# Developing a Successor Agreement to The UK Plastics Pact: Industry Views on Draft Target Structure

## About this paper

WRAP is seeking input from industry on a successor agreement to The UK Plastics Pact which runs until the end of 2025. This paper provides further context and is designed to be read ahead of completion of the online survey. The survey will be open between **12 January and 23 February via this survey link** to members of The UK Plastics Pact and wider industry. Membership organisations are encouraged to distribute to their own networks to ensure that development of the successor agreement meets wider industry needs, challenges and ambitions. This survey and document forms part of WRAP's engagement and consultation with industry. Dedicated Sprint Groups will be set up to focus on the detail that sits behind each target, for example: definitions and reporting methodology; target setting for reuse/refill categories and packaging types; and Roadmap development. A high-level timetable is provided at the end of this document.

Over the past 9 months WRAP has set up a temporary Steering Group to help shape the objectives and proposed target framework, and engaged with key stakeholders, including IGD on how future activity would sit alongside and ultimately deliver the IGD industry Ambition to halve the environmental impacts of packaging systems, avoiding duplication of effort (see section 1 for further detail). WRAP has also engaged with, and led international discussions on, the future framework of the International Pact network in alignment with the Ellen MacArthur Foundation Global Commitment.

This paper therefore sets out how a successor agreement to The UK Plastics Pact could help address goals for packaging pollution mitigation and circularity whilst contributing to net zero ambitions across the packaging supply chain, with a particular focus on plastic packaging and the principles by which it will operate.

## Content

# Context

## The UK Plastics Pact Journey

The UK Plastics Pact, nine other Plastics Pacts and The Global Commitment led by the Ellen MacArthur Foundation (EMF) have targets set to the end of 2025.

The UK Plastics Pact was the first in a network of international Plastics Pacts to launch and is still viewed as the vanguard amongst the international network. It set the foundations and roadmap which have since been replicated by countries across the globe. Prior to its launch in 2018 there was:

- a lack of strategic direction and coordination and limited shared understanding of the issues across the value chain.
- very little clarity on solutions, with design choices such as the proliferation of carbon black packaging impacting recycling and material quality.
- no value chain forum for industry to come together in a pre-competitive space to tackle plastic waste issues across the waste hierarchy and share challenges or demonstrate the positive action being taken to an increasingly anti-plastic public and media.

The Pact has brought about clarity:

- cross sector industry working groups have identified challenges and solutions,
- best practice guidance has been developed which members have embedded in operational procedures.
- hard to recycle packaging has dropped significantly; and
- with just under three quarters of all UK consumer packaging represented by the Pact membership, substantial inroads have been made to increase material quality, reduce non-recyclable packaging and invest in critical recycling and reprocessing infrastructure.

It is the shared targets and commitments that enable industry to move together on the factors that enable material circularity. Yet challenges remain. Meeting the targets requires all participants along the value chain to act and the establishment of a positive policy landscape which encourages investment in key infrastructure and facilitates collection, for myriad reasons, not yet been fully realised. You can find the latest progress report for The UK Plastics Pact here.

## Likely outcome in 2025

It is anticipated that by 2025, if remaining non-recyclable packaging is phased out, a recyclability rate of c75% (the % of packaging classified as recyclable) could be achieved, with the remaining PE and PP film classified as recyclable once Simpler Recycling is introduced.

Introduction of Simpler Recycling will drive up collection rates of film and flexibles, which currently represent around 25% of the plastic packaging placed on the market. Until this is widely implemented across the UK, the recycling rate is expected to remain at around 50-55%. However, it is likely that policy measures will need to be recalibrated in order to achieve circularity, as collection alone will not tackle the challenge of reprocessing and end markets, particularly for film, and projected capacity cited for development is unlikely to meet requirements in the next decade.

However, whilst action has been focused on plastic packaging, the wider packaging footprint of the UK has been largely invisible, causing incidences of material switching and unintended consequences when it comes to design, carbon and circularity. Some brands and retailers have adopted wider packaging targets to meet net zero ambitions, for example targets or ambitions set by WWF and IGD, yet there is limited coordination of activity across the broader packaging sphere.

