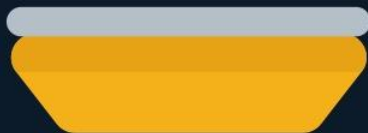


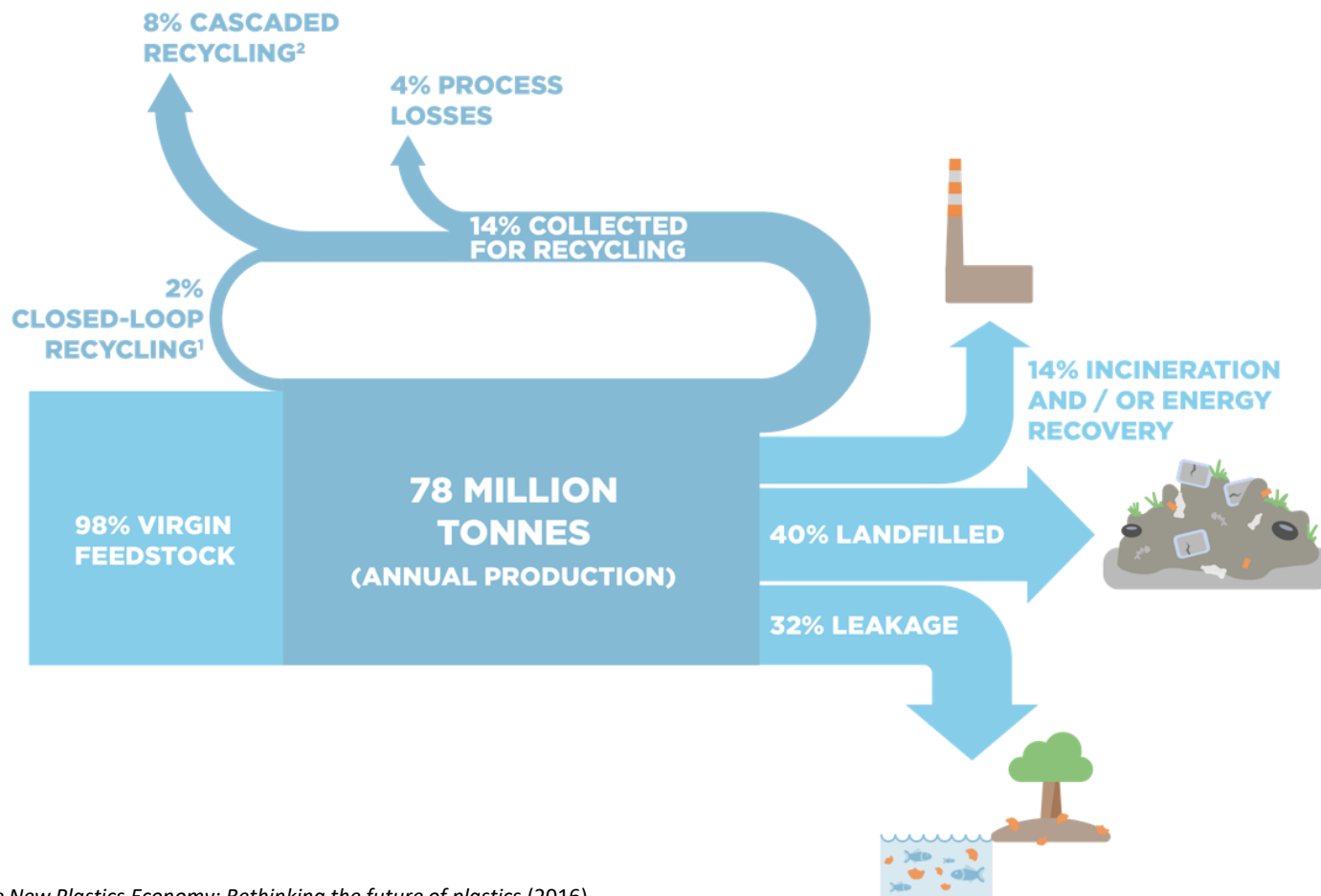


NEW PLASTICS ECONOMY

From a take-make-dispose model to a circular economy for plastics









TAKE

MAKE

DISPOSE



TAKE

MAKE

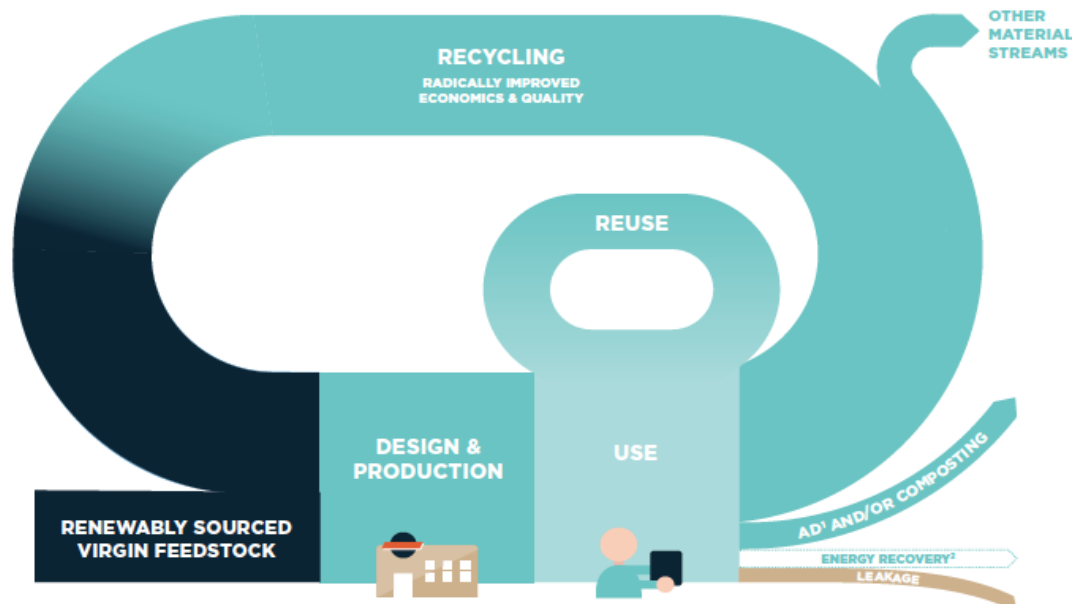
DISPOSE

CIRCULAR ECONOMY



The New Plastics Economy

1 CREATE AN EFFECTIVE AFTER-USE PLASTICS ECONOMY



