

A DEEP DIVE

Making Payment Cards From
Recovered Ocean-Bound Plastic

Marine plastic pollution is found in

100%
OF MARINE TURTLES

59%
OF WHALES

36%
OF SEALS

40%
OF SEABIRD SPECIES³

Recovered Ocean-Bound Plastic is plastic waste collected from land areas where it would otherwise be highly likely to enter the ocean.

8 million pieces of plastic make their way into our oceans daily¹

100 million metric tons of plastic in oceans around the world²

100,000 marine mammals and turtles and **over 1 million** sea birds are killed by marine plastic pollution annually⁴

Eco-Conscious Consumers aged 16-64 say *concern for the environment* affects their day-to-day buying decisions.⁵

95% are concerned about protecting the environment⁶

96% are concerned about plastic waste in the oceans⁷

93% would switch to a recovered ocean plastic card if it were offered by their current issuer⁸

58% would switch to a different issuer if they offered a recovered ocean plastic card⁹

TOGETHER, WE CAN HELP STOP PLASTICS FROM POLLUTING OUR OCEANS.



Recovered Ocean-Bound Plastic is inserted between the outer layers of polyvinyl chloride (PVC) to create the card's core.

¹ "Plastic In the Ocean, Statistics 2020," Condor Ferries

² "Information About Sea Turtles: Threats from Marine Debris," Sea Turtle Conservancy

³ "Shocking Ocean Plastic Statistics: The Threat to Marine Life, The Ocean & Humanity," Condor Ferries

⁴ Ibid.

⁵ Young, Katie, "What Drives Eco-Conscious Consumer Behavior?" Global Web Index, July 23, 2018

⁶ CPI Consumer Insights Study, Wave 2, conducted by an independent research firm, 2/12-2/28/20, n2303

⁷ CPI Card Group® insights fielded 11/1/18-11/2/18 n529

⁸ Ibid.

⁹ Ibid.

For more about how we can help you support sustainability and protect the environment:

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