## Rationale for a successor agreement

WRAP is proposing a successor agreement because:

1. There continues to be a market failure when it comes to plastics circularity, and the introduction of policy alone will not fix it.
2. Whilst the Global Treaty will set the global course it is widely accepted that voluntary measures such as the Pacts will play a major part in delivery by complementing and accelerating impact.
3. A more holistic view of packaging is required to avoid unintended consequences and address specific challenges that can be solved through collaboration.

## WRAP and the IGD industry Ambition to halve the environmental impacts of packaging systems

### About the Ambition

In 2022, IGD published a report that set out how industry could halve the environmental impacts of packaging systems in the UK by 2030. Achieving this Ambition will require a shift in focus from plastics to all packaging materials and actions to be taken across the full value chain.

Modelling by the IGD and Anthesis Group demonstrated that halving the environmental impacts will not only require the sector to maximise efficiency through driving up recycled content, transport, and supply chain decarbonisation, but also deliver a 20% reduction in the amount of packaging entering the market by 2030 compared to the 2019 baseline. The scale of change needed to maximise efficiency in a way that halves impacts is detailed in the report and summarised below. Should this not be achieved, given value chain challenges, then additional reduction in packaging on market would be needed[1].

[1] Business as usual (BAU 2030) scenario considered the impact of packaging changes that were already planned by industry and/or regulations that will influence the environmental impact of the UK food and consumer goods packaging system. Includes reforms to the Extended Producer Responsibility in the UK and The UK Plastics Pact commitment. See Report for further details.

## A4: Assumptions summary

| Element | Materials Affected | Baseline | BAU 2030 | Max 2030 |
|---|---|---|---|---|
| Annual sector growth | Steel | N/A | -1% | -1% |
| | All other materials | | 1% | 1% |
| Recycled Content | Plastic | 13% | 30% | 60% |
| | Paper & Card | 73% | 80% | 80% |
| | Glass | 52% | 52% | 95% |
| | Aluminium | 47% | 47% | 95% |
| | Steel | 25% | 25% | 95% |
| Recycling* | Plastic | 32% | 52% | 75% |
| | Paper & Card | 68% | 84% | 85% |
| | Glass | 72% | 96% | 96% |
| | Aluminium | 59% | 71% | 85% |
| | Steel | 67% | 76% | 85% |
| Global Grid Decarbonisation | All | N/A | -19% | -41% |
| Transport Decarbonisation | Sea freight | N/A | -0.6% | -1.2% |
| | Road freight | N/A | -1.2% | -2.5% |

37  *This is coupled with a reduction in residual waste packaging, which goes to landfill or Energy from Waste (EfW). Modelled a shift from landfill to EfW over time.

from IGD

**Delivering a shared vision**

WRAP and the IGD have been in discussion about how the organisations work together, including on packaging, to ensure that they are joined up, adding value and avoiding duplication.

As WRAP has been developing a successor agreement to The UK Plastics Pact which will focus on circularity and the reduction of carbon across all packaging materials, IGD has been considering where it is best to focus its efforts to transform the food system in line with the net zero agenda.

As a result, while the IGD packaging Ambition still stands as a valid analysis of how to halve the environmental impacts of packaging systems, WRAP has the resources to be the more effective delivery partner for industry on sustainable packaging, including on scaling reuse. IGD will therefore divert its limited programme resource away from sustainable packaging and towards Net Zero collaboration with other NGOs, including WRAP.

Upon publication of two reports that IGD is currently developing around the Business Case for sustainable packaging and Calls to Actions to halve the environmental impacts of packaging, the working groups and steering group that have supported the programme and the development of these outputs will be concluded.

IGD and WRAP hope that organisations involved in the IGD activities will join The Pact, now or in due course, as the programme evolves. WRAP will lean on and build from resources developed by IGD.

## International Plastics Pact network and the Global Commitment

WRAP has been working closely with the Ellen MacArthur Foundation to ensure ongoing alignment of the Plastics Pacts, and the Global Commitment, through co-leading workshops and co-creating a framework with the Plastics Pact network. WRAP has been working closely with EMF and the other Plastics Pacts to ensure a continued level of alignment of these initiatives, that also takes account of national differences.