3 DECOUPLE PLASTICS FROM FOSSIL FEEDSTOCKS

2 DRASTICALLY REDUCE THE LEAKAGE OF PLASTICS INTO NATURAL SYSTEMS & OTHER NEGATIVE EXTERNALITIES

Source: *The New Plastics Economy – Rethinking the future of plastics*

The New Plastics Economy initiative

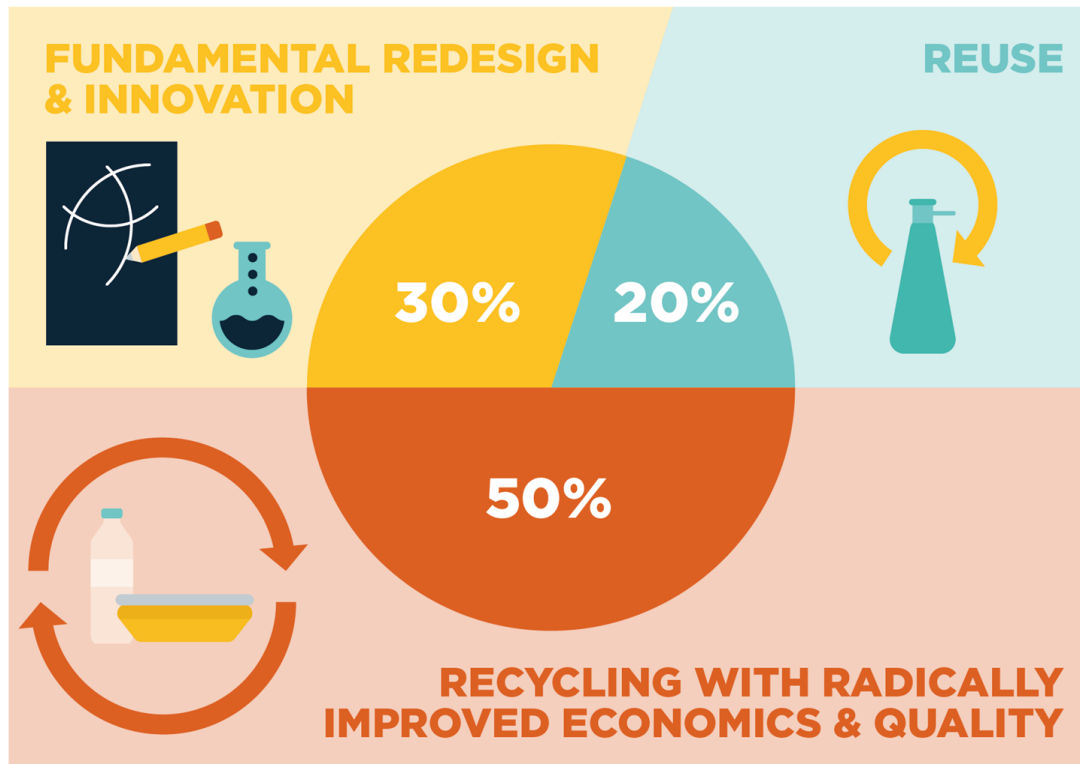
Core Partners



Participants



Three strategies to transform the global plastic packaging market



30% of plastic packaging needs fundamental redesign before it can be reused or recycled

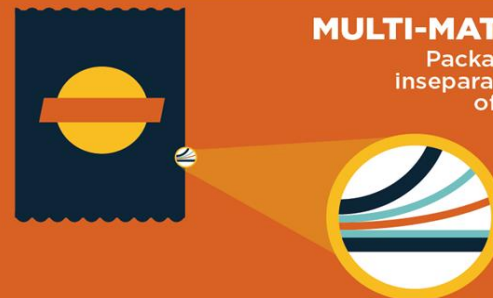
SMALL-FORMAT

Lids, tear-offs, sweet wraps, sachets & generally all items smaller than 40 - 70mm



MULTI-MATERIAL

Packaging with inseparable layers of different materials



>50% of plastic packaging (by no. of items)
>30% of plastic packaging (by weight)

