

PLASTICS
PACT



Plastics Pacts: Scaling Impact

Full Report & Case Studies

Convened by _____

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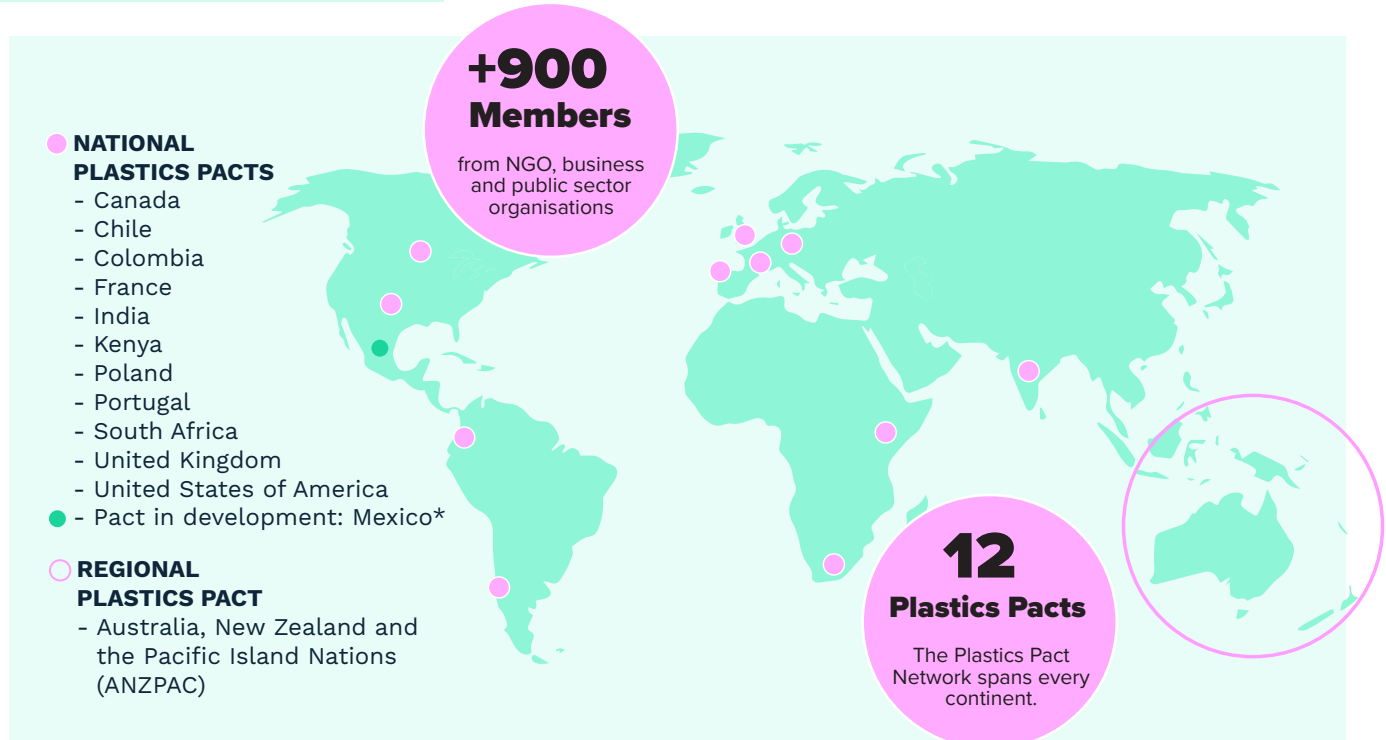
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What is the Plastics Pact network?

Plastics Pacts are a proven model for dealing with plastic pollution at pace. In 2018, WRAP and the Ellen MacArthur Foundation launched the UK Plastics Pact. Six years later, a dozen Plastics Pacts in countries representing over 2 billion people and spread across all continents, form a global network with a proven track record of delivering real impact towards eliminating plastic waste and pollution.

The accompanying report 'Scaling Impact: The Plastics Pact Network's Six-Year Journey Towards Eliminating Plastic Pollution and Waste' shares the impact and learnings from the past 6 years and looks ahead at how Plastics Pacts will continue to be a driving force of local, collaborative action around the world, informing and complementing national policy and a Global Plastics Treaty.