A Common Core Elements guide has been developed to support and guide discussions, and drive consistency and credibility across the Plastics Pact Network beyond 2025. The guide is designed to uphold a consistent level of ambition for targets and public disclosure across the Plastics Pacts, ensuring ongoing alignment with the vision of the Global Commitment. The Global Commitment is in the process of exploring key elements such as reduction and the three pivotal hurdles of reuse, flexibles and EPR for its next phase.

In January WRAP and the Ellen MacArthur Foundation will be hosting a meeting of the international Pacts network in South Africa to share insights and learnings on the future direction of the Pact network.

## Proposed Successor Agreement

### Scope

It is proposed that the scope of the new agreement covers **all packaging materials** and focuses on specific market failures that need to be addressed. This will provide greater transparency and the ability to influence the UK's packaging footprint, mitigate unintended consequences caused by material switching and enable more holistic decision making. Plastic packaging will continue to be a key focus area, aligning with the direction of travel for the Global Treaty and international Plastics Pact network.

**Consultation Question:**
- Do you agree that the scope should be all packaging materials placed on the UK market?

### Principles of a successor agreement

The following principles will be adopted in developing and delivering the new agreement.

**Target scope - What:**

1. Must ladder to the net zero agenda.
2. Circularity is the key focus, and therefore follow the principle of the waste hierarchy.
3. Packaging with plastic (including plastic coated fibres) is the most problematic material when it comes to circularity, therefore that is where we must focus our effort.
4. We will, as a minimum, align with relevant UK/European / Global Treaty targets.

**Target scope – How:**

1. We must be ambitious, but realistic.
2. We will ensure we are collaborative while avoiding duplication.
3. Targets will be collective.
4. Public data reporting will be collective, and all members must provide annual data to WRAP.
5. Individual public reporting will be encouraged.
6. Targets must support a just transition.

It is expected that a successor agreement will:

- Ensure the policy environment drives material circularity and investment.
- Prepare and support industry in the delivery of future legislative obligations.
- Support industry in meeting aligned global/national commitments and ambitions through the provision of practical delivery frameworks.
- Support a just transition, that is, to green the economy being fair and inclusive.
- Foster a pre-competitive space for public/private sector collaboration to overcome challenges that no one business / entity can overcome alone.

## Overall objective

The new agreement will reduce the environmental impacts of **all packaging** placed on the UK market **by 2030** by:

- reducing GHG emissions associated with packaging;
- creating a thriving circular economy; and
- reducing pollution.

## Target Framework

The following provides a draft target structure and options for the level of ambition with supporting rationale. In developing the targets WRAP has considered: upcoming legislation in Europe, the next stage of the Ellen MacArthur Foundation Global Commitment and network of international Plastics Pacts, discussions at the Global Treaty (INC3), industry body goals and commitments and individual business targets.

This section sets out the recommended target areas. It is followed by a discussion on the topic areas with key options that have been considered.

**Headline ambition**:

Delivery of the agreement targets **will contribute towards net zero** and industry commitments to halve GHG impacts by 2030.

*Note: Members to the agreement will be expected to have their own net zero targets and be reporting progress separately. Additional reporting will not be required.*

**Consultation Question 2:**
- Do you agree with the headline ambition?

**Target structure, by 2030:**

1) Reduction in single use packaging delivered through:
    a) Elimination of unnecessary and problematic packaging
    b) Reuse/refill
2) Recyclability of all packaging
3) Reduction in packaging waste to energy from waste and landfill
4) Increase in recycled content

### 1) Reduction in single use packaging

The reduction of single use packaging target will be material agnostic. Due to the challenge in measuring absolute reductions across an evolving membership the target will be measured by the elimination of unnecessary and problematic packaging and activities to scale reuse and refill. WRAP will also report on the reduction of packaging by the cohort of members who report for every year of the agreement.

