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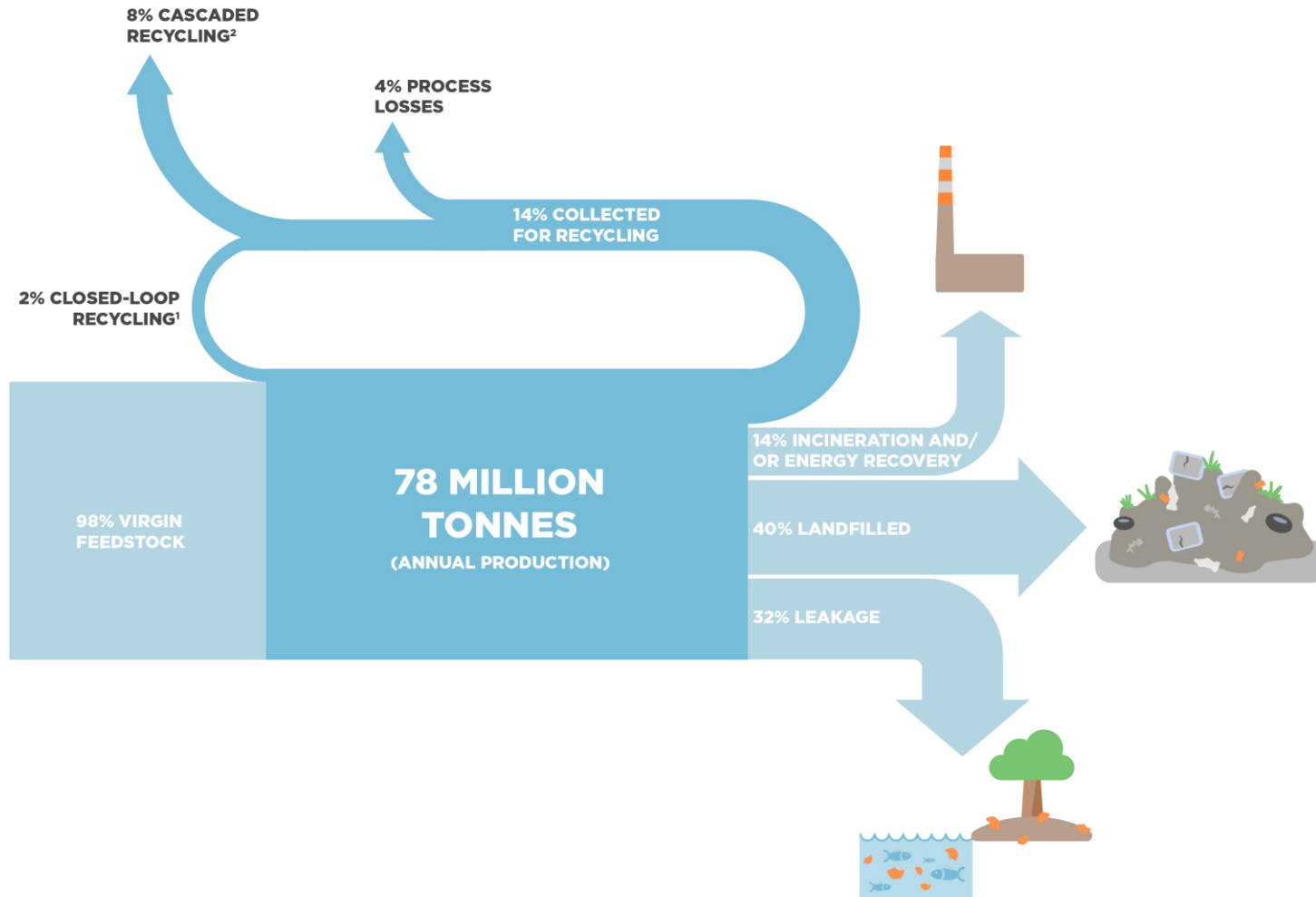
## The New Plastics Economy

