

## **ABSTRACT**

The pollution of plastic waste at sea is one example of how harmful plastic waste is to human health and the environment. In the case of Danone, the company has contributed to the largest plastic waste in the sea, causing a decline in the quality of marine ecosystems, habitats and marine life.

The company was dragged to French courts on charges of failing to address the problem of plastic garbage produced by its products over the years operating around the world, including in Indonesia. The three environmental groups that filed lawsuits against Danone were Surfrider, ClientEarth, and Zero Waste France.

The purpose of this research is to analyze Danone's efforts to deal with plastic waste pollution and to analyse the principles of SDGs Number 14 that can be applied by Danone Company in France in Plastic Waste Management. The research method used is normative jurisprudence by searching and finding appropriate norms in the regulations of the laws and international treaties governing the management of plastic waste pollution.

The result of its research is that ClientEarth sued Danone for marine pollution because it did not comply with SDGs principles and the report notes how Danone has claimed various measures in reducing plastic use and improving product recycling, but is still not fully in line with expected targets in terms of reducing environmental impact. In the context of the implementation of the 14th SDGs on conservation and sustainable use of marine resources, Danone is seeking to improve the recyclability of its products and reduce the use of single-use plastics. But technical challenges, costs, and changes in consumer behavior hinder the achievement of this goal. The study concluded that further cooperation was needed and a more comprehensive global multilateralism agreement was created to tackle marine pollution from plastic garbage.

**Keywords : Danone Case, Marine Pollution, SDGs Principles**