Elimination of unnecessary and problematic packaging

The UK Plastics Pact has already set a precedent for developing a list of items and materials that members focus on eliminating due to an agreed set criterion for why they are problematic or unnecessary (for example they are non-recyclable, highly littered / pollutant or avoidable). This list will evolve to consider all problematic and unnecessary packaging materials with a timeline for removal. Dedicated industry working groups will collaborate to identify problems and find solutions.

**Consultation Question:**

- Do you agree that the agreement should have an elimination target for problematic and unnecessary items and materials?

Reusable and refillable packaging

It is widely documented that there needs to be a significant increase in the volume of packaging that is reuseable / refillable in order to reduce single use packaging and The UK Plastics Pact is developing a Roadmap and Blueprint for delivering reuse at scale. However, it is recognised that reuse and refill is more challenging for some sectors and categories than others, and impact will be realised by focusing on high volume packaging types. The reuse/refill target will therefore be set for high volume packaging which will be informed by data analysis contained in the upcoming reuse roadmap which will published this Spring. A reuse target will align with the Global Commitment and International Plastics Pact network, the Global Treaty discussions and UK and European government policy and the collaborative nature of the agreement will focus on providing practical support and guidance to help industry scale reuse and engage shoppers.

**Consultation Questions:**

- Do you agree that there should be a reuse/refill target(s)?
- Do you agree with the approach for setting the target(s)?

### 2) Recyclability

Recyclability will continue to be a key measure for circularity and for all packaging materials, after reduction and reuse. Whilst the existing target could be extended to cover all packaging materials, it is widely anticipated that packaging EPR will automatically drive up packaging recyclability in the UK. It is therefore proposed that the new target focusses on the proportion of packaging that is designed for optimal circularity (for example clear aPET for food packaging rather than coloured) ensuring the materials maintain performance and quality. Optimal recyclability will be based on agreed design guidelines for each packaging material and format.

*Note: The target will be fully aligned with packaging EPR material designations.*

**Consultation Questions:**

- Do you think a recyclability target should be:
  a) 100% recyclable across all packaging materials, or
  b) the proportion of packaging that is designed for optimal recyclability (for example 80%)?

### 3) Reduction in packaging waste to energy from waste and landfill

The current target for effective recycling has been reliant on the introduction of policy measures to increase material capture and provide confidence in infrastructure development and is measured on a national basis. The agreement will continue to support the delivery of national recycling targets but focus on specific measures to reduce carbon, drive greater circularity, and reduce material losses. Tracking the following KPIs will provide greater visibility on where further action is needed to increase recycling and reduce carbon and material losses:

- Capture rate
- Recycling rate
- Domestic recycling and capacity development
- MRF/PRF efficiencies and reprocessing efficiencies
- Carbon reduction including from energy recovery
- Residual packaging waste

**Consultation Questions:**

- Do you agree with this approach?
- Do you see any overlaps (double counting), gaps (missing indicators) or indicators that we shouldn't measure?
- Should the headline target be expressed as 'increased recycling' or 'reduction in packaging waste'?

### 4) Recycled content

Recycled content in plastic packaging continues to be a challenge for the majority of polymers and formats, particularly food grade and skin contact packaging which will be subject to investment in non-mechanical (chemical) recycling and regulatory support for mechanical processes. Within a 2030 timescale, there will be limitations to the capacity development required to generate sufficient food contact material. Therefore, within the timescale PET would need to do the majority of heavy lifting for an increased recycled content target. Having already made significant progress through The UK Plastics Pact a target of between 35-40% for plastic packaging would be achievable, and at the higher end, reliant on numerous factors including the roll out of non-mechanical recycling. European legislation is likely to set targets for all packaging materials and the agreement, whilst focusing on driving up recycled content in plastic packaging, could also address opportunities in other materials.

