



RIRA

August 10, 2011

Doug Woodring and Erik Floyd
Plastic Disclosure Project
c/o Ocean Recovery Alliance
20th Floor, Central Tower
28 Queens Road Central
Hong Kong

Subject: Plastic Disclosure Project Collaboration

Dear Doug and Erik,

On behalf of the Responsible Investment Research Association (RIRA) in India, I am writing to express our interest in collaborating with the Ocean Recovery Alliance's Plastic Disclosure Project (PDP), a global initiative for awareness raising and information disclosure about the use of plastic in business operations and how this use impacts the environment.

We understand that the Plastic Disclosure Project's primary goal is to achieve through increased disclosure greater corporate commitment to reducing the ecosystem, health and environmental impacts of plastic. This is in alignment with RIRA's mission as a membership association of providing research and advocacy support to sustainable and responsible investment in India. RIRA is very interested in being a part of the collaborative network that organizes, implements and makes use of the PDP.

There is an increasing interest in the responsible investment community towards learning more about environmental investment risks and opportunities related to plastic use. In addition, they are interested in opportunities to make a difference on environmental issues.

The more forward-thinking companies in India that are providing information to investors about their sustainability policies would like to learn more about how they can act to positively improve the way they conduct their business operations or engage with their customers, while also improving the environment.

With growing concern about the impact of non-biodegradable plastic on our environment, the PDP is both timely and warranted. Ecosystem issues, health concerns, and stress on waste management operations have increased due to the ever more pervasive use of plastic over the years.

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Your project with its emphasis on voluntary disclosure of plastic footprints and plastic management strategies offers an excellent opportunity to raise awareness of plastic risks and opportunities, and bring about positive actions by responsible investors, industry groups and individual companies, without having to rely on government regulations. We believe that the PDP will encourage improved business operations and pursuit of new, more environmentally-friendly opportunities.

With so much at stake regarding our environment, finding a broad based approach to motivating improvements in the way plastic is used and disposed of is critically important to all of us. PDP is an innovative tool to achieve this objective.

RIRA is delighted to be a partner with Ocean Recovery Alliance in the PDP, and to be able to use our experience, expertise, and resources in a joint effort to make a positive impact in the way we use plastic. We look forward to working with you in a collaborative fashion on this project.

Best regards.

Sincerely,

Sumantra Sen
Founder Director

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