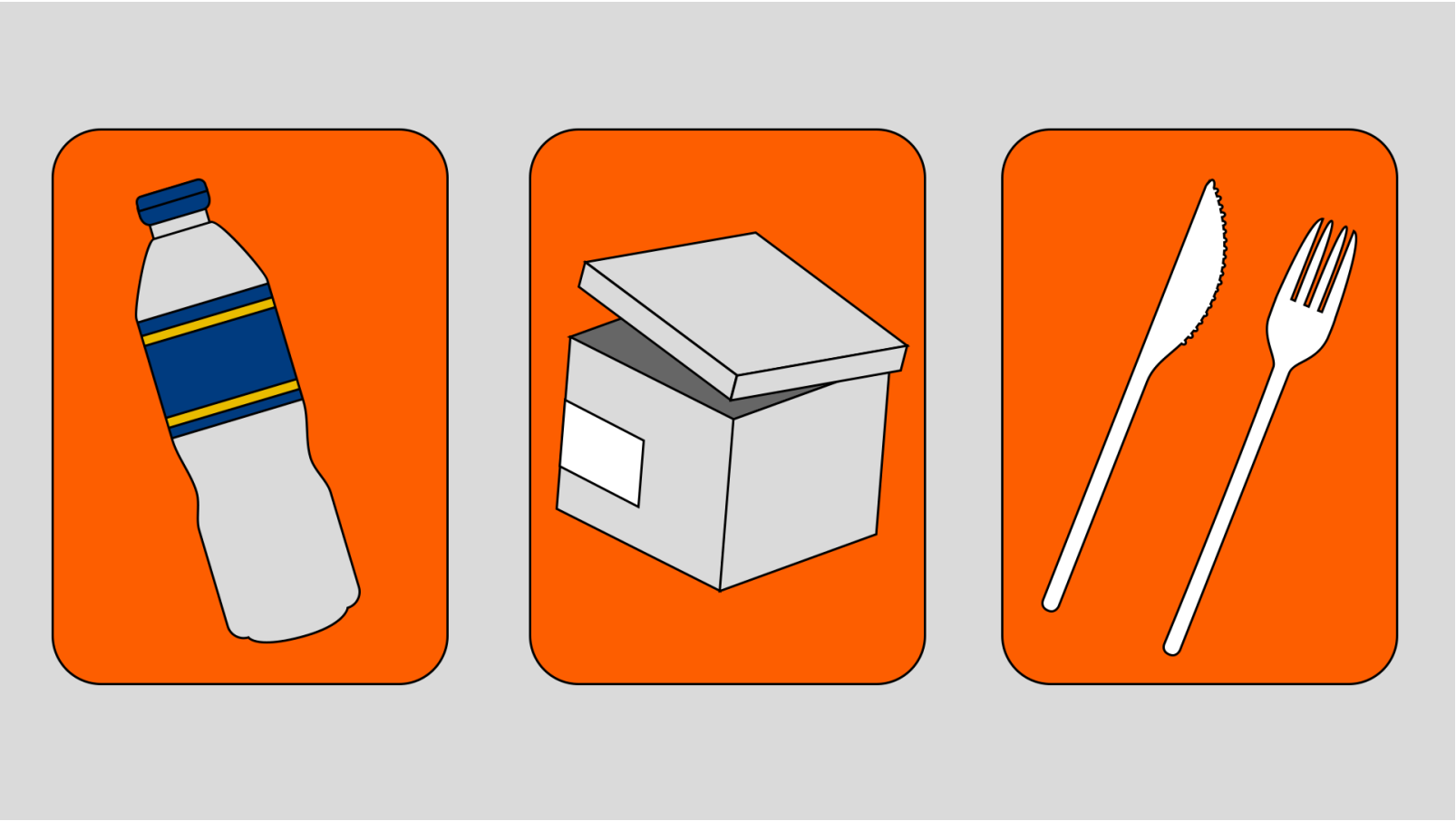
Highbrook.

Intesa - Plastics



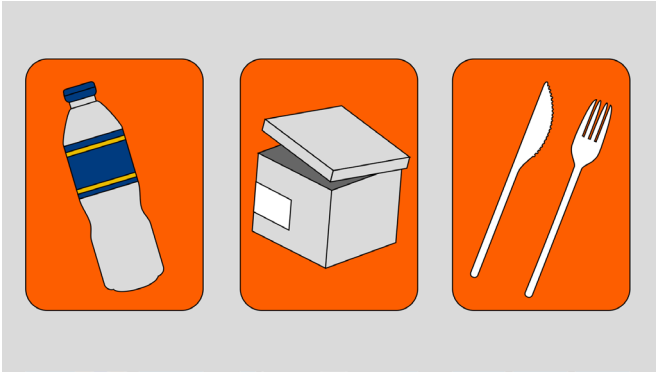
Highbrook Media storyboard v1
March 2023

1

Logo screen.

