

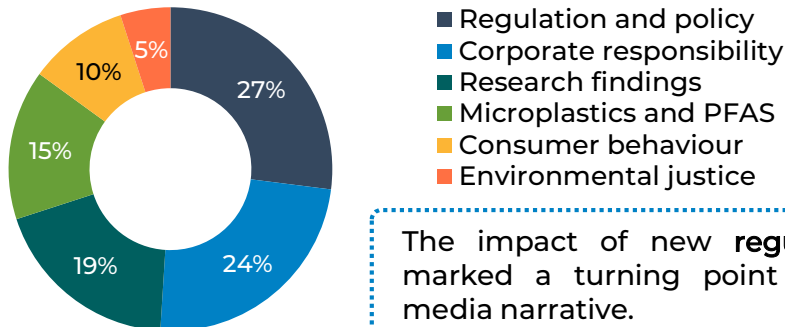
# The Plastic Pollution Debate Has Changed. Here's Why PR Pros Need to Overhaul Their Green Strategy

Media Analysis Summary



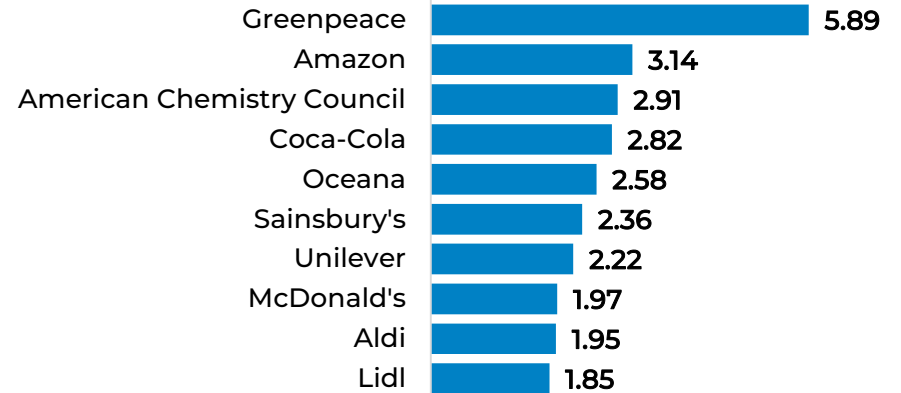
As Plastic Free July approaches, our analysis emphasises the importance to stay informed about the evolving debate on plastic pollution. Understanding the influence of new regulations, the scrutiny of recycling initiatives, the emphasis on transparency and data verification, and the emerging focus on microplastics and PFAS can help PR and comms professionals navigate this complex issue effectively.

## Topics in the plastic debate by share of voice



The impact of new **regulations** marked a turning point in the media narrative.

## Top 10 companies in the in the plastic debate by media impact score



## 5 takeaways from the plastic debate

- New regulations provided a new narrative
- Corporate recycling initiatives came under fire
- Transparency and data verification are more important than ever
- Reuse initiatives tend to generate more positive headlines
- Microplastics and PFAS emerged as new issues

Read the whole analysis here:

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