



ocean wise®





like the people...

TO ORDER TO STOP A MORE LIVABLE ENVIRONMENT
THAT IS RESPONSIBLE TOGETHER, THROUGH THE FUTURE
CONSTITUTION, THROUGH THE SUPPORT OF ALL PEOPLE
AND TO SECURE THE FUTURE OF LIFE FOR GENERATIONS
AND AN OPPORTUNITY TO BETTER DEALING A

GREEN NEW DEAL

There is NO PLANET B

THERE IS NO PLANET B





1,000,000

ANIMAL AND PLANT SPECIES NOW
THREATENED WITH EXTINCTION.

*IPBES Report: Nature's Dangerous Decline 'Unprecedented';
Species Extinction Rates 'Accelerating'*

Conservation Threats



Climate Change +
Ocean Acidification



Unsustainable Resource
Extraction



Pollution



Habitat Destruction



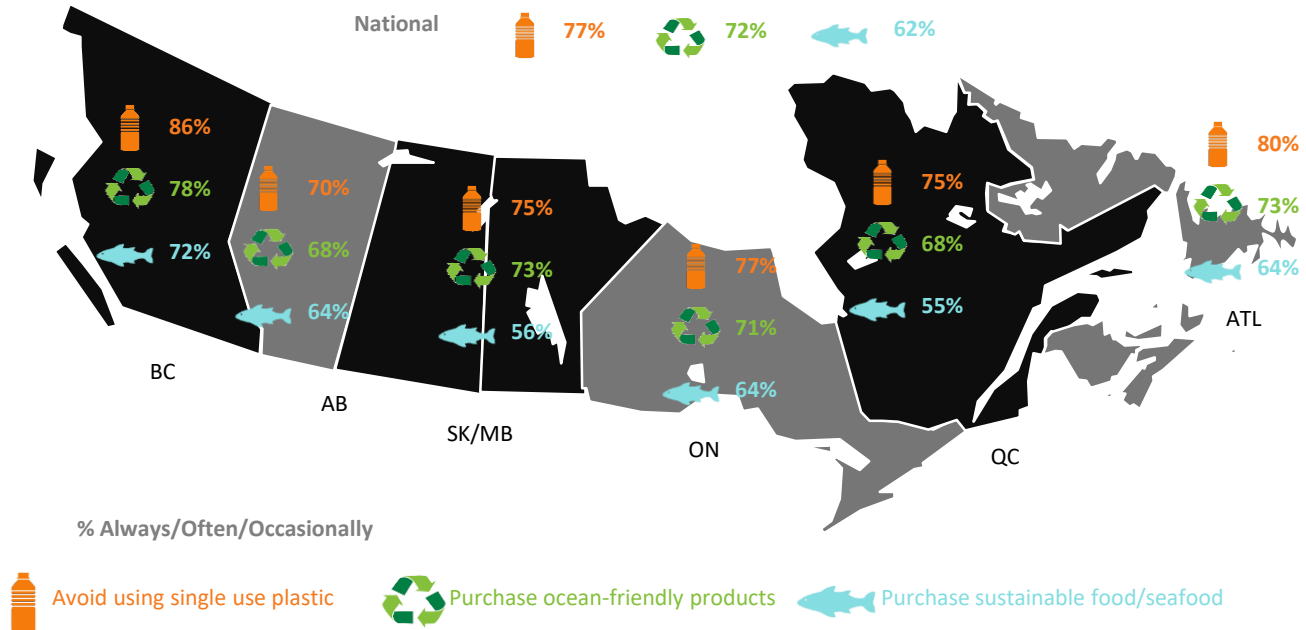
Ocean Conservation = Practical Action

PROTECT, RESTORE, RECOVER // PREVENTION // ENSURANCE



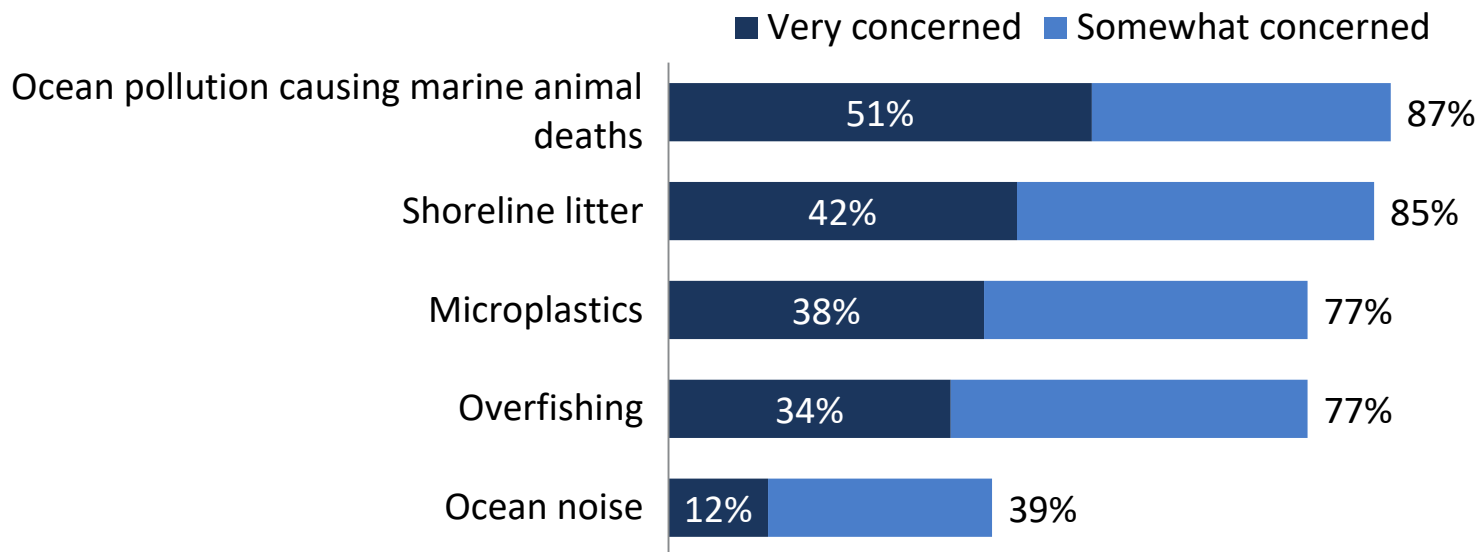


National desire for actions that help our oceans





High concern about ocean pollution and plastics





The big questions

- Do plastic waste reduction campaigns actually result in people acting differently?
- If so, how can we measure that for different types of messaging?



