

## Plastic revaluation benefits

Revaluing plastic waste can provide a range of benefits from an economic, environmental and social perspective. Let's find out more!

There are a handful of key benefits implementing plastic revaluation processes and methodology into your daily operations. Herein we provide a list of the most important ones:

### Economic benefits:

- **Cost savings:** Revaluing plastic waste can lead to cost savings through the reduction of waste management costs, such as the costs of collection, transportation, and disposal.
- **Increased revenue:** Revaluing plastic waste can generate revenue through the sale of recycled or repurposed plastic, which can be used in a variety of products
- **Job creation:** Revaluing plastic waste can create jobs in the recycling and repurposing industries, which can provide economic benefits to communities [\[7\]](#).

See *"Industrial symbiosis, economic and environmental benefits"* training and find out detailed information about the economic benefits of revaluing plastic waste.

### Environmental benefits:

- **Reduced greenhouse gas emissions:** Revaluing plastic waste can reduce the amount of plastic that ends up in landfills, which can reduce greenhouse gas emissions from the decomposition of plastic waste.
- **Conservation of resources:** Revaluing plastic waste can conserve natural resources by reducing the need to extract and process raw materials for new plastic products.
- **Reduced pollution:** Revaluing plastic waste can reduce pollution caused by plastic waste in the environment, such as plastic litter in oceans and rivers [\[6\]](#).

See *"Industrial symbiosis, economic and environmental benefits"* training and find out detailed information about the environmental benefits of revaluing plastic waste.

### Social benefits:

- **Improved public health and safety:** Revaluing plastic waste can reduce the exposure of people to plastic waste, which can improve public health and safety.
- **Increased community engagement:** Revaluing plastic waste can increase community engagement in waste management and recycling efforts, which can help to promote environmental stewardship and social responsibility.
- **Community development:** Revaluing plastic waste can provide economic benefits to communities through job creation and increased revenue, which can help to promote community development [\[1\]](#).

It's important to note that the specific benefits of revaluing plastic waste will depend on the specific circumstances of the waste management operation, and the specific methods used for revaluation. It's important to consult with experts in the field and conduct a thorough analysis to determine the most cost-effective approach.

## Description

When plastic was initially introduced, it was celebrated as a revolutionary and versatile material. However, as time has passed, society has come to recognize the detrimental impact it has on the environment and human health - mainly because of the actual way of using plastics.

Among the most pressing concerns that businesses must confront is the pervasive use of single-use plastics. This particular type of plastic poses the greatest environmental threat due to its high disposal and waste management costs. While certain plastics can be recycled by consumers, a significant amount often remains unrecycled, leading to its unfortunate disposal in landfills or becoming litter in the environment [2].

**Here we explore some of the ways a business can benefit from reducing plastic waste.**

### **Attract & keep your customers and staff**

An increasing number of companies are considering their influence on the environment, workforce, and local community as they operate their businesses. Simultaneously, a substantial body of research indicates that consumers, particularly the younger generation, strongly believe that a company's commitment to making a positive impact on the world should be an integral part of its core business strategy [3].

The impact of conscious consumerism goes beyond just customers; it also influences employees' preferences. People are more inclined to work for companies or organizations that demonstrate strong environmental and sustainable business practices [8].

Embracing genuine green initiatives presents companies with excellent opportunities for positive PR and social media recognition, provided they avoid insincere greenwashing campaigns. Such initiatives can significantly benefit a company's bottom line, attracting eco-conscious consumers and enhancing brand reputation in the long run [2].

### **Reduce Waste Costs**

Businesses encounter significant expenses when dealing with the disposal of plastic and other materials, whether they opt for recycling or resort to landfill. By minimizing the amount of waste, they produce, companies not only save money but also enhance their environmentally friendly reputation [4].

Implementing simple changes, such as shifting from single-use plastic to reusable items in the staff canteen or replacing plastic packaging with recyclable, reusable, or compostable alternatives, can lead to cost savings for the business [8].

The expenses associated with single-use plastic can quickly accumulate, making it crucial to collaborate with stakeholders within the company to explore methods of reducing plastic consumption. This approach can aid in managing the costly process of plastic waste disposal [2].

### **Be ready for future regulations**

The European Union and governments set measures related to climate change in order to protect the environment. Companies will have to adapt. If you think in a sustainable way and adapt to change ahead of time - even if that might incur added expenses and costs in the short term, you will prevent any unplanned and unexpected change in your business [2].

### **Avoid Plastic Litigation**

The occurrence of plastic litigation is increasing, wherein companies face legal action concerning plastic pollution. Plastic manufacturing contributes to greenhouse emissions and climate change, making companies heavily reliant on plastic, like prominent food and beverage corporations,

susceptible to such litigation. For instance, Coca-Cola and PepsiCo have recently faced lawsuits due to the pollution caused by their plastic bottles [2].

While a company cannot shield itself retroactively from legacy pollution, it can proactively align with current green and circular economy initiatives to safeguard against damaging litigation. Such legal actions not only result in significant financial pay-outs but also lead to a loss of consumer trust in the brand [2].

Considering the immense amount of plastic that has already entered the oceans and the environment, along with the concerns about plastics and microplastics impacting both animal and human health, the likelihood of future plastic litigation is expected to rise [4]. Therefore, companies must take proactive measures to address these issues and demonstrate a commitment to transforming their polluting business practices for the better [2].

