



# Exploring Plastics Purpose in a Green Business

Prepared for ADB's Circular Economy Sprint Series

Presentation by Dr Merrin Pearse

4 Nov 2021

This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.

the  
purpose  
business

---

# Today's agenda

Introduction to TPB  
Personal Drivers  
Business examples





# We help build responsible businesses in Asia

Good for society and the bottom line

The Purpose Business helps organisations in Asia embed purpose and sustainability into business strategy and operations.

---

We map environmental, social and governance (ESG) impacts and help you address them responsibly to future-proof your businesses amidst global volatility.

Our network of globally experienced sustainability advisors are committed to helping you create positive impact.

Ultimately, we help our clients improve the lives of customers, communities and employees while delivering long-term value for shareholders. The result: a lighter footprint on our world.



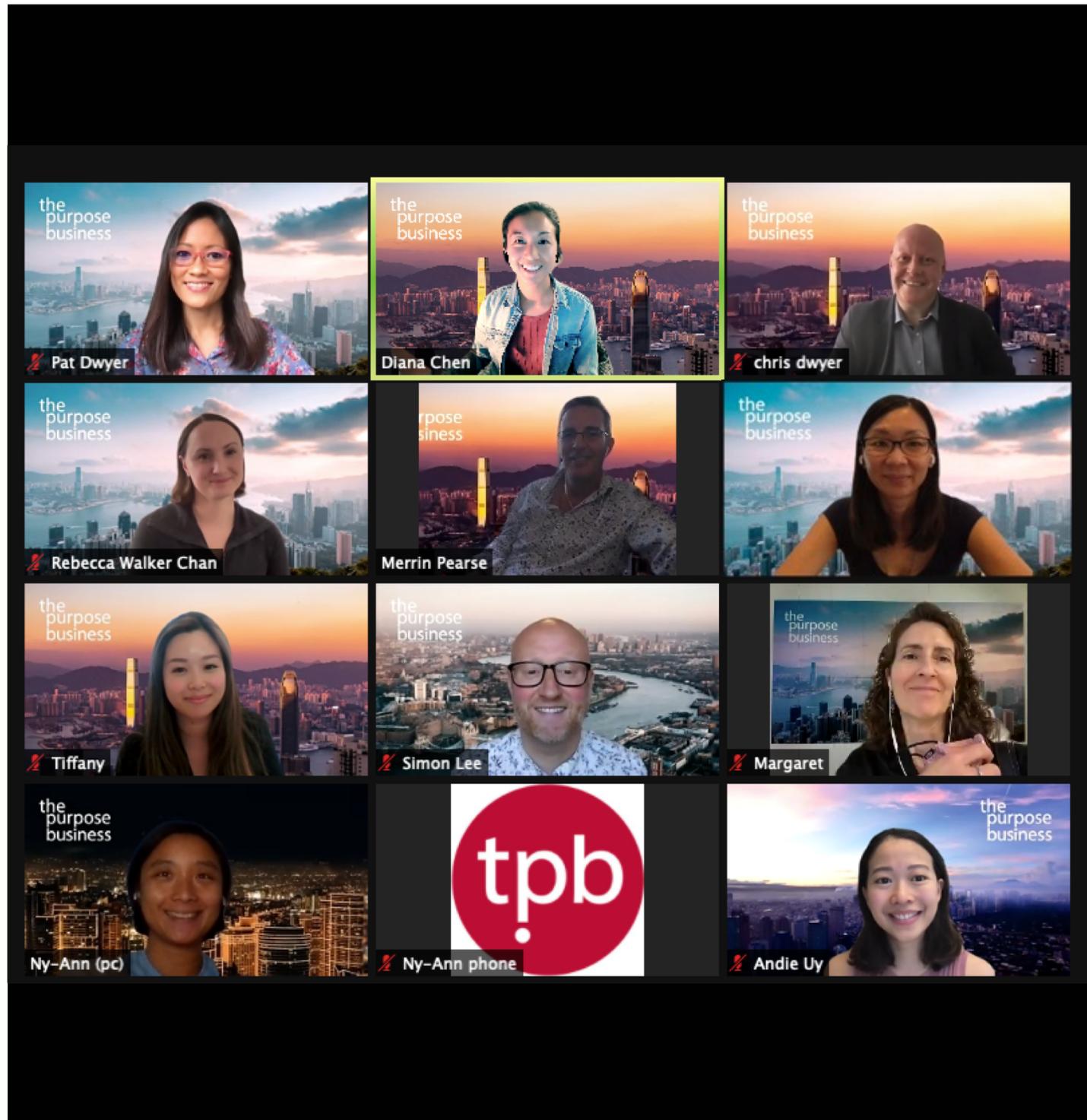
# Our network is our greatest strength

---

We have one of the region's broadest pool of globally-experienced sustainability and business practitioners in the fields of industry, academia, NGOs and government.

