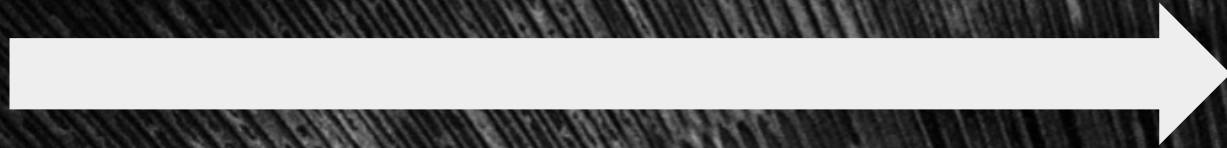




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PLASTICS  
ECONOMY**

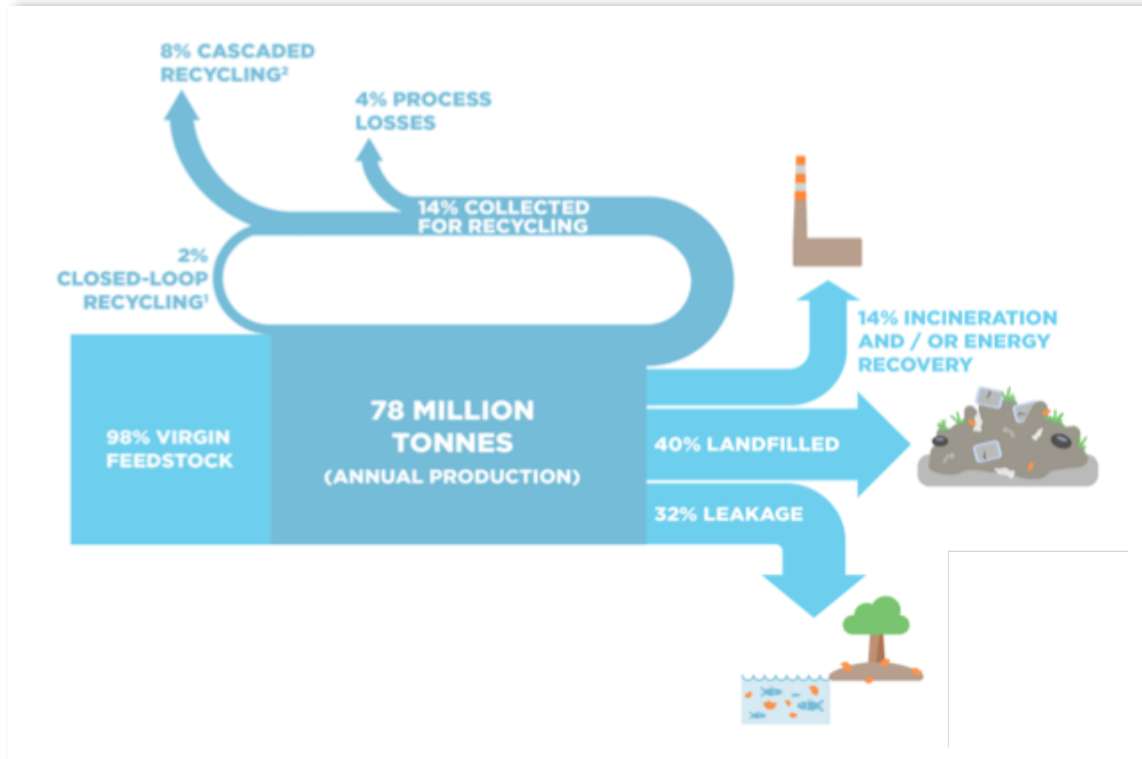


Take

Make

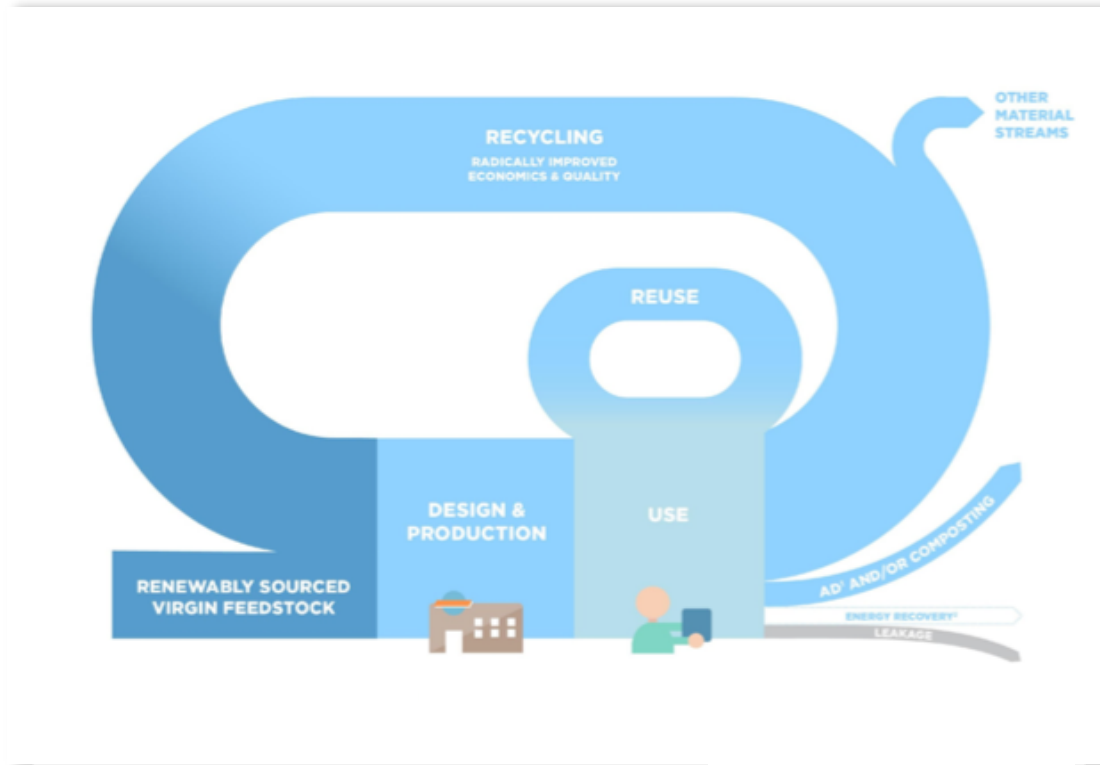
Dispose

# Today, 95% of the material value is lost after one use



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

# The New Plastics Economy



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



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ECONOMY**





NEW  
PLASTICS  
ECONOMY

Global  
Commitment





ELLEN  
MACARTHUR  
FOUNDATION

**400+**

**signatories**

**4.2**

**\$trillion AuM**

**20%**

**of industry**

**19**

**governments**



NEW  
PLASTICS  
ECONOMY

# 2025 Targets

Packaged goods companies, retailers, hospitality and food service companies, packaging producers

# 1

Take action to eliminate problematic or unnecessary plastic packaging

# 2

Take action to move from single-use towards reuse models where relevant

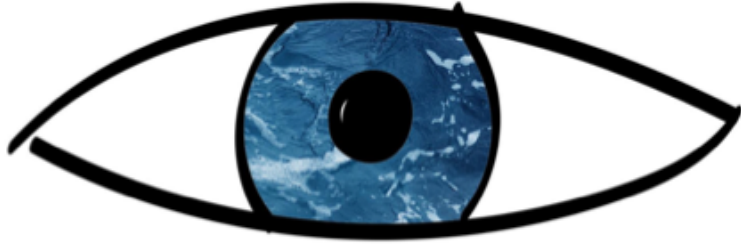
# 3

100% of plastic packaging to be reusable, recyclable, or compostable

# 4

Set an ambitious recycled content target across all plastic packaging used





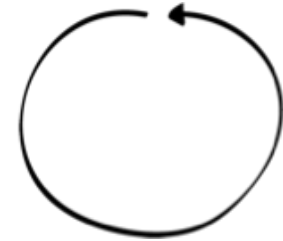
**A common vision  
based on years of  
research and  
collaboration with the  
entire value chain**



**ELIMINATE**



**INNOVATE**



**CIRCULATE**



**PLASTICS  
PACT**



**A network of national collaboration initiatives  
towards the circular economy for plastics**

# Plastics Pact Network

## The UK Plastics Pact WRAP



**Sky Ocean Rescue** @SkyOceanRescue

'The plastic crisis is going to take us a long time to fix.'