### **Enhancing Business Value for Shareholders**

When a company is publicly listed, its overall value in the eyes of shareholders and investors becomes a crucial consideration. Typically, the business's price is evaluated based on its total assets, potential challenges, and future prospects. As the uncertainty surrounding plastic legislation looms, investors are increasingly taking into account potential issues that businesses may have to confront in the future.

For instance, the ban on plastic straws had a significant impact on some companies' supply chains and performance, while simultaneously creating a potential

market for firms producing paper alternatives. A similar pattern emerged in markets where single-use plastic bags were either banned or discouraged, leading to a reduction in plastic waste.

If a company fails to address these concerns and issues, it can adversely affect its share price. To ensure long-term viability and stability in the eyes of investors, companies should focus on optimizing their supply chains, promoting environmentally friendly products and services, and setting targets for reducing their carbon footprint and greenhouse gas emissions. By doing so, they demonstrate their commitment to a sustainable future and attract investors looking for stable and enduring prospects [2].

### **Support Creating a Sustainable Future**

It is imperative for all companies, consumers, and nations to unite in creating a sustainable future, revamping our lifestyles to reduce carbon emissions by diminishing our reliance on fossil fuels, and actively supporting efforts to decrease the influx of plastic waste into the environment.

By fostering the adoption of recyclable plastics and improving waste management, while also advocating for reduced usage of single-use plastic, businesses play a crucial role in securing the planet's future for both current and future generations. Considering that natural resources are finite, the sooner we progress towards a sustainable future, the better it will be for consumers and businesses alike [2].

### **Achieve Acknowledgment for Your Eco-Friendly Initiatives**

By adopting sustainable practices, you can earn recognition from esteemed organizations and different national and international projects. This recognition will provide you with valuable positive social media and PR stories to share with customers and suppliers, ultimately elevating your brand's reputation and reaching out to new audiences [4].

## **Case studies & Examples**

MANEO - A family business where Father and Son started the great challenge: to create a technology capable of recycling and revaluation non-recyclable plastics as well as all other types of plastics used in our daily praxis.

Some of the products they offer are bridge structures, design accessories, trash cans, ping-pong tables, benches and stylish cast floors, and plastic-concrete material.

These products are offered to various developers, construction firms, municipalities, small businesses, and banks, such as Schindler or Kaufland.

The invention of terrazzo plastic might sound like the invention of the wheel. The reason for it is that the terrazzo-plastic will help solve the problem of difficult waste recycling, create a stylish and functional product, and the manufacturer will get funding for it because the recycler will pay for the consumption of material that he can no longer work with.

The fourth reason could be longevity. There is currently an enormous amount of plastic waste that is almost unrealistic to exhaust its supply. Moreover, a new one is added every day.



Terazzo-plast od Maneco. (Zdroj: Archív Maneco)

How the company implemented the process / concept / strategy of the topic?

After 7 years of research and development, proprietary technology capable of revaluating PET, HDPE, PVC, PP, CA, PS, PUR, PM and CN industrial plastics into various products was developed. Their products are offered to municipalities, end consumers, industrial customers (automotive, transportation, construction) on a B2B line, which takes advantage of direct sales, Online sales (e-shop), Exhibitions and Word of mouth.

The goal is not to get rid of plastic completely but to learn to use it correctly and incorporate it more significantly into the circular economy. *"If we stopped using plastic and reduced its consumption to zero, there would be a downright genocide and many people would die of hunger. Plastic saves food and is important when transporting and storing food. So the solution is not in its removal, but in its proper use and recycling,"* says Nagy the elder.

Circular economy and sustainability are therefore becoming key. Several municipalities and entrepreneurs are also thinking about it. Not only in Slovakia but also abroad. For many years, the biggest initiative of Slovak municipalities in the field of sustainability was benches made from PET bottles. The so-called wood plastic.

So far, they have consumed around 3,000 tons of non-recyclable plastic. However, they still produce it on a small scale, but in the event of an increase in production, they have the capacity calculated to process 280 tons of plastic per day.

For comparison, the Bratislava incinerator burns about 20 tons of similar plastic waste per day. It is not only plastic produced in households, but often also industrial and polluted, with which nothing else can be done but burned. Or make terrazzo-plastic. They use 3,200 PET bottles to make a simple bench, and in the case of larger objects, the plastic from the landfills decreases even faster.

Which data, details or results can be considered as a good example of the topic:

Amount of processed plastic waste, measurable CSR activities impact oriented on the local communities, strengthening of the brand name on the market, reduced waste costs, number of installed products and deployed services [5].

## Resources

### Links:

- [1] <https://www.socialinnovationacademy.eu/re-valuing-plastic-social-innovation-means-reduce-revalue-plastics/>
- [2] <https://www.plasticcollective.co/benefits-of-reducing-plastic-waste-for-business/>
- [3] <https://www.theguardian.com/sustainable-business/2016/feb/23/corporate-social-responsibility-sustainability-general-mills-patagonia-ben-and-jerrys>
- [4] <https://www.lessplastic.org.uk/for-businesses/>
- [5] <https://plasticvalue.eu/cases/?caseid=26>

### Videos:

- [6] <https://www.youtube.com/watch?v=rufzMcA6vnA>

### Papers (press articles, guides, reports):

- [7] GANESAN, A., et al. Comparative analysis of carbon emission from products of virgin plastics and recycled plastics and their environmental benefits. International Journal of Environmental Science and Technology, 2023, 20.6: 6713-6722. (available online: <https://link.springer.com/article/10.1007/s13762-022-04337-y>)

### Social media posts:

- [8] <https://www.linkedin.com/pulse/profit-from-plastic-free-how-reducing-plastic-waste-can-wrightson/>