We match each client project to the best-fit experts, ensuring maximal client ROI for some of Asia's most progressive organisations. This unique model allows us to operate at peak resource-efficiency.

Our network of globally experienced sustainability advisors are committed to helping you create positive impact. Together with our strategic partners, we deliver a seamless structure to help you realise your sustainability objectives.



# Our Services

Our sustainability consulting delivers realistic and purposeful results for our clients and partners. Our approach is to align with your business ambitions and strategy as we work together to build viable sustainability and ESG output. We add value by activating your purpose, creating positive impact and developing your sustainability expertise.



Senior Advisory on ESG



Consulting



Training



Speaking



Event Support

[Read more about our services and case studies here](#)



# Some of our clients

## Property & construction

ESR  
Filinvest Land, Inc  
Gammon  
Green Island Cement  
Hysan  
Jardine Matheson  
New World Development  
Swire Properties  
The Good Studio  
New Ease  
Shui On Land  
D.M. Wenceslao and Associates, Inc  
Wai Kee Holdings

## Hospitality

InterContinental Singapore  
Shangri-La Hotels & Resorts  
Swire Hotels  
The Hongkong and Shanghai Hotels  
The Hong Kong Jockey Club

## Transportation

Airport Authority  
Cathay Pacific  
Hong Kong Tramways  
Jardine International Motors  
MTR Corporation  
Wilson Parking

## Supply Chain

Century Pacific Food  
Chow Tai Fook  
Danone  
Fung Group  
Hi-Sun  
HACTL  
LBC  
Novetex  
Trinity  
Tam Jai  
Universal Robina  
Vitasoy  
Wilcon Depot

## Investment & Financials

ADM Capital Foundation  
Arch Capital  
East West Bank  
Filinvest Development Corporation  
First State Investments  
First Pacific  
FWD  
Marsh  
Metro Pacific  
Pacific Tiger Group  
RS Group  
Shangri-la Hotels Malaysia Berhad  
Unionbank

## Education

Canadian International School of Hong Kong  
The Hong Kong University of Science and Technology  
United Nations University Centre for Policy Research

## Other

AES Vietnam  
EBOS Group  
Feeding Hong Kong  
Globe  
Golin APAC  
Hong Kong Rugby Union  
HKEX  
KPMG  
Laureus  
Manila Water  
Redress  
Turnkey Group  
Volvo Ocean Race  
WWF





