

GREENWASHED AND DECEIVED: RECYCLING ISN'T ENOUGH!

**"91% OF PLASTIC ENDS UP IN
LANDFILLS AND OUR
ENVIRONMENT. IF THE
PLANET'S NOT BENEFITING
FROM RECYCLING, THEN WHO
IS?"**

For years we've been under the illusion that recycling cancels our plastic crisis. This delusion is created by major corporations, aiming to shift responsibility, and accountability for engaging in mass plastic production, leading to environmental degradation. Plastic pollution and production have now reached catastrophic levels over 8 million tons, polluting our oceans annually. Regardless of widespread recycling campaigns, about 91% of plastic waste ends up contaminating landfills and the environment. So it's not a planet that is primarily getting benefits from this system, Then Who is?

In 2022 the state of California filed a lawsuit against ExxonMobil for deceiving the public about their recycling methods. The company, along with other fossil fuel corporations, has long known that the majority of plastic and plastic products cannot be recycled due to their chemical composition. It is impossible to completely recycle all products regardless of the facts they continue to manipulate and greenwash the public. [Judith Enick's "Challenging Big Oil's Lie About Plastic Recycling,"](#) exposes big companies like ExxonMobil for manipulating the public for decades. Enick discusses how the industry has shifted the blame of plastic pollution onto consumers instead of taking responsibility themselves enunciating the idea that individual recycling efforts can be proved successful. These deceptive techniques have allowed corporations to continue in mass plastic production without having to deal with consequences.



The Myth of Recycling, sorting plastic
Will not solve the problem the bins are
just an illusion

Besides, the fossil fuel industries, other consumer goods companies like Coca-Cola, and Nestlé have also mastered the art of deception and greenwashing. Maguire and Linder's "[The "We can't recycle our way out of this, It is time for systemic change it starts with us."Guardian."](#) corporate greenwashing in consumer deception," Uncovers how these companies promote eco-friendly packaging while remaining some of the world's largest plastic producers and polluters. Remarkably Coca-Cola markets bottles as 100% percent recyclable and continues to produce over 3 million tons of plastic annually. These companies continue to produce harmful plastic for their benefit by making it seem like their products are recyclable.

Harvey in [“The Guardian” Coca-Cola brands greenwashing over packaging,](#) discloses deceptive marketing techniques that are used by companies to hide their environmental deceptions. The state of California filed a lawsuit against ExxonMobil to expose its deceptive techniques as the company lied about the effectiveness, reliability, and sustainability of its recycling initiatives. While continuing massive plastic production and pollution behind the scenes.

The case holds ExxonMobil accountable for promoting plastic recycling as an effective environmental solution while knowing its inadequacies. The lawsuit exposes the company's manipulated and misleading advertisements, leading the consumers and public to believe that they were making a positive impact through their recycling methods, even when they were not.

Whether or not recycling plays a crucial role in waste management is a controversial topic, and the evidence and studies uncover that less than 5% of plastics are actually recycled, and inevitably most of the plastic ends up in landfills or incinerators. Enck Signifies that recycling is a distraction that these big corporations and companies utilize to avoid taking responsibility. Relying on recycling alone shifts the blame and burden onto the public and individuals and that leads us to ignore the real culprit, which is these big companies producing a massive amount of plastic every day. Corporate deception is not the only problem we need to address a systemic failure and reinforce regulations and rules. Absence of strict government policies and plastic production.



Coca-Cola's broken promises single use plastic production continues to rise

Therefore corporations will continue to produce more for their profit. The government needs to create and implement extended producer responsibility laws to hold these companies responsible. These regulatory policies will shift the responsibility of its management from consumers to producers by addressing the problem at its root. The amount of plastic consumed is staggering. Globally plastic production nearly reached [400 million metric tons as of 2021](#). In the United States it is estimated That an average of 287 pounds of plastic is used every year from Rich happy with this poses That an average of 287 pounds of plastic is used every year half of which is disposed off as waste. This striking plastic crisis is beyond an environmental concern; ITS A PRESSING HEALTH CONCERN, posing major heath issues. Recent research has detected MICROPLASTICS in various HUMAN ORGANS. If that wasn't gruesome enough it was found that the human brain contains about 5% of plastic and an even greater amount is found in dementia patients.

A Beyond Plastics Educational Webinar - Free & Open To All

Gamechanger: California Sues ExxonMobil Over Plastic Recycling Lies



An advertisement to join a free webinar on California sues ExxonMobil.

""WE CAN'T RECYCLE OUR WAY OUT OF THIS, IT IS TIME FOR SYSTEMIC CHANGE. IT STARTS WITH US."

Plastic pollution transcends borders with waste from one country to another, either in oceans, landfills, or other areas. We need to take an internationally connected action such as the Paris Agreement for instance to address the crisis at hand. It is crucial to create unified standards for plastic production and waste management that can be implemented across all countries to handle the plastic crisis. Furthermore, education is vital in combating corporate greenwashing so the public and consumers can be better informed about the reality of recycling methods and plastic products so that everyone can take individual actions in making a change or change starts at the root which is to understand the damage that is being caused.

The saying change comes within is true in this case to address the plastic crisis the public must be well informed with accurate information. Being educated is the first step one must take to make informed decisions by advocating for systemic change and reducing the use of plastic products by opting for healthier and sustainable choices instead. Big corporations and companies should be required to expose and disclose the full environmental impacts of their products from production to disposal. So people are aware of the damages and consequences the production and usage of these products have.

The companies should be required to present proper certifications to reflect sustainable practices instead of misleading branding techniques. Systemic change is crucial, stricter regulations, corporate accountability, and a global commitment to reducing plastic at its root are very important. We all need to advocate for EPR laws and shift to reusable products. Recycling alone is not enough to start plastic pollution. A collective effort is required to make systemic changes. Only then we can come up with solutions to handle the plastic crisis for a sustainable future for generations to come.



Steps to reduce plastic consumption and A picture joining hands to save the environment .



An image of the Earth wrapped in plastic