WAITROSE
& PARTNERS

PLAN PLASTIC

THE MILLION POUND CHALLENGE

IMPACT REPORT
JANUARY 2019 – JANUARY 2021

CONTENTS

INTRO

ABOUT THE FUND

In February 2019, Waitrose & Partners used money from the sale of 5p carrier bags to launch Plan Plastic: The Million Pound Challenge.

The £1 million grant fund aimed to reduce plastic pollution in the UK by supporting diverse and innovative projects, which would rethink how we use and dispose of plastic, tackle plastic pollution, create tangible impact and leave a lasting legacy. Waitrose engaged environmental charity Hubbub to manage the fund.

We were delighted to fund five exciting projects that span academic research, new technologies and infrastructure, community engagement and public education and awareness. This report showcases the five projects and the impact that they have had.

HIGHLIGHTS

THE FUND

- £1 million fund
- 150 applications
- 5 winning projects

ONION COLLECTIVE AND BIOHM

...developed 4 strains of 'plastic-digesting mycelium' and built a community bio-recycling centre, creating 2 new jobs and 1 new environmental industry, supported by 11 community panel members.

BLUE MARINE FOUNDATION

...developed a cost-effective beacon for fishermen to stop fishing gear becoming plastic pollution in the marine environment, and sea trialled over 100 beacons with fishermen in the south west of England.

WOMEN'S ENVIRONMENTAL NETWORK AND CITY TO SEA

...trained 47 ambassadors, ran 16 workshops, and trained 724 teachers and nurses to deliver workshops, with a combined reach of over 107,000 people.

PLYMOUTH MARINE LABORATORY

...demonstrated that 5kg mussels can filter out over 250,000 microplastics per hour, showing that mussels have the potential to provide a nature-based solution to microplastics in water.

YOUTH HOSTELS ASSOCIATION

...installed 56 water fountains, avoiding 500,000 single-use plastic bottles per year.

HOW THE FUND WORKED

STEP 1

We established five themes for the fund: plastics in the community, education, public behaviour change, agriculture and farming and microplastics.

STEP 2

We invited applications from any UK-based charity, academic body, Community Interest Company, social enterprise, school or college seeking funding for a project that fell under one of the five themes.

STEP 3

We convened an independent grant panel to judge the applications, which included representatives from industry, academia, non-governmental organisations, business and Waitrose.

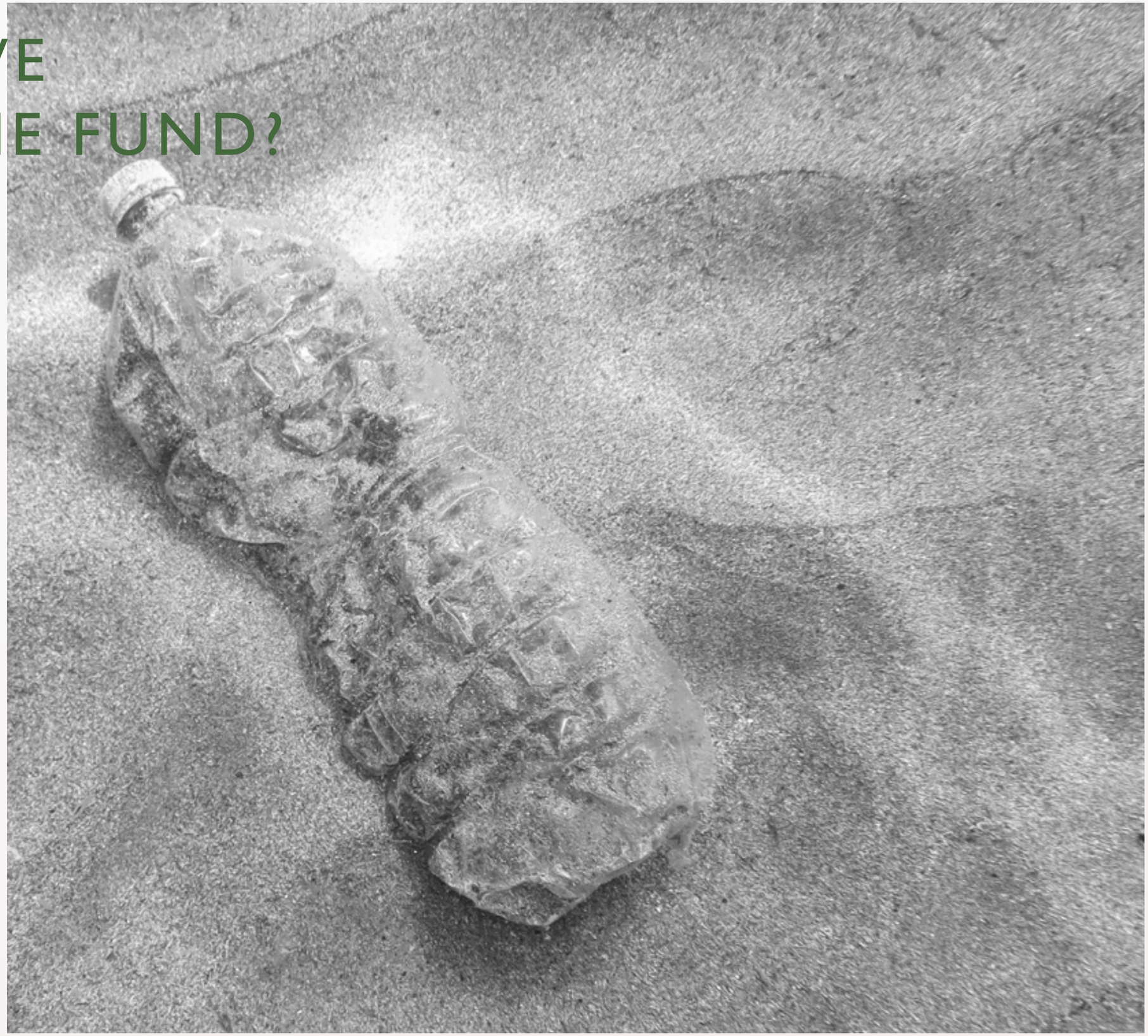
STEP 4

We shortlisted the applications based on their impact, legacy, wider social and environmental benefits, budget, innovation and opportunities to share learnings. The panel then selected five winning projects to receive a grant of between £150,000 to £300,000 each.