# Exploring Plastics Purpose

---

# Objective

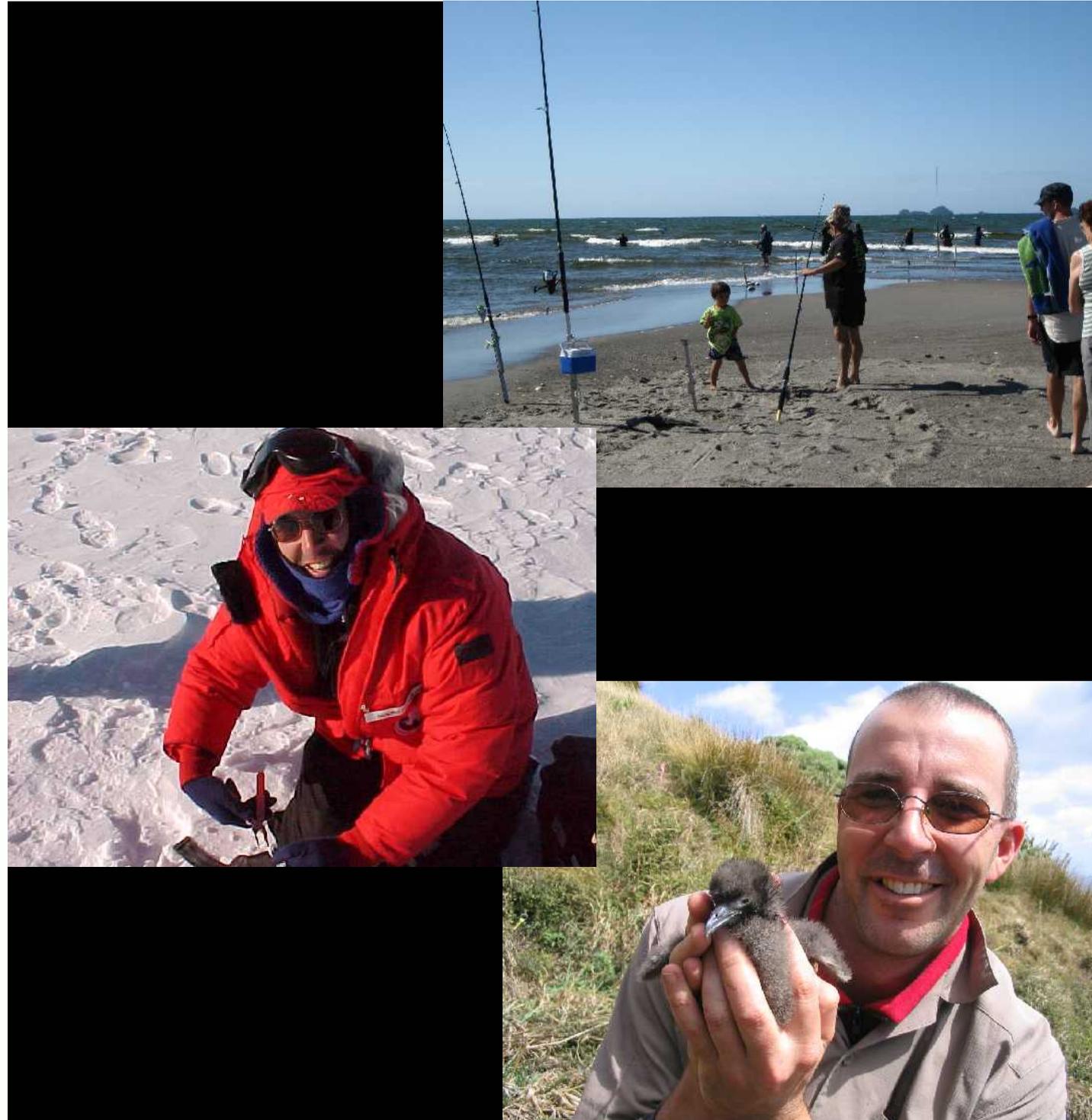
Provide examples from personal experiences where ...

