

1 **Planet versus plastic: the case of plastic pollution through the lens of philately**

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7 Plastic pollution is recognised as one of this century's most significant environmental  
8 challenges and has the characteristics of a super wicked problem. Though researchers and  
9 governments around the globe are coming up with promising technological interventions,  
10 awareness among citizens and stringent policies are the need of the hour to tackle this issue. A  
11 few countries have issued postage stamps and postal materials showcasing the various  
12 dimensions of plastic pollution. Historically, stamps depicted every progress, problem, and  
13 various milestones of humanity spanning multiple fields. We contend that the plastic pollution  
14 problems and impact should be depicted through postage stamps from all countries. Through  
15 this feat, the message of the need for sustainable usage of plastics for the common good of all  
16 species can be spread by showcasing various dimension of the sustainability of plastic usage  
17 in postage materials. This article discusses the rise of plastic pollution, its emerging impacts,  
18 and contemporary issues and mitigation strategies through postage stamps and materials.  
19 Philately can be a medium for providing environmental awareness, considering the case of  
20 plastic pollution. It can be a strong driver to promote consciousness regarding various  
21 environmental problems among students undergoing multiple levels of education and the  
22 general public.

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28 **Keywords:** plastic pollution; microplastics; philately, SDG 14: Life below water; Sustainable  
29 development

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This peer-reviewed article has been accepted for publication but not yet copyedited or typeset, and so may be subject to change during the production process. The article is considered published and may be cited using its DOI.

10.1017/plc.2025.7

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33 **Impact statement**

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35 This article provides an overview of plastic pollution as depicted through postage stamps of  
36 different countries. Though electronic media is widespread in this era, postage stamps and  
37 postal materials showcase a nation's stand on various contemporary issues. We have collated  
38 up-to-date details of postal materials issued on the plastic pollution theme. Each section of the  
39 manuscript discusses different aspects of plastic pollution with relevant postage materials. This  
40 article is one of the first to depict the case of plastic pollution philately.

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**43 1. Introduction**

44

45 Plastic pollution has evolved as a global environmental problem in recent years, partly due to  
46 advanced detection techniques and dedicated research programs by national-international  
47 agencies and scientific institutions. Plastic pollutants are now ubiquitous in the atmosphere,  
48 hydrosphere, biosphere, and lithosphere. Annually, 19–23 million tonnes of plastic debris seep  
49 into aquatic environments, contaminating rivers, lakes, and oceans (UNEP, 2023), where the  
50 pathways are often from land-based sources and poor management strategies. For example,  
51 during the COVID-19 pandemic, the global waste management systems collapsed (Luhai et  
52 al., 2022), resulting in ~ 1.6 million tons of plastic waste per day worldwide in 2021  
53 (Ekanayake et al., 2023). This led to pandemic-induced plastic pollutants reported widely in  
54 freshwater and marine ecosystems (Jarabe et al., 2023; Vince, 2023; VishnuRadhan et al., 2023;  
55 Wang et al., 2023). The 2024 Earth Day theme "Planet vs. Plastics," highlights the necessity of  
56 preserving natural resources and the environment, as well as the significance of moving away  
57 from the reliance on plastic sources such as fossil fuels and toward sustainable and renewable  
58 energy sources.

59 The impacts of plastic pollutants on the earth's system are far-reaching, posing various human  
60 and ecosystem health impacts. The plastic litter and associated debris entangle, kill, and injure  
61 hundreds of marine species yearly (Ozturk and Altinok, 2020). The impact is equally profound  
62 in terrestrial ecosystems when animals ingest plastic waste and suffer intestinal blockages or  
63 fatal damages in many instances (Lai, 2022). When exposed to environmental conditions such  
64 as sunlight, salt water, and microorganisms, the macroplastics manifest into smaller  
65 counterparts, termed micro and nano plastics (VishnuRadhan et al., 2019). These smaller  
66 plastic particles are very potent and are known to induce human health impacts (VishnuRadhan  
67 et al., 2021; Khan and Jia, 2023). Plastic particles have recently been detected in human blood

68 (Leslie et al., 2022), lung (Jenner et al., 2022), semen (Montano et al., 2023), breast milk  
69 (Ragusa et al., 2022), and placenta (Ragusa et al., 2021).

