

Scaling of upstream measures to eliminate plastic waste and pollution

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Lead, Field building and Reuse

**Platform Meeting: plastic waste prevention and reuse
systems; 10 February 2025**



Contents

Vision for circular economy for packaging

Case studies - eliminating problematic & unnecessary plastics

Case studies - scaling reuse

Enabling conditions to scale reuse systems

OUR VISION



ELIMINATE



INNOVATE



CIRCULATE

**Since 2018 shared by more
than +1000 organisations
(representing 20% of all plastic
packaging globally)**



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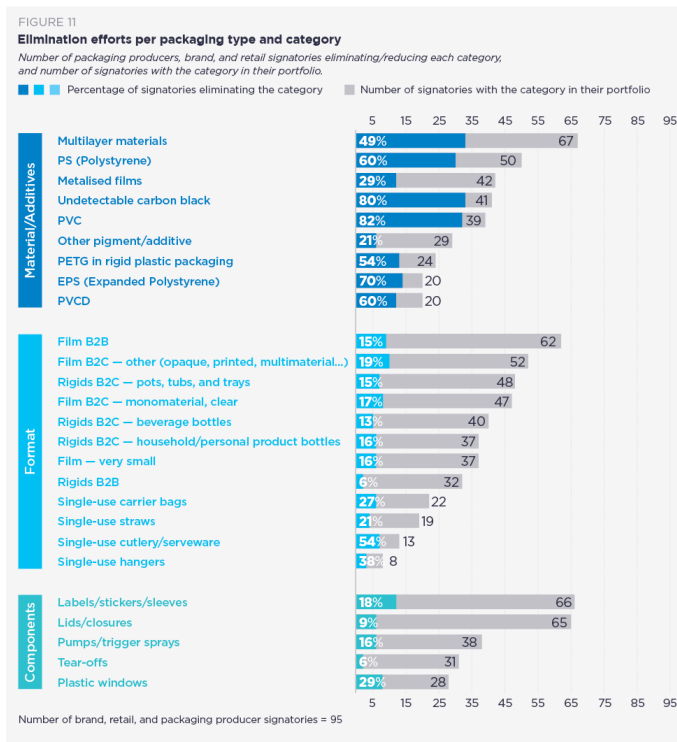
Enabling conditions to scale reuse systems

CASE STUDIES

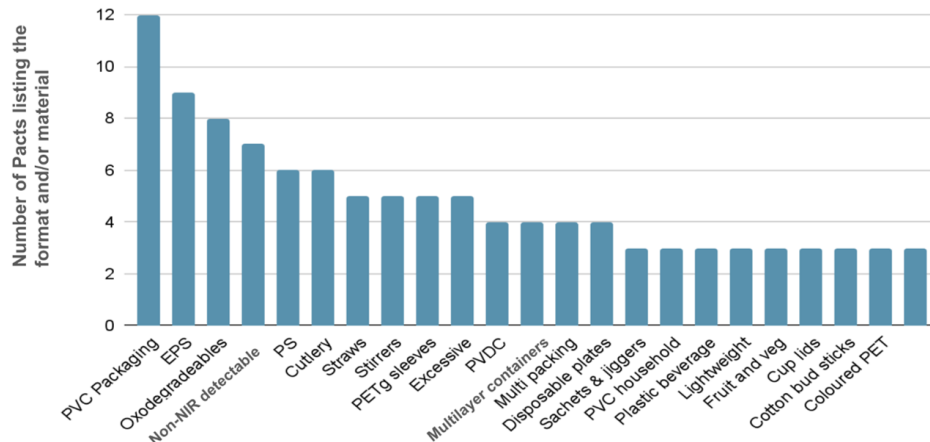
ELIMINATION OF PROBLEMATIC & UNNECESSARY PLASTICS

Global criteria is a blueprint for development of lists of materials and formats for elimination at a regional and national level

List for reporting by GC signatories



Plastics Pacts list - 11 out of 13 Pacts published a list of plastics based on global criteria