WHY DID WE LAUNCH THE FUND?

We know that plastics and packaging are a serious concern for both our Partners (staff) and customers. Figures show that plastic in our oceans will outweigh fish by 2050[1]. Since 2019 Waitrose has received over 11,000 customer queries regarding our use of plastic and packaging materials. We have set a specific target to reduce the single-use plastic packaging in our own-brand ranges by 20% by 2021 and our aim is to eliminate unnecessary plastic and make all own-brand packaging reusable or made out of widely recyclable or home-compostable material by 2023.

But our approach to plastics doesn't stop there. Our plastics plan goes beyond our products and packaging and outlines wider commitments to reduce the environmental impacts caused by plastic, for instance, by supporting organisations that are tackling the causes and effects of plastic pollution. This is where 'Plan Plastic: The Million Pound Challenge' comes in, using the money from the sale of 5p carrier bags to create a £1 million grant fund.



THE PROJECTS

SAFEGEAR– BLUE MARINE FOUNDATION

A simple-to-use solution to ghost gear.

COMMUNITY BIO-RECYCLING ONION COLLECTIVE AND BIOHM

A community project developing mycelium to break down hard plastics.

MUSSEL POWER– PLYMOUTH MARINE LABORATORY

Exploring how mussels can remove microplastics from polluted estuaries and coastal water.

ENVIRONMENSTRUAL– WOMEN'S ENVIRONMENTAL NETWORK AND CITY TO SEA

A campaign to promote more sustainable periods.

MESSAGE IN A BOTTLE– YOUTH HOSTELS ASSOCIATION (YHA)

Encouraging more people to use reusable water bottles by introducing water refill stations across YHA sites.

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SAFEGEAR

BLUE MARINE FOUNDATION

AIMS OF THE PROJECT

- To develop a simple-to-use, sea-hardened and cost-effective beacon to track fishing gear and prove its effectiveness at scale.
- To advocate for national policy change and support the global fight against marine plastic from ghost gear.

THE ORGANISATION AND THE PROJECT

Blue Marine Foundation is a charity dedicated to restoring the ocean to health.

Ghost gear (lost fishing gear) makes up as much as 46% of marine plastic pollution[2]. Over 700,000 tonnes of lost gear enters the ocean each year. It is fatal to vast numbers of marine life and costs fishermen thousands of pounds to look for and replace. Knowing the impact of ghost gear on both marine life and the fishing industry, BLUE developed and piloted the idea for SAFEGEAR as part of its marine conservation work.

SAFEGEAR is a simple automatic identification system (AIS) beacon that makes fishing gear visible to passing marine traffic. It allows fishermen to monitor their gear at sea, reducing the likelihood of gear being lost, and making it easier to track and recover if it is moved.

