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Plastic: you have our attention, but now what?

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Can plastic campaigners, politicians, NGOs, chemists and innovators make good on their promises to turn the tide? At this juncture Lucy takes the temperature of progress so far. Focus on plastic from a media, citizen, activist and sometimes legislative view has been accused of crowding out more significant environmental issues, namely climate change.

Here Siegle discusses what has been lost and gained by intense mainstream attention on plastics, whether it can be sustained, and explains how plastic is an important gateway issue that can be used to generate a popular mandate for actions to reach climate change goals