2

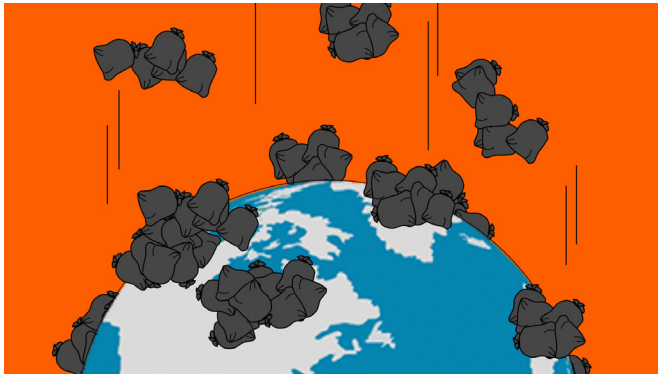
Title screen.



3

"When we're finished with our plastic bottle, box or cutlery, where does it go?"

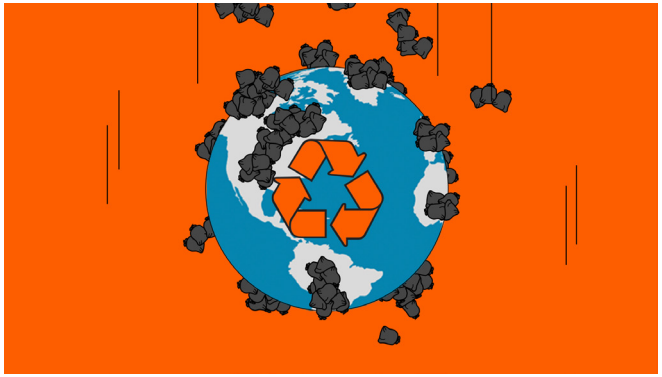
Open on our selection of plastics coming in one by one.



4

"Right now, our plastic pollution is cluttering up the world."

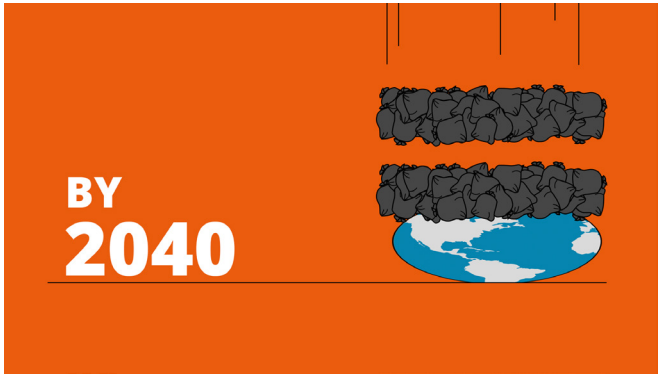
The background opens up as the globe gets covered in waste bags.



5

"And it is not something we can recycle our way out of."

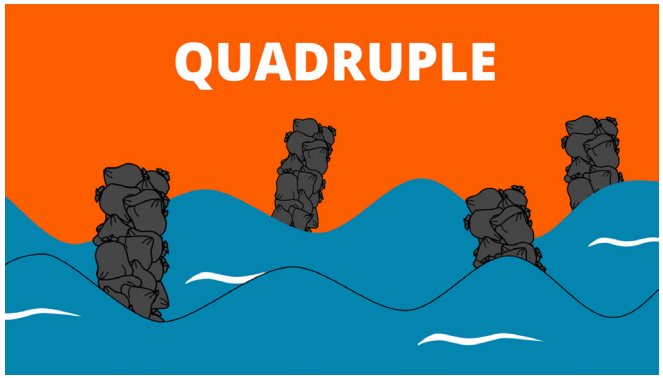
We zoom out to reveal a recycling logo, yet the planet is still littered in bags.



6

"If we don't stop overproduction of plastics, by 2040 we could double the amount of plastic on the planet."

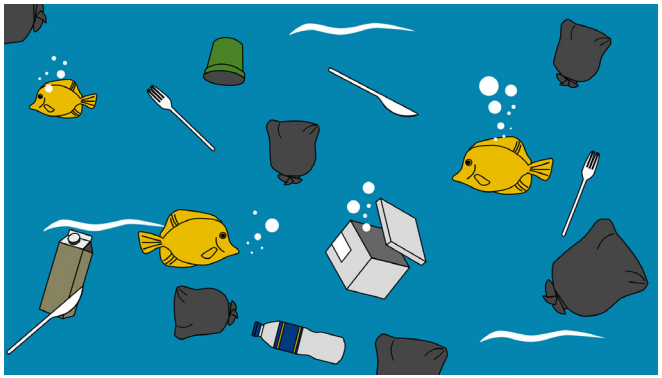
We follow the planet down to the ground as a heavy plastic rubbish block falls on it, and another lands to squash the planet further.



