



**ELLEN
MACARTHUR
FOUNDATION**

Economia circular dos plásticos

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Plastics Pact Network Manager

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A **Fundação Ellen MacArthur** foi fundada em 2010. Trabalha com empresas, órgãos governamentais, 3o setor e universidades com a missão de mudar fundamentalmente a lógica linear para uma economia circular.



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Nossa economia ainda é
predominantemente linear





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Exploração de recursos e modelo de consumo: uma economia de desperdício



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Os 3 princípios da economia circular



Eliminar resíduos e
poluição desde o
princípio



Manter
produtos e
materiais em
uso



Regenerar
sistemas
naturais



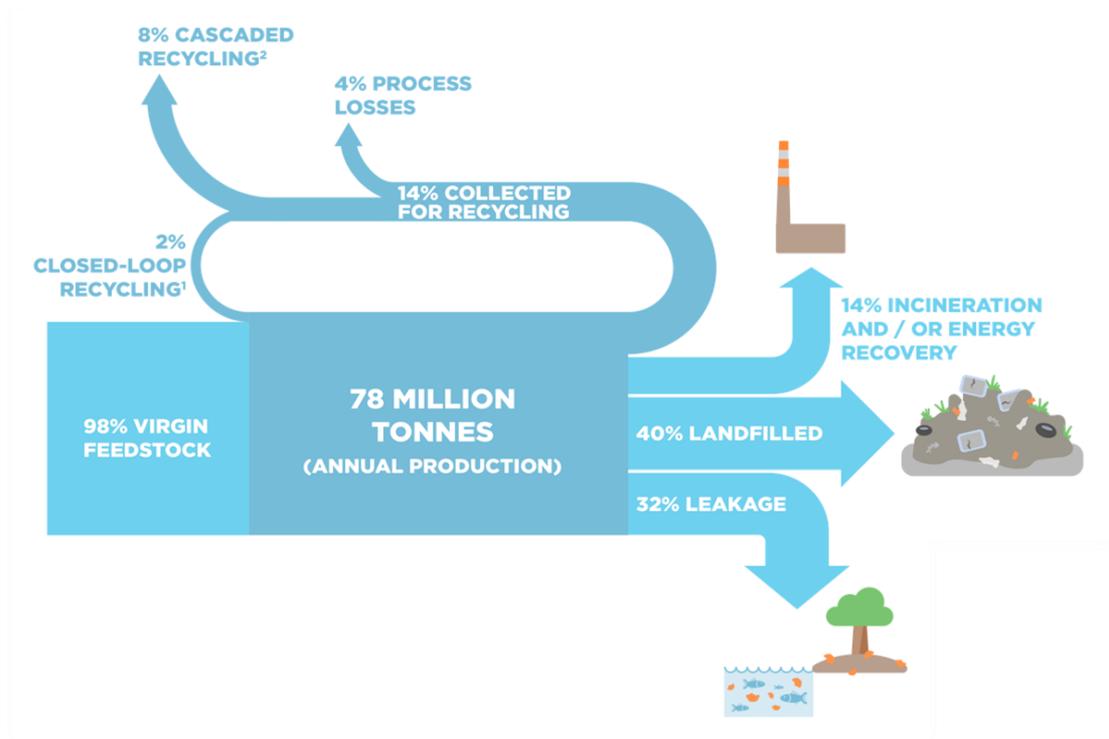


**NEW
PLASTICS
ECONOMY**

A EMBALAGEM PLÁSTICA TRAZ MUITOS BENEFÍCIOS



O SISTEMA ATUAL É LINEAR. APENAS 14% DO PLÁSTICO É COLETADO PARA RECICLAGEM NO MUNDO



Ellen MacArthur Foundation: *The New Plastics Economy - Rethinking the future of plastics* (2016)

2016:

"Até 2050, podemos ter mais plásticos nos oceanos do que peixes"



Ellen MacArthur
Foundation: *The
New Plastics
Economy -
Rethinking the
future of plastics*
(2016)



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2020:

PEW & SYSTEMIQ- *Breaking The Plastic Wave*

"A poluição plástica está ultrapassando todos os esforços de contê-la"



Breaking the Plastic Wave: A Comprehensive Assessment of Pathways Towards Stopping Ocean Plastic Pollution - by The Pew Charitable Trusts and SYSTEMIQ (2020)



