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The New Plastics Economy outlines plans to redesign plastic and plastic packaging in general. Plastic summary is fundamental to our daily lives. Yet they are one of the most wasteful examples of our existing linears, take-it-to-dispose of the economy. With 8 million tons of plastic entering the ocean each year, we need to rethink the way we make, use, and reuse plastic. Catalysts for change through cooperation in this global material stream will not only create a more effective plastic system, but will also show the potential for a wider transition from linear to a circular economy - an economy where plastics have never been waste. Visit our website [newplasticseconomy.org](http://newplasticseconomy.org)

New Plastics Economic initiative is an initiative to build momentum towards a functioning plastic system. Applying the principles of the circular economy, it scoops up key stakeholders to rethink and redesign the future of plastics, beginning with packaging. The initiative is led by the Ellen MacArthur Foundation in collaboration with a group of leading companies, cities, philanthropists, governments, academics, students, NGOs, and citizens. The initiative is supported by Wendy Schmidt as the Principal Philanthropic Partner, MAVA Foundation, Oak Foundation, People's Postcode Lottery (GB) player, and GEF as a Philanthropic Funder. Amcor, Coca-Cola Company, Danone, MARS, Novamont, L'Oréal, PepsiCo, Unilever, and Veolia are core Partners initiatives. The New Plastics Economic Initiative focuses on five mutually reinforced and mutually reinforcing building blocks: Dialogue Mechanism - Consolidating, for the first time, a group of over 40 leading companies and cities across the global value chain to complete collaborative pilot projects and inform other building blocks. Global Plastic Protocol - Provides the same target states to innovate towards, to overcome existing debris and enable effective market creation. Innovation - Innovation moves innovation that could further enhance global to redefine what is possible and create conditions for the foundation of new economic evidence - Build a foundation of economic and scientific evidence to guide improvements and inform stakeholders' involvement of global debate - involve a wide set of stakeholders, including academics, students, governments, NGOs, and industry associations. , 2016 This document combines key insights from two previously published reports by the Ellen MacArthur Foundation with the support of the World Economic Forum: New Plastics Economy - Rethinking the Future of Plastics (2016) and New Plastics Economy - Action Catalyst (2017). As the report's authors estimate, plastic production has soared twenty-fold over a 50-fold period Ago, from 15 million tonnes in 1964 to 311 million tonnes in 2014, and is expected to double again over the next 20 years, as plastics come to serve increasingly more applications. Application. packaging, the focus of this report, is and will remain the largest application; Currently, packaging represents 26% of the total plastic used. The main problem is that plastic is used inefficiently: after a short first consumption cycle, 95% of the value of plastic packaging material, or USD 80-120 billion annually, disappears to the economy. Moreover, unsynched plastic packaging generates a significant, appreciated negative exterior, by some estimates, at USD 40 billion and is expected to increase with strong volume growth in business-as-usual scenarios. The report, developed in line with the Foundation's New Plastic Economy initiative, aims to consolidate additional improvements today and debris initiatives, create a coordinated innovative approach, improve productivity and recycling efficiency, and improve environmental responsibility in the plastics industry. The initial areas of focus, as seen by the authors, are: documenting global targets in the plastics industry, coordinating large-scale pilot projects, mobilization innovation, building scientific fundamentals, and engaging stakeholders and policy makers. As a starting point, only changes in packaging design (e.g. material options, colors, formats) can have a positive impact on the recycling economy of USD 90-140 per tonne collected. This publication has been featured in the Roscongress Information and Analysis System on the recommendations of the Roscongress Foundation's community of experts. © warloka79/Adobe Stock 1The New Plastics Economy initiative was created to work with businesses, governments, NGOs, academics, and other stakeholders to catalyse steps away from today's take-make-dispose model and redesign global plastic systems based on circular economic principles. 2 Plastics have become part of our economy and our daily lives, it has become clear that the system is broken. 