In this set of case studies, we look at how Plastics Pacts around the world have been tackling the shared challenges that we face in aiming to eliminate plastic pollution.



International Plastic Pacts

- Australia, New Zealand and Pacific Islands Plastics Pact (ANZPAC)
- Canada Plastics Pact
- Pacto Chileno de los Plásticos (Chile)
- Pacto por los Plásticos (Colombia)
- India Plastics Pact
- Pacte National Emballages Plastiques (France)
- Kenya Plastics Pact
- Polski Pakt Plastikowy (Poland)
- Pacto Português para os Plásticos (Portugal)
- South Africa Plastics Pact
- UK Plastics Pact
- US Plastics Pact
- Pact in development:
 - Pacto de los Plásticos (Mexico)*

*At the time of writing this report, the Plastics Pact in Mexico is in development, and has therefore not been included in the impact data or case studies.



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01

**Elimination/
reduction**

Poland

The Polish Pact developed an ambitious list of 17 items that were classified as problematic and unnecessary, in collaboration with its members and through extensive consultation with waste management experts. In this the Pact aligned its work with the criteria and methodologies used by other Plastics Pacts in the Network which provided international validation to the process. The list was developed with local data and through consultation with national experts, which ensured its national relevance. This evidence-based process provides legitimacy to the list, and this has motivated retail members of the Pact to include the list in their internal standards and requirements, extending its impact even further.

Biedronka, the biggest retailer in Poland works towards circularity for plastic packaging. The company aims to eliminate unnecessary and problematic packaging containing PVC, EPS, XPS, or carbon black, as well as to reduce the overall virgin plastic use. In 2021 Biedronka published comprehensive guidelines on packaging design, and every year nearly thousands of suppliers are being trained on retailers' ecodesign requirements. Only in 2022, the company implemented ecodesign changes

The US

In 2021, the US Plastics Pact reached consensus among its members on a definition and criteria for identifying "problematic or unnecessary" plastic packaging, and developed a decision tree to help agree on a list of priority items. Items within the US Pact's scope were then evaluated using these criteria and the most comprehensive publicly available data from federal and state agencies, not-for-profit organisations, and trade associations. In January 2022 the US Pact published a list of 11 Problematic and Unnecessary Materials, accounting for 804,653 metric tonnes of material placed on the market every year by its members. In the first year of implementation the amount of problematic and unnecessary plastics being placed on the market, as a proportion of the total plastic packaging placed on the market by Pact members, decreased from 14% to 8%.

in 146 own branded packaging formats, which resulted in 1273 tonnes of virgin plastic reduction in annual scale. Some of the actions include the elimination of unnecessary lids from soup packaging, the packaging format change to achieve plastic reduction, substitution of plastic lids to paper in ice cream cone packaging, and full elimination of PVC, EPS, and XPS from the packaging portfolio.

Image source: <https://www.plastech.biz/en/news/Mondi-and-Biedronka-Join-Forces-to-Drive-Sustainable-19513>

References

Poland

Polish problematic and unnecessary packaging report: [Raport Opakowania nadmierne i problematyczne - Polski Pakt Plastikowy](#)

Opening Polish Pact report: [Opening report of the Polish Plastic Pact - Polish Plastic Pact \(paktplastikowy.pl\)](#)

[2022 Polish Plastic Pact report](#)

2022 Annual Report - [The U.S. Plastics Pact \(usplasticspact.org\)](#)



Reducing problematic plastics

Having published the South African list of problematic and unnecessary plastics in 2021, the South African Plastics Pact has a common foundation that enables the Pact signatories to commit to collaborating on solutions for reducing problematic plastics.

While PET bottles can be recycled, the PET and PVC shrink sleeves used on some beverage bottles cause contamination issues in the recycling process and therefore cannot be recycled. PET and PVC sleeves and were identified as a priority item and represent

Impact: businesses have changed to recyclable format shrink labels and are developing a trademark logo to communicate this to recycling collectors. In 2022, 4.47 million tonnes of PET/ PVC shrink sleeves were already replaced.

