ELLEN MACARTHUR FOUNDATION

NEW PLASTICS ECONOMY

Eric & Wendy Schmidt Fund for STRATEGIC INNOVATION

gef
www.theGEF.org

OAK FOUNDATION

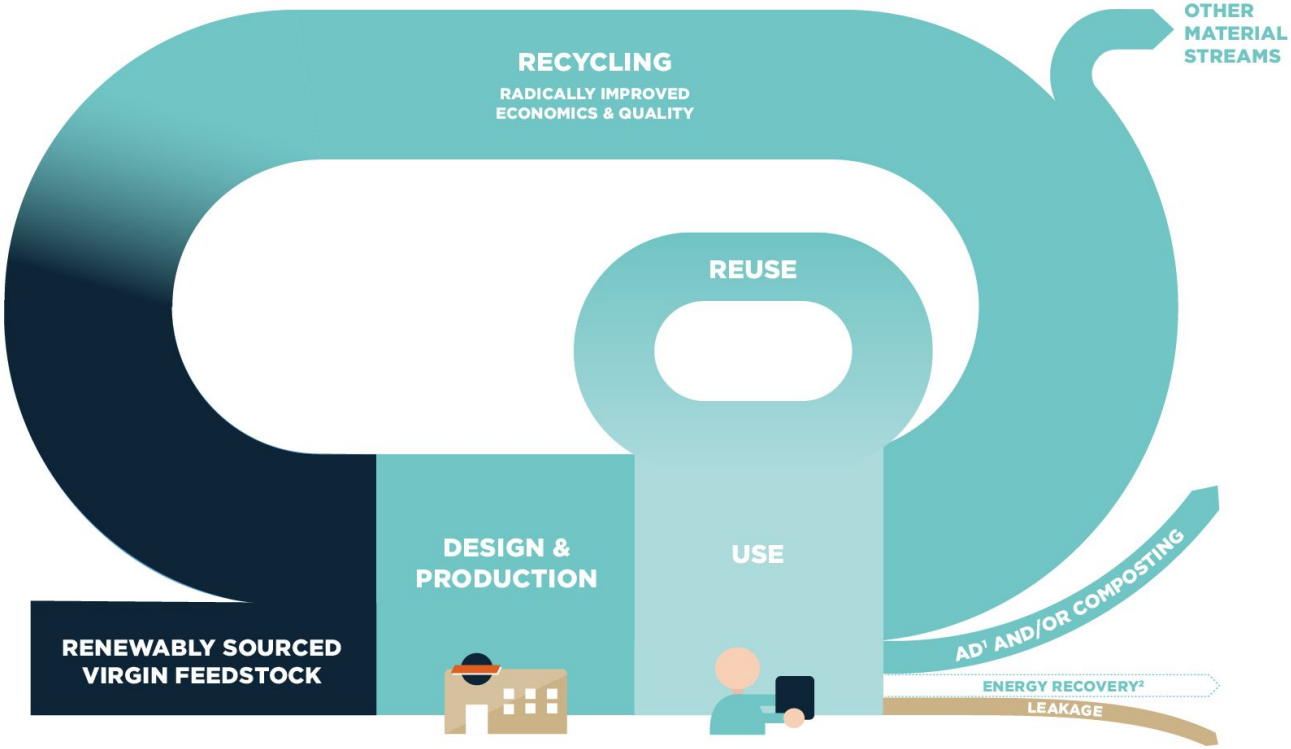
ELLEN MACARTHUR FOUNDATION

By 2050, there could be more plastics than fish in the sea - yet the problem starts long before plastic reaches our oceans, rivers and beaches, and so must the solutions.