UNCOMMON MATERIALS

Uncommon plastic packaging materials like PVC, EPS, PS



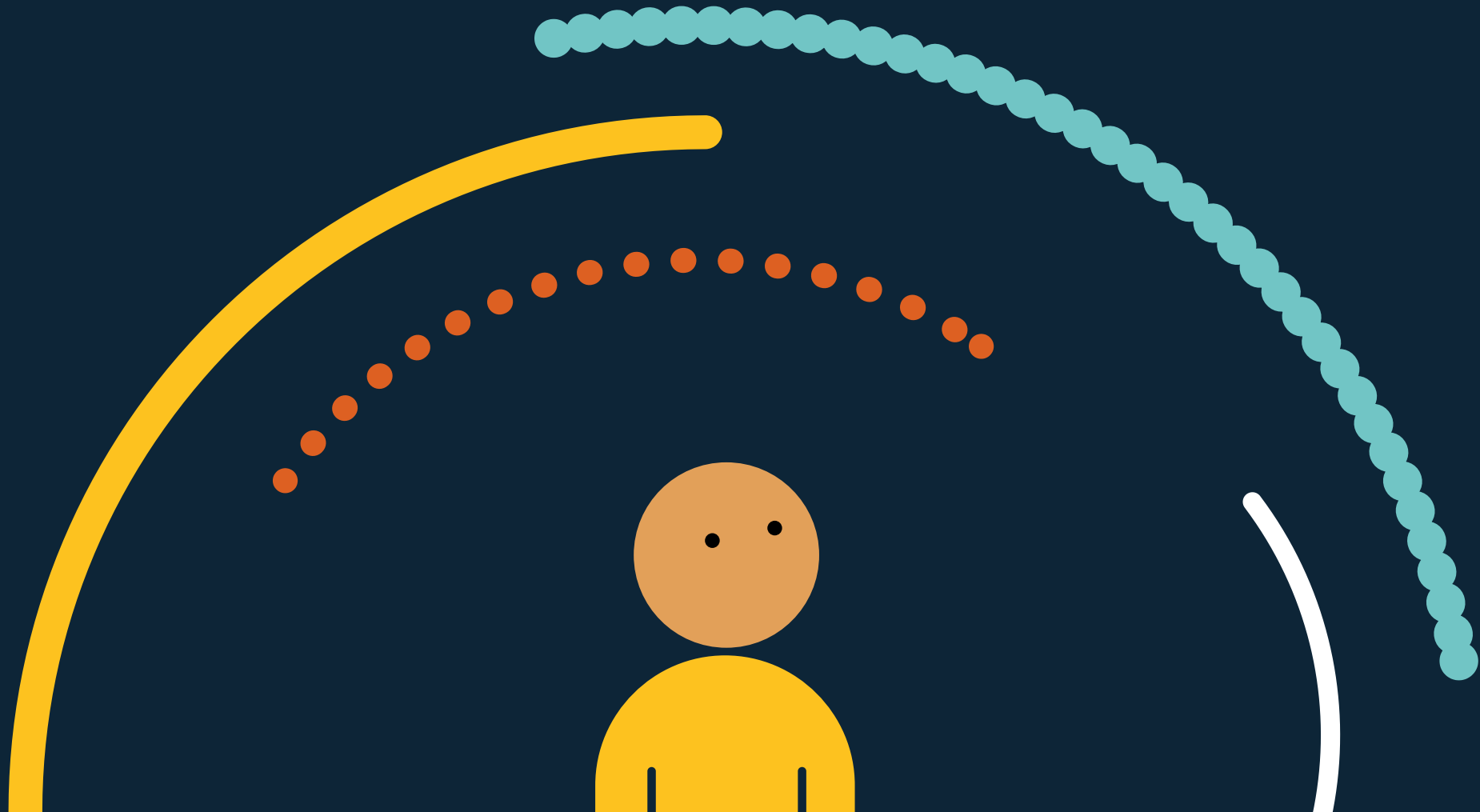
NUTRIENT-CONTAMINATED

Coffee capsules, organic waste bags, takeaway food packaging



A USD 10 billion reuse opportunity for plastic packaging





Global Commitment

#LINEINTHESAND








UK Plastics Pact (led by WRAP)

By 2025:

- Take action to eliminate problematic or unnecessary single-use packaging items through redesign, innovation or alternative (reuse) models
- 100% of plastic packaging to be reusable, recyclable or compostable
- 70% of plastic packaging effectively recycled or composted
- 30% average recycled content across all plastic packaging

French National Pact on Plastic Packaging

(by the Ministry of Ecological & Inclusive Transition, companies & NGOs)

- Defining a list of problematic or unnecessary packaging and measures to eliminate these, including a commitment to phase out PVC in packaging by 2022
 - Test and develop commercial reuse models
 - 100% of plastic packaging to be reusable, recyclable or compostable by 2025
 - 60% of plastic packaging effectively recycled by 2022
 - Incorporating an average of 30% recycled content in plastic packaging by 2025
- 

3 key points

1

The current plastics system is broken - system change is the only long-term solution to tackle plastics pollution

2

It requires concerted efforts of ALL actors from across the plastics value chain - to eliminate, innovate & circulate plastic materials

3

Collaboration is needed at the global and national level to transition to a circular economy for plastics - a New Plastics Economy

Thank you!

Reports and latest news on
www.newplasticseconomy.org

