



MEDIA RELEASE
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NEW YORK CITY TO HOST BIGGEST CONVERSATION ON PLASTIC INNOVATION

NEW SPEAKERS ANNOUNCED: New York City will play host to the third annual [Plasticity Forum](#) boasting a stronger program than ever. Plasticity NYC will see some of the world's leading plastic innovators, entrepreneurs, designers and thought leaders within both business and government sectors, come together in the aim of finding profitable and creative solutions to reduce our global plastic footprint.

The event will showcase ideas and latest developments in:

- Using waste as a resource,
- Scalable, best practice innovations in plastic that save money,
- Use of new materials,
- Designing for sustainability and,
- Solutions for a world where plastic is used without a footprint

As You Sow estimates that over US\$8bn in value from packaging alone is left 'on the table' when plastic packing is sent to landfill without being recycled.

This year's forum is proud to announce that former President of Costa Rica, **Jose Maria Figueres**, now Co-Chair of the Global Ocean Commission, and President of the Carbon War Room will be presenting and said, "Even the deepest, most remote parts of the vast global ocean contain human-made trash. Plastic is by far the commonest example. We must work together to increase reuse and recycling, strengthen waste management and producer accountability, and create a circular economy that puts an end to plastic pollution."

We are also pleased to announce that **William McDonough**, Chairman of McDonough Innovation, and co-author of Cradle-to-Cradle, as well as **Mr. Ron Gonen**, CEO of the newly formed \$100m Closed Loop Fund and former 'recycling czar' in his previous role as Deputy Commissioner of Sanitation, Recycling & Sustainability for New York City, will be one of the keynote speakers talking about the challenges and opportunities for companies and cities to create engaged recycling programs.

Plasticity includes a range of global experts on the issues of plastic, innovation and scale, including:

- Dr. Mike Biddle, Founder and Director, [MBA Polymers](#), Gothenburg Sustainability Winner
- Steve Davies, Director, Marketing/Public Affairs, [Nature Works](#)
- Robert McKay, Senior Business Manager, Global Sustainability, [SABIC Innovative Plastics](#)
- Steve Russell, Vice President, Plastics Division, [American Chemistry Council](#)
- Richard Mattison, CEO, [Trucost](#)
- Mr. Tom Szaky, CEO, [Terracycle](#)
- Stephan Clambaneva, Director & Design Business Consultant, Design Studio at [Dassault Systemes](#)
- Bridgett Luther, President, [Cradle to Cradle Products Innovation Institute](#)

These speakers will be joined by leading experts in the field include innovators, entrepreneurs, industry leaders, brand managers, educators, think tanks, government agencies, designers, angel investors and service industries to share their learnings, experience and future strategies.

"Plastic does not need to be a problem if it is handled, designed and recycled properly, so that it does not become waste. There are solutions out there, but we need them to scale, and this is where Plasticity brings value across industries and governments by allowing them to learn from one another and build collaborations that empower waste reduction, or turning waste into a resource," said Doug Woodring, Founder of Plasticity. The aim of Plasticity is to show who's already doing it, how you can do it, and how you can turn this into a profitable exercise for your bottom line.

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Event Details:

Date and venue – 24 June, 2014 at Tribeca Rooftop, New York

More information – www.plasticityforum.com

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About Plasticity:

A one day business event is about the future of plastic and where the leaders are going with innovation, design, materials, recycling, and solutions, so that plastic does not become a waste product an impact our communities and environment. The World Bank estimates that the world's municipal solid waste generation could double by 2025. Few countries or cities are capable of handling this waste stream, of which plastic makes up an increasing percentage, due to the fact that recycling infrastructure in most countries cannot keep pace with the wide variety of materials and products.

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.

About Ocean Recovery Alliance:

Ocean Recovery Alliance brings 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 at the Rio+20 Earth Summit, and is an advisor for The Economist's World Ocean Summit.