Ellen MacArthur Foundation: *The New Plastics Economy - Rethinking the future of plastics* (2016)

NEW PLASTICS ECONOMY

THE NEW PLASTICS ECONOMY



Ellen MacArthur Foundation: *The New Plastics Economy - Rethinking the future of plastics* (2016)

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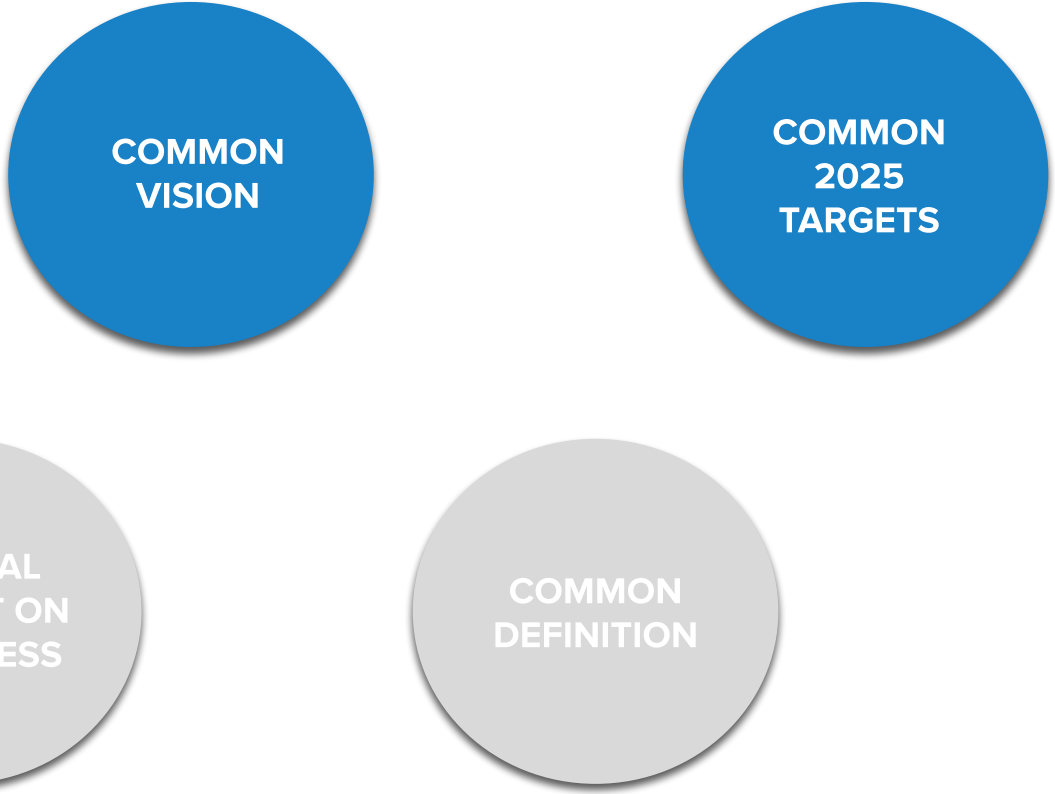
Uniting businesses, governments, and other organisations behind a common vision and targets to address plastic waste and pollution at its source.

NEW PLASTICS ECONOMY

The New Plastics Economy Global Commitment - A robust commitment framework



The New Plastics Economy Global Commitment - A robust commitment framework

COMMON VISION

COMMON 2025 TARGETS

ANNUAL REPORT ON PROGRESS

COMMON DEFINITION

Progress by FMCGs (1): top 10 FMCG companies

Key metrics for the top 10 FMCG companies globally, by revenue

	PACKAGING DESIGN %, by weight, of plastic packaging reusable, recyclable, or compostable ● 2019 ◎ 2025 target ▲ Change from 2018	RECYCLED CONTENT %, by weight, of post-consumer recycled content in plastic packaging ● 2019 ◎ 2025 target ▲ Change from 2018		REUSABLE PLASTIC PACKAGING %, by weight, of reusable plastic packaging	TOTAL VOLUME of plastic packaging in metric tonnes per annum
Nestlé Food	66% → 100%	▲1pp	2% → 30%	0pp	1%	1,524,000
Procter & Gamble	Not a Global Commitment Signatory					
PepsiCo Beverages	79% → 100%	▲2pp	4% → 25%	▲1pp	0%	2,300,000
AB InBev	Not a Global Commitment Signatory					
Unilever Household and personal care	50% → 100%	0pp	5% → 25%	▲4pp	Not reported	700,000
JBS	Not a Global Commitment Signatory					
Tyson Foods	Not a Global Commitment Signatory					
The Coca-Cola Company Beverages	99% → 100%	0pp	9.7% → 25%	▲0.7pp	3%	2,981,421
Mars, Incorporated Food	26% → 100%	0pp	0% → 30%	0pp	0%	191,217
L'Oréal Cosmetics	30% → 100%	▲1pp	6.9% → 50%	▲1.9pp	1%	137,280

