

**PLASTICS?
HERE TO STAY.
FOSSIL PLASTICS?
NOPE.**



**THE GOOD PLASTIC,
MADE FROM WOOD.**



Jonathan Edmunds
Sustainability Director
Woodly Oy

www.woodly.com
Jonathan.edmunds@woodly.com



NO PLASTIC?

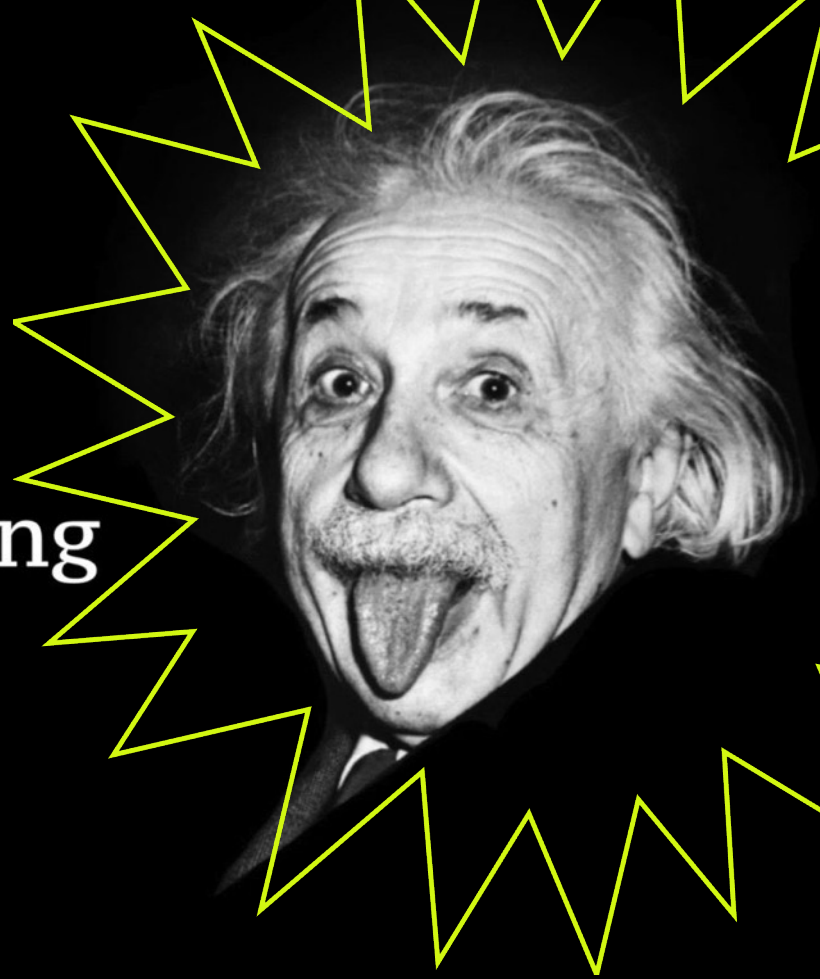
OMG!

NOT SO GOOD

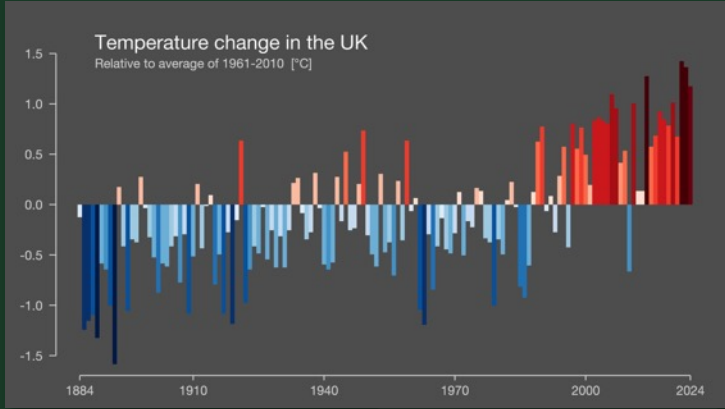


"Insanity is doing the
same thing over and
over again and expecting
different results"

