

Dear The CEO of Coca Cola,

I am from a small environmental agency and I am writing to you because of the impact your plastic products are having on the environment. I will also include some solutions to this problem and how you could begin to go about them. Last year your product was the most frequently littered bottle in 37 countries out of 51. Your company produces a whopping three million tons of plastic a year with only a small fraction of that being recycled, and even then, just 7% are manufactured into new bottles. To add to this, a single plastic bottle takes a shocking, 450 years to degrade, so it is clear that just a handful of bottles can cause harm to the environment. So, I hope you can see from just a few statistics that we have got a problem on our hands.

Firstly, I would like to mention some causes and impacts that your product is having on humans and wildlife. It is clear that a large amount of your customers do not realise or do not care about the effect one single bottle can have on the environment. More people than we think do not know to recycle the bottles and therefore either put them in a general waste bin or just leave them lying around. I think that a key part of changing this is to make everyone aware of the impacts that their bottles can cause. However, the problem doesn't just lie with the bottle, because the impacts the bottle lids have on wildlife is even greater. Unfortunately, many marine animals and birds can digest the plastic lids due to their size. They do not know that it's not good to eat the plastic and they just assume it's food. So, they are essentially killing themselves.

I do understand how this is happening all over the world and I'm sure you're thinking why I am pulling you in particular up on it. The simple answer is that you are one of the top plastic polluters and have been named that three years in a row. To add to this, since your company is so well known and it is worldwide, you could have a huge influence on the general public. For example, if you make it clear that your product is recyclable, more people will follow your lead and this will be a big turning point in plastic pollution.

It might seem like you have committed a crime and that there isn't possibly a way back from this, but I can assure you, many solutions have been thought of to help this problem. Although you have made it clear that your bottles please your customers, there is viable alternatives that will do the same job. Even if you decide to stick to the plastic bottles, there are still ways to decrease the damage to the environment. Like, going back to my previous point, making it absolutely clear that your product is recyclable. You can also show the customers of the damage they are doing to the environment, by just chucking it on beaches. There are many more ideas to resolve these problems, but I have only given you the idea of a few strong ones. There is light at the end of the tunnel.

So, in summary, although your plastic product is impacting the environment in a bad way, you can still work with us to stop this from happening. I look forward to hearing a return letter from your company regarding this matter and how you intend to go about it.

Yours sincerely,

Sam Moylan-Jones  
ECO Agency

Dear Jack Cohen (owner of Tesco),

As I'm sure you are aware, plastic pollution is one of our world's most challenging problems currently. Around 8.3 billion tonnes of plastic have been produced since the 1950's which is the equivalent weight of roughly a billion elephants or 47 million blue whales. Your company produced 18 billion plastic items alone in 2018, therefore you are a major part of the issue.

I am aware of the fact that your company claimed that none of your items would come from places where deforestation is present by the end of 2020, however it is now the 19th of January and this still hasn't been achieved. As a result, you now have around 100,000 signatures on a petition against your company. There are also many other things you promised such as to dramatically decrease the number of plastic bags you use for your online shopping scheme but I certainly haven't seen a change in that. Are you aware of the impacts this is having? It is estimated that by 2050, there will be more plastic than fish in the ocean! Also, only 1 percent of your plastic bags are returned for recycling! That means the average family only recycles 15 of your plastic bags a year, the rest either goes to landfills or litter. One day you might not be able to sell fish as it's insides are drowned in plastic that could've come from you! Not only are you effecting the world, but you're slowly running yourself out of business!

To solve these horrendous problems, you need to make a change. For example, you must stop issuing plastic bags for online shopping. Instead you should replace them with paper bags, which are recyclable and a whole lot more eco-friendly. I see that you have raised the price of your plastic bags, by 10p! Is that all? Instead of the price being 20 pence, why not make it 50 pence at least. Now that would certainly discourage buyers, and to those who aren't educated on plastic pollution and buy one of your plastic bags, you will make more profit through that which you could then donate to a better cause. Furthermore, you aim to make all of your bags recyclable or compostable by 2025. Why 2025, not 2021? We don't have 5 years to wait for change. Change must be made now!

I hope you take this note into consideration and deeply think about the impacts you are causing. In this letter I have only touched the surface of this problem and if you look further you will be shocked at what is happening to our world! I encourage you to be the first supermarket to make a dramatic change as I'm sure a lot more people will shop with you. Change needs to be made now, there is no time to wait!  
Thank you for listening,

Ollie Swetman