The New Plastics Economy

19 April 2016
Global plastic packaging material flows: 40 years of effort – 14% collected-for-recycling and 32% leakage
The New Plastics Economy offers a paradigm for a system that works
Next month we are launching a collaborative initiative to mobilise momentum towards the New Plastics Economy

A concerted, global collaboration initiative that matches the scale of the challenge and the opportunity.

1. Set up a global cross-value chain dialogue mechanism
2. Converge and re-design plastic packaging materials/formats and after-use systems through a Global Plastics Protocol
3. Mobilise targeted innovation with the potential to scale globally
4. Develop insights and build a base of economic and scientific evidence
5. Engage policymakers