



**Jamil Janjua,**  
ceo, Octara & Chief Editor  
janjua05@gmail.com

*Dear Reader,*

Inherited wisdom suggests that we look for the silver lining in the most threatening of storm clouds, and not let overthink yield a paralysis of analysis. Similarly, looking for a fresh, new cow to milk is far better than crying over milk that got spilt. Also, one must ensure not to make the spilling of milk a recurring habit, in addition to throttling back on the burning of fossil fuels with the hope of lessening the intensity of storms that may beset us.

The lead story this edition is about fusing the brain and heart when pitching a business proposal. In his piece titled "Selling from the Heart vs. Selling from the Head: The Two-Brain Strategy That Actually Closes Deals," **Frank Furness** unpacks the difference between heart buyers and head buyers, how to spot them, and more importantly, how to sell to them without sounding like a canned sales script.

Next up is **Eddy Quan**, the master of quirk, as he emphasizes the great value of relationships in landing a job, even if the relationship is rooted in a cocaine connection!

**Ruth Umoh** weighs in on the slippery slope when taking on the revival of a failing business enterprise in her article "Red Lobster's CEO on weighing the risks and rewards of a turnaround role." Some people don't want to take any risk because they're not comfortable in that environment, she quotes Damola Adamolekun who accepted the CEO role at Red Lobster. "You need to know yourself as well, and the risk-reward tolerance is going to be different for every person."

**Peter Diamandis** in his piece "AI Will Create \*More\* Jobs" lays to rest the all-pervasive fear of job loss as False Evidence Appearing Real (F.E.A.R). He quotes Eric Schmidt as saying that as a result of AI in the aggregate, there will be more people employed with higher paying jobs. AI upgrades workers, it doesn't replace them. Every employee becomes more capable, more productive, and therefore more valuable.

Back-of-the-book, as usual, we have Top Of Mind, aka TOM, that does a deep dive into the recently aborted global plastics treaty thanks to a handful of fossil fuel producers with very deep pockets who vetoed the global South's efforts at curbing emissions.

Read on, and spare a thought for the large swathes of suffering humanity at home and abroad 😊

---

Explore JJ's curated articles for expert insights on emerging trends, managing people, business, and personal growth. Gain valuable knowledge and prepare for future challenges with confidence.

---

## INSIDE:



**Selling from the Heart vs. Selling from the Head**

**Frank Furness** - 13 min read

---



**why you should bring drugs to a job interview**

**Eddy Quan** - 5 min read

---



**Red Lobster's CEO on weighing the risks and rewards of a turnaround role**

**Ruth Umoh** - 5 min read

---



**AI Will Create \*More\* Jobs**

**Peter Diamandis** - 07 min read

---



**GLOBAL PLASTICS TREATY bamboozled...**

**Adil Ahmad** - 10 min read

# Selling from the Heart vs. Selling from the Head: The Two-Brain Strategy That Actually Closes Deals



**Frank Furness** | 13 min read

You've polished your pitch. The ROI calculator is glowing. The PowerPoint animations are smooth and you are ready to close.

And yet... nothing. Just glazed eyes and a polite, "I want to think about it."

Have you ever had that?

I have, more times than I can count, before I

realised I was selling the way I sold and not the way they bought.

You don't bomb the pitch. You pitched to the wrong brain.

"People buy emotionally and justify logically."

**I heard that 20 years ago from Alan Weiss, It's still true.**

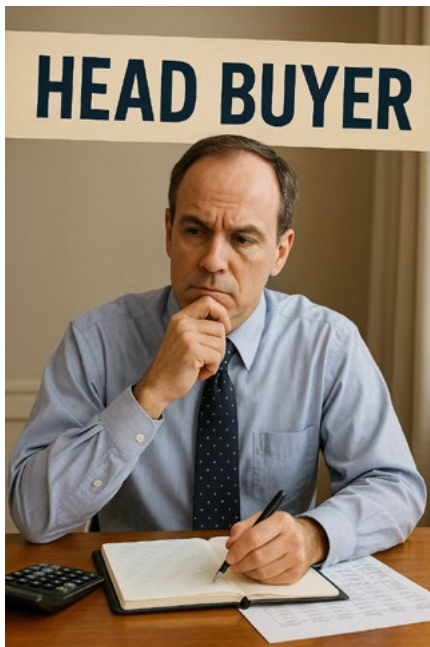
**But here's the kicker—some people need the emotion before they commit, others won't**

## **budge without the numbers (think most accountants, lawyers and architects).**

And if you sell the wrong way to the wrong person, you'll lose faster than a cold caller who forgets the prospect's name.