Reducing plastic waste at KPMG offices





Conditions

Control
Floors 7 & 9



Poster only
Floors 3 & 6



Poster & animal
Floors 4 & 8



Poster & pledge
Floors 5 & 10



Poster only



Poster & animal

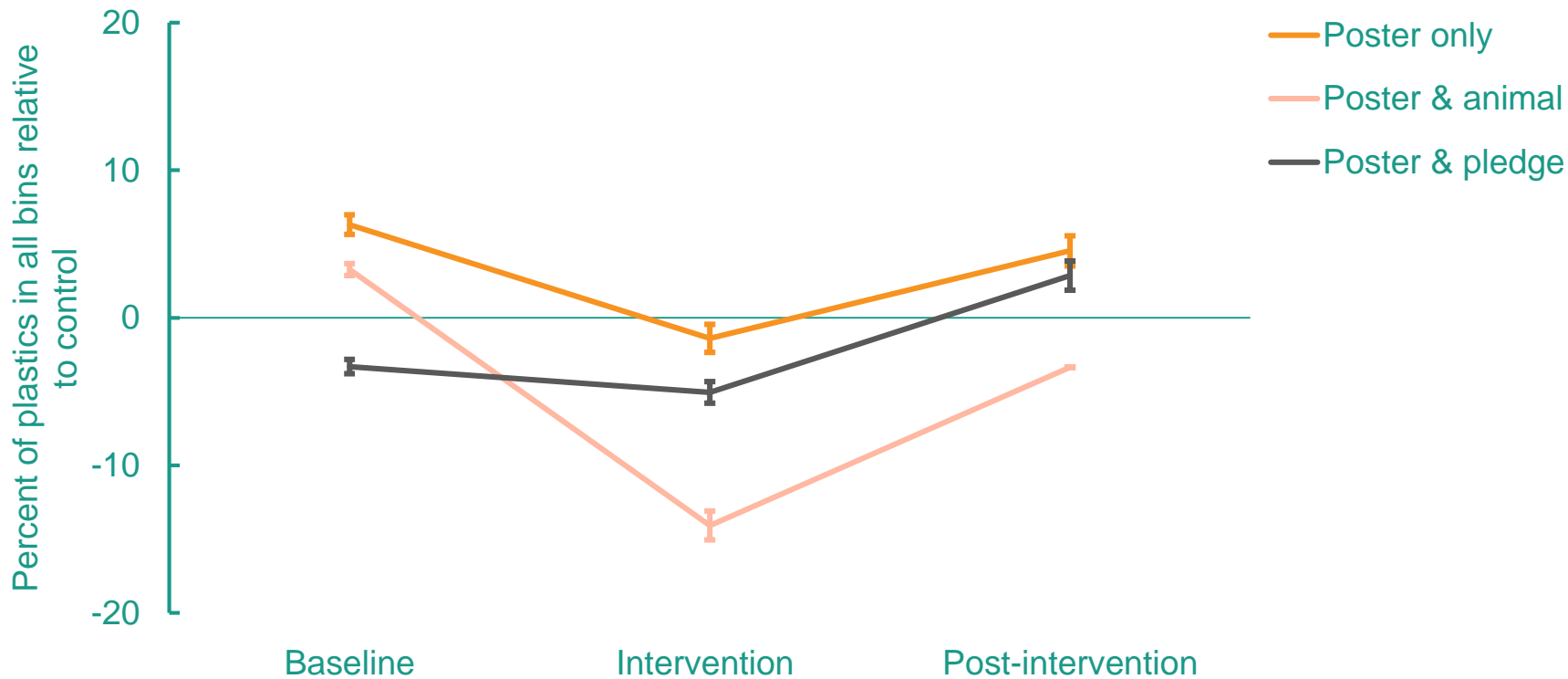


Poster & pledge



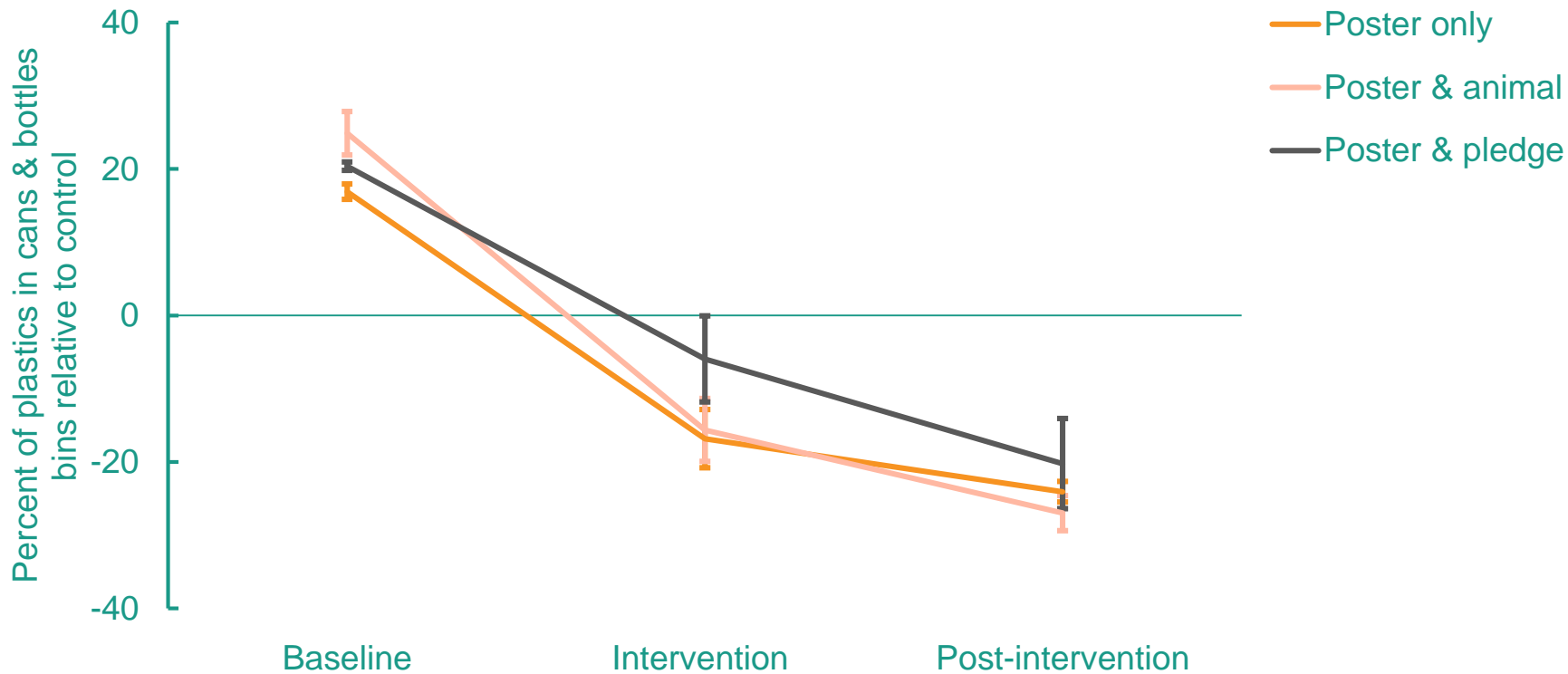


