[REDACTED]

From: STEWART, Rory[REDACTED]
Sent: 22 March 2016 18:42
To: PS/Rory Stewart
Subject: FW: A Solution to the Plastic Cup Disposal Problem

Rory Stewart
MP for Penrith and the Border
Tel:[REDACTED]

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From:[REDACTED]
Sent: 18 March 2016 10:43
To: STEWART, Rory[REDACTED]
Cc:[REDACTED]
Subject: A Solution to the Plastic Cup Disposal Problem

From:[REDACTED]

Dear Mr. Stewart.

I write to you, not just as a long-term admirer of yours, but in your present capacity as Environment Minister.

I note your well-founded concern over the matter of so-called 'disposable' coffee cups and problems over their actual disposal, or rather failure to do so, and the consequent environmental implications.

I have long felt that there is a strong need for a radical solution to this problem - not just of plastic cups, but of the entire problem of non-biodegradable product wrapping. And I do not need to tell you what a massive problem this is - not just in the UK, but worldwide.

Ernest Saunders brought about just such a radical solution, albeit to a different problem, when he became CEO of Guinness in 1981. He immediately cancelled all 21 research projects, costing some £5 million a year, and told his chemists to go away and find how to produce draft Guinness from a tin. They said it couldn't be done - yet within four years they had invented a radical 'widget', which did just that, and which Guinness licensed successfully (and profitably) throughout the world.

And a jolly good drink it is, too.

The main point being that the cancelled research projects were being driven by the chemists themselves, whereas Saunders' project was driven by his view of market needs!

Now to the point of this letter.

Why do you not take a leaf out of Ernest Saunders' book and set a public target that by a certain date several years ahead, say ten, all food and product packaging in the UK must, after landfill, be fully biodegradable within, say, three years, or otherwise the products involved will no longer be allowed to be put on sale?

We're, why not?

The present packaging industry will, of course, squeal, and do so very loudly indeed. They, too, will claim it cannot be done. Yet such is the scale of human ingenuity, that there must be a reasonable chance that their scientists will, after a suitable period, achieve a completely fresh approach and produce a new material, which of course we cannot as yet foresee, which will revolutionise packaging worldwide.

Might it not also even replace glass for bottles or tin for other packaging? How wonderful if that were to prove possible, too.

Who can foretell what might be invented in this field if the resistance from existing vested interests can be overcome and a real goal set on which to concentrate the minds of the ambitious?

Perhaps, we might become world leaders in this exciting new field.

Again, why not?

With best wishes,

Yours sincerely,

[REDACTED]

[REDACTED]