70 All this evidence points to the fact that plastic pollution is evolving into a super wicked  
71 environmental problem. Wicked problems are intricate, multifaceted, and interconnected social  
72 and environmental challenges confronting society. These issues are marked by inherent  
73 disconnections and conflicts among stakeholder groups, which often intensify the complexity  
74 and push solutions further out of reach (de Salas et al., 2022). Super wicked problems are a group  
75 of even more complex challenges having further exacerbating features (Lazarus, 2008). It  
76 primarily has four features; 1) when the deadline for figuring out the solution is quite close, 2)  
77 there isn't a single organization in charge of solving problems, 3) people trying to fix the issue  
78 are also contributing to it, and 4) some policies unreasonably obstruct progress in the future  
79 (Levin et al., 2012; Auld et al., 2021). Plastic pollution issues have all the above characteristics,  
80 and there is an immediate responsibility with the producers for well-designed non-damaging  
81 plastic products, as consumers often have no choice but to buy single-use plastic items. This  
82 can also help sensitize citizens and aid in changing consumer behaviour, such as opting out of  
83 single-use plastic products. In this article, we showcase philately the collection and study of  
84 postage stamps to disseminate the pressing issues of plastic pollutants to the broader public.  
85 The first postage stamp 'the Penny Black' was issued in the United Kingdom on May 01, 1840,  
86 but its usage became valid starting from May 06, 1840. Since the issue of the first postage  
87 stamp, postage stamps depict national and international accomplishments, and cultural  
88 heritage, commemorating institutions and personalities of national and international  
89 importance, environmental awareness, biodiversity, and are used to announce both national and  
90 international events. Stamps are eventually used as a medium by authorities to disseminate  
91 messages and information (Hirwade and Nawlakhe, 2012).

92           There are promising attempts to draw the attention of the general public towards  
93 various environmental themes through philately such as climate change (Toth and Hillger,  
94 2013), droughts (WMO, 2015), global environmental challenge (Brunn 2017), state of the  
95 planet's well-being (Brunn 2018), ecological education (Cioruța and Pop, 2020), and wildlife  
96 conservation and habitat protection (Cohen and Altman, 2021). We hope our article will add to  
97 the growing body of literature that strives to impart awareness of pressing environmental issues  
98 through philately.

## 99 **2. The rise of plastic pollutants**

100 Chewing gum and shellac are natural materials that were first used to create plastics because  
101 they naturally possessed plastic qualities. The next stage in creating plastics was the chemical  
102 alteration of raw materials, including rubber, nitrocellulose, collagen, and galalite. The  
103 development of entirely synthetic materials started over a century ago (Plastics Europe, 2021).  
104 The metallurgist Alexander Parkes invented Parkesine in 1855, which we now call celluloid. A  
105 significant breakthrough was in 1907, with the creation of Bakelite by Leo Baekeland (Figure  
106 1a). Bakelite, a thermosetting phenol formaldehyde resin, was the first synthetic, mass-  
107 produced plastic used in multiple products, from electrical switches to telephones. Figure 1b  
108 shows a Bakelite stamp box used in the early 1960s from the Smithsonian's National Postal  
109 Museum collection. Since the Bakelite era, various types of plastics and their widespread usage  
110 have exploded. Currently, most modern plastics are derived from fossil fuels because plastic  
111 raw materials are a cheap byproduct of the fossil fuel industry. Thus, plastic products have an  
112 immense climate signature since fossil fuels are known as a primary contributor to global  
113 warming (Figure 2) (Masson-Delmotte et al., 2021).

114           In 1950, plastic production was ~ 2 tonnes, which surged with increased population and  
115 wide applications, fuelled by technological advancements, and thus started the era of plastic

116 waste. Most of the plastic waste (~ 80 %) originates from terrestrial sources, and only less than  
117 10 % of the seven billion tonnes of plastic waste produced worldwide to date has been recycled  
118 (EU, 2023). As per the United Nations Environment Programme (UNEP), the amount of plastic  
119 waste produced increased in the early 2000s, more in a single decade than in the preceding  
120 forty years. Currently, an estimated 400 million tonnes of plastic waste are produced each year,  
121 and over the next several decades, this amount is anticipated to rise significantly (Lampitt et  
122 al., 2023). Recycling has been largely ineffective in offsetting the impact of rising global plastic  
123 production due to low global recycling rates, although reuse and/or reprocess has been widely  
124 advertised as one solution to counter plastic waste (Singh and Walker, 2024). Globally, the  
125 accumulation of mismanaged plastic waste is a growing concern, and it is projected to be 155–  
126 265 Mt y<sup>-1</sup> by 2060 from 60-99 Mt in 2015 in a business-as-usual scenario (Lebreton and  
127 Andrady, 2019).

### 128 **3. The emergency of the plastic pollution situation: an India Post case**

129 Plastic pollution is a global environmental problem that needs immediate attention from  
130 various stakeholders, including governments, international agencies, private players, and the  
131 general public. Here, we show the case of two philately items issued by India Post in 1997 and  
132 2018. The first one is a first-day cover issued in 1997 (Figure 3) to commemorate  
133 PLASTINDIA Exhibition 1997 held in New Delhi. The tagline was “Use Plastics Save Tree”.  
134 PLASTINDIA Exhibition and Conference is held every three years, started in 1990 by the  
135 PLASTINDIA Foundation, an apex body founded by major associations, organizations, and  
136 institutions related to the plastics industry of India.