77% by weight of the plastics identified as problematic and unnecessary. Through a collective effort, the Pact has:

- Identified and briefed label producers
- Hosted a pitch event to allow label producers to showcase their solutions
- Formed a working group with label manufacturers, recyclers and brands to test, implement and communicate

Further Information

South Africa

link for more info: <https://www.saplasticspact.org.za/target-1/>



Tackling complex challenges (flexibles)

Films and flexibles present one of the most formidable challenges in the journey towards plastics circularity. Constituting 40% of plastic packaging globally (ranging from 25-75%), the range of materials used, and their lightweight nature, make them difficult to collect and recycle at scale.

We need to address this challenge through collective actions aimed at:

- Tackling the problem at source through elimination or alternative models and materials
- Simplifying flexible materials into mono-material recyclable structures
- Increasing collection rates through citizen engagement and investment in collection models tailored to local infrastructure
- Developing sustainable end markets for these materials.

Plastics Pacts around the globe are spearheading efforts to tackle this complex challenge.



UK

The UK Plastics Pact was the first to develop a films and flexibles roadmap to guide their actions. Progress has been made through various collaborative workstreams, including:

- Carrying out consumer research to gather insights to help shape communication strategies regarding films and flexibles
- Engaging with UK Plastics Pact retailer members to implement consistent messaging for consumers and to facilitate in-store collection of materials
- Trialling and expanding the doorstep collection of materials in support of nationwide coverage through government legislation with the flexcollect initiative.
- Encouraging investment in processing facilities such as the Jayplas facility.
- Developing sustainable end markets for the material collected and processed including advanced recycled materials used in Tesco's cheese packaging.



Chile

In Chile, the Plastics Pact has run a pilot kerbside collection programme for flexibles, which included a citizen engagement campaign to understand their challenges and preferences. This initiative has been reinforced by Pact members exploring end markets for these materials. The resulting [learnings and insights](#) are being used to develop a roadmap to drive future actions.

Canada

In Canada, the Plastics Pact began by establishing a common understanding across all stakeholders on films and flexibles. Subsequently, a [collective strategy and roadmap](#) were developed to align actions, with initial efforts focusing on providing design guidance to support businesses in transitioning to mono-material structures. The Canada Plastics Pact also co-invested, alongside other ecosystem leaders, to launch PRFLEX, an initiative aimed at improving the recovery and recycling rates of flexible plastics collected from Canadian households. The first PRFLEX study assessed the current recycling system to identify opportunities and barriers to improving the residential collection, sorting and recycling of flexible plastic packaging (FPP) in Canada.

India

In India, items such as [single-use sachets](#) are used in large volumes and are especially difficult to collect and recycle. The Indian Plastics Pact has explored these challenges and developed [solutions for small-format flexibles](#) to develop a framework of action that is relevant to the local context. Pact members have also collectively worked on [understanding the challenges of adding recycled content into flexibles](#), as this is a big opportunity to ensure circularity. One of the greatest challenges remains design for recyclability: to accelerate this, the India Plastics Pact is running a competition to transition to mono-material recyclable structures. The India Plastics Pact is currently developing a roadmap to address films and flexibles, to co-ordinate the programme of activity.

There is still progress to be made, yet Plastics Pacts worldwide are driving meaningful change through this collaborative approach, paving the way for a more sustainable future for films and flexibles within the plastic packaging landscape.

Further Information

UK

Roadmap: [Creating a circular economy for flexible plastic packaging](#) | WRAP

Front of Store collection: [Recycling your customers' plastic bags and wrapping](#) | WRAP

Flexcollect: [Plastic bags and wrapping recycling local collections pilot](#) | WRAP

Canada:

Definitions framework for flexible packaging <https://plasticspact.ca/definitional-framework-for-circular-flexible-plastic-packaging/>

Roadmap: [5-Year Roadmap - Working together for a Canada without plastic waste or pollution.](#) (plasticspact.ca)

Monomaterial: [Pathways to Mono-Material Flexible Plastic Packaging - Working together for a Canada without plastic waste or pollution.](#) (plasticspact.ca)

Chile:

Flexibles pilot: [Informe final Piloto Flexibles - Circula el Plástico - Pacto Chileno de los Plásticos \(circulaelplastico.cl\)](#)

Campaign: [Duro con el flexible - Circula el Plástico - Pacto Chileno de los Plásticos \(circulaelplastico.cl\)](#)