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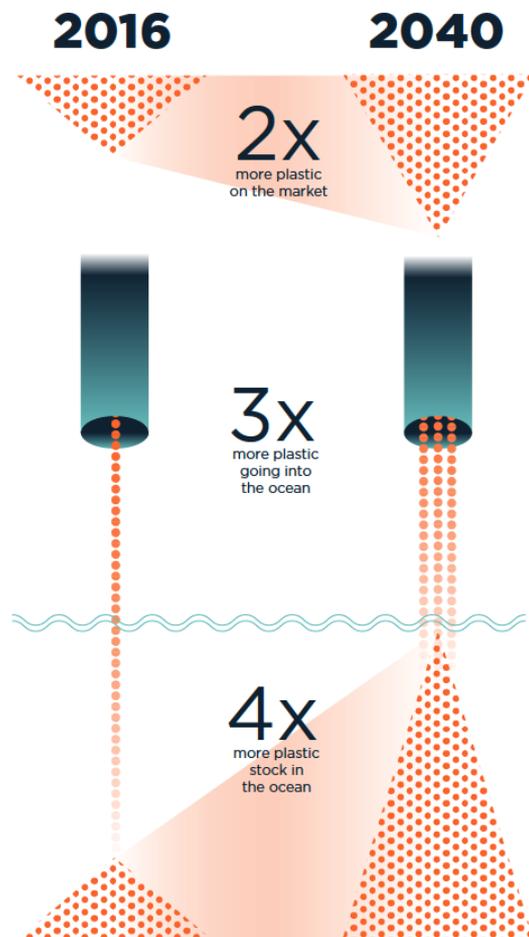
Se falharmos, até 2040:

- O volume de plástico sendo comercializado irá dobrar
- O volume anual de plástico entrando no oceano irá triplicar comparado a 2016
- O acúmulo de plástico no oceano irá quadruplicar

As iniciativas existentes diminuiria a curva em apenas **7%**. Se quisermos mesmo mudar esse cenário, a solução é agir de forma **urgente, ambiciosa e coordenada** através de toda a cadeia de valor, dando ênfase a **estancar o fluxo na sua origem**.



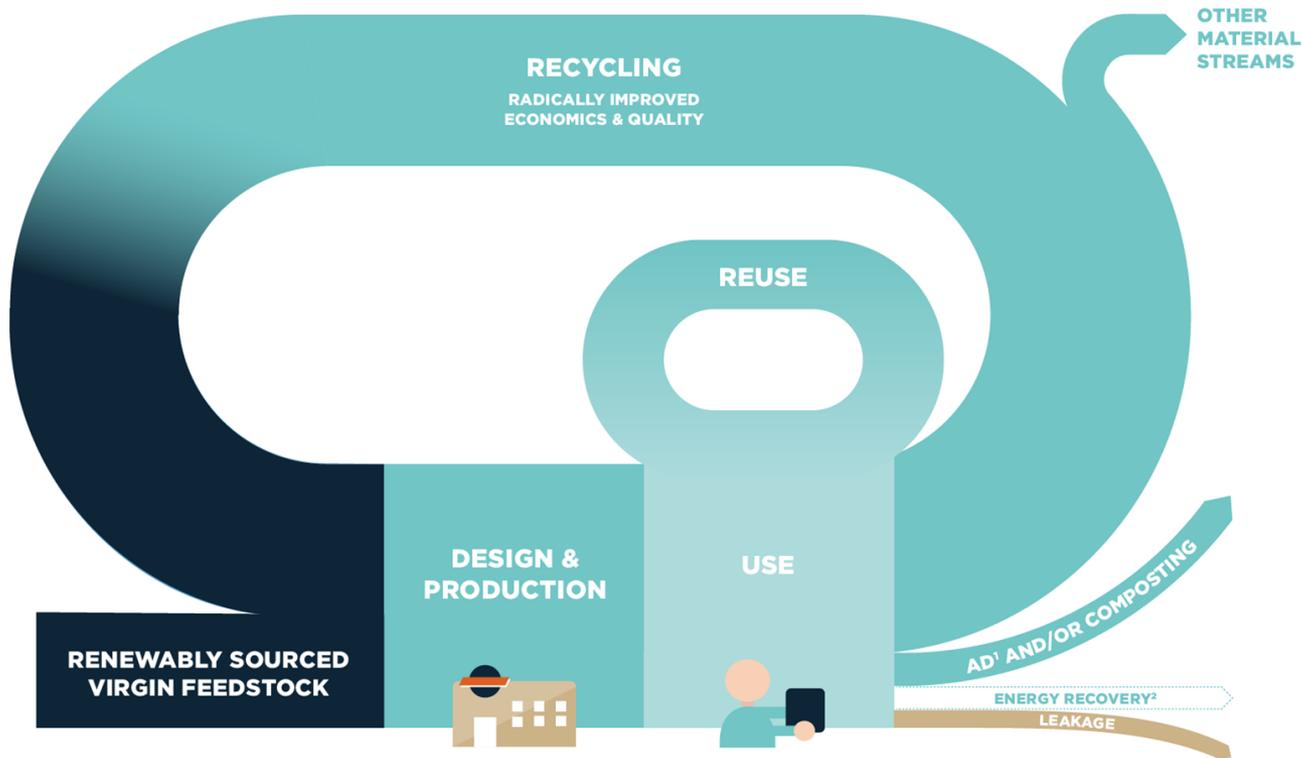
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Based on data from Breaking the Plastic Wave study by The Pew Charitable Trusts and SYSTEMIQ (2020)