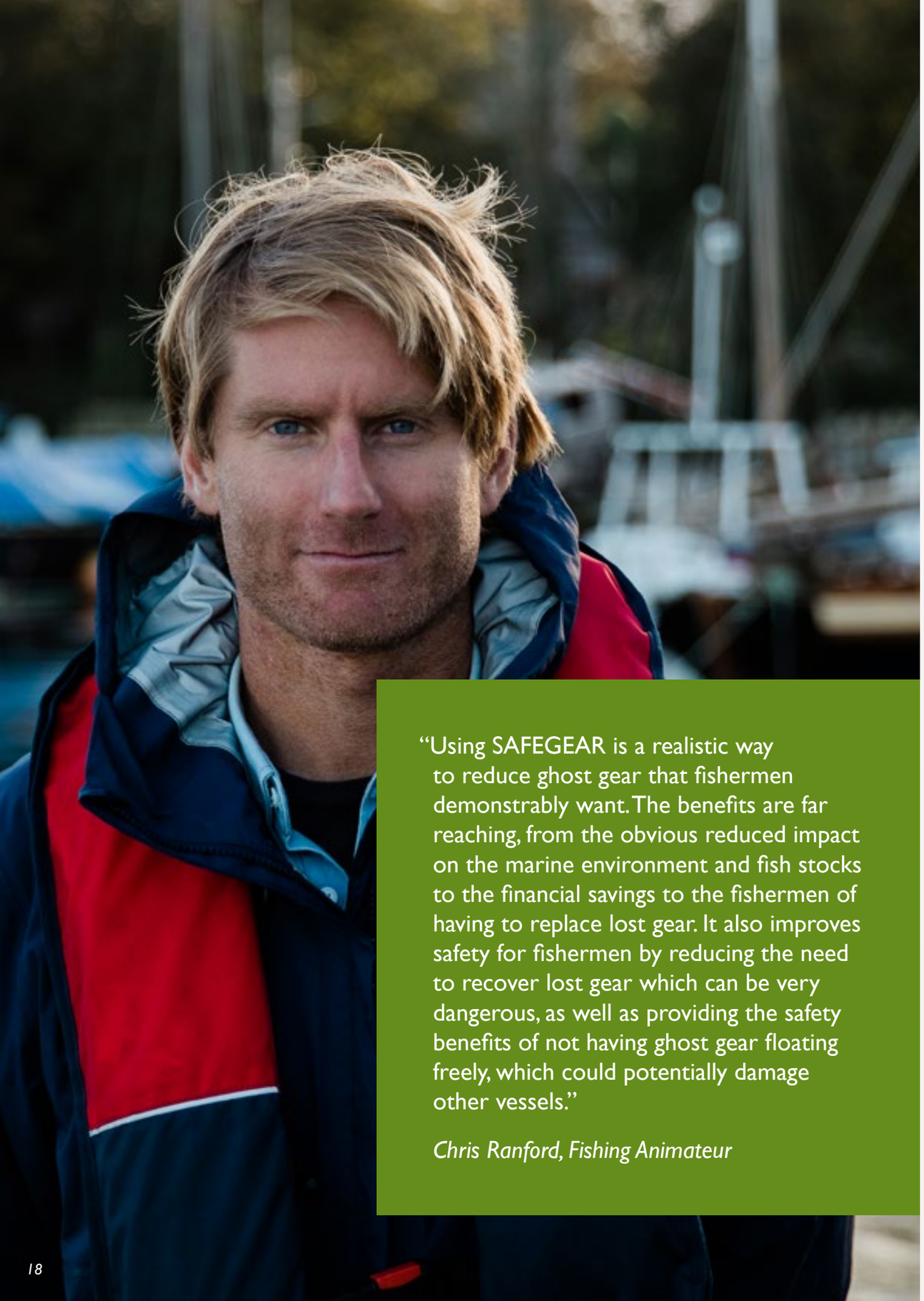
"We lose £4,500 of gear a year. We are trying to avoid this happening, but it's not possible when ships enter our fishing grounds as we have no relationship with them. Having an AIS beacon will greatly reduce the risk of losing equipment, which will benefit our business and help reduce ghost gear. That's a win-win for everyone."

Skipper, Looe, Cornwall

IMPACT

The project has:

- Developed a cost-effective, simple-to-use beacon to tag fishing gear and is now trialling its use with fishing boats around Cornwall.
- Conducted surveys and conversations with fishermen, which found that losing less gear saves money and time, and that tagging it makes it easier to find.
- Provided valuable data on the quantity and impact of ghost gear in the UK, through research carried out by the University of Plymouth, which will be useful to anyone looking at the problems of marine plastic pollution. This will be published in 2021.
- Initiated conversations with government departments Ofcom and Defra who are very interested in the outcome of the trial. This could pave the way for policy level conversations once the trial results are available.



"Using SAFEGEAR is a realistic way to reduce ghost gear that fishermen demonstrably want. The benefits are far reaching, from the obvious reduced impact on the marine environment and fish stocks to the financial savings to the fishermen of having to replace lost gear. It also improves safety for fishermen by reducing the need to recover lost gear which can be very dangerous, as well as providing the safety benefits of not having ghost gear floating freely, which could potentially damage other vessels."

Chris Ranford, Fishing Animateur

CHALLENGES

COVID-19 presented a significant challenge to the project. The pandemic caused problems in procuring the beacons and made life incredibly hard for fishermen throughout 2020. When fishing fleets were grounded because of COVID-19, the fishermen were unable to catch and sell fish and were unable to test the beacons. Additionally, complexities in obtaining the licensing agreement from Ofcom resulted in the trial being delayed until winter 2020. The trial was ongoing at the time of writing.

WHAT'S NEXT

The trial of the beacons is ongoing, and once the data is in, BLUE plans to convene a round table with relevant stakeholders to discuss the potential for the use of SAFEGEAR under grant funding to mark fishing gear. BLUE also plans to use the evidence from the project to lobby for change at a global level through the World Radio Conference. It is hoped that a relatively small change could lead to huge benefits for fishermen and to a significant reduction in lost fishing gear.

COMMUNITY BIO-RECYCLING

ONION COLLECTIVE AND BIOHM

AIMS OF THE PROJECT

- To develop and train a strain of mycelium (the root-structure of mushrooms) that will digest plastic waste at an accelerated rate.
- To create a new community industry that will rewrite the economic landscape in a place that the current system has forgotten.

THE ORGANISATIONS

Onion Collective is a place-based social enterprise, located in Watchet, West Somerset which aims to demonstrate a new economic model in favour of people and the planet.

Biohm is a research and development led bio-manufacturing company, which aims to make construction more sustainable by developing nature-inspired materials.

THE PROJECT

Biohm is working to explore the many potential uses of mycelium, including its ability to digest hard-to-recycle plastics and grow them into a sustainable and effective construction material, that could support building materials, sustainable fuel, packaging and more.

Onion Collective is concerned with a specific local issue. The Watchet Paper Mill closure in 2015 took with it some of the town's employment opportunities, leaving an economically disadvantaged area with few good jobs.