7

"And quadruple the amount we have in our oceans."

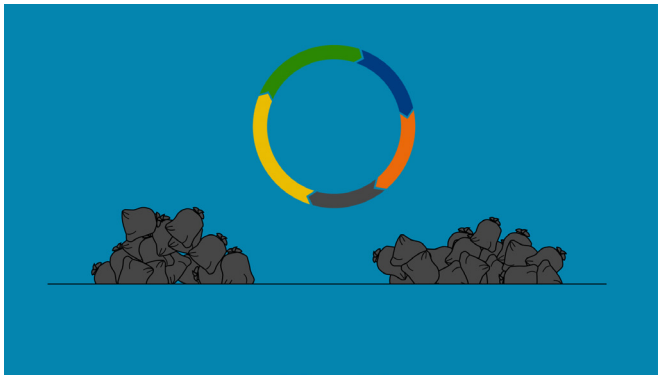
Water rises and four more plastic blocks fall into the ocean.



8

"Indeed, by 2050, there could be more plastic than fish."

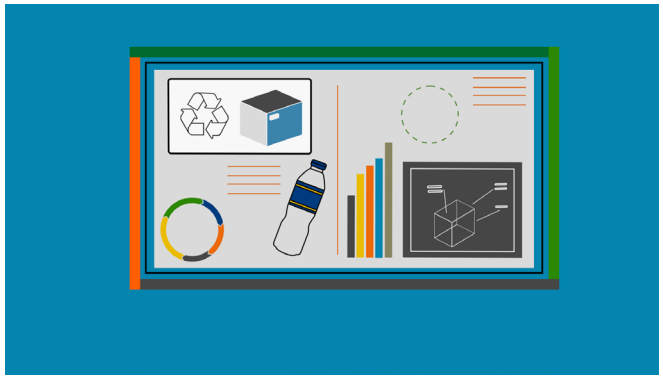
We go under the sea to reveal fish swimming around in a lot of plastic waste.



9

"Transitioning to a circular economy can tackle the root causes of plastic pollution."

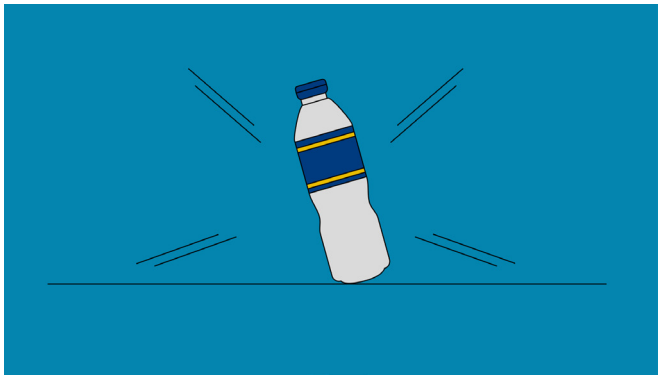
Coming back up to the surface we land on our Circular Economy logo and rubbish disappearing under it.



10

"By designing out excess plastic."

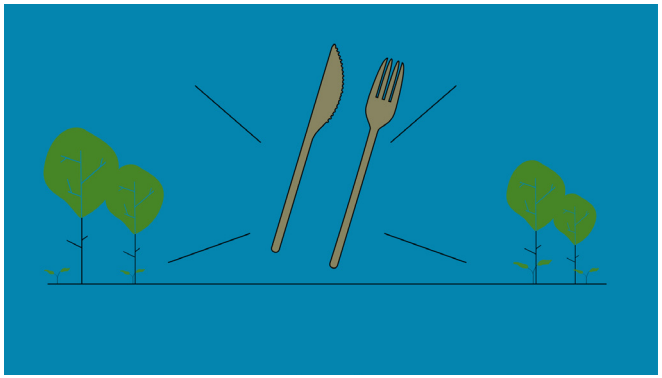
A screen with more sustainable design processes appears.



11

"For example... That single-use plastic bottle could become a reusable one..."