Let's unpack the difference between **heart buyers** and **head buyers**, how to spot them, and—more importantly—how to sell to them without sounding like a canned sales script.

## **The Great Brain Divide**



Every buyer has two internal engines running the show: the Head (logic, data, risk management) and the Heart (emotion, story, connection).

And here's the kicker:

Most salespeople pitch as if every prospect is powered entirely by Excel spreadsheets or Hallmark cards—when in reality, they're some messy, glorious combination of both.

Think about yourself, how do you like to buy, from the head or heart. I am a bit of a combination of both.

## **The Two Tribes**

- They're spreadsheet samurais.
- They want case studies, KPIs, due diligence, and disaster plans.

- You're not pitching a partnership—you're submitting a procurement dossier. They want facts and figures and proof.
- Logic-driven, fact-finding missiles.
- They want spreadsheets, ROI projections, case studies, and the approval of their inner accountant.
- They don't "feel" their way into decisions—they calculate, analyze, and dissect.

## **Think:**

- The CFO who wants a 3-year cost-benefit analysis before switching software.
- The investor who needs market performance graphs before touching property.
- The tech buyer who asks about compatibility, warranties, and uptime percentages.

My success in financial services sales was although I am a heart buyer, most of my sales were to accountants, doctors and dentists who by and large were logical head buyers.

When they said they wanted to think about it, they did.

I always gave them two proposals and used 'head' language like 'I have analysed the alternatives and want you to go away and study and analyse what would work best for you and when we meet again let me know which is best'

They don't want to be rushed and normally would study the proposals and tell you what



they have decided.

One word of warning: when selling to head buyers, know your product, their company and any pain points, they

will have the answers but will still test you.

*I remember when I first started selling, I managed to make an appointment with one of the wealthiest entrepreneurs in South Africa.*

*This was in the 80s and when I walked into his office he told me he had \$5 million to invest, what would I suggest (what I heard was 'go and order your Bentley this afternoon')*

*He then started asking difficult questions to which I did not have the answers.*

*After 10 minutes he walked around the desk, shook my hand and said 'young man, go and learn your business and come back in 5 years' time when you know what you are talking about'.*

*I felt sick for a week but then realized the importance of knowledge in selling to head buyers and my sales career took off.*

These are gut-feeling gladiators.

They buy on emotion, trust, and culture fit. To them, a deal that “feels right” is often better than one that merely “adds up.”

These are your emotional decision-makers. They care about how it feels, not just what it does.

**They're buying the dream, the status, the story, the legacy.**

Think:

The client who buys a beachfront apartment because their dad always dreamed of retiring by the ocean.

The business owner who signs the deal because “it just feels right.”

The gym owner who installs £50k of equipment because they want to “change lives,” not because of ROI.

You've met both. The CFO who wanted 43 pages of ROI analysis.

The founder who buys after a five-minute story about your dog and your startup journey.

Most people lean one way or the other.

Your job? Know which way they're tilted—and sell accordingly.

### **Spotting the Buyer in 60 Seconds**

You don't need a neuroscience degree.

You just need to ask better questions and listen like your life depended on it.

### **Spotting a Heart Buyer from a Mile Away**

Heart buyers give signals that are easier to spot than a bad poker face:

## What They Say:

- “I just have a feeling about this...”
- “My team is going to love this”
- “This feels right for our culture.”
- “I trust your judgment”
- “What do you think we should do?”

## How They Behave:

- They ask about your experience with similar companies
- They want to know who else you’ve worked with
- They focus on relationships and partnerships
- They make decisions quickly (sometimes scarily fast)
- They trust recommendations from people they respect

Sarah, a marketing director, called me after a 20-minute conversation and said, “I’ve been burned by marketing speakers before, but you just get our brand. When can we start?”

She didn’t ask for case studies, pricing comparisons, or a detailed proposal. She made a gut decision based on connection and trust

Identifying the Head Buyer (AKA the Spreadsheet Warrior)

Head buyers are the ones who make you work for every single data point:

## What They Say:

- “What’s the ROI on this?”
- “Can you provide benchmarks?”
- “I need to see the numbers.”
- “What’s your methodology?”
- “How do you measure success?”

