



ORB MEDIA NETWORK PLUS PLASTIC IMPACT REPORT



orb

The story reached
many people
across the globe
in multiple formats



24 Hours Post-Publication

Mentions: 1298

Reach:

TOTAL

UVPM

2.5 billion, cumulative

REACH

1.7 million, cumulative

UVPM refers to unique visitors per month.

REACH refers to audience reach for print and broadcast content based on circulation or viewership of those outlets or programs..

Countries in which Mentions were made: 78

Top 15 Countries at 24 hours



United States of America
France
United Kingdom
Canada
India
Germany
Egypt
Mexico
Italy
United Arab Emirates
Spain
Belgium
Switzerland
Singapore
Dominican Republic



30 Days Post-Publication

Mentions: 7198

Reach:

TOTAL

UVPM

9.3 billion, cumulative

REACH

37 million, cumulative

Countries in which Mentions were made: 111

Top 15 Countries at 30 days



United States of America
United Kingdom
Canada
India
France
Mexico
Indonesia
Egypt
Spain
Italy
Germany
United Arab Emirates
Australia
Morocco
Brazil

We were
featured in
many agenda
setting media

30 Days Post-Publication
in Agenda Setting Media:

301 Mentions

UVPM

2.1 billion, cumulative

UVPM

16 million, cumulative

COUNTRIES

29

The OMN worked well as a multiplier

The Orb Media Network (OMN) is composed of agenda-setting media brands from around the world who simultaneously publish stories researched and reported by Orb in order to present their audiences with fact-based, quality information on global issues.

By working in this way Orb and the OMN catalyze global dialogue on critical issues, focusing the attention of government, industry, researchers, civil society, and the public. During the launch of Plastics Plus, 10 members of the OMN from 5 regions in the world distributed the story across a variety of broadcast and print platforms.

METRIC	24 hours	30 days
Reach of story	284K	494K
Impressions	2.3 million	3.6 million

METRIC	24 hours	30 days
Number of shares via Facebook	10.6K	13.5K
Reach of the posts that contain/reference the story	4.7 million	7.6 million
Number of shares of the posts that contain/reference the story	33.8K	56.5K
Number of impressions for tweets that link to/reference the story	843K	959K
Number of retweets to tweets that link to/reference the story	3.7K	4.1K
Number of likes to tweets that link to/reference the story	3.4K	3.9K
Number of replies to tweets that link to/reference the story	448	483

METRIC	30 days
Print circulation numbers	- 287K
Average number of listeners to the programs and bulletins that published the story	- 25.9 million
Number of unique viewers who watched the programs that published the story	- 1.1 million
Average number of viewers to the programs that published the story	- 20.5 million

The Story had broad impact in areas outside of journalism

Orb collects feedback from the broad public on types of impact outside of the media. These include campaigns, legislative action, changes in practices, policies and systems. Within the first 30 days of publication, we have tracked the start of 4 campaigns, multiple government responses, actions and consultations, and several meaningful changes to personal and organizations practices. This includes at least one significant response from the bottled water industry.

The World Health Organization is to launch a review into the potential risks of plastic in drinking water. It will assess the latest research into the spread and impact of so-called microplastics - particles that are small enough to be ingested. Bruce Gordon, coordinator of the WHO's global work on water and sanitation, told BBC News that the key question was whether a lifetime of eating or drinking particles of plastic could have an effect.

India's FSSAI seeks views on plastic particles or micro-plastics in water bottles

Speaking to Business Standard, Pawan Kumar Agarwal, chief executive officer of Food Safety and Standards Authority of India (FSSAI), said Indian bottled water standards focused on contamination caused by pesticides and micro-organisms. "There are no parameters to test for micro-plastics," he said. "We need to understand this issue in greater detail before we can devise new standards or update existing ones."

Jakarta's Food and Drug Agency gets involved

In Jakarta, Health Minister Nila Djuwita F. Moeloek said that she has coordinated this issue with the Food and Drug Monitoring Agency (BPOM) as a follow-up to the study. "This is a milestone for us to thoroughly inspect bottled waters," said Nila at the Presidential Palace yesterday, March 15.

At least 10 op eds. Including the India's The Hindu, Canada's Globe and Mail, and the Guardian in the UK.

South Ribble, a town in UK, banned single use plastic in a presentation that cited the story.

Finnish Plastics Industries Federation (FIPIF) is taking steps to monitor the microplastic in bottled water.

Industry responds as well Coca-Cola to conduct its own study on Dasani plastic claims

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