For other materials, including plastic, IGD has set out the level of ambition for recycled content required to contribute towards halving the environmental impacts of packaging by 2030:

| Materials | Baseline | BAU 2030[2] | Max 2030[3] |
|---|---|---|---|
| Plastic | 13% | 30% | 60% |
| Paper & Card | 73% | 80% | 80% |
| Glass | 52% | 52% | 95% |
| Aluminium | 47% | 47% | 95% |
| Steel | 25% | 25% | 95% |

**Consultation Questions:**

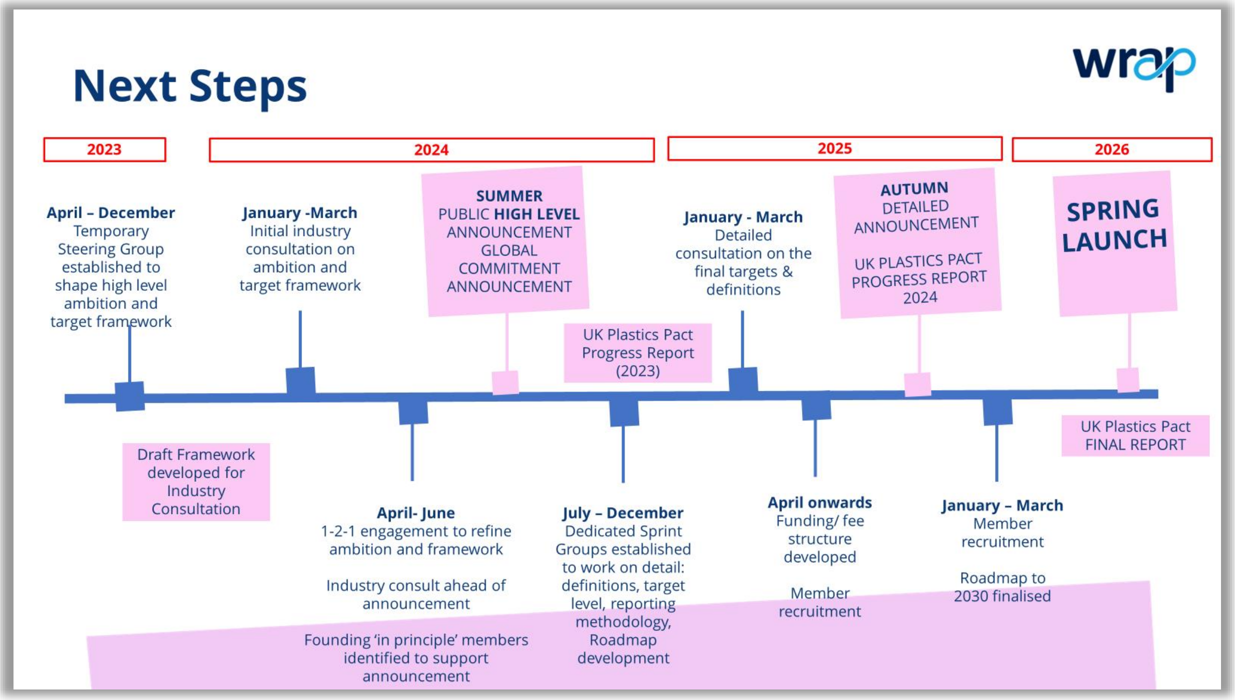
- Do you think there should be a recycled content target set for all individual materials?
- If not, which materials should there be targets for?
- Do you agree with a target for an average of 40% for plastic packaging?
- If not, what should it be?
- Do you have suggestions for other materials?

[2] BAU: includes reforms to the Extended Producer Responsibility in the UK and The UK Plastics Pact commitment.

[3] Max 2030: maximising the level of change for key levers that will be required to contribute towards halving the environmental impacts of packaging systems.

## Timings & Next Steps

The industry-wide feedback survey will run from 12 January to 23 February. It is anticipated that, on conclusion of the survey and analysis of responses, the Temporary Steering Group will reconvene to finalise the proposal ahead of 1-2-1 stakeholder discussions and a final consultation, including the level of ambition set for each target. Dedicated Sprint Groups will also be set up to focus on the detail that sits behind each target, for example: definitions and reporting methodology; target setting for reuse/refill categories and packaging types; and Roadmap development. It is anticipated that the successor agreement will be formally announced early Summer 2024 detailing the high level ambition and target framework and a cohort of founding members who have committed in principle.




**Consultation Question:**

- Do you think that the direction and shape of the successor agreement is moving in alignment with your own business objectives post 2025?