Numa Nova Economia dos Plásticos, nenhuma embalagem plástica vai parar no meio ambiente



Ellen MacArthur Foundation: *The New Plastics Economy - Rethinking the future of plastics* (2016)





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Nossa visão



ELIMINATE

ELIMINAR o plástico
que não precisamos



INNOVATE

INNOVAR para que o
plástico que precisamos
seja 100% reutilizável,
reciclável ou
compostável



CIRCULATE

Garantir a **CIRCULAÇÃO**
efetiva das embalagens
plásticas para que se
mantenham na economia



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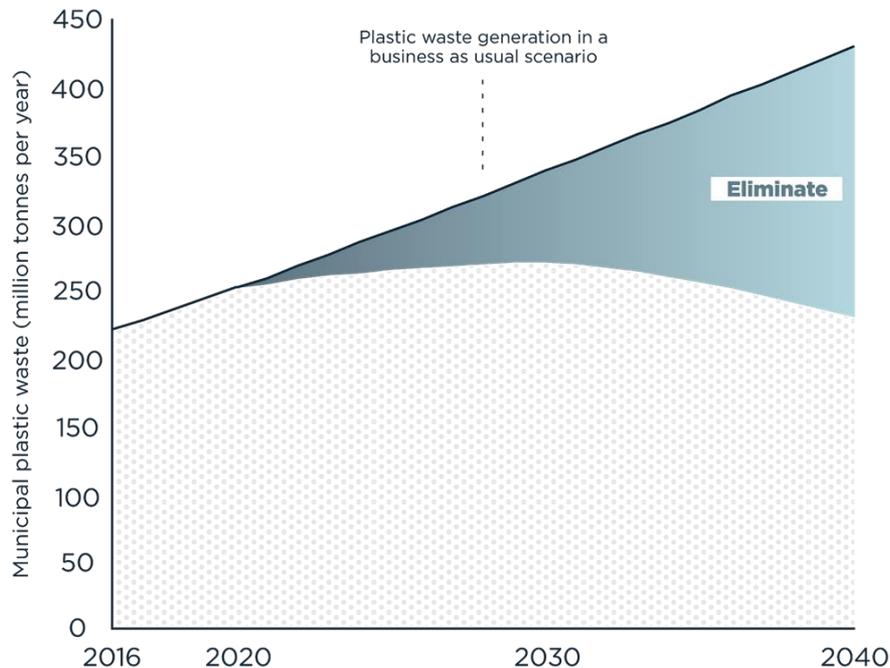


Nossa visão aplicada no estudo *Breaking the Plastic Wave*



ELIMINATE

**Precisamos
ELIMINAR o plástico
que não precisamos**



Based on data from Breaking the Plastic Wave study by The Pew Charitable Trusts and SYSTEMIQ (2020)