Plastics pacts list - graph elaborated with data extracted by WRAP and EMF

Businesses use the global criteria and lists to drive action in different geographies

Kenvue:

Listerine® roll out the replacement of black caps with clear caps across the globe, e.g UK, PL, South Africa



UK Plastics Pact:

PVC has fallen by 82%;

Klockner Pentaplast launched PET blister pack for pharmaceuticals as an alternative to foil and PVC



Examples of action - elimination of PVC packaging

South Africa Plastics Pact

PET/PVC shrink sleeves
(representing 77% by
weight) changed to
recyclable shrink label;



Poland Plastics Pact

Kaufland (retailer) switched carbon black tray to
transparent alternative



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CITEO, France - scaling reuse in Beverage & Food

<p>Début de production T4 2024*</p>  <p>Bouteille goulot large 1L</p>	<p>Début de production T1 2025*</p>    <p>Bouteille ambrée 75 <u>cL</u></p> <p>Pot 450 <u>mL</u></p> <p>Pot 720 <u>mL</u></p>	<p>Début de production T3 2025*</p>   <p>Bouteille goulot étroit 1L</p> <p>Bouteille ambrée petit format 33cL</p>
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- [Launch](#) – May 2025
- 4 regions (Pays-de-la-Loire, Brittany, Normandy, Hauts-de-France; 16 million people)
- Standardised packaging across formats
- Shared reverse logistics infrastructure
- More than 40 brands + retailers committed
- View to scale nationally from January 2027
- **Enabled by French AGEC Law (reuse target, EPR)**

Ottawa, Canada - city level pilot for home care and personal care

- Initiated by Consumer Goods Forum, with support from Plastic Waste Coalition
- Multi-brand, multi retailer collaboration
- Standardised and pooled packaging as a service
- Merchandising in category
- Data driven - tracking assets for insights on consumer behaviour, return rates
- Launch - end of 2025
- Supported by City of Ottawa, Government of Canada, Canada Plastics Pact, philanthropy



The Refill Coalition, UK

- Convened by GoUnpackaged, a coalition of Aldi, Ocado, Chep, UK Innovation
- An in-store refill system for dry goods (cereal, pasta)
- A bulk home delivery refill solution household (dry goods; cleaning & personal care)
- Allows retailers to sell refill products at a cheaper price than their packaged equivalents
- Customers bring their own containers
- Retailer staff - system easy to use



Aarhus & Tomra, Denmark

- Under RSVP Project , Zero Waste Europe
- Citywide platform - takeaway cups
- Shared infrastructure of automated collection points around the city
- Deposits refunded to consumers digitally (support from major credit card companies)
- TOMRA emptied machines and transports packaging to washing stations
- Shops re-order cups via webshop



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Reuse models have not reached scale, with less than 2% of packaging by Global Commitment Signatories reusable



61%

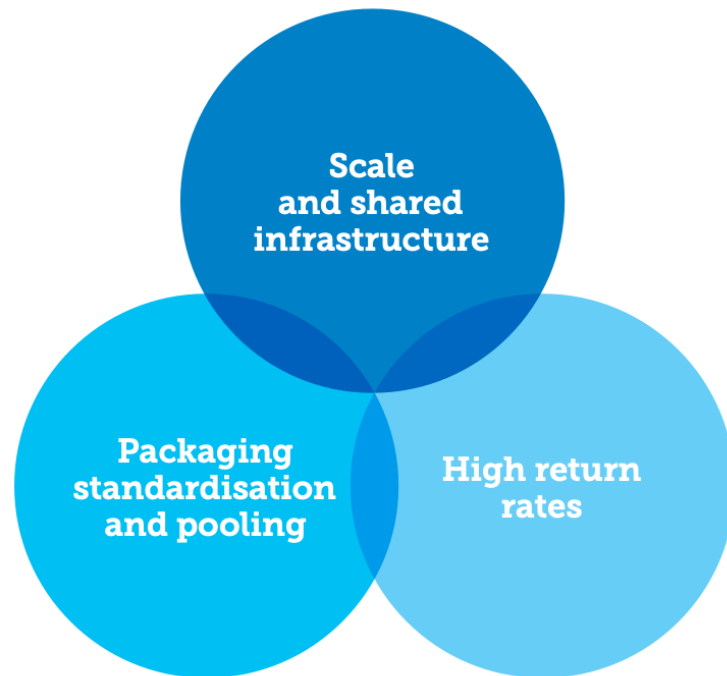
of Global Commitment
signatories have reuse
pilots in place