Notes:
a) Year-on-year growth was calculated using percentage points for all metrics.
b) All quantitative data are provided for the latest year reported, in most cases for the relevant company's financial year ending 2019. Details of the reporting timeframe for each signatory are provided in their online individual reports.

PLASTICS PACT

GLOBAL NETWORK

NATIONAL PLASTICS PACT
- Chile
- France
- Netherlands
- Poland
- Portugal
- South Africa
- United Kingdom
- United States of America

REGIONAL PLASTICS PACT
- European (EEA)

NEW PLASTICS ECONOMY Global Commitment

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UN environment programme

The Global Commitment

2020 Progress Report

ELLEN MACARTHUR FOUNDATION | UN environment programme

We call on businesses to...

Take bold action on **packaging types** that are not recyclable today

Set ambitious **reduction targets**

and governments to...

Establish policies and mechanisms for **stable funding for recycling**, e.g. through EPR

Set an **international framework for action** for a circular economy for plastic, through the UN Environment Assembly

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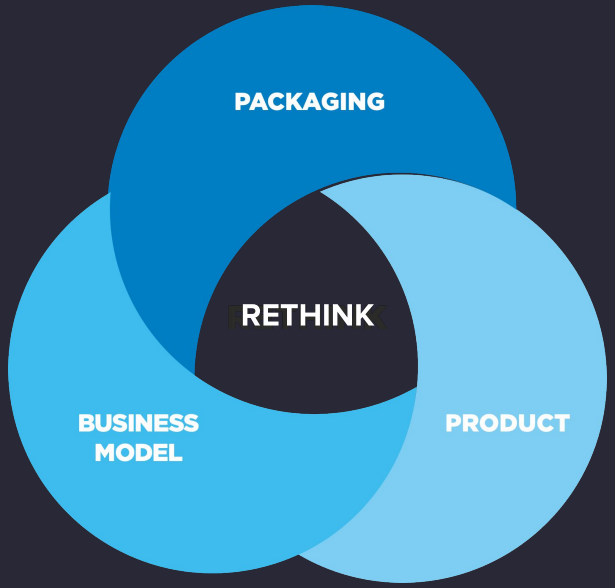

Get a copy of the guide via:
plastics.emf.org/upstream

ELLEN MACARTHUR FOUNDATION

Upstream Innovation

A guide to packaging solutions

ELLEN MACARTHUR FOUNDATION | UN environment programme

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Take bold action on **packaging types** that are not recyclable today

Set ambitious **reduction targets**

and governments to...

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The question is not whether a world without plastic pollution is possible, but what we will do together to make it happen.
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APPENDIX

NEW PLASTICS ECONOMY

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THE NEW PLASTICS ECONOMY VISION

1. **Elimination of problematic or unnecessary** plastic packaging through redesign, innovation, and new delivery models
2. **Reuse models** are applied where relevant, reducing the need for single-use packaging
3. All plastic packaging is **100%** reusable, recyclable, or compostable by design
4. All plastic packaging is reused, recycled or composted **in practice**
5. The use of plastic is fully **decoupled** from the consumption of **finite resources**
6. All plastic packaging is free of **hazardous chemicals**, and the health, safety, and rights of all people involved are respected

NEW PLASTICS ECONOMY

Full version of the vision on the New Plastics Economy website