India

Films and flexible packaging: [challenges of adding recycled adding recycled](#) - India Plastics Pact

Small formats and sachets: [exploring challenges, solutions and interventions](#) - India Plastics Pact

[India Plastics Pact Small Formats and Sachets Report](#)



02

Reuse

Scaling-up reuse and refill models

Reuse and refill models are a priority for achieving plastics circularity, and Plastics Pacts have been taking action to increase the uptake of these models. From the various studies and pilots that have been undertaken it has become clear that, in order for reuse and refill solutions to scale-up, taking account of the necessary environmental and economic considerations, we need clear regulatory incentives, collaborative action, or ideally both.

Plastics Pacts are now transitioning from individual pilots to driving collective strategies and action in priority areas.



UK

After carrying out various studies and pilots, in 2022 the UK Plastics Pact convened a series of reusable packaging roundtables to analyse the barriers and opportunities around category-focused collaboration, with the aim of driving increased uptake of reusable packaging across a range of high-impact product categories (dairy, frozen food, household & personal care, and soft drinks). The aim was to discuss the challenges in scaling-up these models and ideas for collaborative projects.

As a result, the UK Plastics Pact is now developing a clear Roadmap for Reusable Packaging Systems. This will be complemented by an initial set of reusable packaging system blueprints, providing scalable, standardised models for tackling key high-impact product categories.

Canada

The Canadian Plastics Pact (CPP) has carried out a study of the national ecosystem, to evaluate and highlight opportunities to introduce reuse and refill systems. The study's findings have emphasised the need for change to maximise the potential of these systems, prompting the Pact to establish its first Accelerator Pod. The Accelerator Pod concept is designed to bring committed companies together, enabling them to meet demand, secure investment for scaling-up, and leverage their results to drive impact and influence policy decisions.

1 [Canada Plastics Annual Report](#)

Supported in part by the Government of Canada's Department of Environment and Climate Change, the Reuse Accelerator Pod is the first step in realising CPP's vision of a robust reuse-refill system for packaging in Canada. It serves to scale-up reuse-refill packaging models, establish reuse-refill standards for Canada, and expand pilot projects and regional models. This initiative aims to broker partnerships and convene key stakeholders to scale reusable packaging models.

Over the next 18 months the Pact will launch two Reuse Accelerator Pods across the country. The first will be regionally focused, while the second will address specific barriers in reuse-refill models.

ANZPAC

The ANZPAC reuse program is supporting members in accelerating reuse in their business models by providing market insights, collaboration opportunities within the market and peer to peer learning opportunities. The Pact facilitated a reuse working group in 2023 to identify the gaps and opportunities for reuse in the ANZPAC region, after multiple reuse pilots have not seen the uptake of reuse that is needed.

The working group has conducted a study on enablers and success factors for reuse that will support the development of collaborative projects across the region.





03

**Recycling,
Infrastructure &
Redesign**

Catalysing private investment in infrastructure

When major businesses commit to ambitious targets and timescales, as part of a Plastics Pact, it sends a powerful signal to the market. One such signal is to the waste management sector and investment community, regarding the need for infrastructure to collect, sort and recycle more plastic packaging. When Pact targets align with ambitious national policies and legislation, then the positive signals are particularly powerful.

This alignment has been evident in the UK as a result of the UK Plastics Pact and new legislation. The closing of export markets has also provided a powerful motivator.

Over 2,200kt of plastic packaging was placed on the market (POM) in the UK in 2021, of which 55% was recycled. Of this, 54% was recycled in the UK, representing a 61% increase in plastic recycled in the UK since 2018, when the UK Plastics Pact launched.

UK processing capacity was estimated to be almost 730kt in 2021, with estimates that there around 260kt of additional plastic reprocessing capacity, of all types, is being planned over the next five years. This additional capacity is largely privately funded.