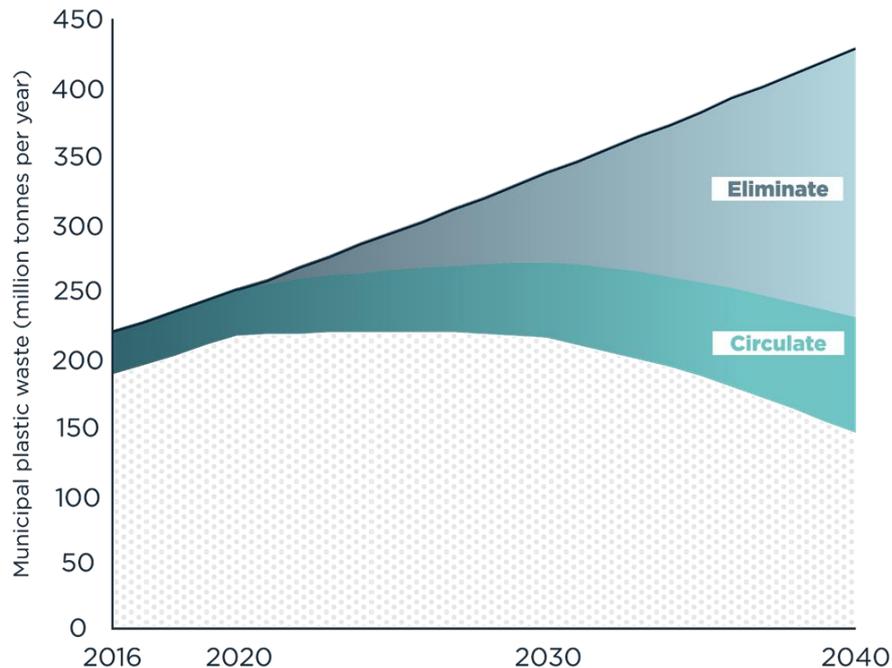
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Nossa visão aplicada no estudo *Breaking the Plastic Wave*



CIRCULATE

Investir ao menos
USD 150 bi em
coleta e reciclagem
nos próximos 5 anos
para garantir a
CIRCULAÇÃO das
embalagens
plásticas que
precisamos



Based on data from *Breaking the Plastic Wave* study by The Pew Charitable Trusts and SYSTEMIQ (2020)



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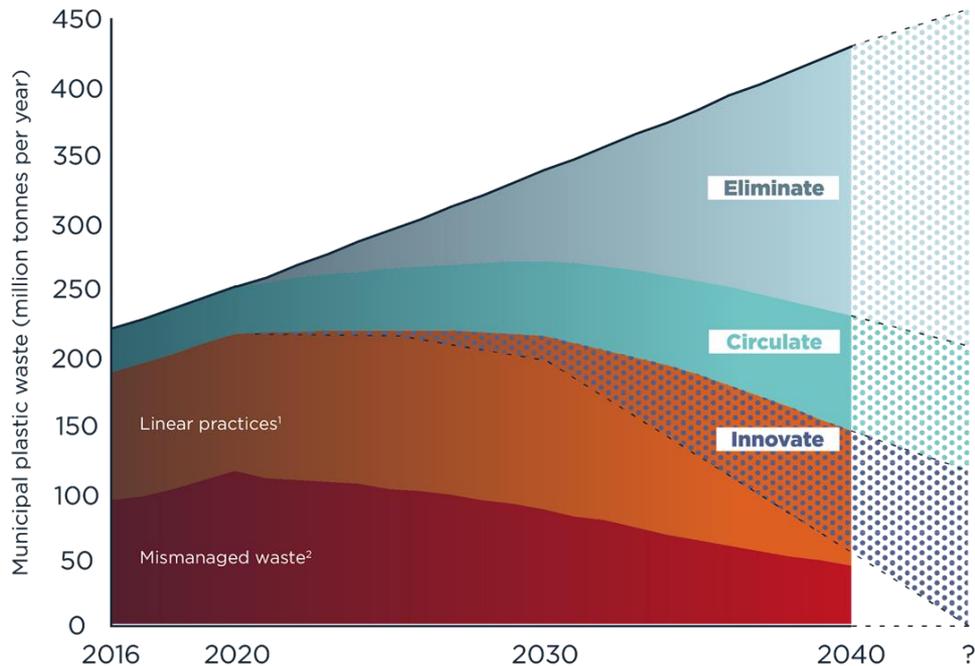