137 On World Environment Day in 2018, the India Post came up with a miniature sheet with four  
138 stamps (Figure 4) and a tagline “Beat Plastic Pollution”. India was the global host of World  
139 Environment Day on June 5, 2018 with “Beat Plastic Pollution” as the theme. In just a span of  
140 20 years, the wonder material plastic has turned into an environmental problem. This shows

141 the fast-evolving nature of plastic pollution problems and their environmental impacts. Since  
142 then, the government of India has started various programs that commit to eliminating single-  
143 use plastic product pollution, including banning single-use plastic products with low utility and  
144 high littering potential (MEA, 2023). A legislative foundation for efficient plastic waste  
145 management in the nation was established by the Plastic Waste Management Rules of 2016 and  
146 subsequent amendments. The Plastic Waste Management Amendment Rules 2021, which  
147 banned 19 categories of single-use plastics, was enacted in 2022. The import, production, sale,  
148 stocking and use of identified single-use plastic items like earbuds with plastic sticks, plastic  
149 flags, plates, cups, cutlery, and other similar disposable plastic products, has been banned from  
150 July 01, 2022. Several steps have been taken nationwide to guarantee the successful  
151 implementation of the aforementioned revisions, including the notification of the Extended  
152 Producer Responsibility Guidelines with an emphasis on processing waste from plastic  
153 packaging through the Plastic Waste Management Amendment Rules, 2022 (CPCB, 2024).  
154 Though there are demographic challenges and challenges due to the relevance of plastic in  
155 many SDGs (Sousa, 2021), India has initiated and implemented various policy frameworks and  
156 national programs for managing plastic pollution. The latest advancement in this direction is  
157 the initiative to formulate a framework for the National Marine Litter Policy (Sambandam et  
158 al., 2024).

159

#### 160 **4. The depth of the plastic pollution: contemporary issues**

161 One of the major environmental problems is the leakage of plastic pollutants to water  
162 bodies and, ultimately, the oceans. Estimates show that 1.15 to 2.41 million tonnes of plastic  
163 waste from rivers enter the ocean annually (Lebreton et al., 2017; Pattiaratchi et al., 2022).  
164 More than 1000 rivers contribute to the riverine emission of plastic (~ 0.8 – 2.7 million metric

165 tonnes) into the ocean, which is a whopping 80 % of global riverine plastic emissions into the  
166 ocean (Meijer et al., 2021).

167         Recent studies show that the degradation of macro to microplastics in the marine  
168 ecosystem can transfer from one trophic level to another, ultimately reaching the apex predators  
169 from the base of the food chain (Nelms et al., 2018; Sarker et al., 2022; Zheng et al., 2022).  
170 The impacts of plastic pollutants on the marine ecosystem have caught the attention of postal  
171 departments of some countries much before the recent surge in plastic pollution-related  
172 research. In 2012, Régie Nationale des Postes of Burundi issued a miniature sheet (Figure 5)  
173 themed “Mer de Plastique du Pacifique Nord” or Sea of plastic, North Pacific and another  
174 miniature sheet highlighting the Great Pacific garbage patch (Figure 6). This move is very  
175 encouraging as this is one of the first stamps depicting the perils of plastic pollution. There is  
176 substantial information in the French form of text. The translation of the text (Figure 5) is as  
177 follows: “Environmental researchers believe that 90% of garbage in ocean dumps is plastic,  
178 which is not biodegradable. The water absorbs the chemical products contained in the  
179 petroleum-based plastic materials; most of these products are persistent organic pollutants that  
180 will never disappear. Plastic debris is responsible for the death of 1 million marine birds per  
181 year. Also, 100,000 marine mammals and turtles, mostly killed by the entanglement of  
182 synthetic fishing lines and nets”. The translation of text in the second sheet (Figure 6) is as  
183 follows: “Oceanic fauna is duped while accumulating the floating particles of floating plastic  
184 assuming that they are consuming zooplanktons. While this process, they absorb the chemicals  
185 present in the plastic particles. Larger fishes then consume this fauna, along with small fishes.  
186 The harmful chemicals from plastic will also be biomagnified in larger fishes, which will  
187 finally reach human populations. The oceanographic research vessel Kaisei is working on the  
188 great Pacific garbage. The kaisei project is a scientific and commercial mission that aims to  
189 study and clean the great Pacific garbage. The Great Pacific Garbage is one subtropical gyre



190 zone of the north of Pacific, showing one of the five vortex oceanic currents of the world.  
191 Floating garbage constitutes 90% of plastic in the world oceans. Regarding statistics, there will  
192 be in each square km of ocean around 50,000 particles of floating plastic debris.”

193         Approximately 80–90% of plastic waste in Africa is mismanaged and inadequately  
194 disposed of, polluting the oceans and rivers within and around the continent, which is further  
195 projected to increase by 2025 (Okeke et al., 2022), but countries like Rwanda are an exception  
196 in the region due to their sustainable plastic waste management strategies. According to a recent  
197 report (EA, 2024), 60 percent of the world’s mismanaged plastic waste comes from twelve  
198 countries (China, India, Russia, Brazil, Mexico, Vietnam, Iran, Indonesia, Egypt, Pakistan, the  
199 United States, and Turkey). These mismanaged plastics form an essential component of oceanic  
200 garbage patches. The central North Pacific Ocean contains a garbage patch, or gyre of marine  
201 debris, known variously as the Great Pacific Garbage Patch, the Pacific Trash Vortex, and the  
202 North Pacific Garbage Patch. This garbage patch is linked to the sub-tropical gyre system.  
203 There are five major gyres: the North and South Pacific Subtropical Gyres, the North and South  
204 Atlantic Subtropical Gyres, and the Indian Ocean Subtropical Gyre. All these gyre systems  
205 harbour garbage patches (Eriksen et al., 2016), and plastic trash is a major component (Stubbins  
206 et al., 2021). As a result, a thriving ecosystem of species that exclusively depends on garbage  
207 patches is ever-expanding (Haram et al., 2023). This makes the ocean clean-up initiatives of  
208 scooping up the floating plastics controversial (Bergmann et al., 2023) and futile until plastic  
209 production and consumption are reduced (Kersley, 2024).