UK plastic packaging recycling capacity:

330,000
tonnes in 2015²

425,000
tonnes in 2018³

730,000
tonnes in 2021⁴

² WRAP Plastics Market Situation Report 2016

³ WRAP Plastics Market Situation Report 2019

⁴ WRAP Market Situation Report 2022



Empowering the voice of the informal waste sector

In South Africa, there are up to 150,000 informal workers involved in the collection and sorting of plastic waste, contributing to 80% to 90% of material being collected for recycling. Workers in the informal sector collect a large proportion of the plastics that are recycled in South Africa, the sector has largely been excluded from industry planning and policies. This recently changed with the National Waste Management Strategy and mandatory EPR regulations, which require municipalities and industry to include the informal sector.

One of the barriers to integration of informal workers is a lack of organisation, and here the African Reclaimers' Organisation (ARO), which has over 6,000 members and is actively involved in advocacy with government and residents, is one of two national informal sector organisations that have played a pivotal role.

ARO has a seat on the Steering Committee of the South Africa Plastics Pact, alongside business representatives, government, NGOs and researchers, influencing the strategic decisions that the Pact makes to advance plastic circularity.

600
Members

in the African Reclaimers
Organisation (ARO)



Reclaimer: Morapeli Moeketsi
Photographer: Mark Lewis

Hearing the voice of the informal sector as a key decision-maker has supported concrete actions to promote inclusivity. The Pact has held collaborative discussions to set the collection service fee to be paid to the informal sector under the new EPR requirements. This has led to the formation of a Governance Committee on informal sector integration, including representatives from ARO, DFFE (Department of Forests Fisheries and the Environment), the PRO (producer responsibility organisations) Alliance, and the South African Waste Pickers' Association (SAWPA). Many Pact members have also invested, beyond the payment of EPR fees, in supporting the informal sector, in providing equipment to help in the collection and sorting of recyclables, and in recycling.

The Pact has also collaborated with the City of Johannesburg and Pikitup, as well as [ARO](#), [JG Afrika](#), [SAPRO](#), [UJ-PEETS](#) and [WRAP](#), in co-designing a model and operational approaches to help industry, the informal sector and municipalities to co-operate in recovering more recyclables from domestic waste streams. This type of partnership model is required by the national EPR regulations and has the potential to build on the strengths of each sector to develop the collection of recyclables in South Africa. The project was funded by the Alliance to End Plastic Waste (AEPW), who is now supporting ARO in running a mini Materials Recovery Facility (MRF) at a site in Selby, Johannesburg.

Reclaimers are providing a crucial public service and are vital to achieving a circular economy for plastics in most countries worldwide. The Plastics Pacts provide an opportunity for the voice of the informal waste sector to be heard, and to shape the programme of Pact activities.

The South African Plastics Pact is developing 2030 targets, and members voted to explicitly include a principle focused on designing people and livelihoods into our circular economy for plastic packaging in South Africa, and specifically integrating the informal sector according to [South Africa's National Waste Picker Integration Guidelines](#). ARO consistently

provides valuable insights into the impact of design decisions on the value of 'waste' plastics recovered from the waste stream, and continuously innovates in their support of reclaimers (waste pickers) and effective partnerships that are growing SA's collection and recycling rates.



Facilitating the integration of waste pickers in collection and recycling systems

The Plastics Pacts recognise the vital role of informal waste pickers, and of the importance of integrating them into the value chain in a fair and safe way. This helps to improve their quality of life, as well as that of their families. In countries with informal waste pickers Plastics Pacts consider them as a key stakeholder, and they are an important part of the local strategy to reach Pact targets.

Chile

In Chile, the EPR law obliges at least 50% of reception and storage facilities establishes to work with formalised waste pickers, either as administrators or operators of facilities, or as collectors who take their waste to the facilities and are paid for this service. This essentially means that waste pickers, who are often paid only for the material sold, will now also be paid for their service in collecting the material.

However, municipalities are still learning how to better integrate informal waste pickers into the collection and sorting of waste for recycling, considering their conditions and needs. To support this fair integration, the Chilean Plastics Pact is working in Santiago with the local co-operative of waste pickers (Cooperativa de Recicladores de San Antonio – COREMAT), the local municipality and the Packaging Recovering Organisation (PRO), to develop and test a model in which waste pickers are paid for their service as well as for the quantity of plastic that is collected and sorted.

In addition to testing the new model of paying for the service, the pilot also supports the waste pickers with capacity-building, and provides an incentive for collecting less valuable material such as flexibles.