## Annex 1: Role of the successor agreement in delivering the targets

Since 2018, The UK Plastics Pact has focused effort and attention through the development of the Roadmap to 2025, alignment of definitions and reporting methodology, the development of Collaborative Action Groups focusing solution finding for target specific challenges, and the development of best practice guidance.

Whilst the above targets are aligned with existing initiatives and commitments to 2030, the successor agreement will provide the framework and support to industry required to deliver and demonstrate progress in a transparent and coordinated fashion.

WRAP will develop a narrative and a roadmap of the whole system issues that the successor agreement is uniquely placed to address by mobilising collaboration and commitment, but in brief:

- **Reduction**: The Successor Agreement will provide the framework for identifying problematic and unnecessary packaging for removal and convene industry to tackle the most significant challenges.
- **Reuse**: WRAP is developing a Roadmap for Reuse and Blueprints. A key role for the successor agreement will be supporting members in the standardisation of reuse models for key categories, delivering impact at scale. One of the biggest barriers will be citizen participation, and WRAP's behaviour change expertise will provide the insight needed to deliver a moment of transformation for reuse across people, partners and policy,
- **Recyclability:** WRAP will continue to work with industry to set high targets for design for recyclability for all materials and ensuring that industry is consistent in design specifications. A core element will also be the role of bio-plastics in halving the impact of packaging and ensuring that guidance is consistent with capacity and infrastructure.
- **Reduction in packaging waste to landfill/EfW**: WRAP has a unique role in convening actors across the entire supply chain and public sector. A key role for the successor agreement beyond 2025 will be to: ensure that policy is effective in driving the desired outcomes once EPR, Simpler Recycling and DRS are implemented; driving up citizen and business participation; supporting the development of end markets; and identifying and tacking action on failures within the system. Key to this will be preparing industry and citizens for policy.
- **Recycled Content**: WRAP will continue to drive up recycled content through identifying the art of the possible, engaging industry on optimal design across all packaging materials and supporting the development of strong end markets. A key role to date has been engagement with the Plastics Packaging Tax and this will continue in order to ensure the Tax is effective in driving demand.

Given the outcome of the Inter-Governmental Negotiating Committee for the Global Treaty will not be known until after the announcement is made, some flexibility will be required to ensure that the successor agreement continues to align with, and go further than, domestic and international legislation. This will be under review and discussed with the Temporary Steering Group as further detail arises.

## Annex 2: Initiative Landscape Review

| Initiative | 1. Targets/objectives | Timeframe |
|---|---|---|
| **UN Treaty on Plastic Pollution** | To develop an international legally binding instrument on plastic pollution, including in the marine environment. Addresses the full life cycle of plastic, including its production, design and disposal, in addition to material reduction objectives, human health considerations and support for just transition. | From 2025 |
| **Ellen MacArthur Foundation - Global Commitment** | 1. Ensure 100% of plastic packaging is reusable, recyclable, or compostable<br>2. Increase the share of post-consumer recycled content target across all plastic packaging used<br>3. Decrease the use of virgin plastic in packaging<br>4. Take action to move from single-use towards reuse models where relevant<br>5. Eliminate problematic or unnecessary plastic packaging | 2025 with a view to delivering a circular economy by 2040. Under further development post 2025 |
| **IGD - sustainable packaging systems** | To halve the environmental impacts of **all** packaging systems by 2030 whilst still enhancing the benefits and quality enjoyed of products and their packaging today.<br><br>Three Ambition levers:<br>▪ Remove: remove unnecessary packaging from the system, use the least material required, adopt reuse systems<br>▪ Increase recycled content: increase recycled content for all materials, maximise recyclability.<br>▪ Decarbonise: decarbonise existing supply chains or move production to regions with a lower carbon intensity.<br><br>The Ambition looks beyond current legislation and addresses all packaging materials, not just plastic. It covers a range of environmental impacts including climate change and water to tackle this critical industry issue.<br><br>*Note: it has been agreed with IGD that WRAP will assume responsibility for sustainable packaging through the successor agreement.* | 2030 |
| **WWF Basket** | The WWF Basket sets out a series of Outcomes and Measures to support the goal of halving the environmental impacts of UK baskets by 2030, and a Blueprint for Action, which outlines priority actions that WWF for retailers to address climate and nature impacts.<br><br>**Packaging: 100% recyclable packaging, 40% reduction in material use, all materials sustainably sourced and use of recycled content maximised** | 2030 |