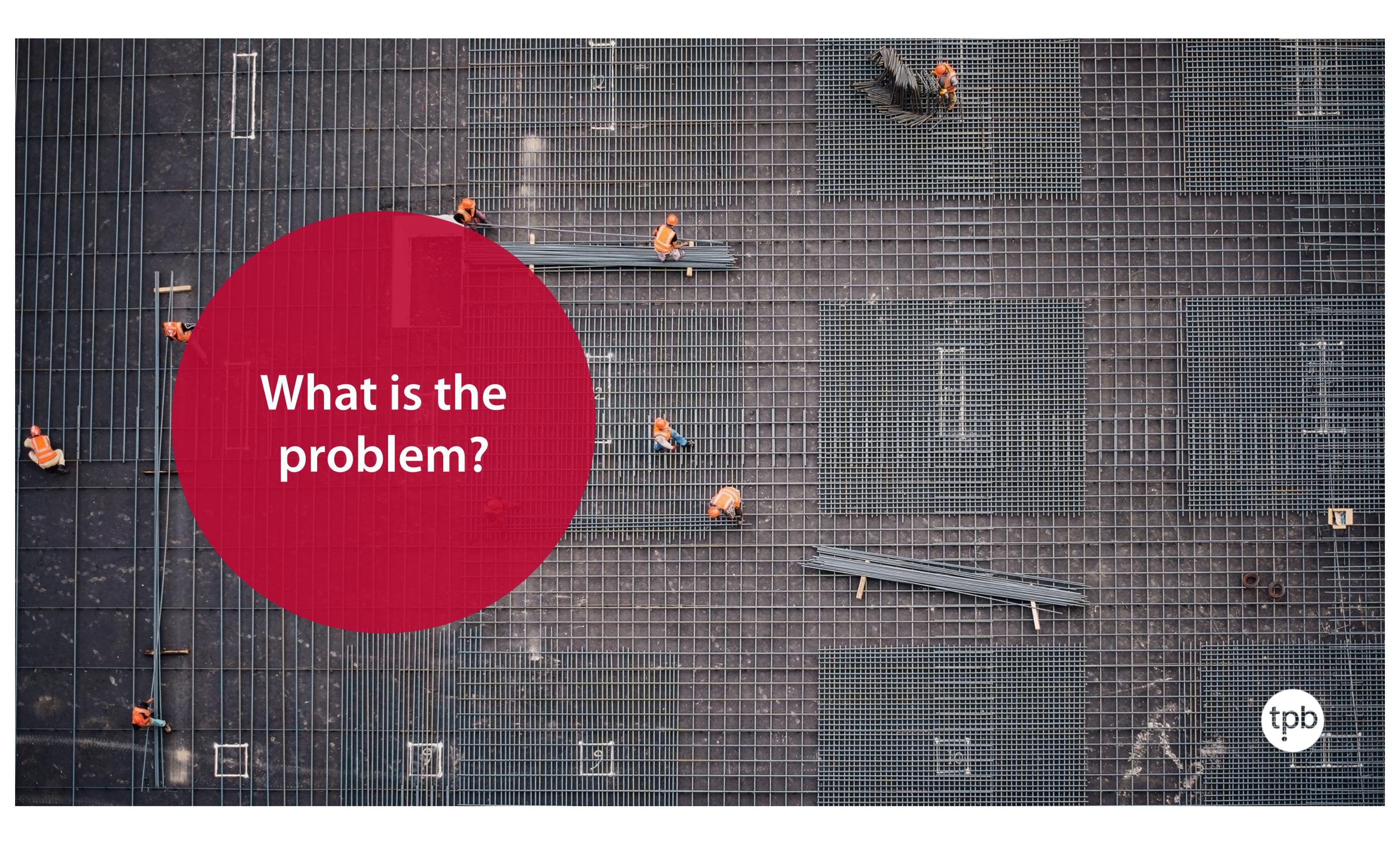
- Plastic was the better option
- Plastic was problematic
- Returnable packaging was assessed against single-use packaging

# My personal journey

---

- Raised on Dairy Farm in New Zealand
- 1987 Earthquake land dropped 2.05m
- Land Surveyor with NZ Govt traveling NZ
- Interest in land development which worked with rather than against nature
- 2004 became an independent consultant
- Team building franchise in HK over 15 years ago
- In HK saw the lack of separation or recovery of valuable resources
- Volunteered and worked for NGOs on food waste, air pollution and recycling
- 6 years consulting with The Purpose Business