<2%

of their plastic
packaging is reusable

To make the system efficient and drive costs down...



Applications to start from....

Beverages

Food

**Home
Care/
Personal
Care**

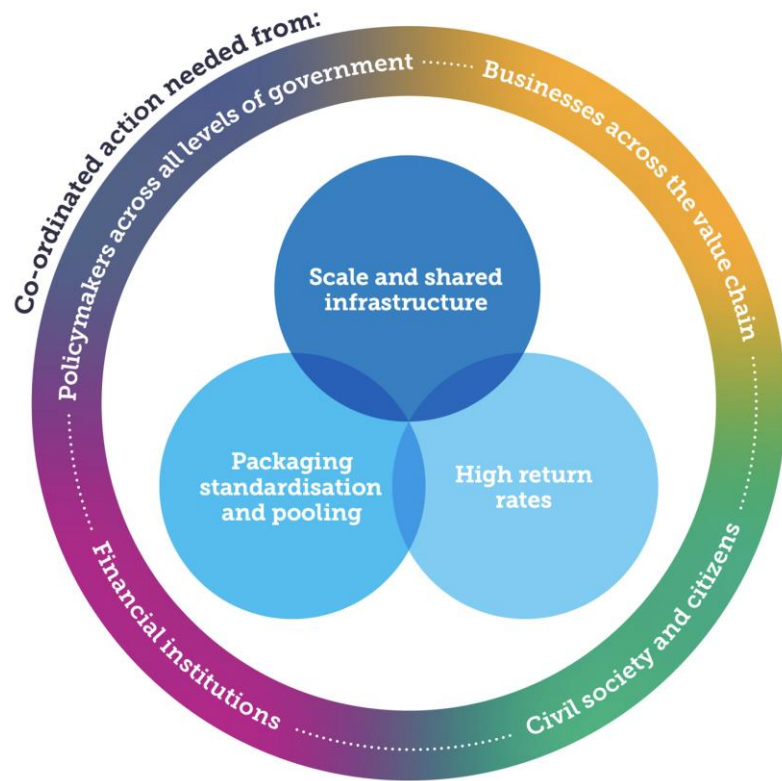
**Takeaway
/Dine in
&
Closed
loop**

E-commerce

**B2B
Packaging**

1. Make the economics work

Industry, policymakers, and financial institutions need to work together



2. Reuse targets

3. Definitions & metrics

4. Standards, guidelines

5. Governance for collaboration

Starting points exist.....

PR3 Standards (7)

- Container Design
- Washing, Inspection, Packaging for distribution
- Labelling
- Digital
- Systems operation & performance
- Collection points
- Return incentives

Reuse Metric (EMF & WEF)

“Share of product delivered through packaging reuse systems”

Principles:

- *Volume based*
- *Must contain reusable consumer-packaging (based on [criteria](#))*
- *Material agnostic*

EXAMPLE CRITERIA to ensure reuse of packaging is happening

Return



- Environmental breakeven within 3 years
- Reusable main container
- Designed for recycling



Refill on the go

- Cannot be served with free packaging
- Total packaging < best available single-use alternative

Refill at home



- **‘Keeper container’ must be essential;** auxiliary cannot be used without keeper
- Packaging for auxiliary product should be **significantly environmentally better than best available single-use alternative**
- **Designed for recycling;** in countries largely dependent on informal waste collection, no packaging to be used with higher propensity to end up in environment than single use alternative

Thank you



References

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The Global Commitment [overview](#)