19 April 2016

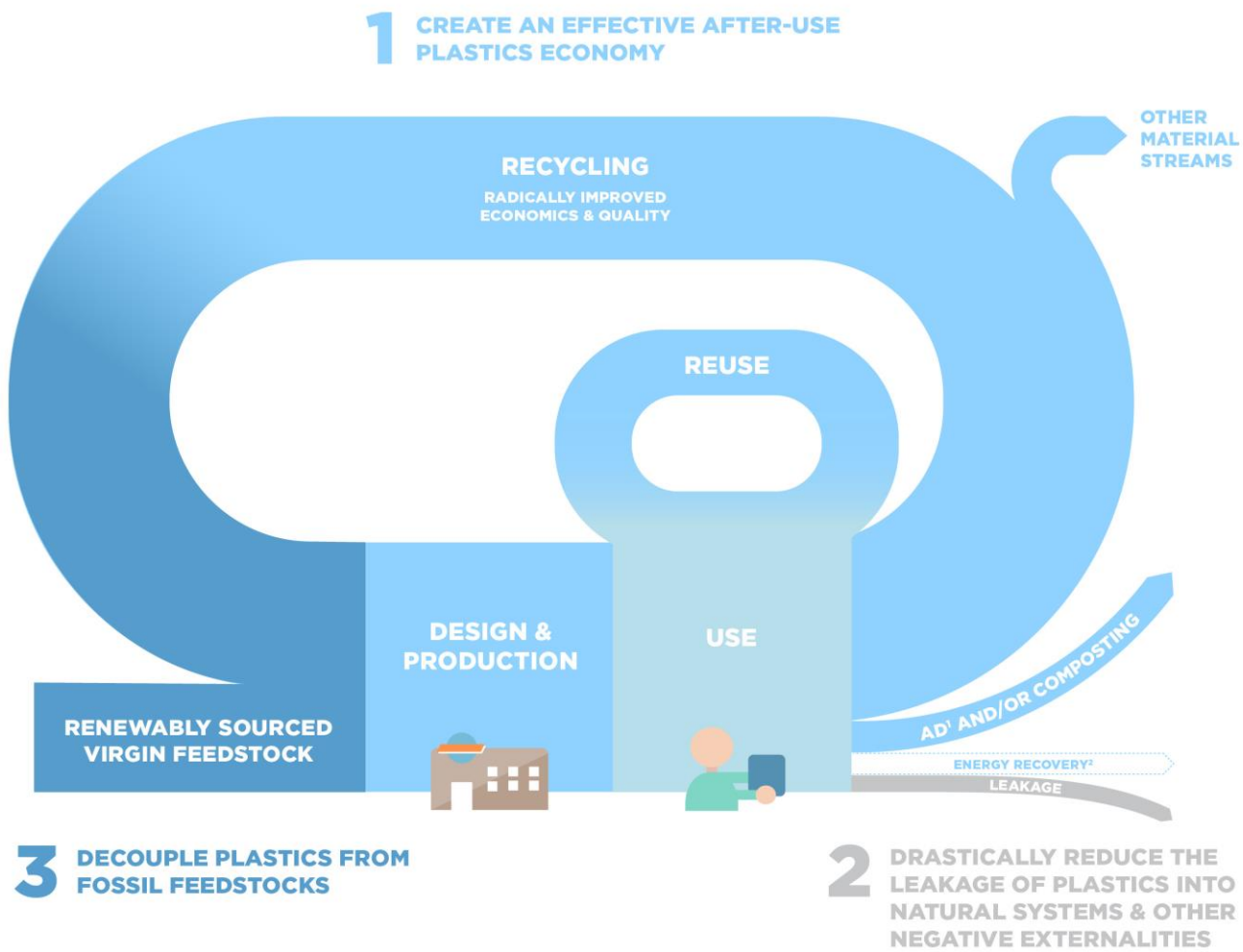
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# Global plastic packaging material flows: 40 years of effort – 14% collected-for-recycling and 32% leakage



# 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**



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