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| **BRC Climate Action Roadmap** | The BRC Climate Action Roadmap sets targets for the UK retail industry to work with its suppliers, partners and governments to tackle the climate emergency. The target is to bring the UK retail industry's greenhouse gas emissions **to net zero by 2040** by a commitment to take all economically feasible decarbonisation measures and invest to offset only residual emissions using high quality mechanism<br><br>Scope 1 target all Fuel, Gas and refrigerant to be net zero by 2035<br>Scope 2 target all Electricity that powers stores / warehouses to be net zero by 2030<br>Scope 3 target all Products sold in the UK to be net zero by 2040 | 2040 |
| **Consumer Goods Forum: Coalition of Action on Plastic Waste** | The CGF's Coalition of Action on Plastic Waste and its 40 member companies is guided by the vision of the Ellen MacArthur Foundation for a New Plastics Economy, which the CGF endorsed in October 2018.<br><br>On Packaging design, coalition members have agreed a complete series of "Golden Design Rules" and members have been asked to voluntarily commit to implement these design changes by **2025** and to report annually on progress, in a process aligned with the New Plastics Economy Global Commitment.<br><br>Blueprint for success:<br>1. The broad adoption of plastic packaging design guidelines (the "Golden Design Rules")<br>2. Robust collection and high rates of recycling (>70%)<br>3. A dramatic reduction in plastic waste into nature and increased recycling rates (>30%).<br><br>The Coalition's vision of accelerating progress towards a circular economy is embodied in its four priorities:<br>1. Packaging redesign: Coalition members have created a set of nine "Golden Design Rules"<br>2. Developing a framework for optimal Extended Producer Responsibility (EPR) programmes: The Coalition has developed an optimal framework for (EPR) programmes<br>3. Encouraging recycling innovation encourages the development of pyrolysis based chemical recycling<br>4. Supporting the improvement of waste management programmes in advanced and transitional | 2025 |
| **High Ambition Coalition to End Plastic Pollution** | The High Ambition Coalition to End Plastic Pollution is an aligned group of Nations committed to the development of an ambitious international legally binding instrument based on a comprehensive and circular approach that ensures urgent action and effective interventions along the full lifecycle of plastics. The common ambition of the Coalition is to end plastic pollution by 2040. At the outset of the plastic treaty negotiations, the group outlined three strategic goals and seven key deliverables for success in this regard.<br><br>The Global strategic goals are:<br>- Restrain plastic consumption and production to sustainable levels.<br>- Enable a circular economy for plastics that protects the environment and human health.<br>- Achieve environmentally sound management and recycling of plastic waste. | 2040<br>Ambitions articulated in relation to the development of the Global Treaty on Plastic Pollution |