## How They Behave:

- They ask for detailed proposals before committing to anything.
- They want multiple options to compare
- They will research you and your competitors thoroughly
- Decision-making takes time (sometimes painfully long)

They involve multiple stakeholders in the process

(I hate putting together proposals but know I must do it for head buyers. Heavens opened when I started using ChatGPT as my helper)



---

Frank Furness  
<[frank@frankfurness.com](mailto:frank@frankfurness.com)>

# why you should bring drugs to a job interview



**Eddy Quan** | 5 min read

Here's a quick and funny story about why relationships are king and why you should spend at least 99% of your time and effort cultivating strong relationships.

I recently caught up with a friend of mine from my old finance days. We hadn't spoken in over 10 years so we had a lot to catch up on.

It was good to see him and I was pleased to learn he landed a solid job as CEO of a fairly large financial services firm here in Australia.

Seeing as it was a pretty important role, I figured the firm was looking at a few other candidates before hiring my friend so I asked him how the interview went.

## His words:

"Not bad. I already knew the partner because we worked together a few years ago. I walked in and the first thing he says to me is "Steeeeeve. Last time I saw you, you handed me this massive bag of cocaine in London." We both laughed and yeah mate, that was the interview."

Now don't get me wrong. My friend Steve is a highly qualified and competent individual when he's not procuring drugs on the mean streets of London.

And he's more than qualified to do the job he was hired to do.

But his less than strenuous job interview for a high six figure position just highlights yet again how important relationships are.

And I'm not just talking about the corporate space. I'm talking about everything; politics, business, government, meeting your wife or husband and yes.... Online business.

In fact, looking back on my corporate days, I confess the main reason why I got my first job was because I went to the same school as the guy who hired me.

But back to online biz because that's why you're reading this.

Sometimes I chuckle when I see certain goo-roos share their wins on the timeline.

They tell you it's important to post your content, make your offers and do your marketing and so forth.

And that's all great advice.

But a lot of the intel they benefit from comes directly from other goo-roos within their network.

I won't name names but when you've been in the space for as long as I have, seeing which goo-roos are helping each other out with list swaps, cross promotions and so forth becomes about as clear as spotting a pro basketball player in a Japanese elevator.

## So here's my tip for today:

Always be networking. As you build your brand and carve out your little corner in this relatively small world of internet marketing...

Make sure you build relationships along the way. With everyone. Other creators, your clients, your competitors etc.

Truth be told, this has been a weakness in my repertoire and one that has cost me dearly.

There's no course or coaching program that will make you a better networker. It's just something you've got to do if you want the wins to come easier (who doesn't?) ■

Ok that's all for now.

Your man

Eddy "not all drugs are bad" Quan

---

**Eddy Quan**

<eddy@eddyquan.com>

# Red Lobster's CEO on weighing the risks and rewards of a turnaround role

Ruth Umoh | 5 min read

When Damola Adamolekun, 36, accepted the CEO role at Red Lobster, the nation's largest casual dining seafood chain was in bankruptcy and weighed down by years of operational missteps. On paper, it was the kind of job most executives might politely decline: high risk, thin margin for error, and limited time to stabilize. For Adamolekun, though, it was an irresistible equation.

"I think this can be the greatest comeback in the history of the restaurant industry," he told me in a wide-ranging interview for Fortune's newly-launched CEO Playbook podcast. "To lead that would be a once-in-a-lifetime opportunity."

For corner office aspirants, the decision framework Adamolekun describes offers a blueprint for assessing when to take on a transformational role. At the heart of it is risk-versus-return, akin to the calculus in investing, where Adamolekun began his career in finance before shifting to restaurant leadership: first as CEO of P.F. Changs, followed by Red Lobster.

"Investing is the business of risk assessment, and I think you should manage your career the same way," he says. "Risk on its own isn't something to avoid. You just need adequate return."

That "return" isn't only financial. In Adamolekun's case, it was the chance to make history by leading a legendary turnaround, backed by owners and a team he trusted. The potential downside, he says, was clear: the company could fail despite his efforts. But the upside—a revitalized Red Lobster and a career-defining achievement—was worth the gamble.

This kind of decision-making requires more than rational calculation, he cautions. It also demands self-knowledge. "Some people don't want to take any risk because they're not comfortable in that environment," he notes. "You need to know yourself as well, and the risk-reward tolerance is going to be different for every person."

Ambition plays a role, too. Adamolekun says he has never shied away from setting daunting goals, even at the risk of publicly flopping. "Some people refuse to set ambitious goals because they're terrified of failure," he says. "I'm not afraid of that. I don't mind setting really high goals, and I don't mind going after difficult things. You do your best and try to win."