210         The floating and submerged plastics also harm large marine organisms through  
211 ingestion and entanglement. This leads to a significant issue faced by marine ecosystems,  
212 which is called ghost fishing by ghost gear. The term "ghost gear" refers to the loose, lost, and  
213 abandoned fishing gear that makes up 10% of the plastic debris in the world's oceans.  
214 Additionally, it is the deadliest type of marine plastic because abandoned hooks, nets, and

215 trawlers entangle and kill marine life. Ghost fishing is a form of unreported food waste and  
216 ecological harm (Scott, 2023). The abandoned, lost or otherwise discarded fishing gear  
217 (ALDFG) impacts biodiversity, affecting marine and freshwater species and contributing to the  
218 extinction risks of wildlife (Gunasekaran et al., 2024). The ghost fishing impacts are often a  
219 function of time, ranging from days to years (Lively and Good, 2019). There are initiatives to  
220 counter ghost fishing impacts, such as “ghost diving” mission and the Global Ghost Gear  
221 Initiative (GGGI), the world’s largest cross-sectoral alliance committed to driving solutions to  
222 the problem of ALDFG. The Poste Maroc of Morocco issued a set of 4 stamps (Figure 7) in  
223 2020 with the theme “Campaign Against Plastic Pollution,” highlighting plastic’s impact on  
224 marine life. In 2021, the CTT Correios de Portugal of Portugal issued two stamps (Figure 8)  
225 on the theme “United Nations Decade of Ocean Sciences for Sustainable Development” where  
226 the perils of ghost fishing are depicted. Similarly, the Cook Islands issued a set of four stamps  
227 (Figure 9) on the Campaign against Plastic Pollution in Oceans in 2023. The issue highlighted  
228 the impacts of plastics on whales, dolphins, crustaceans, and turtles.

229         The Tusass (Greenland) issued two stamps (Figure 10) as a part of the 2019 “The  
230 Greenland Environment series” showing the harmful impacts of plastic on fish and shorebirds  
231 that ingest floating plastic. A recent global assessment of marine plastic exposure risk for 7137  
232 oceanic birds found high exposure risk areas in the Mediterranean and Black Seas, the northeast  
233 Pacific, northwest Pacific, South Atlantic, and southwest Indian oceans, along with an  
234 indication of the exposure risk being disproportionately high for threatened species (Clark et  
235 al., 2023). Macroplastics can induce damage directly at the exposure site, while microplastics  
236 can be mobilized throughout the body of seabirds, causing widespread pathological issues  
237 (Rivers-Auty et al., 2023).

238         Microplastics can serve as vehicles for the potential colonization of pathogens, absorb  
239 persistent organic pollutants, and are carriers of antibiotic-resistance genes, ultimately posing

240 a threat to marine ecosystems (Chen et al., 2023). Microplastics are also observed widely in  
241 various seafood items. The seafood safety studies that are currently available are not  
242 conclusive, and there is evidence that orally administered microplastics at high levels for an  
243 extended time may pose a risk to consumers (Gündođdu et al., 2023). The Pošta Slovenije of  
244 Slovenia issued a definitive stamp on the theme “Microplastics in the Sea” in 2018, which is  
245 an acknowledgement to the growing issues posed by microplastics. The atmosphere plays a  
246 vital role in microplastic transport, facilitating continuous exchanges with land and ocean (Fu  
247 et al., 2023). However, a recent study showed the oceanic emission of microplastics into the  
248 atmosphere by bubble bursting (Shaw et al., 2023). Once the plastic particles leave the ocean’s  
249 surface, the surface winds can transport them into the atmosphere and subsequently carry them  
250 across long distances. This is highly relevant as atmospheric plastics have a definite climate  
251 signature (VishnuRadhan et al., 2021) besides the fact that the source materials of most of the  
252 plastics are fossil fuel-based raw materials. Plastic pollutants also emit greenhouse gases such  
253 as methane and ethylene when undergoing degradation (Royer et al., 2018). The different  
254 variants of plastic pollutants are colossal store houses of carbon, thus, are an unexplored branch  
255 of the global carbon cycle (Zhu, 2021). Microplastics are also known to be a major threat to  
256 ocean carbon sequestration (Sharma et al., 2023). The Hrvatska pošta of Croatia recently issued  
257 a stamp (Figure 11) on the theme “Climate Action, Plastic in the Sea 2023”. The changing  
258 global climate and increasing plastic pollution will have compounding effects on various earth  
259 system processes in the future. There are calls to view plastic pollutants as having their own  
260 environmental or biogeochemical cycle to derive sustainable solutions to this global problem  
261 in the Anthropocene (Bank and Hansson, 2019; Brahney et al., 2021).