3Globally, only 2% of plastic parcels are recycled into packaging, while the majority end up with soil, burned, or in the environment. The three most famous major international beaches and ocean cleaning together tackle less than 0.5% of the annual amount of plastic marine litter. Waste cleaning efforts are essential to deal with symptoms, but do not address the causes of the plastic problems we face. 4Equally, rethinking the system is more than just increasing the collection and recycling. Although it is part of the solution, we cannot simply recycl our path from the issues we face. We need to start thinking carefully about what we put in the market in the first place. For example, 30% of all plastic packaging goods on the market today are either too small (e.g. small wrappers and sachets) or too complex (materials) layer) for recycling. They need redesigning and fundamental innovation. 5By adopts a full redesigning system set by the New Plastic Economy, we can ensure plastics do not become waste and remain in the economy as What are the main outcomes of the New Plastics Economy so far? 6Our's first report, the New Plastics Economy - Rethinking the future of plastics, was published in January 2016 and presented a weakness of today's damaged system. The prospect of there is more plastic than fish in the ocean by 2050 if we don't fundamentally alter our plastic system, capture global headlines and are still being referred to by the media and others on a regular basis. More importantly, the same report not only highlights the problem but also puts forward a functional vision of plastic systems - a circular economy for plastics where they have never been waste. New Plastics Economic 7At beginning 2017, the second New Plastics Economic Report lays out a more concrete action plan to realize its vision based on three pillars: redesigning and innovation, reuse, and recycling. This is once again endorsed by leading businesses and governments around the world. 8More and more business and government, as well as NGOs, academics, and other organizations assembled behind this same vision, acknowledging that it provides systemic solutions that address the causes of the plastic pollution crisis rather than just symptoms. 9We also set up our USD 2 million Innovation Prize, which has inspired others to take action. Following the contest, several multi-million investment funds were set up to create a circular economy for plastics. 10Recently, we launched our Global Commitment to draw lines in the sand against plastic waste and pollution. What is the role of the Global Commitment of the New Plastic Economy and how will it make a difference? 11To addressing the problem of plastic waste and pollution at source, the Ellen MacArthur Foundation, in collaboration with UN Environment, launched the New Plastics Economic Global Commitment at the 2018 Our Ocean Conference in Bali (Oct, 29). With more than 250 signatories, Global Commitment aims to catalyse action to change our current 'take-make-dispose' approach to plastic and give way to a system where waste and pollution are designed. Signatories are committed to eliminating plastic items that we don't need; innovation so that all the plastics we need are designed to be reused safely, recycled, or composted; and distribute everything we use to keep it in the economy and beyond the environment. 12It is the biggest venture ever to move the business behind targets that can be crucial to help end the plastic pollution crisis: more than 250 signatories together cover more than 20% of the global plastic packaging market and commitment supported by WWF, and have been endorsed by the World Economic Forum, consumer Goods Forum (organization-led organizations) that represent about 40, and 40 universities. Five funds ventures have made a commitment to invest more than \$200 million by 2025 to create a circular economy for plastics and more than 15 financial institutions, including The Investment Bank, with more than \$2.5 trillion in assets under management has backed the Global Commitment. How can leading brands, retailers, and packaging companies change their plastic habits? 13Given scale of the challenge, urgent action really needed. Many signatories capture quick wins and we strongly encourage others to follow their lead. For example, Marks & Spencer produced a single use of plastic cutlery and hay this year. Colgate Palmolive will eliminate PVC packaging by 2020 and others have eliminated the PVC from their packaging already. Eliminating unnecessary and problematic plastic is something that can be done quickly. We encourage all signatories to prioritize this kind of action as it can have a significant impact on the minimum amount of time. 14Unfortunately, there is no simple solution, one size fit-all to realize this commitment. It will vary from business to business and government to government. What is clear though, is that to succeed we need to work together because we are changing the global system involving and affecting so many people and organizations. It is by working together and sharing knowledge and best practices that we can provide support to jointly achieve our commitments and develop circular solutions that will make everyone better at the end. How can we redesign the global plastic packaging market? 