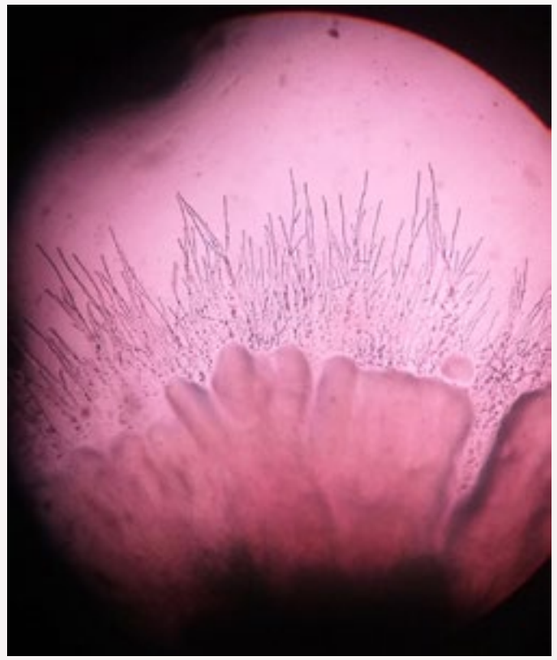
Together, Biohm and Onion Collective have developed a project with significant environmental and social benefits. They have formed a partnership to build a new community-based bio-manufacturing industry in Watchet, which creates jobs, tackles the issue of hard-to-recycle plastics and produces a more sustainable material by using mycelium to process plastic waste.

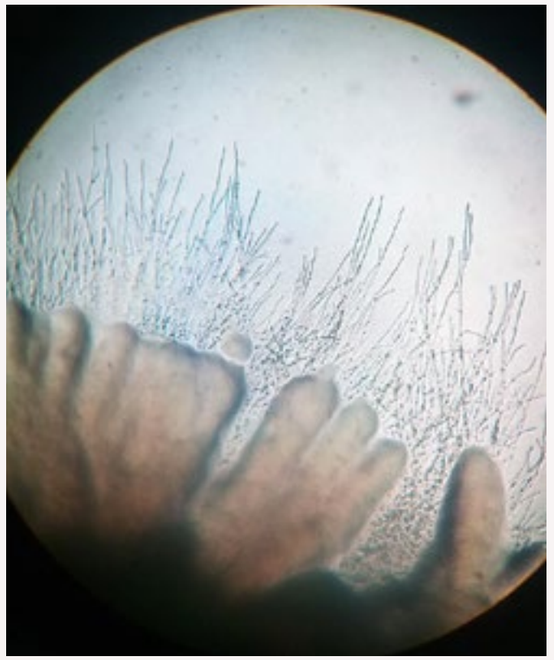
Co-creating with the community is essential. Biohm and Onion Collective hold regular meetings with the community panel they created and have convened several, town-wide, open community workshops to enable engagement, feedback and discussion. Meetings are filmed to enable anyone who can't attend in person to join in.

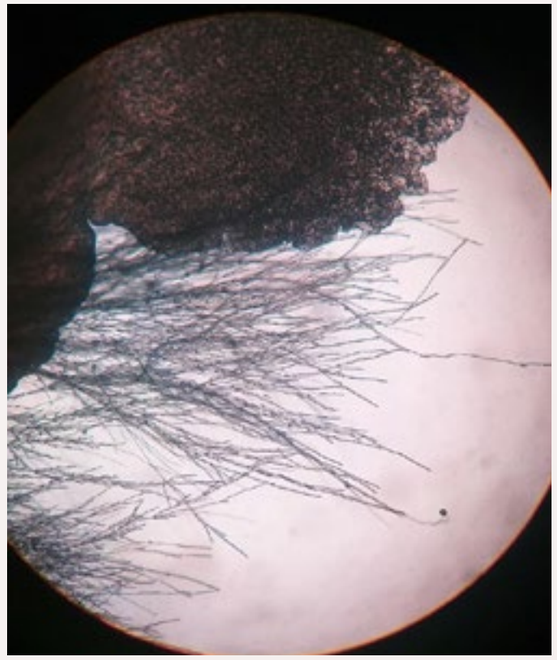
The Waitrose Plan Plastic grant specifically funded the areas of the project focused on the breakdown of plastics.

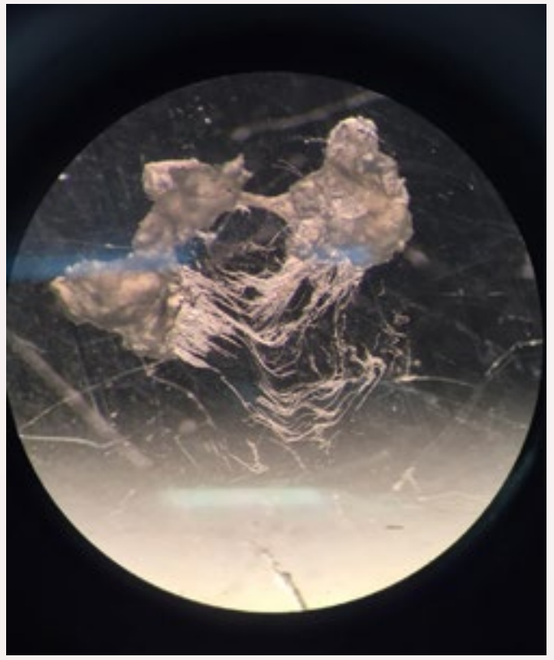
"This project is a beacon of hope, fusing mushroom energy with community enthusiasm, in one place - Watchet!"