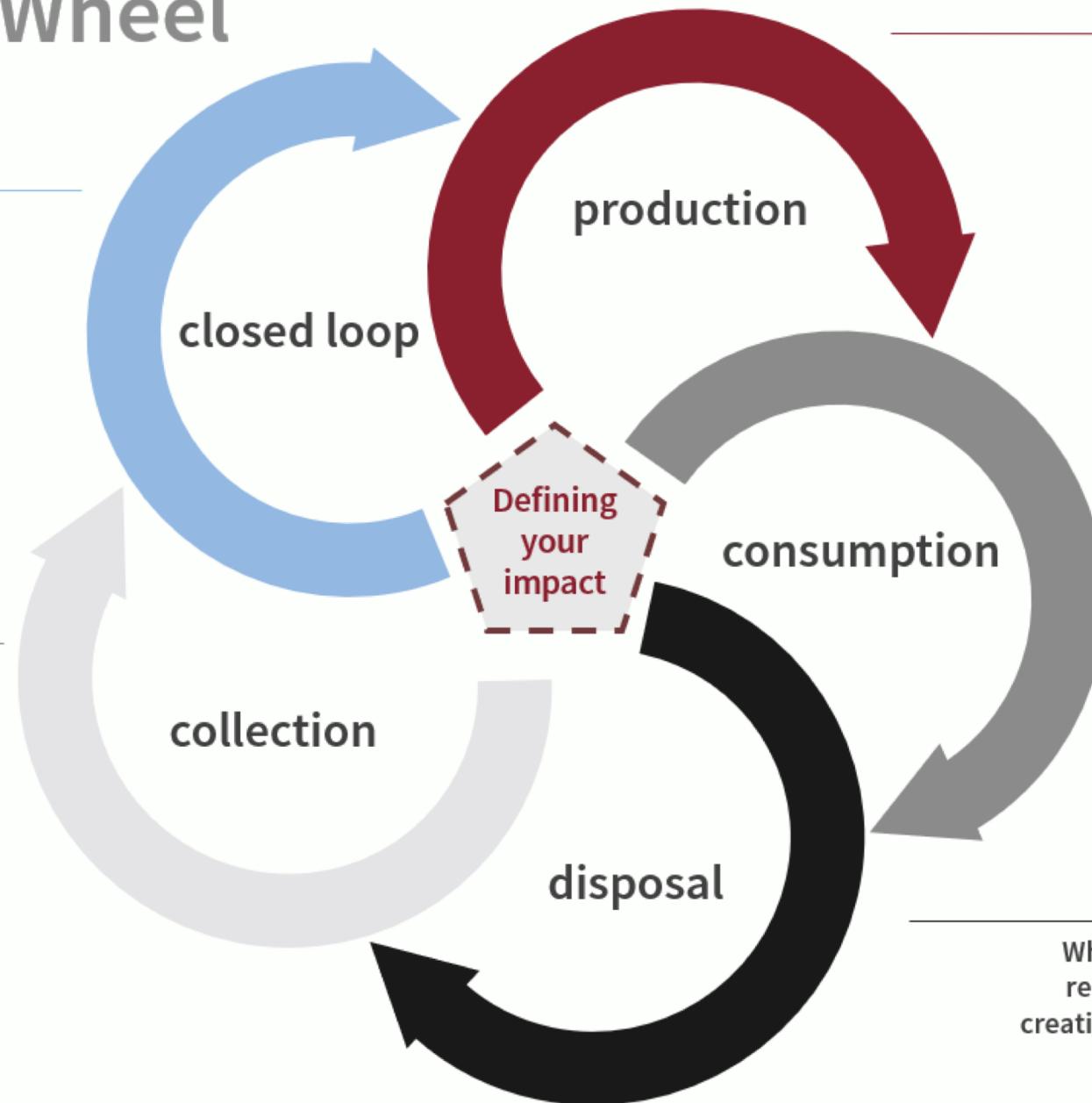


What is the  
problem?

# TPB Waste Wheel

When companies incorporate the waste products in their supply chain

When companies aim to reduce waste impact by creating a system to collect physical waste such as beach clean up events or creating a market for waste material



When companies aim to reduce waste impact by using sustainable materials by seeking alternative resources or methods of production

When companies aim to reduce waste impact by reducing material consumption

When companies aim to reduce waste impact by creating a system to collect byproduct

