Innovative global project asks companies on behalf of investors to measure their plastic footprint and take steps to reduce plastic’s environmental impact

HONG KONG – July 6, 2011 – The Plastic Disclosure Project (PDP) announced today that it has received an environmental award from the Green Dragon Fund of Environmental Investment Services Asia Limited (EISAL). The PDP is a project of the Hong Kong and California-based Ocean Recovery Alliance.

The grant makes EISAL’S Green Dragon Fund (GDF) a founding sponsor of PDP, a project first announced at the annual meeting of the Clinton Global Initiative in New York in September 2010. The Green Dragon Fund, managed by EISAL, invests only in the Asian environmental technology sector. EISAL donates a portion of its GDF management fees to non-profits working on environmental issues in Asia. PDP plans to use the grant to increase outreach, and prepare for the project’s public roll-out.

EISAL Managing Director Jeremy Higgs said, “The PDP and its global mission to increase the voluntary disclosure by companies regarding their use of plastics in products and packaging, and their strategies for reducing the environmental impact of this plastic use, is innovative and very promising. Increased transparency by companies should improve the ability of EISAL and other sustainable investors to assess the investment risks and opportunities of companies in the global plastic value chain.”

Doug Woodring, founder of the Ocean Recovery Alliance and Chair of the PDP Steering Committee, said, “EISAL’s decision to become a PDP Founding Sponsor provides further evidence that the world’s sustainable investment community sees the potential for PDP to be of great value for investors, companies and the environment.”

Erik Floyd, PDP’s co-founder and Treasurer of the PDP Steering Committee, said, “EISAL’s grant will be put to work immediately to support the groundwork and outreach for PDP’s first annual disclosure request to companies on behalf of investors and other stakeholders.”

PDP’s disclosure request will motivate companies to provide more detailed reporting of their use of plastics in products and packaging, and of their strategies for managing the environmental impact. This increased transparency will benefit the growing number of asset managers who are integrating socially responsible investment metrics. Companies will benefit both by attracting these sustainable investors, and by identifying cost savings as a result of more efficient and innovative use of plastics.

About the Plastic Disclosure Project (www.plasticdisclosure.org)

The Plastic Disclosure Project (PDP) is an investor-led initiative requesting corporations and institutions to assess and disclose their production, use, and handling of plastics and plastic wastes. Companies can assess their plastic use with a survey created by PDP, and corporate responses to the survey will be made publically available, where agreed by the responding entities. All responses will be fully available to the investor signatories. A public report, summarizing the survey findings, will be published on an annual basis. Questionnaires will be circulated on behalf of the investors to a global list of corporations, in particular to those in sectors which are identified as having significant plastic footprints.
About the Ocean Recovery Alliance (www.oceanrecov.org)
The Ocean Recovery Alliance, a registered non-profit organization in Hong Kong and California, was established in 2010 in order to bring new technologies, innovations, creativity and collaborations to solve issues that face the health of the ocean today. One of the main focuses is on plastic pollution, inspired by the knowledge gained from first-hand experience and scientific research conducted by Project Kaisei and Scripps Oceanography in an expedition to the North Pacific Gyre in 2009. The organization recently made two commitments related to the reduction and prevention of global plastic pollution at the Clinton Global Initiative in September of 2010.

About Environmental Investment Services Asia Limited (www.eisal.com)
Environmental Investment Services Asia Limited (EISAL) is Asia’s premier independent environmental investment management company, specialising in investment in the Asian environmental & low-carbon sector. The company leverages more than 50 years of combined emerging market management experience in Asia and proprietary fundamental in-house research on the Asian green sector. EISAL is the investment manager for the Green Dragon Fund, a Cayman structured fund (relevant terms and conditions). EISAL can also manage segregated portfolios for institutions – dedicated to the Asian environmental equity sector. EISAL is a Hong Kong-registered company, licensed by the Securities and Futures Commission (SFC) to carry out Asset Management (Type 9) and Advising on Securities (Type 4) to professional investors.

Media Contact
Anne M. Gillman
Hamilton Advisors Limited
Hong Kong
Phone: (+852) 2488-8866
agillman@hamiltonadvisorsltd.com