

## Plastic Emissions Budget Approach

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How are plastics been seen  
and what does that mean for a good working  
governance of plastics?



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# 7 Phases of the Plastic-Human Relationship in the German Context



- » The great fear of raw material shortages
- » Self-sufficiency efforts in the Third Reich
- » The material of the German post-war reconstruction
- » Narratives of cultural decay
- » Plastic becomes garbage
- » The substitution of the substrate
- » The displacement of a problem into the world's oceans

# „The spirits which I summoned – I now cannot rid myself of again“: The Plastic-Human-Relation



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## » 'Heimstoffe' instead of Plastics

- » Plastics for German dreams of autarky
- » Perlon as parachute-silk
- » Rubber soles in urban warfare
- » Shoe-testing-track in the Sachsenhausen concentration camp



## » „The Material of the Wiederaufbau“

- » Time-Savings in work and household
- » Consumption in leisure time
- » Roland Barthes: „magical matter“

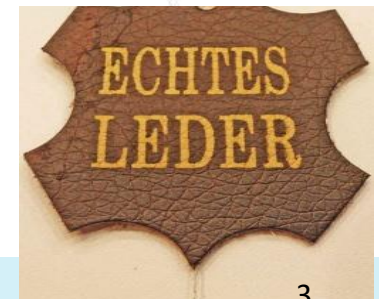
## » Substitution and Originality

- » Only potential substitution renders originality possible
- » Real and artificial leather



und zweimal wegen Unzucht mit Männern  
mit Zuchthaus verbestraft.

Einweisung in die S.A. Schuhläufer / bis auf  
weiteres.



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## » Plastics and sportsmanship

- » Tartan-track and „record-theft“
- » [Pflicht] and Freestyle with „Slick“ (now: LIKE-ICE)



## » Plastic dreams

- » Ludkowskis canopied Diamond-City
- » Baumanns revegetated deserts
- » The Hamster in the Sheraton-Hotel

## » Narratives of cultural decline

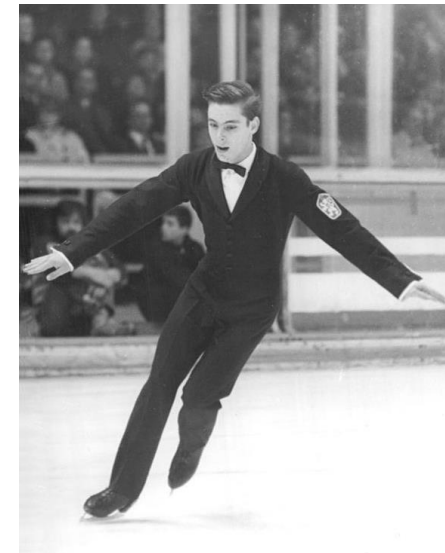
- » Wood-Asterix vs. Plastic-Mickey
- » Plastic in popular culture vs. Vinyl disks (PVC)
- » The Lufthansa's ceramic: „healthy distaste“

## Plastic becomes plastic waste

- » The ‚jute-instead-of-plastic‘-movement (toughness)
- » Töpfers fight for bottle-deposits/returnable bottles

## The substitution of the substrate

- » Bioplastics vs. „pure“, „pristine“ plastic



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» Plastic waste becomes microplastic

- » Thompson et al. (2004): „Lost at sea. Where has all the plastic gone?“
- » Intertwining of health- and environmental discourse

» The displacement of a problem into the world's oceans

- » From the stomach of Laysan albatrosses
- » The Kaufbeurer coast is short – tire abrasion
- » Lawn-trimmer threads made from Nylon



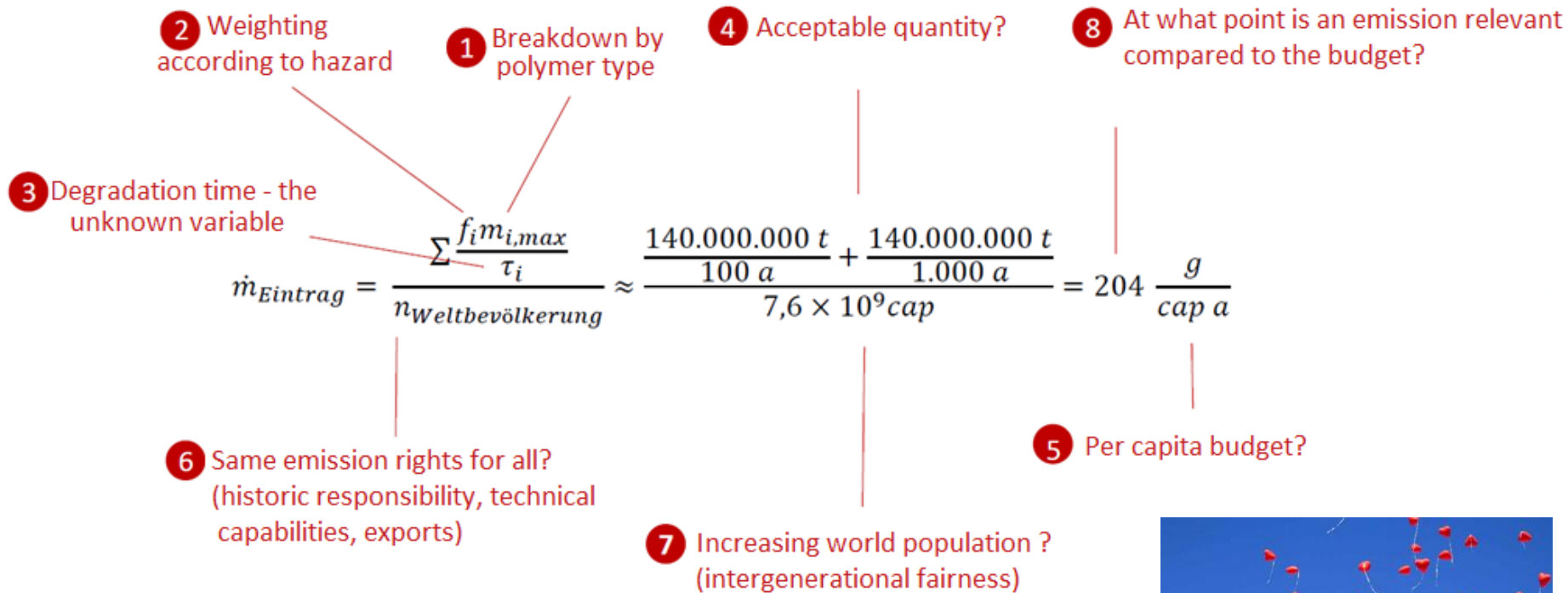
# What can a plastic budget do for society, politics and the economy?



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## The areas of application of a plastic budget

- » International Rankings
- » Competitive character for markets
- » Impact assessment for laws
- » Evaluation of laws and regulations

## Four theses on the plastics crisis

- » Approaches to solving the plastic-crisis face little resistance from ideological narratives
- » Diffusion of responsibility
- » Legislative interventions have a high level of acceptance
- » Consumer sovereignty can't be relied upon





Thank you for your attention!