The learnings from this pilot will be used to improve and replicate the model in other regions/ communities around the country, ensuring that the integration of waste pickers, which is now supported by the EPR law, takes place fairly.



Aligning business action to mainstream circular design of plastic packaging

The fate of many plastics is set at the design stage. Business alignment around packaging design and polymer selection is crucial if we are to unlock investment in innovation for better design solutions. Harmonising packaging design for recycling will send clear signals: about where to focus innovation investment, how to enable the collective development of solutions, and how to de-risk investment in production changes, to incentivise businesses to take action.

To help bring this about, Plastics Pacts provide design guidance that is globally aligned but tailored to local contexts.

The Golden Design Rules (GDR), developed by the Consumer Goods Forum, outline specific design changes that are aligned to globally recognised technical guidelines and targets. The Plastics Pacts in Canada and Poland have worked collaboratively with their members to adapt the GDR to be fit-for-purpose within each nation, accounting for nation-specific systems and technologies. They are now helping the GDR to be implemented, by identifying common local challenges and looking for solutions.

The SA Plastics Pact is co-designing guidance based on the GDRs that has multiple layers of information that can 'speak' to the many internal departments our Pact champions need to influence to place circular packaging on the market in SA: including marketing, procurement, the executive decision makers, and packaging and brand teams.

The Polish Plastics Pact members are focusing on developing alternatives for flexible multi-material packaging, eliminating unnecessary and problematic packaging and scaling-up reuse models.



References

GDR: https://www.theconsumergoodsforum.com/wp-content/uploads/2022/03/CGF-PWCoA_Golden-Design-Rules-Fact-Pack-v2-feb23-1.pdf

Canada GDR: <https://goldendesignrules.plasticspact.ca/>

Polish GDR: [9 Golden Design Rules - Polski Pakt Plastikowy](#)

Polish recyclability criteria: [Criteria for the classification of mechanically recyclable packaging in practice and on a large scale - version 2.0 - Polish Plastic Pact \(paktplastikowy.pl\)](#)

Enabling access to circularity in remote areas

A just transition means all communities having access to circular, solutions and one of the challenges is bringing these solutions to remote areas. The Australia, New Zealand and Pacific Islands Plastics Pact (ANZPAC) is working with its members to find solutions to tackle plastic pollution in remote and regional areas.

Approximately 63% the plastic packaging coming into ANZPAC countries is either not designed for recovery or has no pathway for recovery. It is essential that plastic packaging design in the ANZPAC region shifts its focus to upstream solutions such as elimination and reuse – this is a challenge for import-dependant nations such as the Pacific Island Countries (PICs) with only a small manufacturing industry. ANZPAC members have been working with local partners to understand market needs and find targeted solutions. For example in Fiji, [Nestlé redesigned their Maggie Noodles packaging](#), reducing plastic use by 16%.

While emphasising reduction and elimination in all the Pact's activities, plastic recovery is also a key vehicle to support the Pacific region in its journey towards circularity. The recovery rate of plastic packaging in the Pacific Islands is currently below 1%. With a lack of effective waste and recycling infrastructure, used plastic packaging is at risk of becoming litter, being lost to landfill or being burned or buried – a risk to the health of local people and to the environment.

ANZPAC's Circular Pacific Plastics programme plays a vital role in this area, working collaboratively with local stakeholders to identify and support innovative accelerator projects that address the recovery gaps in PICs, finding solutions to existing challenges (including through the informal waste sector), and developing projects that test the effectiveness, long-term viability and impact of these solutions.

As a result, ANZPAC has started working with members across Samoa, the Solomon Islands and Fiji to drive solutions for increased PET bottle recovery and establish a soft plastics collection and recycling process.



References

[ANZPAC_RecyclabilityAssessment_Summary.pdf](#)
(anzpacplasticspact.org.au)



63%

of the plastic packaging coming into ANZPAC countries is either not designed for recovery or has no pathway for recovery



04

**Post-Consumer
Recycled
Material**

Sending the right signals to the market

Creating sustainable end markets for recycled plastics is crucial to driving collection, sorting and recycling – whether in a low-income context (relying on informal waste workers to collect plastics) or in higher-income markets where revenue from recycled plastics is key.

