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Big Business, Small Plastic

Hannah Johnson

johnson_hannah@uri.edu

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HANNAH JOHNSON (Health Studies)

Big Business, Small Plastic

Sponsor: Martha McConnell (Graduate School of Oceanography)

Plastics are ubiquitous in business, there is no denying that. As an example, large clothing corporations make promises to be green and sustainable, yet plastic hangers used by the companies end up filling warehouses, never to be seen again. Accountability and acknowledgement of current practices and how they can be improved are the pillars of sustainable business. The world is demanding eco-conscious products and there is movement towards circular models that allow items to be reused and recycled within the system they came from. The goal of this paper is to shed light on the plastic problem within clothing businesses. It provides little known but important information that hopefully ignites a call to action. The paper focuses on fast fashion and how it contributes to plastic pollution, giving an explanation of the definition of fast fashion and how the materials being used are causing the problem. In addition, the paper features companies that are promoting sustainable practices: brands like Patagonia, Levi's, and H&M are leading in the reduction of fast fashion and encouraging clothing recycling programs. The paper also highlights a conglomerate, Amazon, as an example of a profitable business that could use their resources to improve their environmental footprint and educate consumers. This research finds that, although Amazon is attempting to reduce the impact of CO₂ by filling their trucks, the new packaging materials cannot be recycled therefore solving one problem while creating another. There are new initiatives globally that include plastic free packaging options at checkouts for customers that want to be eco-friendly. It is important for a company of this size to take responsibility for the role they play and enforce viable solutions.