When weighing whether to take on the helm of a company in crisis, aspiring CEOs should step back and interrogate three essential dimensions of the role:

What's the actual upside? Look beyond financial incentives. Is the role a chance to redefine an industry, leave a legacy, or develop capabilities you can't elsewhere?

Do you trust the backers? Turnarounds live or die on aligned stakeholders. Without supportive ownership, capital, and a resilient team, the odds of success diminish sharply.

What's your risk appetite? Not every leader thrives in crisis. Assess honestly whether you're comfortable betting your reputation—and perhaps your career—on a comeback.

For Adamolekun, his current ambition distills down to a single, audacious mandate: "To save Red Lobster. That's enough" ■

Ruth Umoh  
ruth.umoh@fortune.com

# AI Will Create \*More\* Jobs

## What it is

“[As a result of AI] in the aggregate, there will be more people employed with higher paying jobs.”

- Eric Schmidt

Future of Jobs Report 2025

### Human-machine frontier



Proportion of tasks completed predominantly by technologies (machines, algorithms etc.), predominantly by people, or by a combination of the two

Now



By 2030



● Technology ● Combination ● People



Source: World Economic Forum. (2025). Future of Jobs Report 2025.

Peter Diamandis | 7 min read

In this issue of Metatrends, we'll evaluate WHY AI will create more jobs and not destroy them. Former Google/Alphabet CEO Eric Schmidt offers an argument that flips the unemployment narrative completely.

This isn't wishful thinking. Schmidt breaks down exactly how automation has worked throughout history and why AI will accelerate job creation, wage growth, and economic expansion in ways we've never seen before. So, get your Abundance Mindset ready!

**“In the shorter term, 5 or 10 years, I’m going to argue that this is positive for jobs”** predicts Schmidt, based on economic principles that have held true for over a century.

## How it works: automation upgrade = more jobs

**Thesis:** Automation starts with the lowest status and most dangerous jobs and then works up the chain.

**How it works:** For example, the person who was previously working as a welder, now operates a robotic arm that is able to do 10x more welding. The human gets a higher wage, and the company has higher profits because it's producing more widgets, amplified by the robotics. So, the company makes more money and the person makes more money. As Schmidt points out, this is the proven pattern of every major technological advancement in history across looms, farming, manufacturing, over and over again.

## Every Person Gets a Genius Assistant

At the same time, the AI revolution is giving

every single human with a smartphone a super genius intelligence in their pocket.

Schmidt offers another profound insight: **“If you take a person of normal intelligence or knowledge and you add an accelerant, they can get a higher-paying job.”**

This means AI upgrades workers, it doesn't replace them. Every employee becomes more capable, more productive, and therefore more valuable.

## Why More Jobs Are Inevitable

Schmidt destroys the “finite jobs” fallacy: **“Economics expands because the opportunities expand, profits expand, wealth expands and so forth.”**

For example: **“All those people who work in Amazon distribution centers and Amazon trucks. Those jobs didn't exist until Amazon was created.”**

New technology doesn't just improve existing work, it creates entirely new categories of work that we can't even imagine today.

## The Demographic Emergency

There's another that factor most people miss: **“It's a national emergency to use more AI in the workplace to give people better paying jobs and create more productivity in the United States because our birth rate has been falling.”**

The numbers are even more stark in Asia... South Korea is now down to 0.7 children per two parents, and China is down to one child per two parents.

As such, countries facing population decline have no choice: they must completely automate everything they can to maintain their economy.

AI isn't coming to steal jobs, it's coming to save economies from demographic collapse.

## Winners Will Act Now

Schmidt's advice for companies is clear: **“The winners will be the ones who act.”** The organizations that integrate AI to augment their workforce will dominate those that resist change.

Here's his advice to CEOs: **“You already have people in your company who know what to do. You just don't know who they are (yet).”**

The key is to identify employees who can work with AI systems and invest in their development immediately.

## The Economic Expansion

Schmidt connects this to massive wealth creation: Companies using AI will have **“higher profits because they're producing more widgets,”** while workers get **“higher wages”** for operating more sophisticated systems.

This creates a virtuous cycle: more productive workers, higher profits, more investment, more jobs, higher wages.

## Your Career Strategy

The message for professionals is clear: **don't fear AI replacement, embrace AI augmentation.** The workers who learn to collaborate with intelligent systems will command premium salaries in the new economy.

The AI revolution isn't about humans versus machines. It's about humans with machines creating unprecedented prosperity.