Albert Einstein



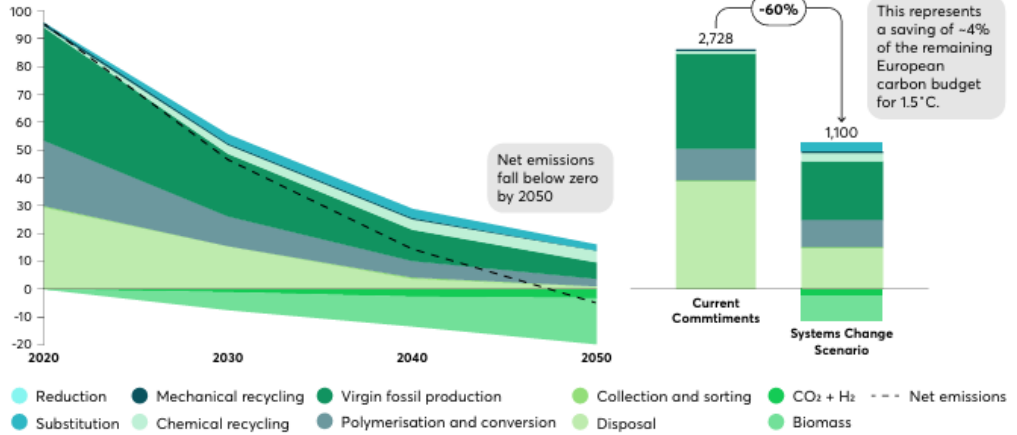
OUR INSANE WORLD



Shifting away from fossil production to alternative feedstocks achieves net zero GHG emissions by 2050

Net Zero Scenario Annual GHG Emissions (Mt CO₂e/year)

Cumulative emissions 2020-2050 (Mt CO₂e)



Source: "ReShaping Plastics" model

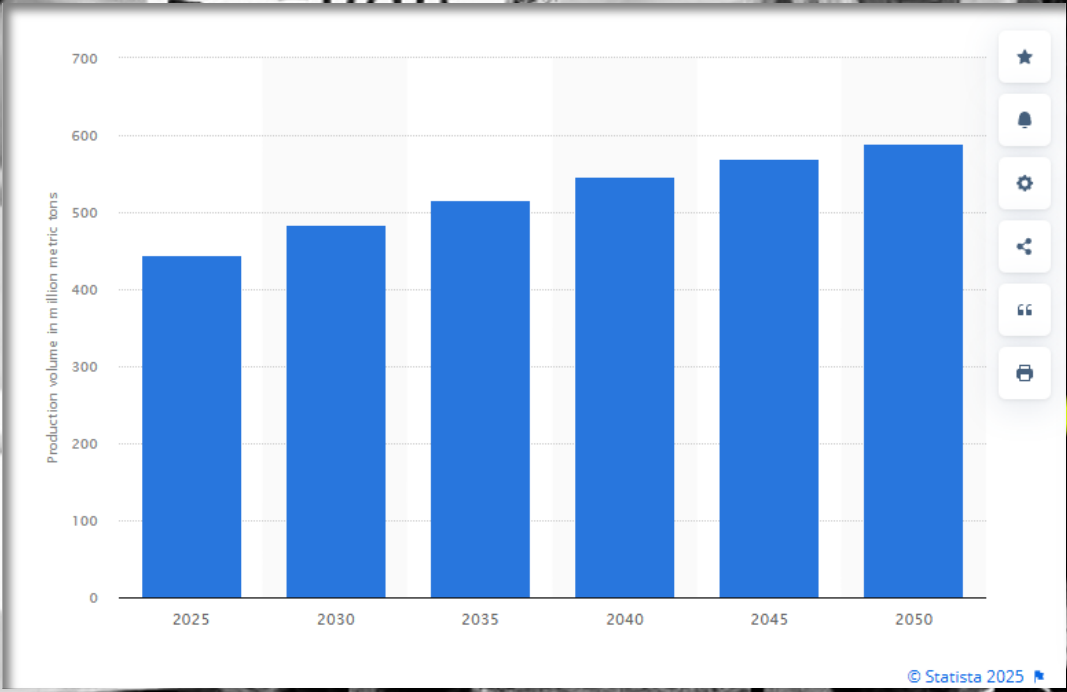
- Our world is only getting hotter
- Driven by release of ancient carbon stores through burning fossil fuels
- Plastics contribute 3-4% of global emissions