262

## 263 **5. The mitigation strategies: recent scenarios**

264

265 Plastic is an anthropogenic innovation that has made a broad spectrum of positive  
266 impacts on various science, technological, social, and economic fields. The unsustainable  
267 production, use, and mishandling of plastics have led to an increase in plastic pollution  
268 worldwide, which has resulted in the degradation of plastics into micro (nano) plastics that  
269 threaten sustainability (Walker and Fequet, 2023). Phasing out plastics is a near-impossible feat  
270 and can affect human progress. There are various reasons for plastic waste pile-up, from socio-  
271 economic dynamics to technological issues, such as lack of expertise in handling hazardous  
272 waste. Other reasons include inadequate infrastructure development for recycling and recovery  
273 and, most importantly, a lack of knowledge of the laws and regulations (Kibria et al., 2023).  
274 Even though businesses, consumers, policymakers, and scientists have begun to address the  
275 plastic issue, their efforts are frequently driven by behavioural costs. Behavioural costs are  
276 obstacles that require the expenditure of resources such as money, time, effort, distance, and  
277 availability to be overcome the obstacles. Environmental attitudes and behavioural costs act as  
278 mutually compensatory factors of environmental protection (Kaiser et al., 2021). A person  
279 weighs the behavioural costs and advantages of values in consumption activities when making  
280 a demand choice. Raising behavioural costs, like taxes and prohibitions, can encourage people  
281 to take mitigation measures (Simone, 1957; Steg et al., 2014). Increasing behavioural benefits  
282 and lowering the behavioural costs of reducing plastic pollution for decision-makers offers a  
283 more promising pathway to large-scale societal mitigation actions (Jia et al., 2019).

284 Using the current technologies in material sciences to develop alternate materials with  
285 lower environmental signatures is a promising approach. Finding locally sourced,  
286 biodegradable materials is appealing because it presents a chance to implement a circular  
287 economy strategy for packaging and other plastic applications. Additionally, it might increase  
288 employment and local economic activity (Hira et al., 2022). The linear economy of plastics  
289 leads to excessive carbon dioxide emissions and leakage into the environment, and it requires

290 a reform to a greener circular model (Sheldon and Norton, 2020). The circular plastic economy  
291 is gaining momentum due to numerous challenges prompted by the linear economy of plastic,  
292 where the goal is to reduce, reuse and recycle all plastic. The transition to the circular economy  
293 should be made across the entire plastics value chain which can ensure circular design,  
294 production, use, and waste management (Johansen et al., 2022). In plastic management, the  
295 idea of a closed-loop recycling chain is thought to be the best way to create a sustainable  
296 circular economy. Thermochemical technology, which converts plastic wastes into renewable  
297 resources, is the essential technical link in the plastic recycling chain (Kwon et al., 2023). The  
298 Liechtensteinische Post (The Principality of Liechtenstein) introduced a stamp in 2020 (Figure  
299 12a) made of recycled Polyethylene terephthalate (PET) thread through embroidery.  
300 Liechtenstein is encouraging the recovery of recyclable materials from waste by issuing a  
301 globe-shaped stamp. The polyester yarn thread used for the stamp issues is obtained from 3100  
302 recycled PET bottles with a volume of 600ml. The Vatican also issued an embroidery stamp  
303 made from recycled plastic bottles in 2022 (Figure 12b). Around 45,000 stamps were produced  
304 using 3.9 million meters of polyester yarn obtained through the recycling of 4,000 plastic  
305 bottles having 600 ml. This equals 75 meters of yarn per stamp and eight stamps produced from  
306 each bottle. Recycling plastic waste into usable products is one way to mitigate growing plastic  
307 pollutants in the environmental compartments. Recycling plastic waste is a prerequisite to  
308 creating a circular economy and devising circular solutions to plastic pollution. Understanding  
309 the effects of recycling on the environment and selecting the best recycling options for  
310 particular plastic polymers is essential to ensuring a circular economy for plastics (Schwarz et  
311 al., 2021). Pos Malaysia issued a postage stamp in 2022 (Figure 13) with the theme of recycling  
312 for a circular economy. The miniature sheet included pictures of waste recycling and grading,  
313 marine turtles, and sustainable development goals (SDGs). Plastic recycling is a complex  
314 process that varies based on the type of plastic involved. Different polymers require distinct

315 recycling methods. This complexity increases the costs associated with plastic waste  
316 management, posing significant challenges for underdeveloped and developing countries that  
317 often lack the necessary funding and infrastructure to support comprehensive recycling  
318 systems. Among some of the largest contributors to plastic pollution, these regions face hurdles  
319 such as limited financial resources, inadequate waste collection systems, insufficient policy  
320 enforcement, and lack of public awareness. Many developing nations rely on informal waste  
321 management sectors, leading to inefficiencies and health risks for workers. In addition, a lack  
322 of market demand for recycled plastic further discourages investment in sustainable recycling  
323 initiatives. Many consumer plastic products contain multi-layered or mixed materials that are  
324 difficult to separate and recycle, increasing the complexity. Some solutions and mitigation  
325 measures for addressing recycling issues are infrastructure development tailored to the  
326 geographical need, regulatory instruments, awareness campaigns, Extended Producer  
327 Responsibility (EPR), and international support.

