The New Plastics Economy
TAKE  MAKE  DISPOSE
CIRCULAR ECONOMY
THREE BASIC PRINCIPLES OF CIRCULAR ECONOMY

DESIGN OUT WASTE & POLLUTION

KEEP PRODUCTS & MATERIALS IN USE

REGENERATE NATURAL SYSTEMS
Plastic packaging - iconically linear

- 98% VIRGIN FEEDSTOCK
- 78 MILLION TONNES (ANNUAL PRODUCTION)
- 2% CLOSED-LOOP RECYCLING
- 14% COLLECTED FOR RECYCLING
- 8% CASCaded RECYCLING
- 4% PROCESS LOSSES
- 14% INCINERATION AND / OR ENERGY RECOVERY
- 32% LEAKAGE
- 40% LANDFILLED

#NewPlasticsEconomy
The New Plastics Economy

1. Create an effective after-use plastics economy

2. Drastically reduce the leakage of plastics into natural systems & other negative externalities

3. Decouple plastics from fossil feedstocks

- Recyclin:
  - Radically improved economics & quality

- Reuse

- Design & production

- Renewably sourced virgin feedstock
Three strategies to transform the global plastic packaging market

- **Fundamental Redesign & Innovation**: 30%
- **Reuse**: 20%
- **Recycling with Radically Improved Economics & Quality**: 50%
Evidence of exponential momentum in industry...

100% reusable, recyclable or compostable plastic packaging by 2025

follow their lead
... Governments...

- Strategy on plastics in a circular economy, January 2018

- France committed to recycle 100% of plastics by 2025

- The UK committed to a 25 Year Environment Plan to tackle plastic waste.

- “UN commits to stop ocean plastic waste” – BBC, December 2017
$2 million New Plastics Economy Innovation Prize
... National initiatives.
Thank you!