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| | Key deliverables for success:<br>- Eliminate problematic plastics, including by bans and restrictions.<br>- Develop global sustainability criteria and standards for plastics<br>- Set global baselines and targets for sustainability throughout the lifecycle of plastics.<br>- Ensure transparency in the value chain of plastics, including for material and chemical composition.<br>- Establish mechanisms for strengthening commitments, targets and controls over time.<br>- Implement monitoring and reporting at each stage through the lifecycle of plastics.<br>- Facilitate effective technical and financial assistance, scientific and socio-economic assessments. | |
| **Business Coalition for a Global Plastics Treaty** | The Coalition brings together businesses and financial institutions committed to supporting the development of an ambitious, effective and legally binding UN treaty to end plastic pollution. The coalition is convened by the Ellen MacArthur Foundation and WWF, in collaboration with aligned businesses and supported by strategic NGO partners. They see a legally binding treaty as the single most important opportunity to accelerate progress towards a circular economy for plastic, building on the lessons learned from existing initiatives.<br><br><u>Three critical areas:</u><br>1. The reduction of plastic production and use through a circular economy approach, eliminate single-use-plastics, material substitution<br>2. Increased circulation of all necessary plastics, reuse, infrastructure for recycling, increased recycled content, move away from landfill/incineration<br>3. The prevention and remediation of hard-to-abate micro- and macro-plastic leakage into the environment, strengthen waste management infrastructure, improve collection rates, prevent microplastic leaks, coordinate efforts to address damage of legacy plastics. | end of 2024 after negotiations conclude |
| **FDF Plastics and packaging 'Ambition 2025 - Shaping Sustainable Value Chains'** | The FDF is a founding signatory of the UK Plastics Pact, bringing together the entire plastics value chain under one ambitious set of targets.<br><br>Ambition:<br>1. To achieve a 60% absolute reduction in $CO_2$ emissions by 2025 against a 1990 baseline<br>2. To deliver improved environmental outcomes relating to the production, use and disposal of food and drink packaging, in particular plastic packaging, while recognising its essential protective functionality. | 2025 |
| **Compostable packaging coalition** | A UKRI funded ‘Closing the Loop for Compostable Packaging’ multi-stakeholder initiative, aimed at ensuring compostable packaging is effectively collected and organically recycled via existing UK bio-waste infrastructure. | 2025 |

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| **Global Plastics Actions Partnership (GPAP)** | The Global Plastic Action Partnership (GPAP) is the World Economic Forum's platform for translating plastic pollution commitments into concrete action. Focus is on a shift towards a circular economy for plastics, replacing the 'take-use-dispose' model with a closed-loop approach throughout the plastics life cycle, from production to consumption to reuse.<br>**Targets for 2025:**<br>25 countries supporting GPAP<br>5M metric tonnes of municipal plastic waste avoided<br>$390m committed by partners to reducing plastic pollution initiatives<br>25,000 engaged in GPAP and partner projects<br><br>Focus is on tackling plastic pollution by providing a multi-stakeholder platform that turns commitments into action. They have 6 impact areas: country-level measurement, integration of diverse voices, unlocking financing for investment in plastic pollution, scaling innovations, amplifying consumer behaviour change, informing policy. | Road to 2025 Feeding into UNEA-6 in March 2024 |
| **Flexible packaging fund** | The Flexible Plastic Fund was founded by Ecosurety in collaboration with Mars, Mondelēz International, Nestlé, Pepsico and Unilever- also funded by Waitrose & Partners Plan Plastic Fund. Aligned with the UK Plastics Pact 'Roadmap 2025: Creating a circular economy for flexible plastic packaging'.<br><br>Three year project aimed at incentivising flexible plastic recycling, its objective is to ensure flexible plastic recycling is UK based, fully circular and facilitated by household recycling collections. The fund works with retailers, recyclers, local authorities and manufacturers using flexible plastic packaging to create an efficient system. | May 2024 |
| **Circular Plastics Alliance Declaration (an EU initiative)** | The Circular Plastics Alliance is an initiative under the European Strategy for Plastics (2018) EN. The Alliance is open to all public and private actors from European plastics value chains, there are currently 336 signatories.<br>Stakeholders are required to make voluntary pledges to produce or use more recycled plastics<br>Target: 10 million tonnes of recycled plastics find their way into products in the EU by 2025.<br><br>1. Collection and sorting of plastic waste<br>2. Product design for recycling<br>3. Recycled plastic content in products<br>4. R&D and investments, including chemical recycling<br>5. Monitoring of recycled plastics sold in the EU | 2025 |

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| **UN Sustainable Development Goals** | UN Sustainable development goals relating to plastic:<br><br>SDG 11: SUSTAINABLE CITIES AND COMMUNITIES: preventing plastic in the environment and the absolute reduction of plastic.<br>SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION: Preventing plastic in the environment<br>SDG 13: CLIMATE ACTION: The absolute reduction of plastic<br>SDG 14: PROTECTION OF SEAS AND OCEANS: Preventing plastic in the environment<br>SDG 15: REPAIR ECOSYSTEMS AND RETAIN BIODIVERSITY: Preventing plastic in the environment | 2030 |