328         Addressing plastic pollution will enhance humanity's progress towards SDGs. At least  
329 12 United Nations SDGs are directly or indirectly impacted by (micro)plastic pollution  
330 (Walker, 2021). Plastic is an essential component for the interventions related to various SDGs.  
331 Plastic is paramount in modern society, sustainable development, and the success of the 2030  
332 Agenda (de Sousa, 2021). The catch is to find a sustainable balance between plastic usage and  
333 waste generation. Many targets of various SDGs directly or indirectly address plastic pollution  
334 and its impacts. Though none of the 17 goals are specific to plastic pollution, seven are directly  
335 linked (PSF, 2021). These are SDGs 3 (good health and well-being), 6 (clean water and  
336 sanitation for all), 11(sustainable cities and communities), 12 (responsible consumption and  
337 production), 13 (climate action), 14 (life below water), and 15 (life on land). In 2016, the United  
338 Nations Postal Administration highlighted the 17 SDGs on stamps issued on October 24  
339 (Figure 14) on United Nations Day. The issue showcased the themes of all the SDGs.

340           Eliminating the accumulated plastic waste in various environmental compartments  
341 should be regarded as significant and urgent as reducing the generation of new plastic waste  
342 (Li et al., 2021). Mitigation strategies should combine scientific, technological, social, and  
343 psychological factors. The future of plastic pollutants can be doomed by channelling the  
344 accumulated waste towards resource recovery and preventing plastic waste's leakage into  
345 various environmental compartments. Moreover, phasing out the plastic polymer types posing  
346 the most significant environmental hazards and replacing those with eco-friendly alternatives  
347 can ensure the positive culmination of various societal, environmental, and economic factors.  
348 This can help in reducing the impacts of plastic pollution on various environmental  
349 compartments. In addition to this, cities which are the cradle of plastic pollution issues can be  
350 protected in a sustainable way. The United States Post issued 4 stamps (Figure 15) as early as  
351 1970 with these messages in their anti-pollution-themed issue. Protection of the environment  
352 can preserve the integrity of earth system boundaries and ensure a sustainable future for all  
353 species.

354           There is an emerging urgency for accelerating research, innovations, and actionable  
355 solutions for devising mitigation strategies. A significant portion of scientific research on  
356 plastic pollution remains focused on identifying pollutants and their presence across oceans,  
357 soil, or the atmosphere. While such identification is essential to understanding the scale and  
358 distribution of plastic pollution, there is an equally pressing need to advance research beyond  
359 identification. More efforts should be directed towards developing innovative solutions for  
360 pollution mitigation, plastic degradation, and sustainable alternatives. An essential aspect of  
361 the mitigation strategy that requires greater emphasis is the simultaneous and accelerated  
362 development of effective recycling systems and plastic replacement alternatives. Tackling  
363 plastic pollution effectively demands a parallel, hand-in-hand approach that enhances recycling  
364 infrastructure while investing in research and deploying viable alternatives to conventional

365 plastics. Forward-looking approaches that balance identification, recycling improvements, and  
366 sustainable alternatives can fast-track mitigation strategies, including innovations in  
367 biodegradable material development, circular economy models, and advanced recycling  
368 techniques.

### 369 **7. The philately of plastic pollution: What's next?**

370 The Universal Postal Union (UPU) now has 192 member countries, and ~10 countries have  
371 issued stamps on aspects directly related to plastic pollution. Many economically developed  
372 nations did not issue stamps or postal materials on plastic pollution. Larger, more powerful  
373 countries may prioritize energy security, economic stability, or national defence over  
374 environmental awareness campaigns. Plastic pollution may not be seen as an immediate  
375 priority compared to other more significant goals. Many developed countries have ties to fossil  
376 fuel and plastic industries and acknowledging plastic pollution through stamps can be seen as  
377 a conflict to those industries. In addition, there can be an assumption that existing waste  
378 management and recycling systems are sufficient in developed countries, and the general public  
379 may not be aware of the plastic waste export. For example, the top 10 countries exporting  
380 plastic waste are high-income, developed nations, seven of which are in Europe, and large  
381 exporters such as the USA and Japan (Jackman, 2024; WEF, 2023). Depicting plastic pollution  
382 issues through stamps can be a symbolic action that can eventually lead to substantive actions  
383 such as corporate responsibility measures, legislative initiatives and technological  
384 advancements. The lack of symbolic action by major developed nations can be seen as a missed  
385 opportunity to set an example and inspire global efforts toward sustainability. The limited  
386 number of countries issuing stamps related to plastic pollution reflects a broader challenge in  
387 achieving global consensus in the fight against plastic pollution. This showcases the need for  
388 enhanced international cooperation and public engagement in tackling plastic pollution issues.



