



Dan Clark/USFWS

Talk:
Plastic's Tipping Point

OCT
10
THU

4:00 PM – 6:00 PM
McCune Conference Room, 6020 HSSB

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Plastic production, use, and pollution have been growing steadily for decades, without much public comment or concern. But suddenly, and very recently, there has been strong and widespread backlash against the pervasiveness of plastic. What prompted this sudden change in public opinion? Did plastic pollution itself reach a tipping point? Or did public attitudes toward this pollutant undergo a radical shift? Roland Geyer will discuss the history of global plastic production and disposal and will consider the future of both plastic and public outrage against its environmental impact.



Roland Geyer is a Professor at the Bren School of Environmental Science and Management at UCSB. In his research he uses the approaches and methods of industrial ecology,

as well as other disciplines, to assess pollution prevention strategies based on reuse, recycling, and material and technology substitution.

Mona Damluji (Film and Media Studies) and Melody Jue (English) will respond with questions, followed by audience Q&A and a reception. Sponsored by the IHC's Critical Mass series