Sara Summers,
member of the community panel





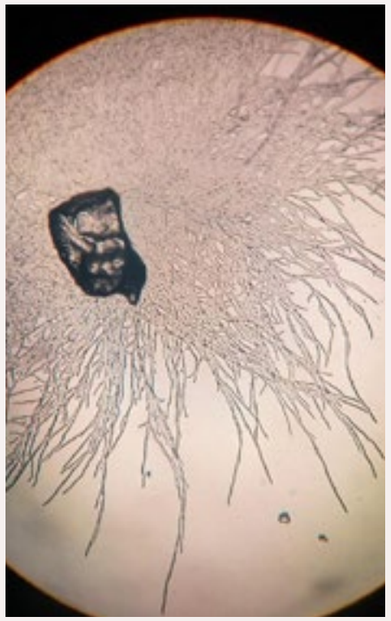




IMPACT

The project has:

- Developed four strains of mycelium and trained them to digest plastic at an accelerated rate.
- Set up a community-led bio-recycling facility in Watchet and employed its first two members of staff from the local community, with five more to follow in the next three to four months.
- Developed and engaged a community panel, which has helped to develop everything from the name of the new business "Biomill Watchet", to its vision and aims. As the business becomes profitable the panel will also help guide how the community profits are spent, meaning that the town is fully involved in the project and is taking an active role in developing its own economic future.
- Offered an unexpected outcome: the development of a leather-like mycelium mass that absorbs and consumes plastic particles. Biohm aims to carry out further research into this to explore the mycelium's ability to absorb and consume micro- or nano-plastics in water purification infrastructure and processes.



CHALLENGES

The project faced two major challenges in 2020: developing the new facility and reacting to the COVID-19 pandemic. The new facility is built on the site of the town's old paper mill. The demolition company had stripped all assets including power and water, and reconnecting all utilities cost more time and money than was initially expected.

The COVID-19 crisis put a halt to construction for four months and made building materials harder to source and more expensive. It also caused delays in Biohm's mycelium research as the business had to rethink working protocols to ensure a safe working environment for staff.

WHAT'S NEXT?

Onion Collective and Biohm plan to scale Biomill Watchet rapidly over the coming years. The model has generated a great deal of interest beyond Watchet, and plans are already in development for a site in Newcastle, which would employ disadvantaged young adults and focus on training and building skills. Discussions are also ongoing with the government department BEIS, with a view to using the project as a case study to inspire others to explore this kind of community-based business model.

MUSSEL POWER

PLYMOUTH MARINE LABORATORY

AIMS OF THE PROJECT

- To explore whether 'mussel power' could help remove microplastics from polluted estuaries and coastal waters.
- To determine how efficiently mussels can remove microplastics and explore their fate.
- To inform the development of mussels as a real-world solution to microplastic pollution.

THE ORGANISATION

Plymouth Marine Laboratory (PML) is a marine science research organisation, which conducts marine research to inform knowledge-based solutions to the challenges our oceans face, working with policy-makers, environmental managers and industry to translate this knowledge into real-world impact.

THE PROJECT

Each year, an estimated 8 million tonnes of plastic ends up in the ocean, which is equivalent to a full rubbish truck dumped into the sea every minute[3]. PML has a strong track record and vast expertise in investigating the risks that plastic and microplastic debris pose to the marine environment. PML wanted to develop an ecological solution to microplastic pollution in estuaries and coastal waters by harnessing the natural filtering power of mussels: robust shellfish that are known to filter out waterborne microplastics whilst feeding. The project consisted of an initial feasibility study.

IMPACT

The project has:

- Revealed that mussels have the potential to help stem the flow of microplastics from source to sea.
- Identified that a cluster of 300 mussels (5 kg) can filter out over 250,000 microplastics per hour.
- Shown that mussels eject the microplastics within faecal pellets that sink irrespective of their plastic content.
- Used computer modelling to indicate that mussels sited near the mouths of rivers and estuaries could filter between 20-25% of small, waterborne microplastics.
- Suggested that, based on the results and stakeholder consultations, mussels could be used as a solution to microplastics near point-sources of pollution such as wastewater treatment plants.
- Provided excellent opportunities for the scientists at PML to develop and hone new skills, as well as opening a door to a new area of science for PML to leverage further funding for more much-needed research.

CHALLENGES

The project was delayed by the need to source specialist equipment and by the first lockdown, which reduced available laboratory time. These delays meant that PML was unable to test the range of conditions that it had originally planned. Extra funding has now been secured from other sources, which will enable PML to carry out the remaining research conditions and expand the research scope further.

"Mussel beds sited downstream of microplastic hotspots such as wastewater treatment plants are highly promising in the bid to reduce the amount of plastic reaching the ocean. We really can make a difference in stemming the flow of microplastics from source to sea."

Dr Rachel Coppock, PML Marine Ecologist.

WHAT'S NEXT?

The upcoming publication of PML's peer-reviewed report and presentation to the MICRO2020 'Fate and impact of microplastics' conference will share the findings and enable others to be inspired and learn.

PML has also secured funding to build on this research. PML's continued investigations will test the efficacy of using mussels to remove microplastics near point-sources of pollution, explore whether seagrasses and saltmarshes could help to remove plastic debris from polluted waters and investigate whether seagrass restoration could help to mitigate the flux of marine plastics in Southeast Asia. PML's research vision is to use these experiences and track record to investigate the ecological and socio-economic benefits of implementing ecologically inspired solutions to an array of global environmental issues.

ENVIRONMENSTRUAL

WOMEN'S ENVIRONMENTAL NETWORK AND CITY TO SEA

AIMS OF THE PROJECT

- To support the Environmenstrual campaign and coalition to engage with retailers to offer more sustainable products.
- To train and support Environmenstrual Ambassadors to deliver workshops in their communities exploring the range of more sustainable period products available.
- To deliver Rethink Periods, a free, nationwide schools programme designed to update period education in primary and secondary

THE ORGANISATIONS

Women's Environmental Network (Wen) is a charity set up to address environmental issues using the perspectives and voices of women.