Percent of plastics in all bins



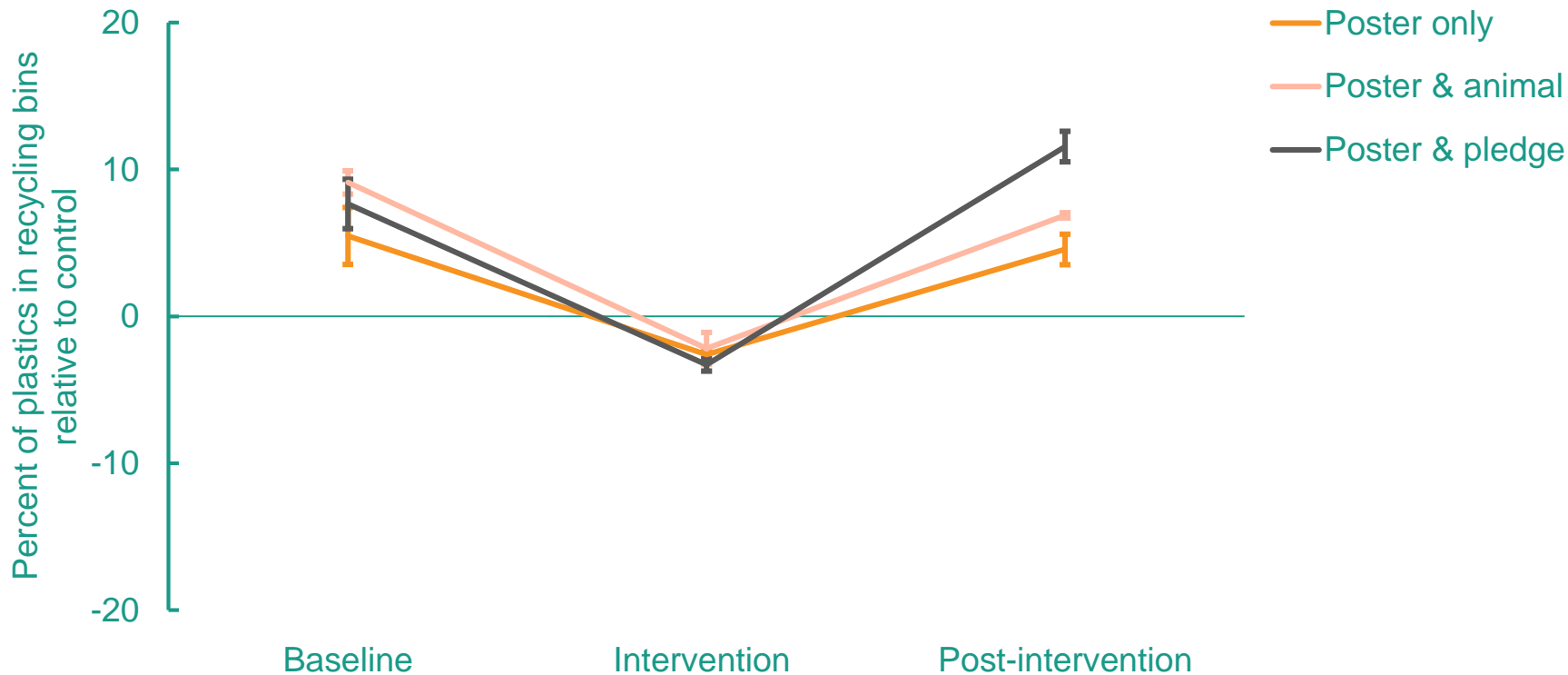


Percent of plastics in cans & bottles bins



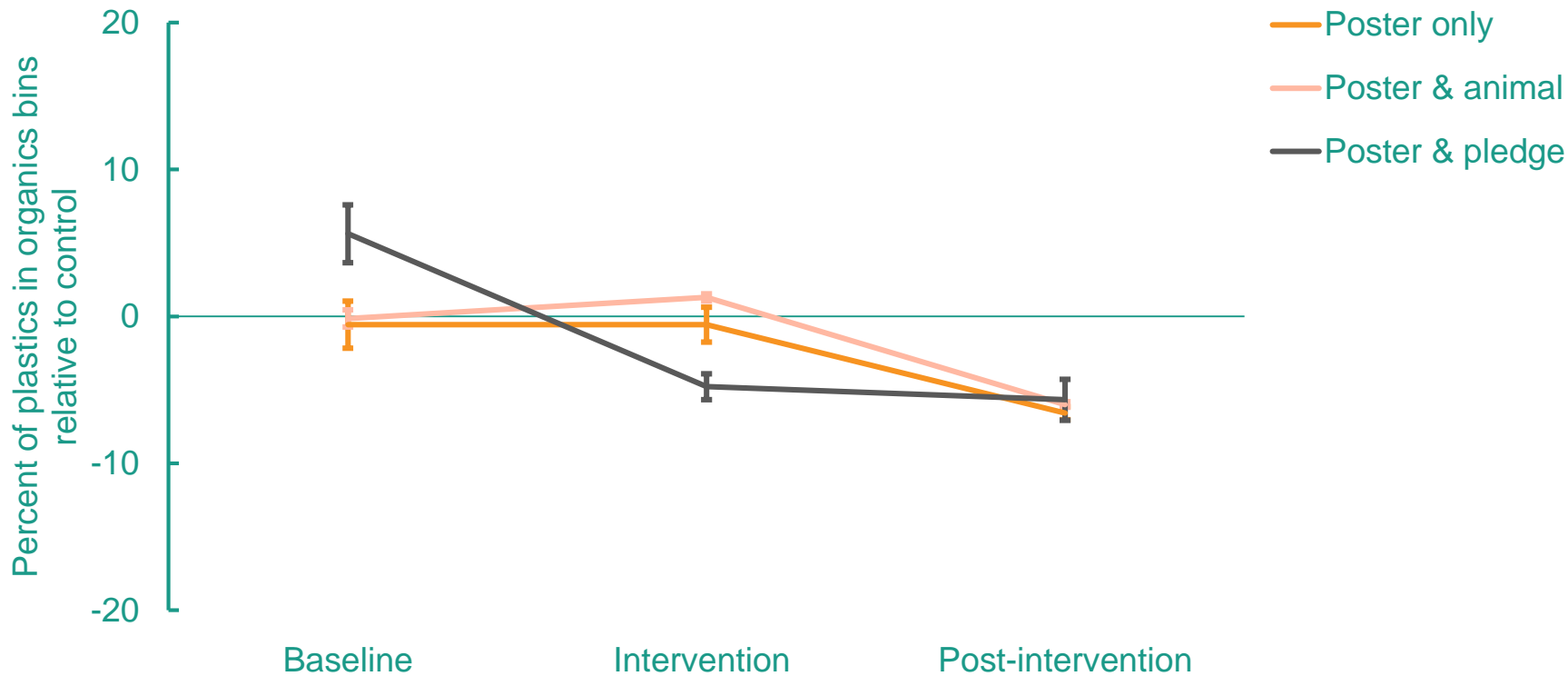