- 10,000+ companies signed up to SBTi
- Focus on Scope 1 and 2
- Scope 3 is less prioritised, yet a significant contributor



OUR INSANE WORLD

Between now and 2050 – global plastic production will increase from 445m to 590m tonnes



**WE BELIEVE THE WORLD NEEDS THE CONVENIENCE,
PERFORMANCE, AND VERSATILITY OF PLASTICS.**

**BUT WE URGENTLY NEED SUSTAINABLE,
RESPONSIBLE & SCALABLE SOLUTIONS
THAT DELIVER THE GOOD AND REDUCE
THE BAD OF PLASTICS.**

**BYE, BYE FOSSIL.
HELLO WOODLY®.**



SIMPLE, NATURAL INGREDIENTS. ADVANCED SCIENCE.

Sustainable and certified. Simply better.

1

Cellulose sourced
from FSC-
certified forests

2

Naturally occurring,
safe compounds as
additives.



Made From
Wood



Recycle-Ready
& Reusable



Carbon-
Negative



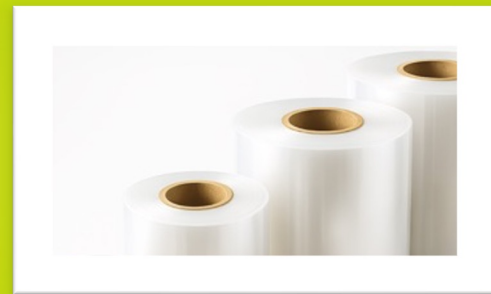
Food Safe



No Nasties

WOODLY® W100

The grade that will do magic for your films,
flexibles and single-use packaging.



DID YOU KNOW?

Film made from Woodly®
has up to 60% lower CO₂
than a film made from
LDPE.

WOODY® W200

The grade that will make your
rigids shine bright!



DID YOU KNOW?

This cup made from
Woody® has up to 60%
less CO₂ than a cup of PP.

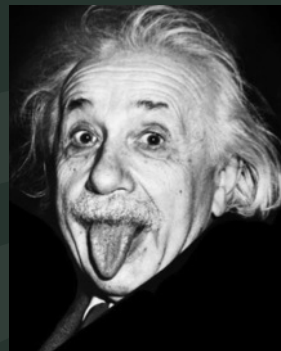
THE WORLD WE WANT...



1. A collaborative and strong voiced bioplastic industry
2. Clear and long term regulatory pathways which are aligned across policy areas
3. Tax and regulatory incentives to motivate producers to use bioplastics – including exemptions from fossil-based policies
4. Longer timescales to comply with end-of-life / recyclability criteria
5. Certainty over bio-based inclusion in place of recycled content

THE WORLD WE WILL GET

- Dramatically reduced CO₂e emissions
- Less food waste generated
- Less dependency on fossil-based feedstocks



A hand is holding a white rectangular sign in the center of the frame. The sign has the text "LET'S DO BETTER." written on it. "LET'S DO" is in black, and "BETTER." is in black with a green background behind the word. The background is a vibrant green. To the left, there is a roll of clear plastic film. To the right, there is a clear plastic bag. The overall scene is brightly lit, creating soft shadows.

**LET'S DO
BETTER.**