The fact that major brands and retailers sign up to a Pact target for incorporating recycled plastic into their packaging demonstrates a sustainable increasing demand for recycled plastics, this will support increased capacity provided by the waste management sector and their investors. The model is particularly powerful when voluntary targets are underpinned by legislation that incentivises use of recycled plastics. This has been seen in the UK, for example, with average recycled content moving from 8% in 2017 to 24% in 2022.

Incorporation of recycled content back into packaging can be a complex process, depending on local market legislation and capabilities, and the availability of material. Nevertheless the Plastics Pact Network has helped to unlock action through shared guidance, based on global harmonisation of activities, and by sharing powerful examples of what businesses are doing.



US

In 2022 the US Plastics Pact developed a collective strategy on priority resins and formats to increase the incorporation of Post-consumer Recycled Content (PCR) back into packaging and has been working with their Activators (members) to overcome challenges in this process. The Pact has developed a PCR procurement toolkit to help businesses to increase their use of PCR and so decrease their use of virgin plastic, taking an important step toward circularity. The toolkit includes guidance on the benefits of using PCR (including its environmental, consumer perception and regulatory aspects), recommendations for purchasing PCR (including the selection of suppliers, and pricing and contracting models), and technical aspects of integrating PCR (such as quality considerations, regulatory requirements, labelling and certifications).

US Plastics Pact members have also been asked to make public commitments to using PCR. At the end of 2023, nearly all packaging users had made these commitments, demonstrating strong increased demand for PCR.

South Africa

South Africa Plastics Pact members have worked to identify opportunities to increase the incorporation of recycled content back into packaging, and have collectively developed [quick wins guidance](#) based on expert insights and local data from the plastics value chain.

The guidance identifies five priority applications in which recycled content can be rapidly increased. It sets targets for each and identifies actions needed to reach them, tackling the challenges around design, technical specification, collection, recycling capacity and motivation that need to be overcome. Some progress has already been achieved, such as an increase in capacity for bottle-to-bottle PET recycling of 75,000 tonnes per year, which should be in place by the latter half of 2024, more than doubling the availability of food-grade recycled PET (rPET).

UK

[UK Research and Innovation](#) is a non-departmental public body that runs the [smart sustainable plastic packaging challenge](#) that funds groundbreaking research and innovation to make plastic packaging fit for a sustainable future. The challenge directly supports the UK Plastics Pact through support of 80 projects, one of those with Berry Global has invested in its [Cleanstream process](#) to build the world's first plant to generate mechanically recycled kerbside collected rigid polypropylene, the plant has received FDA approval and is waiting in EFSA approval. The potential approval of multiple regulatory bodies makes this of global significance.

References

US

PCR toolkit: [U.S. Plastic Pact's PCR Toolkit - The U.S. Plastics Pact \(usplasticspact.org\)](#)

South Africa

[Rapidly increasing recycled content in our plastic packaging – five quick wins | Plastics Pact \(saplasticspact.org.za\)](#)

[2022 Annual Report published! | Plastics Pact \(saplasticspact.org.za\)](#)





Cross-target themes

Engaging citizens with a unified voice

One of the main global challenges around plastics is to encourage citizens to adopt behaviours that are needed if we are to achieve circularity at scale. Citizens are bombarded with messages from governments, businesses and NGOs to influence their actions, and if this messaging is not aligned it loses power and can create confusion rather than the behaviour change we need.

This is why Plastics Pacts have developed citizen engagement strategies rooted in research insights, to align the voices of their members and supporters, and deliver a unified and more powerful message through collaborative campaigns.

DURO CON EL FLEXIBLE

DALE OTRA VIDA AL **PLÁSTICO FLEXIBLE**
RECÍCLALO EN EL AMARILLO.



Chile

Members of the Chilean Plastics Pact have worked together to align their understanding of a circular economy for plastics, and developed guidance with common concepts and messages, with the aim of co-ordinating their external communications on the topic, in particular in engaging with citizens. They carried out consumer research to understand citizen awareness, as well as barriers and drivers of circular behaviours, to develop their citizen engagement strategy and build collaborative campaigns.