389 Philately, as a medium to spread environmental messages primarily attracts a niche audience  
390 and specialists. However, stamps have a unique potential to communicate powerful messages  
391 and inspire action on pressing global issues, such as plastic pollution, as stamp subjects are  
392 often seen as policy and action support by the respective governments. Comprehensive  
393 strategies are required to engage a broader audience and create meaningful awareness through  
394 stamps to maximize the impact and outreach of using stamps to sensitize citizens regarding  
395 pressing environmental problems. These include educational outreach and curriculum  
396 Integration, community engagement and public events, leveraging digital and social media  
397 platforms, philately competitions, and cross-disciplinary collaboration. Educational  
398 institutions should be motivated to incorporate stamp-based storytelling into environmental  
399 studies curriculums and use stamps as a visual tool. Organising philatelic exhibitions in  
400 collaboration with philatelic societies can foster curiosity and engagement among students and  
401 educators. In addition, developing educational kits that integrate stamps with lesson plan can  
402 make learning emerging environmental issues such as plastic pollution more informative and  
403 enjoyable. Social media platforms play a major role in disseminating information to a wider  
404 public. These platforms can be used to share engaging content about stamps, including their  
405 historical context, design process, and the message they convey about plastic pollution and  
406 other contemporary environmental issues. Formulating interactive digital campaigns such as  
407 interactive quizzes, virtual philatelic exhibitions, and extended reality (XR) experiences can  
408 help captivate the attention of younger audiences and non-traditional philatelists. Involving  
409 environmental activists and digital content creators can enhance the reach and acceptability of  
410 the campaigns. Environmental organizations, local governments, and community groups can  
411 collaborate to host workshops, exhibitions, and awareness drives that showcase how stamps  
412 can narrate the story of environmental issues and inspire change. Organizing public events and  
413 DIY workshops such as “write a letter”, “post a letter” and “design your stamp” on plastic

414 pollution topic, conducting thematic collection displays on various facets of environmental  
415 pollution, and tagging these events with beach clean-ups and community recycling programs  
416 will give a new dimension to philately assisted awareness. Trans-disciplinary collaborations  
417 between writers, artists, philatelists, environmentalists and sustainability researchers can aid in  
418 creating multidisciplinary projects that blend philately with literature, visual art, and  
419 environmental advocacy, thereby reaching a wider and diverse audience. Developing stamp-  
420 themed merchandise, calendars, and educational materials can reiterate the messages of  
421 sustainable practices and the perils of environmental plastic pollution. Collaborations with  
422 postal services to release commemorative stamps and postal cancellations alongside  
423 sustainability campaigns can further promote the cause. Local, regional, and national  
424 competitions to create stamp designs and narratives related to plastic pollution can foster a  
425 sense of involvement and creative expression among citizens. In addition, philatelists and  
426 environmentalists should work together to develop and contribute to online archives  
427 exclusively for emerging environmental themes in philately. Through these multi-faceted  
428 strategies, we can extend the reach of the philatelic theme discussed in this paper beyond  
429 traditional collectors and transform it into an engaging, educational, and action-driven platform  
430 for raising awareness and driving efforts toward plastic pollution mitigation. By implementing  
431 these multi-faceted strategies, we can extend the reach of the philatelic initiatives beyond  
432 traditional collectors and transform it into an engaging, educational, and action-driven platform  
433 for raising awareness and driving efforts toward plastic pollution mitigation.

## 434 **8. Conclusion**

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436 Plastic pollution is a global environmental threat, and researchers and policymakers have been  
437 racing against time to find mitigation strategies and pragmatic solutions in recent years.  
438 Creating awareness is a primary step towards reducing plastic pollution and ensuring

439 sustainable consumption. As most consumer plastic types are accumulating in the environment,  
440 phasing out single-use plastics and creating a circular plastic economy can help the case of  
441 mitigation and long-term sustainability. This article is structured into an analytical piece on  
442 how plastic pollution is depicted on stamps, and this can help disseminate the perils of plastic  
443 pollution among non-specialists, for example, students, school teachers, business owners, and  
444 the general public. Though we have covered all the stamps explicitly addressing plastic  
445 pollution to date, the number of countries issued on this theme is minimal. We expect more  
446 countries to initiate thematic issues related to environmental and ecosystem problems created  
447 by plastic pollutants. This will help spread the message of judicious and sustainable usage of  
448 plastic products in the coming years.

449

450 **Author contributions**

451 Conceptualization: RVR; writing – original draft, editing – review and editing: RVR and SD.

452 **Financial support**

453 This work received no specific grant from any funding agency in the public, commercial, or  
454 not-for-profit sectors.

455 **Competing interest**

456 The authors declare that they have no known competing financial interests or personal  
457 relationships that could have appeared to influence the work reported in this paper.

