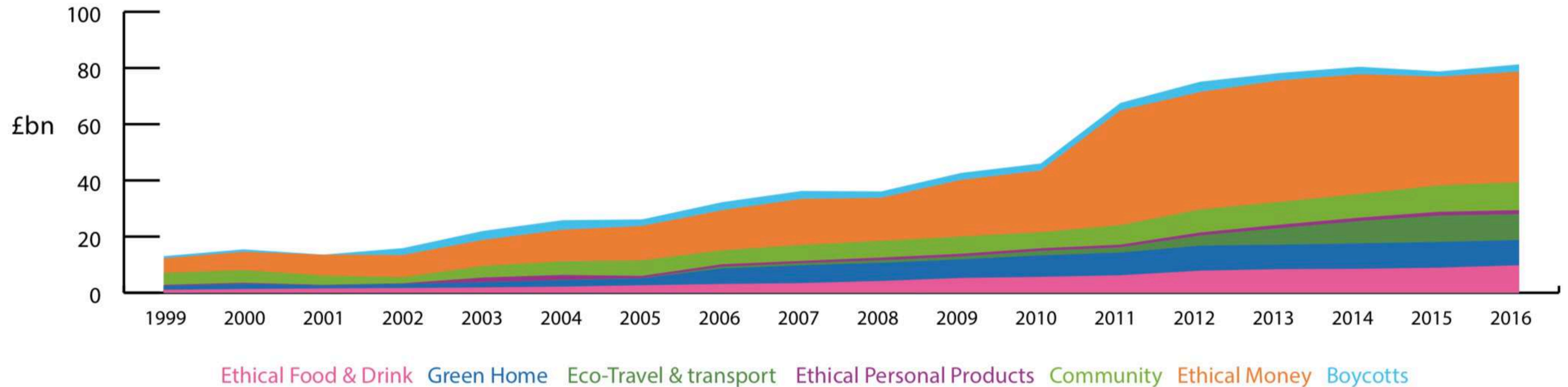
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Ethical Spending

Ethical spending in the UK, 1999-2015



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Bags

Bottles

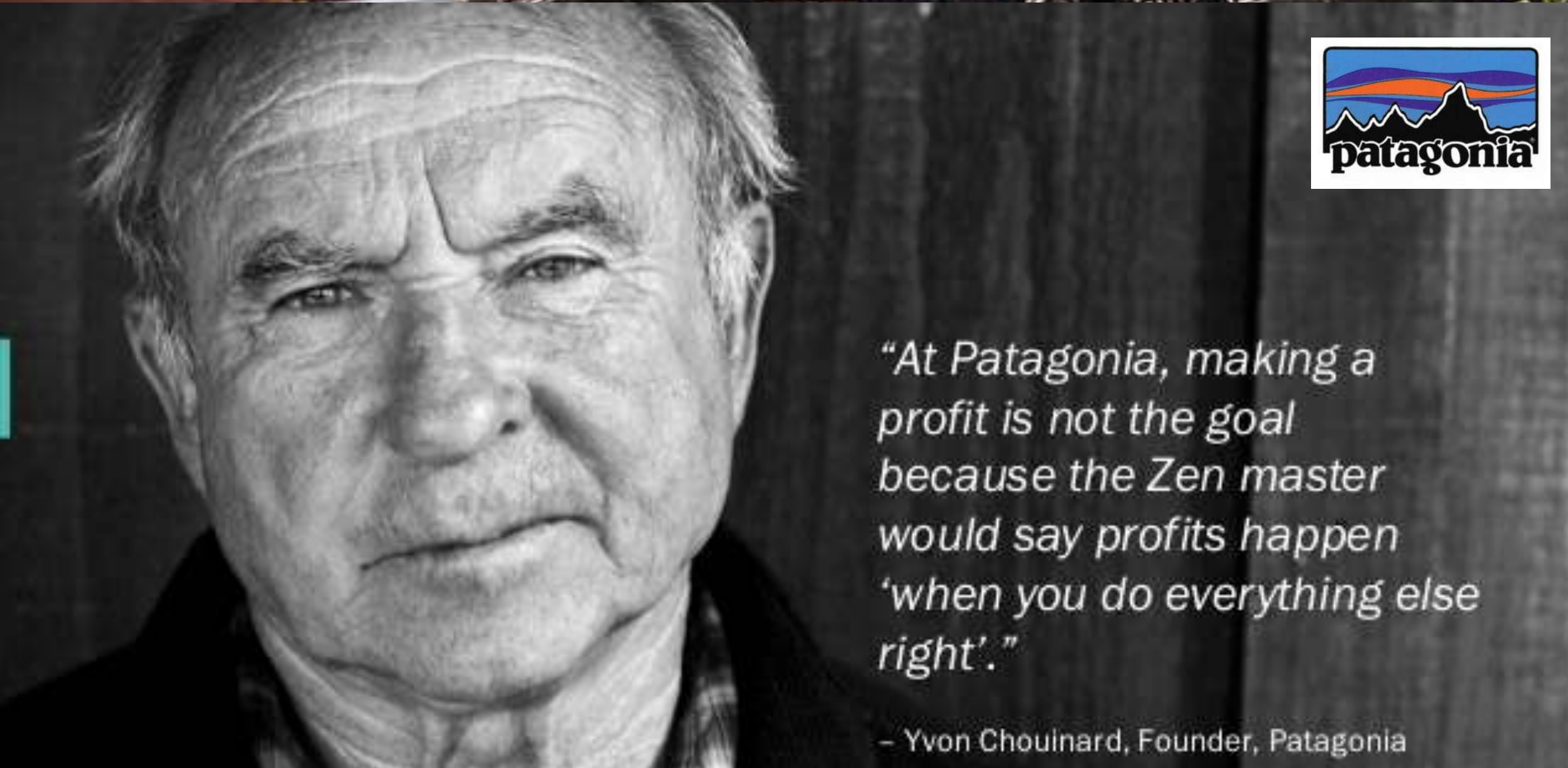


Lunchboxes

Opportunities



Cups



Conscious Business

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4 Steps

1. Refuse
2. Reduce
3. Reuse
4. Recycle

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Resources

#BreakFreeFromPlastic

- [How to Give Up Plastic by Will McCallum](#)
- [W.R.A.P.](#)
- [Life Without Plastic](#)
- [My Plastic Free Life](#)
- [Zero Waste Chef](#)
- [Treading My Own Path](#)
- [GreenPeace](#)
- [Friends of the Earth](#)
- [Marine Conservation Society](#)

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Waste during this talk:

10,000 plastic straws

57 million plastic bags

30 Million plastic bottles

125 tonnes of nappies

30 lorry loads of plastic into the sea

99% of the stuff we buy is trashed within six months



Key Take away

Build environmental awareness
sustainability and social
responsibility into your business.

To Do Next

Take action, join the conversation
and get involved. Follow me here:
www.blueeyedsun.co.uk/blog

