



Plastlaus september

Media Kit 2022

PLASTLAUS
SEPTEMBER

Breytum til hins betra

What is plastlaus september?

Plastlaus september (“plastic-free September”) is an awareness campaign in Iceland held every year during the month of September. The PS campaign seeks to raise awareness surrounding plastics, their harmfulness and overuse as well as new solutions. The purpose is to strengthen public knowledge of plastic’s threat to the environment and encourage both individuals and companies to reduce their reliance on plastics and consider alternatives.

Plastlaus september was started in 2017 and has been held every year since that time.

<https://plastlausseptember.is/about-plastlaus-september/>

The Team

The PS campaign is supported by an executive committee, the members of which change from year to year. Every year the board is elected. PS is subject to regulations on non-governmental organizations.

<https://plastlausseptember.is/the-ps-team/>

Contact Us

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Is all plastic use bad?

No, certainly not. Plastic is a suitable material to use in manufacturing some safety equipment and medical goods and to create lighter weight vehicles and other purpose-specific applications. We cannot stop using plastics entirely. But it's crucial to remember the threat that plastics pose.

Plastic use isn't just a waste problem, it's also a **climate problem**. Nearly 400 million tons of plastic is produced every year. Which requires about 800 million tons of crude oil every year to create. That's 6% of the total oil used in the world, roughly the same amount consumed by all air traffic.

6% of the total oil used in the world

2050:
15-20%
of the world's carbon footprint

Plastic production is not diminishing, but rather on the rise. It is estimated that **the amount of plastic produced will double by 2050**, and that plastic production will account for 15-20% of the world's carbon footprint.

8 million tons of plastic end up in the ocean every year, with a current ratio of about 1 ton of plastic for every 3 tons of fish. This amount is forecasted to double, and **by 2050 there is expected to be more plastic in the ocean than fish** (by weight).

Less than 10% of plastic is recycled. Most plastic ends up in landfills where it breaks down into microplastics. **Microplastics are harmful to the ecosystem. They seep into the groundwater and from there contaminate the food chain.**

Plastics contain various added chemicals that are harmful to human life. **These include carcinogens (which cause cancer) and endocrine disruptors (which interfere with the body's hormones).** When these chemicals leach into the soil it is also detrimental for the ecosystem.

There is currently a ban in Iceland on disposable plastic bags as well as 10 other disposable plastic items. Was a ban necessary?



As of January 2021, it is prohibited by law to offer disposable plastic bags. Before this law was passed (in December 2019) about 35-40 million disposable plastic bags were used in Iceland every year.

A portion of disposable plastic bags remain in use, but it is a significant step forward to remove them from our environment.

The ban also applies to several other disposable plastic items that frequently ended in the natural environment, like on beaches. And while some of these items also remain in use, banning these items has made a considerable impact in keeping plastics out of our environment.

It is important to adjust our expectations that these kinds of plastics are no longer acceptable for everyday use. The market is constantly innovating plastic-free spoons, straws, caps and lids, and in the near future, we will (or our children will) be baffled at how much disposable plastic we used when it was so harmful to the ecosystem.

If the bans are so effective, then is the PS campaign still necessary?

Yes. The PS campaign focuses public attention on plastic use in all facets of our lives, which includes many examples of unnecessary disposable plastics:

- plastic food packaging
- plastic containers and utensils
- plastic bottles (like cleaning products and cosmetics)
- plastic products (office supplies, toys, tools, decorations)
- plastic textiles (nylon, polyester, acrylic)

The PS campaign seeks to raise public awareness of the importance of reducing plastic use and plastic waste and informing the public about solutions and plastic alternatives. Likewise, the campaign seeks to educate the public on the alarming amount of plastic in the oceans and its threat to ecosystems, as well as clarify facts surrounding plastics and correct any myths and misconceptions.



ceramic



reusable
cup



disposable
cup

Media support and coverage is critical for positive change

Icelandic companies that have shown initiative in reducing plastic packaging

Such as Arna dairy products, several meat producers using new packaging for ground meats. How much plastic use is prevented with these changes? How does that translate to a reduction in carbon emissions? Highlight positive changes.

Innovations in plastics in Iceland

Coverage of Plastplan, Algalíf, Marea and Bioplastic Skin (Valdís Steinars). Other efforts to reduce reliance on disposable plastics.



Textile Waste & Plastics

Coverage here might include the increased use of synthetics in textile manufacturing, how this trend increases the levels of microplastics released into the environment, and the increase in textile waste in general. What can we do? Is it possible to recycle plastics found in textiles like sportswear and footwear? Does it reduce plastic pollution?

https://www.eea.europa.eu/ds_resolveuid/Z8E1YFPCAS

Further Info & Resources

Environmental Agency of Iceland (Umhverfisstofnun)

<https://ust.is/english>

Government of Iceland (Stjórnarráðið):

<https://www.government.is>

Our World in Data:

<https://ourworldindata.org/plastic-pollution>

European Environment Agency:

https://www.eea.europa.eu/ds_resolveuid/S9WJM6DNCV

World Economic Forum's report on plastics:

https://www3.weforum.org/docs/WEF_The_New_Plastics_Economy.pdf

Iceland's National Policy on Waste Reduction (Saman gegn sóun):

<https://samangegnsoun.is/english>

Plastlaus september website, available in three languages – Icelandic, English and Polish:

<https://plastlausseptember.is/en>



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