---

## Focus area

Waste or Plastic waste

CO<sub>2</sub> or Climate Change





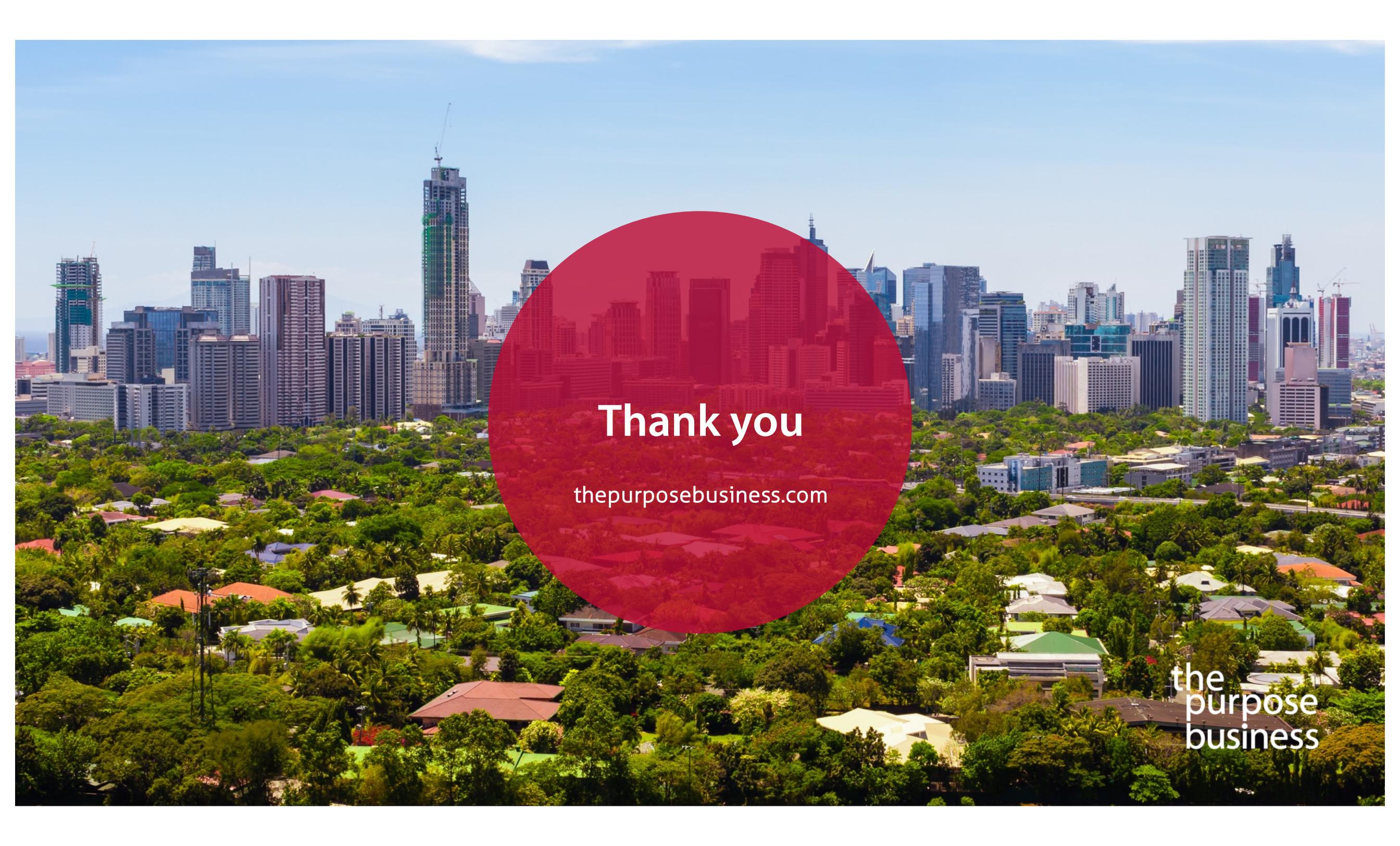
**Airline**  
Water soluble  
plastic

**Hotel**  
Staff empowerment  
around plastics

**Beverage**  
Packaging type



**Questions ?**

An aerial photograph of a city skyline, likely Manila, Philippines, featuring numerous high-rise buildings and a dense residential area with many trees. A large, semi-transparent red circle is centered over the image, containing the text 'Thank you' and the website address 'thepurposebusiness.com'.

Thank you

[thepurposebusiness.com](http://thepurposebusiness.com)

the  
purpose  
business

---

# Dr Merrin Pearse

## Sustainability Advisor

**“To be excited about being part of something special that is worthwhile to you and your community on an ongoing basis is what purpose means to me. My purpose is to reconnect people with nature so more of humanity realises they are part of nature and not separate from nature.”**

Merrin is a facilitator and connector. He has a wide range of international experience working for Government Departments, SMEs, international companies and NGO's in stakeholder engagement roles, quality assurance, auditing, and sustainability.

He brings with him his land surveying and engineering expertise as well as his experience in delivering experiential leadership learning programs on sustainability. With a problem solving engineers mind he is able to come up with alternative scenarios for client issues.

Raised on a dairy farm in New Zealand he grew up loving the outdoors and animals, and loves living in a rural village on Lantau Island in Hong Kong where he can walk dogs amongst free roaming cows and buffalo.