Percent of plastics in recycling bins



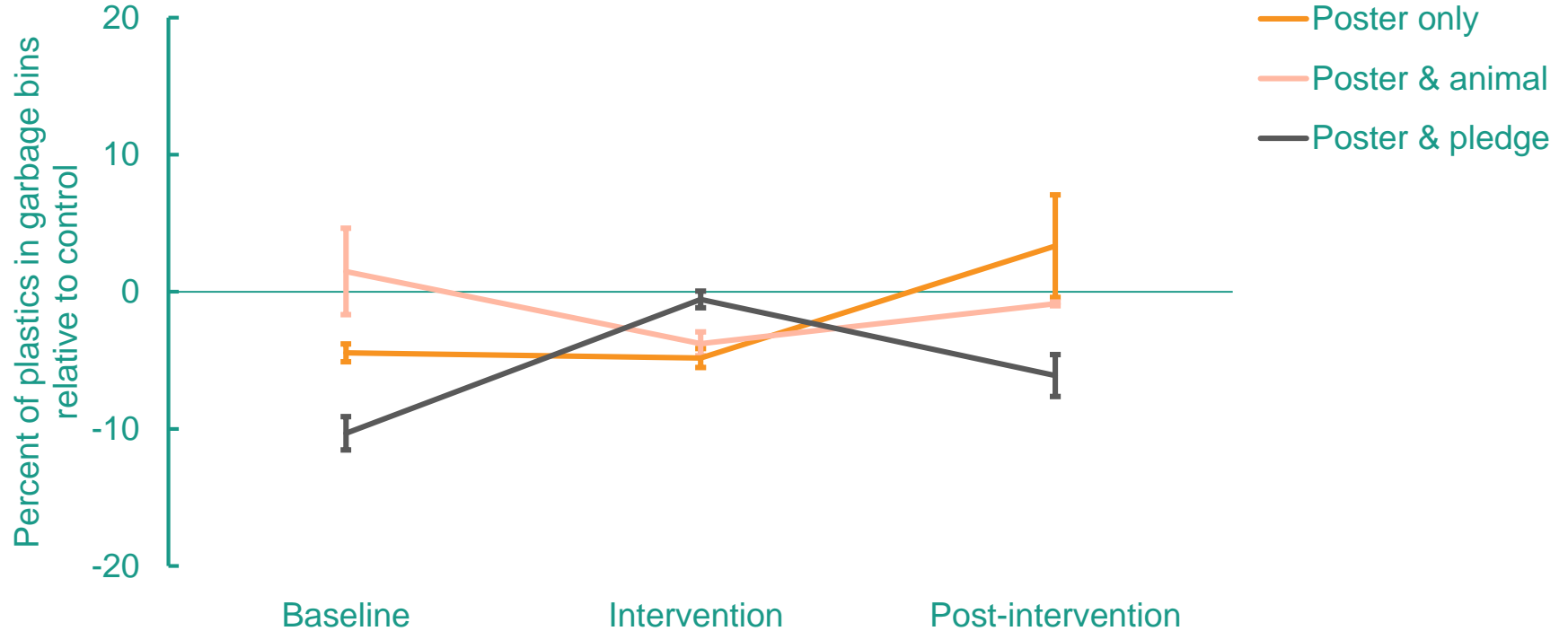


Percent of plastics in organics bins



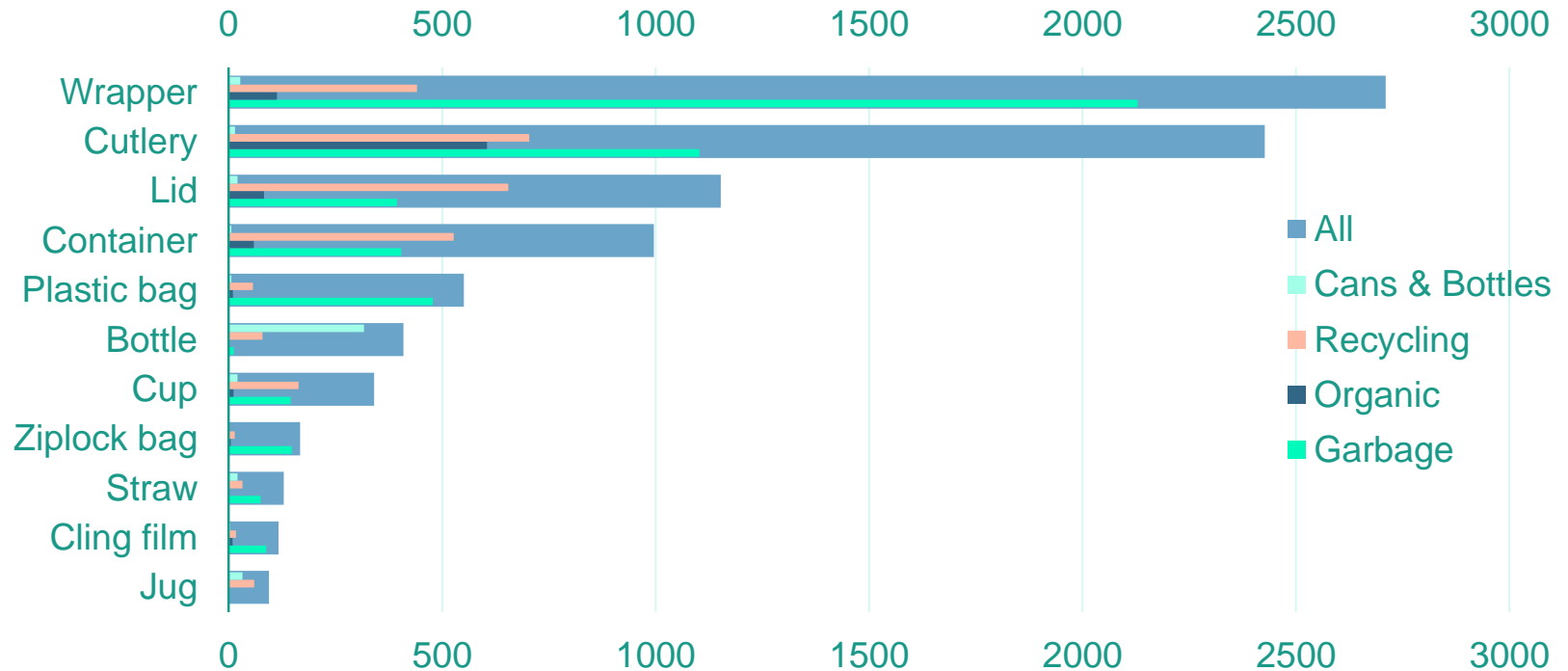


Percent of plastics in garbage bins





Most frequent plastic items



Survey study

Pledge



Would you be willing to sign this pledge?