Nossa visão aplicada no estudo *Breaking the Plastic Wave*



INNOVATE

INNOVAR numa
velocidade e escala
sem precedentes



Based on data from *Breaking the Plastic Wave* study by The Pew Charitable Trusts and SYSTEMIQ (2020)

¹ Including landfilling, incineration, and conversion of plastic to fuel or energy

² Including open burning, leakage into the environment and into the ocean

³ Solid lines represent the outcomes of the analytical modeling of the *Breaking the Plastics Wave* study. Dashed lines and dotted shading are illustrative, representing the impact of innovation and the impact of continued eliminate and circulate efforts beyond 2040





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NPEC - Três frentes de trabalho

Uma única visão de economia circular dos plásticos



...compartilhada por mais
de 500+ organizações
globalmente...



.. implementadas localmente
através de Pactos dos
Plásticos em diversos países



....sustentado por inovação



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COMPROMISSO GLOBAL:

250+

Empresas signatárias

20

Órgãos governamentais
(federais, estaduais,
municipais) em 5
continentes

20%

de toda embalagem
plástica produzida no
mundo

200+

Signatários apoiadores,
incluindo National
Geographic, WWF, WEF,
IUCN



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ECONOMY

The Global Commitment

2020 Progress
Report





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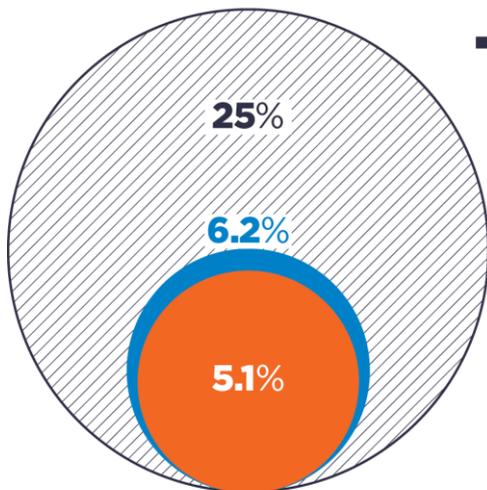


ALGUMAS TENDÊNCIAS ENCORAJADORAS

Post-consumer recycled content in plastic packaging

Weighted average of post-consumer recycled content for packaged goods and retail signatories

● 2018 ● 2019 ○ 2025 target



+22%

Growth for signatories reporting both years

Notes:
The 2018 average does not include data from signatories reporting for the first time in the 2020 reporting cycle. The percentage growth highlighted refers to the trajectory seen for average recycled content for signatories reporting in both years, for which there was an increase from 5.1% to 6.3%.

Disclosure of plastic packaging volumes

% of packaged goods and retail signatories



Notes:
The 2018 percentage of signatories reporting their volume does not include data from those reporting for the first time in the 2020 reporting cycle. The percentage growth highlighted refers to the increase seen for signatories reporting in both years.



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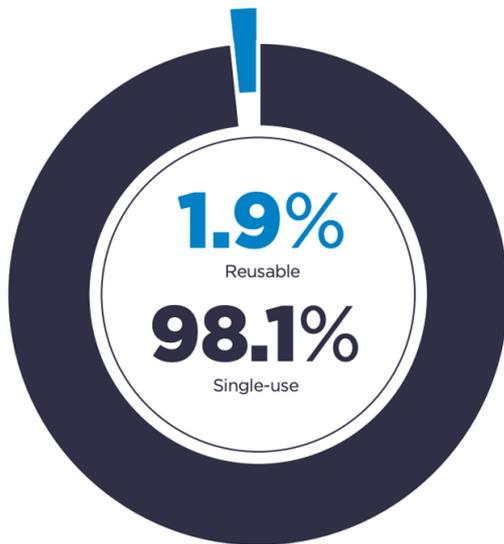
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PORÉM, MUITO MAIS PRECISA SER FEITO DE FORMA MAIS ACELERADA

