**FOR IMMEDIATE RELEASE**

**PLASTICITY FORUM BRINGS PLASTIC SUSTAINABILITY TO CHINA**

*Global Experts Convene to Discuss Value Creation and Opportunities in the
Circular Economy for Plastics and Waste Reduction*

**SHANGHAI, CHINA — Apri**l 25, **2016 —** The [Plasticity Forum](http://www.plasticityforum.com) hosts its fifth annual international conference on April 27th Wednesday in Shanghai, China, focusing on the innovations, processes and dynamics of scaling plastic products, materials and recycling that reduce waste and embrace sustainability. A global mix of industry experts will share their knowledge on the future of plastic, and discuss where opportunities can be created with resource recovery, job creation and waste reduction. The event takes place the same week as CHINAPLAS 2016, the world’s second-largest trade show, in Shanghai, where many of the world’s largest plastic producers will be present. The theme of Plasticity this year focuses on “Material Solutions for Undervalued Resources.”

The Plasticity Forum gathers leading experts, including packagers, innovators, entrepreneurs, brand managers, industry representatives, educators, think tanks, government agencies, designers and investors. Plastic is a valuable material for a large portion of our economies and products, but the world’s recycling and waste management infrastructure has not kept pace with the material’s consumption. Waste, however, is a resource, and even with low oil prices that allow new plastic to be produced at less cost, there still are distinct benefits related to energy savings, cost reductions, and environmental improvements of properly recovered and recycled waste plastics. This year’s forum will showcase the latest developments in plastics recycling, scalable waste-management innovations that save money, the use of new materials, designing for sustainability, and solutions for a world where plastic is used – but with a greatly minimized environmental footprint.

“Plastic is a valuable resource, but the current processes within many of our communities do not allow optimized resource recovery,” according to Plasticity founder **Doug Woodring**. “Companies now realize that environmental sustainability has a positive impact not only on the communities they serve, but also on their own bottom line. Managing the plastic ecosystem through recycling, reuse and closed-loop methods can create jobs, save money, improve brand value and create supply-chain efficiency.”

The Plasticity Forum was formed to address the global growing plastic waste issue, and brings together experts from all across the spectrum of plastic use, production, design and reuse in a positive and productive environment. This is needed to collectively create solutions that companies and governments can use in all types of circumstances and societies. The event talks about what technologies and processes are available today, or which are just on the horizon, and can be readily adopted by companies to gain a leading edge in their business operations.

“We’re pleased to see the ‘big conversation on the future of plastics’ that Plasticity started in Rio in 2012, now moving to the mainstream alongside CHINAPLAS 2016 in Shanghai,” said **Steve Davies**, Director of Public Affairs for bioplastics producer NatureWorks.

“Biodegradable Polymers facilitate the bio-mass circle in circular economy. The most natural way of recycling is composting, and for many applications and regions of the world this is the quickest way to enter into more sustainable circular thinking and acting,” says Dr. Lars Boerger, Vice Director, Head of Global Marketing Biopolymers, BASF.

“Trucost has been working with key players in the plastics industry to develop a framework to measure and report on the environmental benefits of new technologies or interventions. The Scaling Sustainable Plastics Report highlights the $3.5 billion benefit associated with two sustainable interventions if scaled across the market for plastics in various industries. Our goal is that this type of analysis will provide the evidence for further investment in sustainable solutions and technologies going forward,” says Richard Mattison, CEO of Trucost.

 **\* Dr. Mike Biddle**, clean-tech entrepreneur, founder and board member of durable-goods recycling pioneer MBA Polymers, will be one of the featured speakers. He has won the 2012 Gothenburg Sustainability Prize, Economist Innovation Award, World Economic Forum Tech Pioneer, World Technology Network Award and many others. Other winners of these awards include Steve Jobs, Elon Musk, Al Gore and Kofi Annan.
 \* Mr. **Kim Siu**, General Manager of Marketing for A.S. Watsons, will also be presenting. He was responsible for the exciting shift from zero to 100% recycled PET material for Watsons Water bottles in Hong Kong in 2015. Watsons was the first company in Asia to make such a move, saving 75 million bottles from the waste stream as a result.
 \* **Dr. Lai Li** from the Jiangsu Province Information Center will speak about his region’s work to become a leader in the movement toward a circular economy within Jiangsu’s industrial parks and communities; and

 \* **Mr. Akshay Sethi,** the young CEO of San Francisco-based Ambercycle Inc., and winner of the H&M Global Change Award, will speak about his firm’s unique process to digest polyester from waste in the textile industry, and turn that into high-quality raw material again. See the Plasticity Forum website at [http://www.plasticityforum.com](http://www.plasticityforum.com/) for the latest, most complete agenda and speaker information.

Plasticity Forum is pleased this year to welcome the World Plastics Council as a significant new sponsor. WPC is a group of leading global plastic resin makers that includes the Chinese Petrochemical and Chemical Industry Federation (CPCIF) as a member of its Executive Committee. Other forum sponsors include Ingeo, Dow Chemical and BASF and the Global Ocean Commission.

As an added feature to this year’s program, Plasticity is offering participants the chance to join a **half-day design workshop on April 28** in central Shanghai called “Go Circular - Envisioning Products & Packaging in a Circular Economy.” Partners in this event will be Successful Design Organization, CBi China Bridge, Green Initiatives, EMG, and Ruder Finn Public Relations – all thought leaders in their respective spaces. On April 26, the day prior to the conference, participants can join a guided tour of the CHINAPLAS show as part of the knowledge building related to the Plasticity Forum.

**About Plasticity Forum**

The Plasticity Forum is a cross section of thinkers, solution providers, brands, users and those who appreciate scale to expedite the solutions and innovations that exist today to keep plastic from becoming a problem for our communities and environment. Plasticity offers a global discussion and perspective on solutions, how to standardize across products or industries, and how to bring about new opportunities in production and recovery operations. For more information, visit [www.plasticityforum.com](http://www.plasticityforum.com).

**About** **Ocean Recovery Alliance**

Ocean Recovery Alliancebrings together new ways of thinking, technologies, creativity and collaborations in order to introduce innovative projects and initiatives that help to improve our ocean environment. It has two projects with the Clinton Global Initiative focused on the reduction of plastic pollution, and is one of the only NGOs in the world to be working with both the United Nations Environment Programme (UNEP) and the World Bank’s Global Partnership for Oceans. It is the founder of the Plasticity Forum, originally launched in 2012 at the Rio+20 Earth Summit, and is an adviser for The Economist’s World Ocean Summit. For more information, visit [www.oceanrecov.org](http://www.oceanrecov.org).

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