City to Sea is a non-profit organisation running campaigns to stop marine plastic pollution.

THE PROJECT

A massive 4.3 billion disposable menstrual products are used in the UK each year[4] and the majority of these contain plastic. Conventional period pads may contain up to 90% plastic and 1.3 million of them are flushed down the loo every day, alongside 2.5 million tampons[5]. These often end up littering beaches, harming wildlife and breaking down into microplastics in our rivers and seas.

Wen and City to Sea have combined their knowledge and experience to revolutionise education for healthy, eco-friendly menstrual products to enable and empower teachers, nurses and educators to provide unbiased, up-to-date information on reusable period products and make them as accessible as possible. Wen's campaign is called 'Environmenstrual' and City to Sea's education programme is called 'Rethink Periods'.

The Environmenstrual campaign aims to make environmentally friendly period products available to all. Rethink Periods offers unbiased information to both boys and girls about the social and environmental contexts of menstruation and the products available.

IMPACT

The two initiatives have initially reached over 107,000 people. The trained educators and ambassadors are continuing to deliver workshops to their communities, which is increasing the reach further.

The Environmenstrual campaign has:

- Facilitated the recruitment and training of 47 Environmenstrual Ambassadors to deliver 50 workshops in their communities. This reached 2,147 people.
- Delivered 16 workshops through WEN directly, reaching 300 people.
- Engaged with various major retailers and has influenced two to introduce plastic-free period products.

The Rethink Periods programme has:

- Trained 724 teachers and nurses to deliver workshops to over 104,000 students.
- Developed educational resources which were awarded the PSHE (Personal, Social and Health Education) Association Quality Mark.
- Sent out 620 product boxes to support teachers in delivering education.
- Received excellent feedback on the sessions which demonstrates their efficacy.
- Won the 2020 gold Global Good Award for Innovation in recognition of its reach and impact.

"I can't believe I'm 48 and learned so much – I had no idea about half the reusable products on the market, which is pretty embarrassing really! Your resources and the free materials to share with children will make a real difference and the point about us possibly being the only person giving pupils a positive and unbiased understanding of what is happening and what is available, was really important. I'm so glad I did the training, and I cannot wait to teach about periods."

Teacher, Ely, Cambridgeshire

CHALLENGES

The pandemic and resulting lockdown forced the campaigns to move largely online, which had the unexpected consequences of making the Rethink Periods training much more accessible to a wider range of people and enabling City to Sea to train many more people than planned.

The lockdown made things harder for the Environmenstrual Ambassadors who could no longer organise local events. Some ran online sessions but many had to juggle childcare with working or faced other challenges caused by the restrictions, so fewer workshops have been run than planned. However, the Ambassadors' engagement and enthusiasm mean that many are committed to delivering workshops when they can and on an ongoing basis.

WHAT'S NEXT?

Wen will continue to support the Environmenstrual Ambassadors and aim to deliver more training and recruit more ambassadors to increase their impact.

City to Sea has been awarded funding to run Rethink Periods for two more years in Southern Water's catchment area. It is also seeking funding to support over 750 people in other areas, who are on the waiting list to attend the training.

MESSAGE IN A BOTTLE
YOUTH HOSTELS ASSOCIATION (YHA)

AIMS OF THE PROJECT

- To install 65 water fountains at YHA's busiest locations.
- To remove single-use bottles from packed lunches and from sale at all YHA sites.
- To provide educational signage at the fountains and messaging to groups of students as part of their welcome.

THE ORGANISATION

The Youth Hostels Association (YHA) runs a network of 150 hostels in England, through which it aims to enrich the lives of all, especially young people, by providing hostel stays and experiences that improve physical health, mental wellbeing and life skills.

THE PROJECT

Each year the YHA included a single-use bottle of water in each of the 450,000 packed lunches given out for school trips. It sold a further 50,000 single-use bottles of water annually through refreshment kiosks and vending machines.

The YHA wanted to eliminate the need for any single-use bottles by installing public water fountains at the majority of its hostels, thereby reducing plastic waste and educating visitors about plastic pollution using signage at the fountains.

IMPACT

The project has:

- Funded the installation of 56 water fountains with nine more awaiting planning consent. A further 15 fountains are due to be installed using project underspend. When all installations are complete there will be over 100 fountains.
- Ensured the fountains are publicly accessible and listed on the Refill app, allowing passers-by to refill and avoid single-use bottles.
- Led to a review of the single-use plastic used elsewhere by the YHA. 100,000 plastic straws and stirrers have been replaced with more environmentally friendly alternatives. The YHA is also planning to replace single-use sauce sachets with pump dispensers.
- Influenced the wider environmental sustainability of meal provision. The YHA has experimented with different methods of offering packed lunches, which has led to a reduction in food waste and a drop in the use of paper bags.
- Generated annual savings of approximately £100,000 for the YHA due to it no longer having to purchase single-use water bottles.

CHALLENGES

The impact of the pandemic on the YHA has been enormous. All school trips have been cancelled since the start of lockdown in March and visitor numbers have been decimated. Many hostels have closed and some have been repurposed to accommodate key workers and the most vulnerable in support of the national effort. The restrictions have also delayed the installation of nine water fountains.

WHAT'S NEXT?

The YHA will install the remaining water fountains. It also plans to start delivering environmental messages to children on arrival, as soon as school trips are able to resume fully. The reduction in single-use water bottles will continue year-on-year, saving half a million bottles annually. The project will be included as a case study in YHA's new environmental strategy, enabling other YHAs worldwide to learn from its success.