FIGURE 9

Share of reusable packaging

% of total plastic packaging weight, for packaged goods and retail signatories



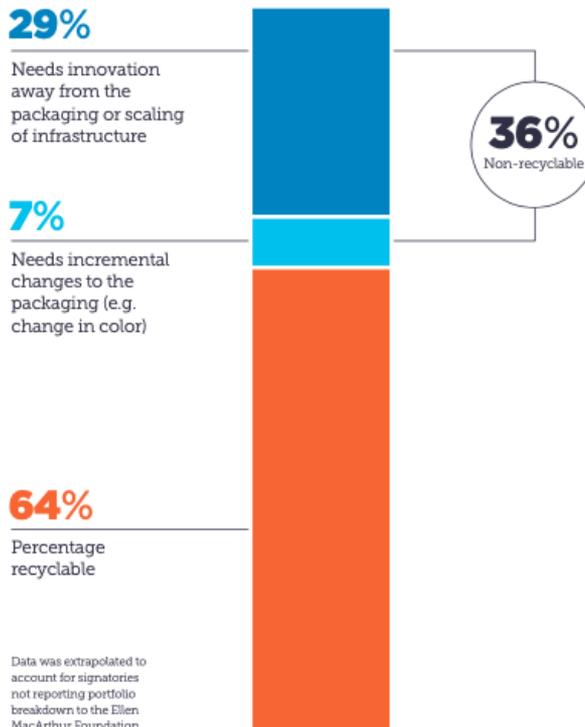
Global
Commitment



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Recyclability of plastic packaging

Share of packaging recyclable as a % of total packaging weight, for packaged goods and retail signatories



Data was extrapolated to account for signatories not reporting portfolio breakdown to the Ellen MacArthur Foundation



**PLASTICS
PACT**



**Uma rede de iniciativas nacionais, de colaboração
sistêmica, buscando a economia circular dos plásticos**



METAS COMUNS, ADAPTADAS AO CONTEXTO LOCAL



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PLASTICS
PACT



The UK Plastics Pact

Led by WRAP



Circula El Plástico

Led by Fundación Chile



Le Pacte National sur Emballages Plastiques

Led by ConsultantSe

By 2025

**Eliminar embalagens
plásticas problemáticas
e desnecessárias**

Take actions to eliminate problematic or unnecessary single-use packaging items through redesign, innovation or alternative (reuse) delivery models

Take action to eliminate problematic or unnecessary single-use plastic packaging through redesign and innovation

Define a list of unnecessary or problematic items and targeted measures for elimination

**100% das embalagens
plásticas reutilizáveis,
recicláveis ou compostáveis**



**% das embalagens plásticas
efetivamente recicladas ou
compostadas**

70% effectively recycled or composted

1/3 effectively recycled

60% effectively recycled

**% de conteúdo reciclado nas
embalagens plásticas**

30%

25%

30%

* Reusable or recyclable

** by 2022



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Progresso quantitativo medido e publicado a cada ano



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2025 targets

Take actions to eliminate problematic or unnecessary single-use plastic packaging through redesign and innovation

100% of plastic packaging to be reusable, recyclable, or compostable

70% of plastic packaging effectively recycled or composted

30% recycled content across all plastic Packaging

2019 progress

1 billion problematic or unnecessary single-use plastic items to be eliminated by end 2020