Helen Bird from @WRAP\_UK tells #Sunrise businesses need to continue to remove plastic packaging - but "rapid action" has been taken due to the #UKPlasticsPact.

More on #OceanRescue here:  
[news.sky.com/ocean-rescue](https://news.sky.com/ocean-rescue)

**sky** **PassOnPlastic** **PLASTICS SPECIALIST WRAP UK** **1500** **8,444** views

**'The plastic crisis is very complicated'**

12:53 AM - 21 May 2019

## Pacte National sur les emballages plastiques ConsultantSeas



**New Plastics Economy** @NewPlasticsEcon

French Plastics Pact members will establish a list of problematic or unnecessary packaging. The Pact states that "landfilling, incineration and energy recovery of waste are not part of the objectives of the #circulareconomy. Via @Le\_Figaro [bit.ly/2tvH69h](https://bit.ly/2tvH69h)

8:18 AM - 21 Feb 2019

22 Retweets 36 Likes

## Circula El Plástico Fundación Chile



**Mark Minneboo** @MarkMinneboo

Today we signed the Chilean Plastic Pact and will be part of the board of directors. Let's make sure that this pact will be much more than just recycling and let's push for innovation, redesign and elimination of unnecessary disposable plastic packaging!  
[#fojoconelplastico](https://www.facebook.com/fojoconelplastico)

9:52 AM - 15 Apr 2019

1 Retweets 1 Likes



## Beyond foundation laying: initial progress is already being made

Innovative reuse models are being developed



Coca-Cola Brazil  
Universal Bottle



Loop Platform  
Häagen-Dazs



Algramo 2.0



Ellen MacArthur  
Foundation:  
*Reuse* (2019)



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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.**



**ELLEN  
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FOUNDATION**



**NEW  
PLASTICS  
ECONOMY**