Since 2022 the Chilean Plastics Pact has brought together businesses, local municipalities, NGOs and other stakeholders to collectively design and deliver an annual campaign focused on promoting recycling. The Pact has developed a toolkit with common assets, which sends a clear, consistent and co-ordinated message to citizens.

The research is updated annually to analyse progress and trends, to help shape future strategy and campaigns.

Portugal

The Portuguese Plastics Pact also has a focus on raising awareness and educating citizens to engage in a circular use of plastics. The Pact has worked with its members to develop common messaging aimed at different audiences, including children as agents of change. It has developed an education programme for 10-12 year olds, focused on reducing consumption of disposable products and promoting reuse behaviours, that is free for education providers to access. The programme includes educational materials, such as one explanatory video, ideas for extra-curricular activities, and a teacher's manual. All the content has been validated by the Pact's scientific and advisory committees. Since it was launched in October 2022 the programme has already reached schools across the country and is continuing to expand.

References

Chile

[Duro con el Flexible: modelo circular de plásticos | FCh | Semana del Reciclaje | FCh](#)

Portugal

[Let's reinvent the future educational program](#)



Informing policy to drive circularity

Having a wide range of perspectives from across the plastics value chain gives a particular value to the evidence that Pacts provide to policymakers, who can rely on the fact that the Pacts represent a collective interest in reducing plastic pollution, and not the individual interests of their members.

Chile

In Chile, the Plastics Pact has been invited to make presentations at the senate on various occasions, to provide evidence related to the law on single-use plastic which is now being implemented, and to show what is possible in terms of the elimination, reuse and recycling of regulated items.

The Chilean Plastics Pact has supported the use of targets on recycled content in PET bottles and also supported the Ministry of Health in updating regulations around food contact recycled plastic, which are a starting point in increasing recycled content in PET bottles and other food and drink packaging.

The Pact has also supported reuse requirements for food establishments, and supported one of its members in piloting reusable tableware and cutlery, to show what is possible and drive change.

Plastics Pacts around the world are reinforcing their focus on informing and influencing policy, as we understand that evidence-based regulatory changes, such as those in Chile, are needed for us to reach our targets. Advancing policy together with voluntary action is essential for us to end global plastic pollution.

UK

One of the current challenges with regulatory approval of polyolefins for contact sensitive applications is the lack of a standardised testing methodology to prove the decontamination efficiency of new facilities. A standard challenge test is available for PET but this is not suitable for polyolefins. The UK Plastics Pact in collaboration the UKRI SSPP challenge fund is working to develop a standardised test to prove the decontamination efficiency of polyolefin recycling processes to support regulatory approval. Developing a standardised approach will provide consistency in applications to regulators and provide the industry a clear testing methodology when developing polyolefin recycling facilities.



Supporting the scale-up of innovations

The UK Plastics Pact has worked with the UK Government's research funding body – UK Research and Innovation (UKRI) – to align the work of researchers and innovators with the Pact's targets. This partnership has led to over £1.4m of UKRI funding being channelled to finding potential solutions that will help to meet the UK Pact targets. So far eight solutions have been funded, including recycling technologies to remove colour and additives, sorting techniques for separating films, artificial intelligence (AI) for the incorporation of recycled materials and refill technologies to automatically manage stock levels.

International Circular Plastics Flagship Competition

Following this approach in the UK, UKRI provided £1.2m to test technical innovations to address specific challenges that were identified by the India Plastics Pact, Chile Plastics Pact, South Africa Plastics Pact and Kenya Plastics Pact. These included innovations around films and flexible packaging, reusable packaging, new business models and the development of end markets. Five projects were supported, including:

- [NotPLA](#) being funded to test applications of seaweed-based, heat-sealable film as an alternative to flexible plastic films in Chile.
- [Interface Polymers Limited](#) being funded to test additive technology in India to help recycle multilayer film.
- [ReVentas Limited](#) is being funded to test the ability of its technology to decontaminate Indian milk pouches that have been collected.
- [TrueCircle Technologies](#) being funded to test their AI technology to identify the composition of waste collected by the informal sector, and to enable market and pricing transparency in Kenya.
- [WasteAid](#) being funded to pilot a model of collection and recycling in Mpumalanga, South Africa.

References

[International Flagship Competition: International Circular Plastics Flagship Competition | WRAP](#)