"The water refill station was the catalyst for a display we created with children staying at the hostel, we wanted to create something which focussed minds, highlighting beach waste, recycling, and other environmental issues. We therefore created the "How long till it's gone?" whale collage made of different plastics we collected on the beach during our regular beach cleans"

Peta and Andy Nugent, Hostel Managers, YHA Boggle Hole

TO FIND OUT MORE ABOUT THE PROJECTS

SAFEGEAR– BLUE MARINE FOUNDATION

Read the full report at: tinyurl.com/5ckej8v5

COMMUNITY BIO-RECYCLING– ONION COLLECTIVE AND BIOHM

Find out more at: tinyurl.com/z7tvkps9

MUSSEL POWER– PLYMOUTH MARINE LABORATORY

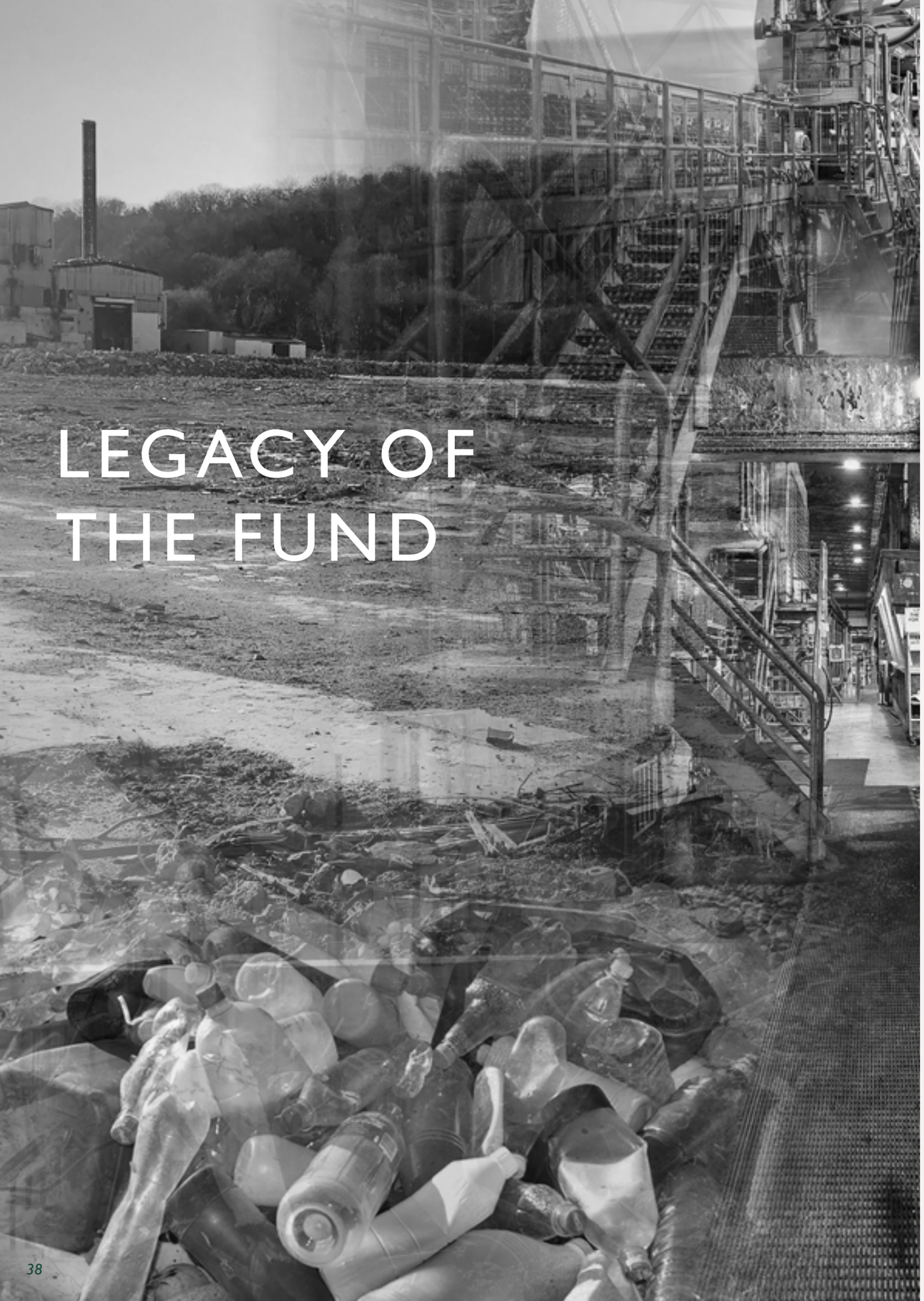
Find out more at: tinyurl.com/146t1bla

ENVIRONMENSTRUAL– WOMEN'S ENVIRONMENTAL NETWORK AND CITY TO SEA

Read the full report at: tinyurl.com/117af013

MESSAGE IN A BOTTLE– YOUTH HOSTELS ASSOCIATION (YHA)

Find out more at: tinyurl.com/13709m3f



LEGACY OF THE FUND

The legacy of the fund as a whole is as varied as the projects it supported. Waitrose and Hubbub continue to work with the five projects to ensure their impact and legacy is as significant as possible and grows beyond the end of the funded period. We are delighted that despite the enormous impact caused by the pandemic, the projects have largely achieved their objectives. They have also achieved a host of exciting and unexpected outcomes, which is a testament to the dedication, ingenuity and perseverance of everyone involved.