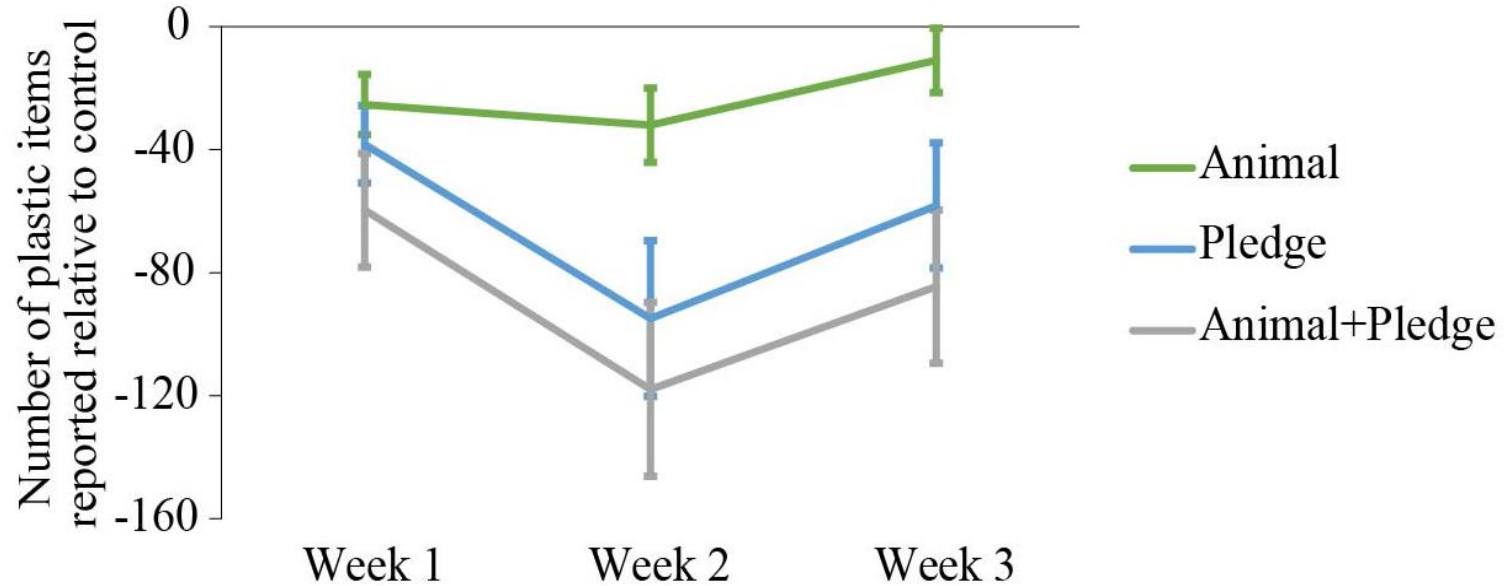
Animal image



Please describe the picture above.



Results





KPMG actions

- Eliminated tea with plastic wrappers (the most commonly found item in the garbage)
- Replaced plastic cutlery with metal
- Permanently switch signs to the ones with animal images
- Introduced a mug sharing program
- Rolled out these changes across Canadian offices



Recommendations

Connect personal actions to potential consequences

Support business, governments and other organizations to adopt these findings in their plastics messaging

Motivate business and government action on plastic waste and engaging their audiences in that journey





Thank you

