

# PIPPL - Pilot Project Malaysia

*Understanding how we consume and dispose of plastics to improve the environment and our health.*

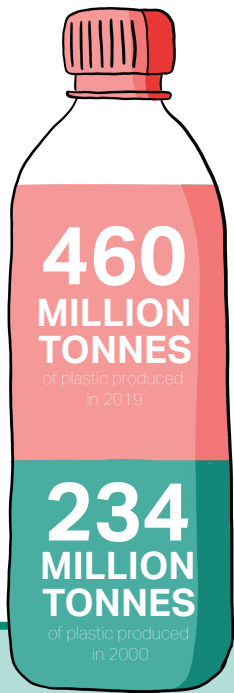


PLASTIC PACKAGING IN PEOPLE'S LIVES

Researchers from Lancaster University and Sunway University in Malaysia are exploring plastic packaging consumption and disposal within Malaysian households and recycling agencies.

## CONTEXT

We must address the plastic problem. Plastics pollute our Earth and are a health risk if ingested by humans and animals alike.



The global annual production of plastics has

**INCREASED  
SIGNIFICANTLY**

Plastic packaging is a

**BIG PART OF  
THIS INCREASE**

**36%**

of total plastic produced globally is for packaging (Wong Ee Kin, 2019)



According to the OECD (2022), the annual volume of plastic waste globally has increased, jumping from:



**1,300**  
estimated plastic  
manufacturers in  
Malaysia



In Malaysia, the plastic manufacturing industry is one of the largest and fast growing industries worldwide since 2000 (Chen et al., 2021).

# THE BIG QUESTION



Understanding how we **consume and dispose of plastics** is crucial to reducing the impact on our environment and our health.

The Malaysia Plastics Sustainability Roadmap shows that **households are unaware of how they are consuming plastic**, and feel that alternative materials cost too much and are inconvenient to use.

**WE WANT TO KNOW WHY**, by examining plastic packaging consumption within selected Malaysian households, and looking at how it is impacted by their personal, professional and social activities, and the waste infrastructure they operate within.

## THE RESEARCH

Funded by the UKRI and the Lancaster University Future Cities Research Institute, academics from Lancaster and Sunway Universities are exploring:



### 10 households

and their lived experience of plastic use over one month



### plastic waste infrastructure

for one month with formal and informal recyclers

Researchers are comparing the Malaysian study findings with UK study findings to highlight the ways post consumer packaging organisations can change people's attitudes to reduce plastic waste, change food packaging materials, and improve plastic recycling.

## To find out more about the research:

visit: [www.lancaster.ac.uk/ppipl](http://www.lancaster.ac.uk/ppipl)

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