Through the fund, the five projects have:

- Established a bio-recycling facility that's creating jobs and is using ground-breaking research into mycelium, the root-structure of mushrooms, to digest plastic and grow it into a more sustainable material.
- Demonstrated the potential of mussels to help stem the flow of microplastics from source to sea, paving the way for this nature-based solution to be deployed and for further research into other nature-based solutions to the problem of microplastics.
- Delivered taboo-busting education to hundreds of thousands of students through exploring the social and environmental contexts of menstruation and making more sustainable period products accessible.
- Eliminated the need for half a million single-use plastic bottles per year and provided publicly accessible water fountains to enable anyone enjoying the outdoors in these areas to avoid single-use plastic bottles.
- Designed and tested an innovative beacon which has the potential to significantly reduce the likelihood of fishing gear getting lost and much easier to track and recover if it is moved.

BEYOND THE FUND

CALLS TO ACTION FROM THE PROJECTS

These five projects have demonstrated a raft of innovative and effective ways to tackle plastic pollution, but much larger scale action is needed to make a significant difference. We asked the projects what their top calls to action would be.

WHAT COULD THE GOVERNMENT DO?

- Continue to strengthen policy on disposable plastics to reduce the risks of plastics getting to the oceans and wider environment.
- Review regulations and policy on waste management to make it easier for new technologies, such as mycelium, to be tested in the real world; current regulations are hampering efforts to develop and test potential new approaches to manage waste.
- Consider grant funding for fishermen to help cover the costs of gear marking, so that they do not have to bear the full cost.

WHAT SHOULD BUSINESSES, ACADEMIA AND WIDER SOCIETY DO?

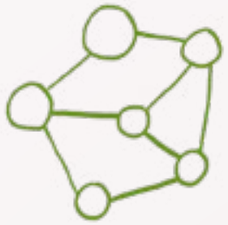
- To tackle marine plastic pollution, all action should follow the principles of the waste hierarchy: focus on reducing the amount of disposable and single use plastic in circulation, then work to prevent discarded plastic getting to the ocean and lastly look at how to remove it from the ocean.
- Rethink business models to ensure strengthening communities is a strategic priority and part of the way they operate: a business is only as resilient as the community it serves.
- Develop, fund and undertake more research on the various types of plastics getting into the oceans, including what they are, how they get there and the threat they pose to marine life.
- Reduce the use of plastic and synthetic chemicals in menstrual products, be transparent about all ingredients used in menstrual products and provide and promote more reusable products.

INSIGHTS FROM THE PROJECTS

What has made these five projects successful? We've pulled out four themes that we think make worthy points for consideration by anyone looking to tackle plastic pollution or any other environmental issue.

NATURE PROVIDES SOLUTIONS

The inspiration behind two of the projects is the concept of nature-based solutions and the potential to harness the power of natural processes. PML has carried out research into using mussels to filter out microplastics from the ocean, exploring the natural filter feeding of these robust shellfish. Onion Collective and Biohm have conducted research into mycelium, a fungus which can be trained to grow by digesting plastic. This gets rid of plastic waste and grows it into valuable new products.



COMMUNITY EDUCATION IS KEY

The projects have demonstrated how important education and community is. The Environmenstrual campaign and Rethink Periods project reached approximately 107,000 people by training nearly 800 educators to deliver the workshops and benefiting from their connections into the community. A core part of Onion Collective and Biohm's project was to recruit a Community Panel to ensure that the new industry is fully embedded in and supported by the local community. The YHA has an opportunity to educate its annual 500,000 student guests about the problems with single-use plastic and the easy, accessible solutions to tackling this waste stream.

MAKE IT EASY!

The projects have demonstrated the importance of getting the infrastructure right to facilitate behaviour change. Well designed, well located water fountains made refilling easy and convenient; using boxes of sample sustainable period products helped take away the taboo, the fear of the unknown and made the products accessible; and making fishing gear beacons seaworthy and easy to use for fishermen increased uptake, for example, by redesigning buttons to fit fishermen's thumbs! All this work helps to remove barriers and make it easy for people to get involved.

IMPORTANCE OF EVIDENCE

Whether it's quantitative or qualitative, scientific data or verbatim feedback from participants, gathering evidence is a vital backbone to any project. PML's flow tank experiments and computer modelling, Biohm's ground-breaking research and development, and the feedback gained from fishermen, community groups, workshop attendees and more, have all been used to tweak and refine projects, to demonstrate effectiveness and most excitingly, to inspire and inform future development and other interested parties.

ACKNOWLEDGEMENTS

With thanks to:

WAITROSE & PARTNERS
HUBBUB

The Grant Panel members for their time, insights and

KAREN GRALEY
Partner & Manager, Packaging Innovation and Delivery, Waitrose & Partners

JENNY DADD
Environment Grants Manager, Esmée Fairbairn Foundation

RYAN KOHN
Co-founder of PROPERCORN

LOUISE EDGE
European Campaign Coordinator, Greenpeace

DR MARK SUMNER
Lecturer in Sustainability, Retail & Fashion, University of Leeds

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The winners, for their brilliant ideas, dedication and perseverance in the face of multiple challenges.

BLUE MARINE FOUNDATION
ONION COLLECTIVE
BIOHM
PLYMOUTH MARINE LABORATORY
WOMEN'S ENVIRONMENTAL NETWORK
CITY TO SEA
THE YOUTH HOSTELS ASSOCIATION

Footnotes:

[1] World Economic Forum, 2016
[2] National Geographic, 2018
[3] United Nations Environment Programme, 2019
[4] The Absorbent Hygiene Product Manufacturers Association
[5] Marine Conservation Society Pollution Policy and Position Statement, 2015


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