15It is important for everyone involved in the plastic industry to understand that we need to go beyond collecting and recycling more. Both are important but they are not enough - we need to redesign the entire plastic system by starting upstream, thinking carefully about what we put on the market. 16 Plasticproblematic packaging or unnecessary must be eliminated through innovation and new business models. All remaining plastic packaging should be reused, recycled, or composted in practice. Finally, all plastic packaging is made of as much recycling content as possible and free of alarming materials. 17 The goal is to ensure that plastic never ends up as waste, or worse, polluting the environment. It will require innovation, explore the use of new materials, and new business models. What are the examples of successful cooperation in the New Plastic Economy initiative? 18Bring together with all relevant stakeholders is the main thrust of the work of the New Plastic Economy initiative. A good example highlighting the importance of successful collaboration, captured by our Pilot Project. These projects are about cross-value chain cooperation and are initiated and operated by businesses, using and their knowledge to help deal with the obstacles we face in the transition towards a new plastics economy. They are a pre-competition partnership that invites interested parties from across the plastics industry to create and test innovations that can change the way we shape, use, and reuse plastic packaging. In terms of a New Plastics Economy how do you develop initiatives at the local level? 19To creates a New Plastic Economy we need ambitious efforts around the world with shared visions. However, when it comes to implementing a new plastic economy, we still need a suitable solution for their local context. The Plastic Alliance is precisely that: innovative cooperation, various stakeholders who help create a circular economy for plastics in a country or region that is set within the stipulated time frame. The 20Our team sought to unite all the key players involved in plastic at the national or regional level. By working with local stakeholders around the world, we created a similar agenda and set an ambitious 2025 target. Through this alliance, a network national or regional framework will be established so that countries can demonstrate their leadership and inspire and challenge each other. 21 UK Plastic Coat is the first execution of this broader international initiative. The pact is among UK businesses, governments, local authorities, NGOs, and citizens, addressing the need for collective action. It is led by a UK charity WRAP and supported by the Ellen MacArthur Foundation. In Chile, 7,000 miles away, a second Plastic Alliance is being prepared. After the UK and Chile, others will follow, all with the same vision - the creation of a new plastic economy. What is the innovative approach to developing new models to use better packaging? 22There is a variety of examples of innovative ways of going circulars for plastic packaging. For example, MIWA, from the Czech Republic, introduced an app that allows buyers to order the actual quantity of groceries they need, which are then shipped in reusable packaging from manufacturers to their nearest stores or to their homes. By connecting manufacturers with consumers, the concept of free-store packages is brought to a further level. This way a single-use packaging is eliminated completely along the product value chain. 23Algramo, a Chilean social enterprise, offers products in small quantities in reusable containers on a network of 1,200 local convenience stores in Chile, reaching more than 200,000 customers. Targeting an economy where recycled infrastructure is limited and small packaging goods such as sachets that often end up in the environment, Algramo introduces a reusable packaging system with dispensers and affordable containers. While the dispenser system is not new, Algramo is at the forefront of making them a frugal and robust system for a market where single-consumption sachets are the most prominent form of packaging, and where designing them out will the biggest impact. 24Australian company Splosh provides customers with refills in dissolvable sachets, which they can mix with water in bottles that can be refilled at home. How do you see the global plastic economy within five ten years? 25 Although the commitment has represented 20% of the global plastics packaging industry on the day it launches, more and more and the government needs to join and be part of this unstoppable momentum to help create a functioning plastic system - which benefits society, the economy, and the environment. 26Since launch, more organisations have signed up every week. Within five years, businesses should have eliminated problematic and unnecessary plastic packaging, ensuring their entire packaging was reused, recycled, or composted, and the use of recycled content would be greatly increased - drastically reducing the need for virgin fossil-based materials. Page 2 2

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