



# + NEWS

SPREADING THE POSITIVE NEWS

+ WE WOULD LIKE TO DEDICATE OUR FIRST ISSUE OF POSITIVE NEWS TO **OPERATION BIG BLUE** FOR THEIR EFFORTS TO KEEP LEBANON'S RIVERS, SHORES, AND SEA CLEAN. +





# Welcome to issue #1 of the Positive Plastics newsletter!

Human society, as Mason Cooley wrote, sustains itself by transforming nature into garbage. Technology, industry, and trade have enabled the many positive advancements of our present era, yet this economic progress has come at the expense of nature. While a growing number of companies and institutions are working to mitigate the impact of their activities on the environment, the task continues to be formidable.

With this bi-monthly newsletter, Positive Plastics intends to participate in the environment debate, inform its readers, and contribute to the preservation of our national and global ecosystem. Indeed, by highlighting environmental developments in Lebanon and across the world, we hope this publication will come to serve as your guide to environmentally friendly plastic packaging and related environmental issues, news, and events.

In this inaugural issue, you will be introduced to Operation Big Blue Association (OBBA) and learn about their important initiative to clean our sea. You will also read about ESMA's promotion of oxo-biodegradable bags.

We hope that you find our publication informative. Please stay tuned for more. Your comments and suggestions are always welcome.

**The Positive Plastics Team**



# reverte™ Sponsors “OPERATION BIG BLUE” And Supports Participants with Oxo-Biodegradable Plastic Bags

In alignment with its policy to stand by nature's side, Reverte™, the world's leading oxo-biodegradable technology, sponsored the 15th “National Beach Cleaning Campaign” by donating tens of thousands of eco-friendly plastic bags for garbage collection.

The annual beach cleaning campaign, which is organized by Operation Big Blue Association (OBBA), a dedicated Lebanese NGO, has succeeded in raising awareness about the environmental damage of waste on marine fauna and flora. OBBA's annual event is the country's largest and most notable clean-up activity. With Reverte™, OBBA ensured that the plastic bags used to collect trash would fully oxo-biodegrade in an average of 2.5 years after being discarded into the waste stream (instead of over 400 years for conventional bags).

Operation Big Blue Association (OBBA) is a Lebanese environmental non-profit organization that seeks to analyze, monitor, and protect coastal and marine environments against misuse or degradation.

OBBA has developed a series of programs to tackle environmental challenges. These include simple programs such as beach cleaning, delegate programs such as turtle well-being, and large-scale programs such as ecological and environmental awareness campaigns, as well as self-sustaining initiatives such as public beach management.

On behalf of Reverte™, Mr. Rudy Jaafar said: “We are very proud to sponsor OBBA in this important initiative that was also supported by the Lebanese Army as well as several ministries. Our joint efforts aim at spreading environmental awareness convincing citizens to properly dispose of waste, and encouraging the use of eco-friendly plastic bags.”

Hoping for cleaner shores, Reverte™ remains dedicated to the sponsorship and support of OBBA with oxo-biodegradable trash bags on an open-ended basis.



# Packaging and the environment



With the spread of the sustainability concept, which links the economy, society and the environment, companies are bound to review their positions and adopt strategies that understand and respect the close relation between business and people.

Paul Bulcke, global giant Nestlé CEO, recently declared: "The company's success depends on creating value for everyone it touches - from farmers who supply its products, to its employees, to its consumers and the communities where it operates."

Bulcke also believes that packaging industries have a key role in the process as they are the ones that can translate the desires of consumers. Proper packaging, which takes the environment into account, can determine if any product is sustainable because it is the first item that is perceived by consumers. Proper packaging assists consumers in signaling their approval to producers that a given green product is acceptable to the market. Bulcke's comment highlights the importance of environmentally friendly packaging and reveals the impact that packaging can play in mitigating the environmental damage.

More at: <http://www.worldpackagingnews.com/2012/04/the-name-of-the-game-is-creating-mutual-value/>

## Triple Bottom Line

The concept consists of three Ps: profit, people and planet.

The term "triple bottom line" was first coined in 1994 by John Elkington, the founder of a British consultancy called SustainAbility.

Elkington argues that companies should be preparing three different bottom lines: the traditional corporate profit "bottom line", the "people account" bottom line, a measure that reflects the organization's responsibility to people throughout its operations, and the company's "planet account," a measure of the total environmental impact of an economic activity.

The triple bottom line thus consists of three Ps: profit, people and planet, and aims to measure the comprehensive and holistic financial, social and environmental performance of the corporation over a period of time. Only companies that produce a TBL is actually measuring the full costs and benefits involved in doing business.

More at: <http://www.economist.com/node/14301663>

# UAE to Promote Use of Bio-degradable Plastics. Plastic bags which escape collection result in environmental hazards

Sharjah , UAE - April 23, 2012:

Plastic is a natural product derived from hydrocarbons and is as natural as petrol or diesel, argues the All India Plastic Manufacturers Association (AIPMA), the co-organizer of Plastivision Arabia scheduled to be held at Expo Centre Sharjah from May 14 – 17, 2012.

"It is the misuse and specifically the littering of plastic which is unwarranted and harmful to the environment," said Mr. Jayesh Rambhia, President of AIPMA. The AIPMA aims to put an end to littering habits as it works towards educating the public that plastics have a lower carbon footprint compared to other materials.

"In our society and communities, people litter the landscape with plastics. This not only creates an eyesore with plastic floating at beaches or flying in the desert, but also poses a serious risk to the environment," said Mr Saif Mohammed Al Midfa, Director-General of Expo Centre Sharjah, the co-organizer of Plastivision Arabia.

Mr. Midfa also added, "There is no point in hating all plastic products; instead we should actually hate the abuse of plastics. We should hate the way how this incredibly versatile product is made the enemy of public health and environment."

"It is important to manage disposable plastics like shopping bags, packaging, cups and cutlery," said Mohamed Saleh Badri, Director General of the Emirates Authority for Standardization & Metrology (ESMA). "We have introduced a law to use oxo bio-degradable plastic in shopping bags and garbage bags across the UAE since the beginning of 2012.

ESMA will also create workshops on the specific requirements for registration of Oxo biodegradable plastic bags as part of Plastivision Arabia. Plastivision Arabia is organized by Expo Centre Sharjah and the All India Plastic Manufacturers Association with the support of the Sharjah Chamber of Commerce and Industry.

More at: <[http://www.middleeastevents.com/site/pres\\_dtls.asp?pid=15369](http://www.middleeastevents.com/site/pres_dtls.asp?pid=15369)>



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