Using Schmidt's framework, ask yourself: **“How can AI make me 10x more effective at what I do best?”**

---

Peter Diamandis  
<[peter@diamandis.com](mailto:peter@diamandis.com)>



## GLOBAL PLASTICS TREATY bamboozled...

Dead in the water... R.I.P... blindsided and bushwhacked by the profit motive... human intelligence at wit's end... genuine frowns and plastic smiles as global plastics accord flounders and sinks on rocky fossil fuel terrain.

The question is, why are we talking plastics when the weather has dealt us debilitating body blows and extracted an unimaginable price in lost lives and property? The short answer to that question is that what's done is done, and given our propensity for not learning from our experience, we have no alternative but to hunker down and seek Allah's mercy and forgiveness for our misdeeds of which there are too many. Floods pose a clear and present danger in the here and now.

The scourge of plastics poses an equally existential crisis, but the attention plastic pollution commands is sporadic and entirely insufficient. In August, however, all that changed as 184 countries gathered at the UN in Geneva for 10 days of negotiations (August 5 to 14), with the talks hosted by UN Environment Programme (UNEP), and chaired by Ecuadoran diplomat Luis Vayas Valdivieso.

### The responsibility is on us

"Plastic pollution is damaging ecosystems, polluting our oceans and rivers, threatening biodiversity, harming human health, and unfairly impacting the most vulnerable," said Luis Vayas Valdivieso to the 2,600 participants gathered at the Palais des Nations in Geneva, including over 1,400 Member delegates from 183 countries, and close to 1,000 Observers representing over 400 organizations. "The urgency is real, the evidence is clear — and the responsibility is on us."

### All pervasive pollutant

Plastic pollution is so ubiquitous that microplastics have been found on the highest mountain peaks, in the deepest ocean trench and scattered throughout almost every part of the human body. But after five rounds of talks, three years of negotiations hit the wall in Busan, South Korea, in December when oil-producing states blocked a consensus (Dawn, August 6, 2025).

During the course of my research on this subject I curated 18 news report, none of which pulled any punches. But the one which really took the gloves off was by Sam Cossar-gilbert simply titled "UN

**"Pakistan stands ready to lead the fight for a future where our children inherit rivers, land, and air free from the poisons of imported waste"** – Dr. Musadiq Malik

plastics treaty," and excerpted from 'The UN Plastics Treaty Must Confront Fossil Fuel Power,' courtesy: Commondreams.org (The News International, August 09, 2025).

### Confronting power of fossil fuel industry

The United Nations Plastics Treaty is billed as the world's best chance to tackle plastic pollution, but unless it confronts the power of the fossil fuel industry, it risks becoming little more than a recycling plan with a new logo, wrote, Sam Cossar-gilbert.

With over 99% of plastics being made from oil and gas, the reality is that plastic is the fossil fuel industry's plan B. As the world is under pressure to transition away from fossil fuels, oil and petrochemical giants are doubling down on plastics to secure their profits and perpetuate a destructive business model for decades to come.

### Dramatically expanding plastic production

Industry projections show plans to dramatically expand plastic production – locking in emissions just as climate scientists warn

**"Cutting plastic production is not only vital to cleaning up oceans and coastal areas, but is also about dismantling a key pillar of the fossil fuel economy"** – Sam Cossar-gilbert

we must phase out fossil fuels. Already, plastics account for around 4% of global greenhouse gas emissions. Without intervention, that figure could double by 2050 as plastics rise to account for 20% of global oil and gas consumption.

This is why the UN Plastics Treaty negotiations are a critical moment in the broader fight to reduce pollution, put a cap on greenhouse gas emissions, and fight for climate justice. Cutting plastic production is not only vital to cleaning up oceans and coastal areas, but is also about dismantling a key pillar of the fossil fuel economy.

Diabolical plan to solely focus on waste management

Yet, the same corporations that created this crisis have infiltrated the process meant to solve it. Hundreds of industry lobbyists have attended the treaty talks, working to strip away any mention of production limits. Over 200 industry lobbyists are in attendance at

this year's negotiations. Their preferred outcome is clear: a weak agreement focused solely on waste management, leaving the root cause untouched.

The human cost of bowing to the influence and demands of the fossil fuel and petrochemical industry is well known. From frontline communities across Asia, Africa, and Latin America to the infamous "Cancer alley" in the United States, plastics poison air, water, and soil, disproportionately harming low-income, Black, brown, and Indigenous communities.

## Waste colonialism & systemic exploitation

In the Global South, countries bear the additional burden of waste colonialism: imported waste they did not create. Just like the climate crisis, this is a story of systemic exploitation: profits for a few, toxic impacts for the many.