65% of plastic packaging placed on the market by Pact members is recyclable

44% of plastic packaging effectively recycled in the UK

10% recycled content across all plastic Packaging

Ongoing collaborative action towards 2025



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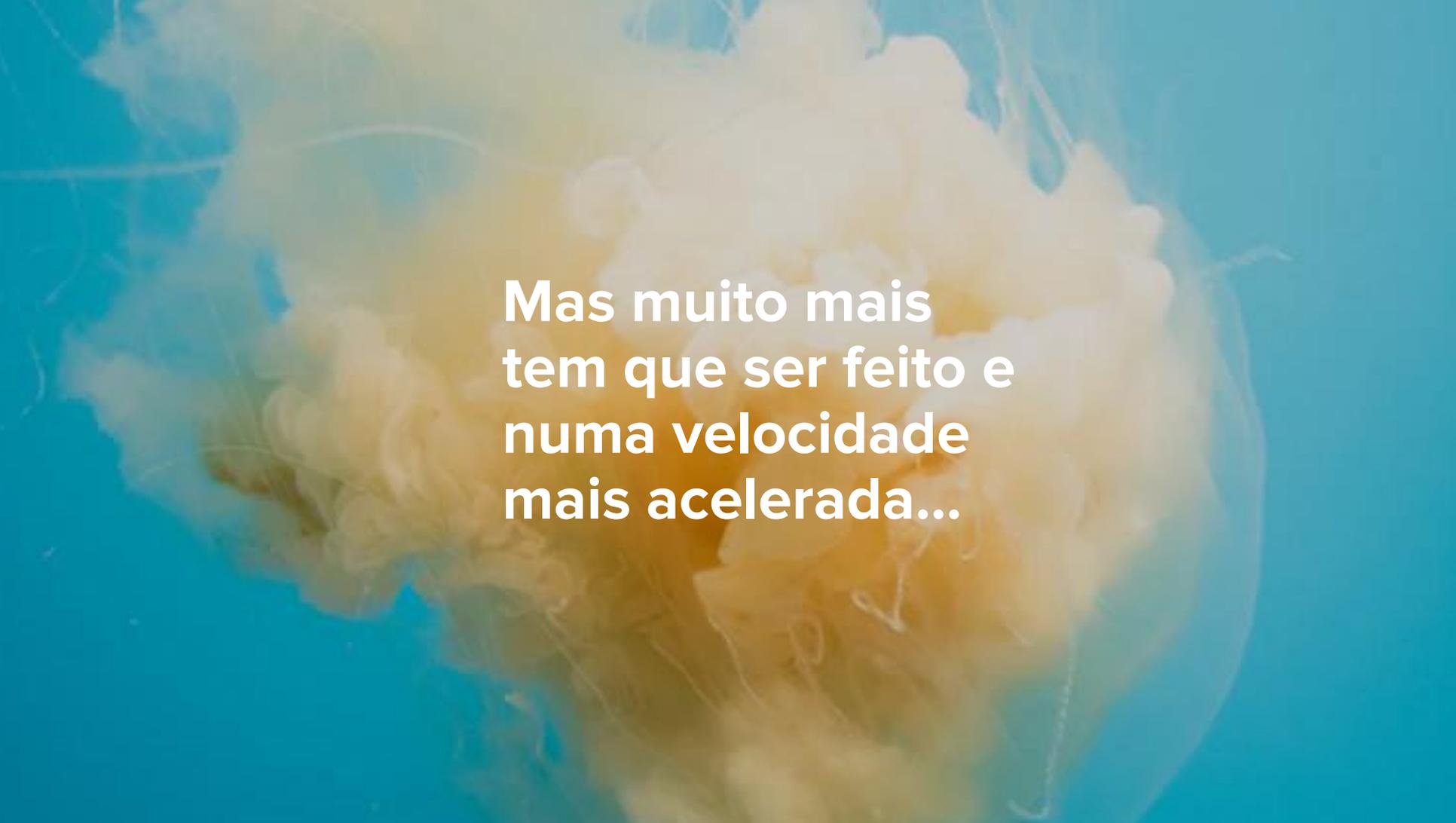
**NATIONAL
PLASTICS PACT**

- Canada
- Chile
- France
- Netherlands
- Poland
- Portugal
- South Africa
- United Kingdom
- United States of America



**REGIONAL
PLASTICS PACT**

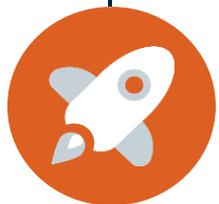
- European (EEA)
- Australia, New Zealand and
the Pacific Island Nations
(ANZPAC)

A close-up photograph of a jellyfish, likely a Portuguese man-of-war, floating in clear, bright blue water. The jellyfish's bell is a pale, translucent yellowish-orange color, and its long, thin, white tentacles are visible extending downwards. The background is a solid, vibrant blue, suggesting a deep, clear ocean environment.