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741 **Figure captions**

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743 Figure 1. a) Belgian semi-postal stamp commemorating Leo H. Baekeland issued in 1955, b)  
744 Bakelite stamp box (National Postal Museum Collection, Record id: npm\_2012.2007.19).

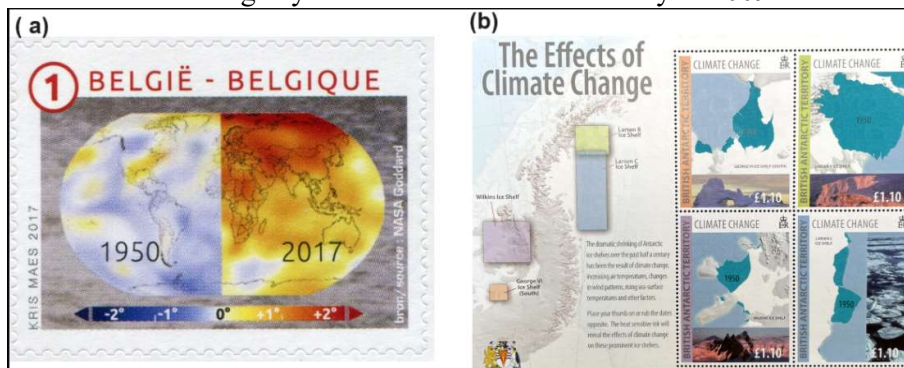


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748 Figure 2. a) Development of global warming (1950-2017) issued by Bpost (Belgium) in 2017,  
749 b) Stamp about climate change by the British Antarctic Territory in 2009

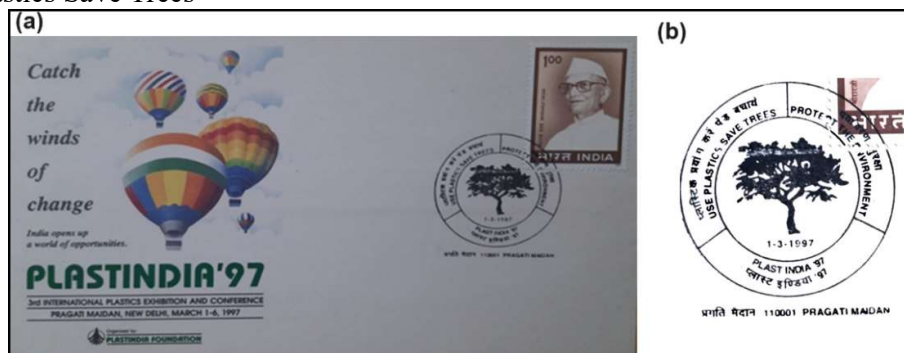


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753 Figure 3. a) 1997 - PLASTINDIA 97 First Day Cover, b) Magnified view of the seal showing  
754 “Use Plastics Save Trees”



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758 Figure 4. 2018 World Environment Day Miniature Stamp MNH by India post



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Figure 5. Burundi 2011 MNH MS, “Mer de Plastique du Pacifique Nord” or Sea of plastic



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Figure 6. Burundi 2012 MNH MS, Dangers of plastic waste in Northern Pacific



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769 Figure 7. Se-tenant "Campaign Against Plastic Pollution" stamp set issued by the Poste Maroc  
770 (Morocco)



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774 Figure 8. "United Nations Decade of Ocean Sciences for Sustainable Development" stamp  
775 issued by the CTT Correios de Portugal



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779 Figure 9. Cook Islands – 2023 – Stop Plastic Ocean Pollution – Set of 4



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782 Figure 10. The Greenland Environment: Plastic Pollution (2019)



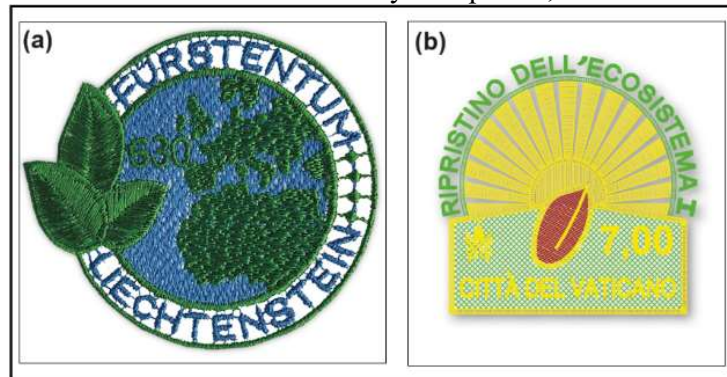
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786 Figure 11. Croatia 2023 themed “Climate Action - Plastic Waste in the Sea”



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790 Figure 12. a) 2020 Liechtensteinische Post (The Principality of Liechtenstein) PET recycling  
791 stamp, b) 2022 "PET-RECYCLING - embroidery stamp mint, Vatican.



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795 Figure 13. Malaysia 2022- Recycling Circular Economy



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797 Figure 14. The 2016 United Nations Postal Administration (UNPA) stamps on SDGs



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Figure 15. The 1970 United States Anti-Pollution set of 4 stamps.



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Graphic Abstract



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