The fossil fuel and petrochemical industry's false solutions to the

**“As the world is under pressure to transition away from fossil fuels, oil and petrochemical giants are doubling down on plastics to secure their profits and perpetuate a destructive business model for decades to come”** – Sam Cossar-gilbert

(Environmentalist & economic justice and resisting neoliberalism coordinator at Friends of the Earth International)

crisis only deepen this injustice. Recycling rates remain negligible, and new schemes like “plastic credits” mimic the failures of carbon markets – financial smokescreens that do nothing to reduce production. These false solutions keep the burden off the culprits, shifting focus to only the very end of the plastics lifecycle rather than tackling every stage of it. Embracing these false solutions means entrenching the problem rather than solving it.

## End plastic waste dumping in developing countries

Meanwhile, our very own Federal Minister for Climate Change and Environmental Coordination, Dr. Musadik Malik, urged global reforms to end plastic waste dumping in developing countries (August 13, 2025, The News International). Speaking at the Informal Ministerial Dialogue on “Investment Opportunities for a Circular Economy in the Context of the Global Plastic Treaty” during the Fifth Session of the Intergovernmental Negotiating Committee on Plastic Pollution (INC-5.2) in Geneva, Dr. Malik highlighted a stark imbalance between wealthy nations that consume plastics at rates up to 20 times higher than many developing countries, yet export their low-value, contaminated, or non-recyclable waste to poorer nations like Pakistan, often disguised as ‘recyclables.’

Without advanced recycling infrastructure, he warned, much of this waste is dumped in open landfills, burned in communities, or ends up polluting rivers and seas, poisoning air, soil, and water, and threatening public health.

Another injustice for the Global South

Per capita plastic consumption in Western Europe averages 150 kilograms annually, compared to just 7 kilograms in Pakistan, 8 in India, and 6 in Bangladesh. Similar figures are reported in Nigeria, Ethiopia, and Kenya. “Our people, Pakistani people, are paying the price for a problem they did not create,” Dr. Malik said. “We cannot allow the plastic crisis to become yet another injustice for the

**“Plastic pollution is damaging ecosystems, polluting our oceans and rivers, threatening biodiversity, harming human health, and unfairly impacting the most vulnerable”** – Luis Vayas Valdivieso (Ecuadoran diplomat

& Conference chair)

Global South.”

## Plastic Fund

To tackle the issue, Dr. Malik proposed a dual strategy under the Global Plastic Treaty: Extended Consumer Responsibility (ECR) Framework – Assigning responsibility based on consumption levels, not just disposal. High-consuming countries (over 100 kg per person annually) would contribute to a Plastic Fund to finance recycling plants, sorting facilities, and technology in affected developing nations.

## Global Plastics Credit Market

Similar to carbon credits, this system would reward developing countries for measurable progress in recycling, waste collection, and prevention. High-consuming nations could purchase these credits, with funds directed towards modern recycling infrastructure, improved waste management systems, and integrating informal waste workers into safer, formal jobs.

## Issue of justice, fairness, and sovereignty

Dr. Malik stressed that these measures would help ensure no country is used as a dumping ground, while promoting a fairer global economy. “Plastic pollution is not just an environmental issue, it’s an issue of justice, fairness, and sovereignty,” he concluded. “Pakistan stands ready to lead the fight for a future where our children inherit rivers, land, and air free from the poisons of imported waste.”

## PRESS RELEASE - Talks on global plastic pollution treaty adjourn without consensus

Following 10 days of negotiations, Intergovernmental Negotiating Committee (INC) talks to develop an international legally binding instrument on plastic pollution, including in the marine environment, adjourned early on 15 August without consensus on a text of the instrument. The Committee agreed to resume negotiations at a future date to be announced. The meeting adjourned with a clearly expressed desire by Member States to continue the process, recognizing the significant difference of views between states.

## Hard-fought 10 days

“This has been a hard-fought 10 days against the backdrop of geopolitical complexities, economic challenges, and multilateral strains,” said Inger Andersen, Executive Director of the UN Environment Programme (UNEP). “However, one thing remains clear: despite these complexities, all countries clearly want to remain at the table. While we did not land the treaty text we hoped for, we at UNEP will continue the work against plastic pollution – pollution that is in our groundwater, in our soil, in our rivers, in our oceans and yes, in our bodies.”

Column by Adil Ahmad, Correspondent, TCS Octara.Com