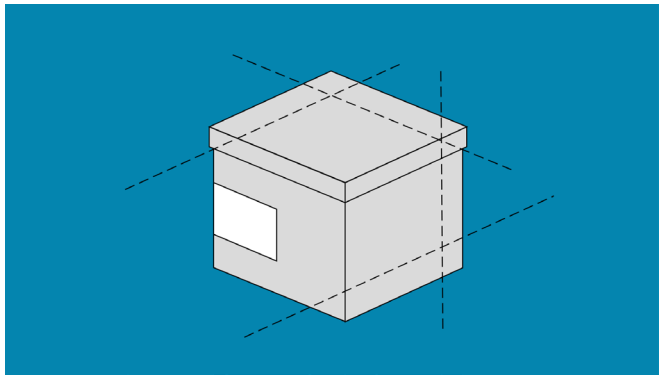
The bottle lands from the previous frame on a floor, and rotates until it pops into a new designed reusable bottle.



12

"The cutlery could be made from material that is kinder to the planet..."

We move onto our cutlery becoming a more sustainable material.



13

"And the product that needs a plastic box could be made more compact"

And landing on a plastic box that gets trimmed and cut into a smaller, more compact shape.

14

"The UN has created a treaty on plastics."

Slide over to a UN treaty on plastics with some members around it.

15

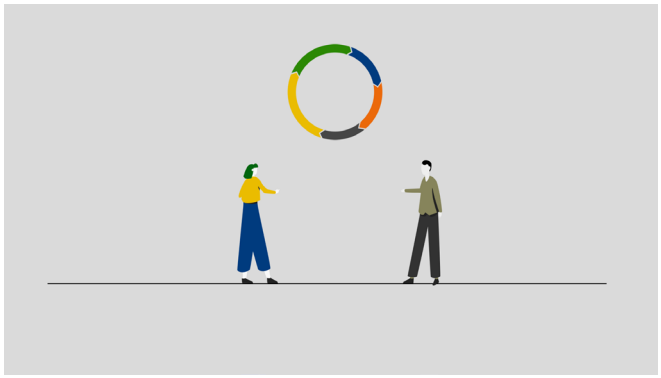
"Member states recognise that a circular economy approach is a tremendous opportunity."

The treaty slides away as our members analyse a circular economy approach on screens.

16

"We can tackle plastic pollution globally and shift away from our current linear system."

A globe comes in and the plastic waste starts to fall off it, clearing it up.



17

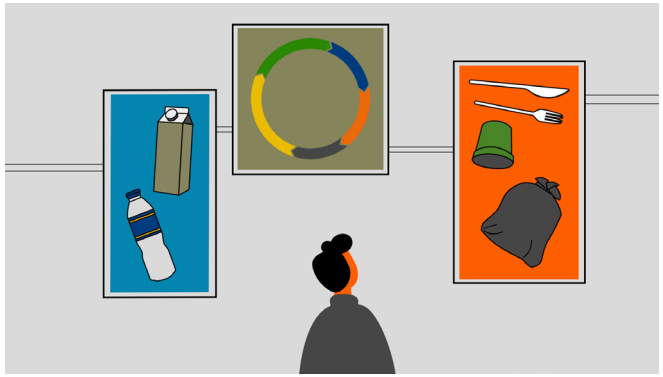
"At Intesa Sanpaolo we have a longstanding commitment to the Circular Economy."

We focus in on our two main members and a CE logo.

18

"We are the first financial services strategic partner of the Ellen MacArthur Foundation."

They shake hands.



19

"We recognise that Circular Economy thinking can help tackle the plastics problem."

We move along to another designer looking over screens of plastic designs.

20

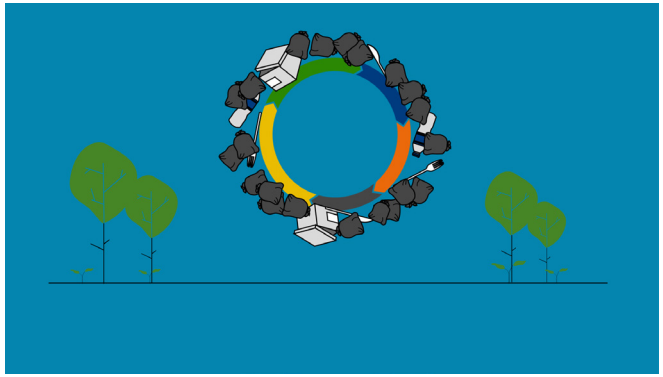
"And it also offers strong economic, social and climate benefits."

The screens change and reveal economic, social and climate imagery as we zoom in.

21

"So, instead of overwhelming our planet with plastic, we could enjoy a cleaner world."

Zooming into the centre screen to reveal our polluted globe one last time as plastic waste falls off it.



22

"One where we cut back on plastics, where we keep plastics in the economy and out of the environment."

We follow the waste below as it becomes recycled into the circular economy symbol.

23

"And preserve our Earth and its ecosystems for us and future generations."

Our clean globe and family pop up to close.

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24

CTA and logo to finish.