**Mas muito mais
tem que ser feito e
numa velocidade
mais acelerada...**



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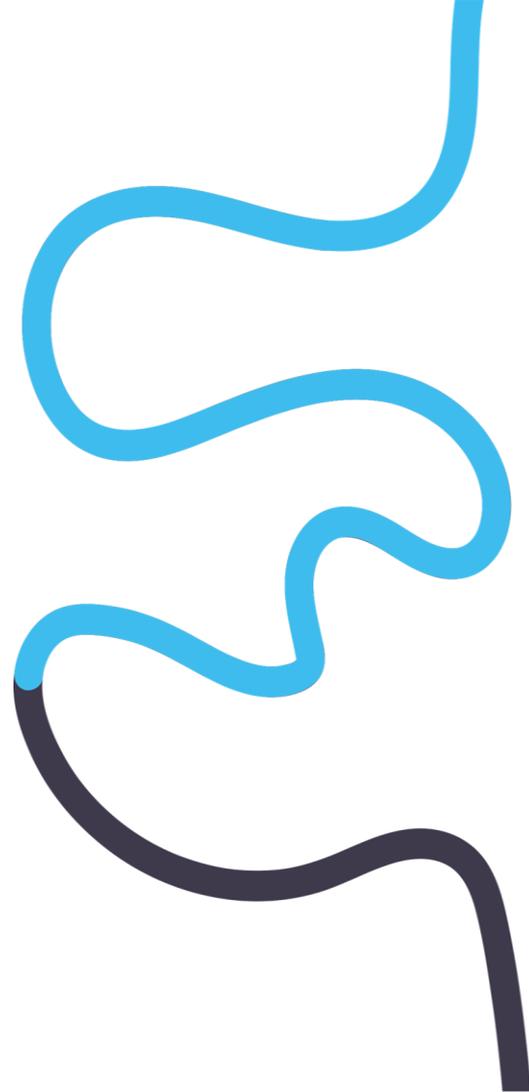
INNOVATION

**Inovação na Nova Economia
dos Plásticos desenvolve
conhecimento que suporta o
avanço da iniciativa**

**Focando em soluções,
buscamos ajudar empresas e
governos a atingir suas
metas**



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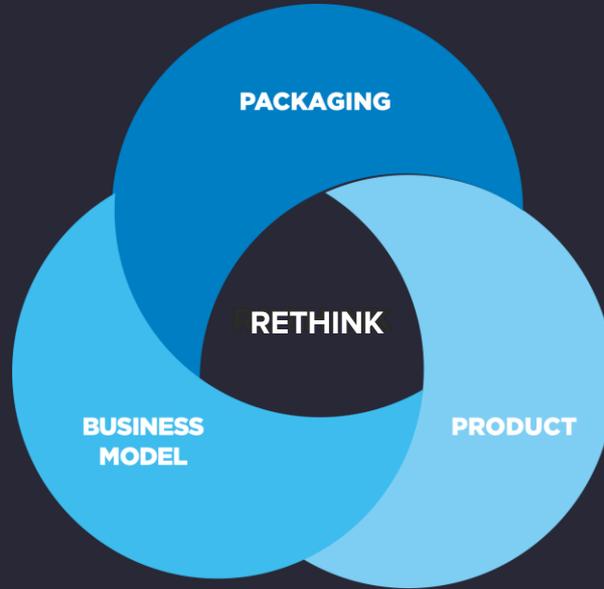
Upstream Innovation

A guide to packaging solutions





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Much
more to
be found
online:

[plastics.emf.org/
upstream](https://plastics.emf.org/upstream)

Read

Full Upstream Innovation guide

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[Française](#)

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View the upstream innovation YouTube
playlist

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Get started

Workshop toolkit

Facilitate your own workshop

[Miro board](#)

[Supporting material](#)



**Much
more to
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upstream](https://plastics.emf.org/upstream)

Read

Full Upstream Innovation
guide

Engl

Fran

Esp

Portu

中文

Explore

Case

Seus times de embalagens, R&D,
sustentabilidade, etc podem
desenvolver seus próprios
workshops de inovação upstream

Ferramentas gratuitas disponíveis
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Publicações NPEC



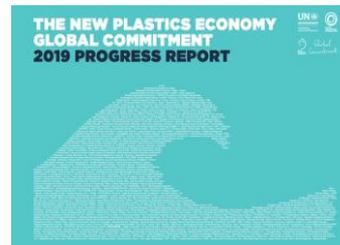
Ellen MacArthur Foundation: *The New Plastics Economy - Rethinking the future of plastics* (2016)



Ellen MacArthur Foundation: *The New Plastics Economy - Catalysing action* (2017)



Ellen MacArthur Foundation: *The New Plastics Economy - Reuse - Rethinking Packaging* (2019)



New Plastics Economy Global Commitment: ***Global Commitment 2019 Progress Report***



Breaking The Plastic Wave — **The Ellen MacArthur Foundation Perspective**

<https://www.newplasticseconomy.org/about/publications>





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Obrigada



Thais Vojvodic



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**Caso tenha interesse em se engajar no Pacto dos Plásticos
Brasil, entre em contato comigo**