



**ELLEN
MACARTHUR
FOUNDATION**

Circular economy for plastics

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The **Ellen MacArthur Foundation** was founded in 2010. It works with business, government and academia to build a framework for an economy that is restorative and regenerative by design - a **circular economy**.

The linear economy





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Today's economy is
hugely wasteful



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The three principles of a circular economy



Design out
waste and
pollution



Keep products
and materials
in use



Regenerate
natural
systems





**NEW
PLASTICS
ECONOMY**



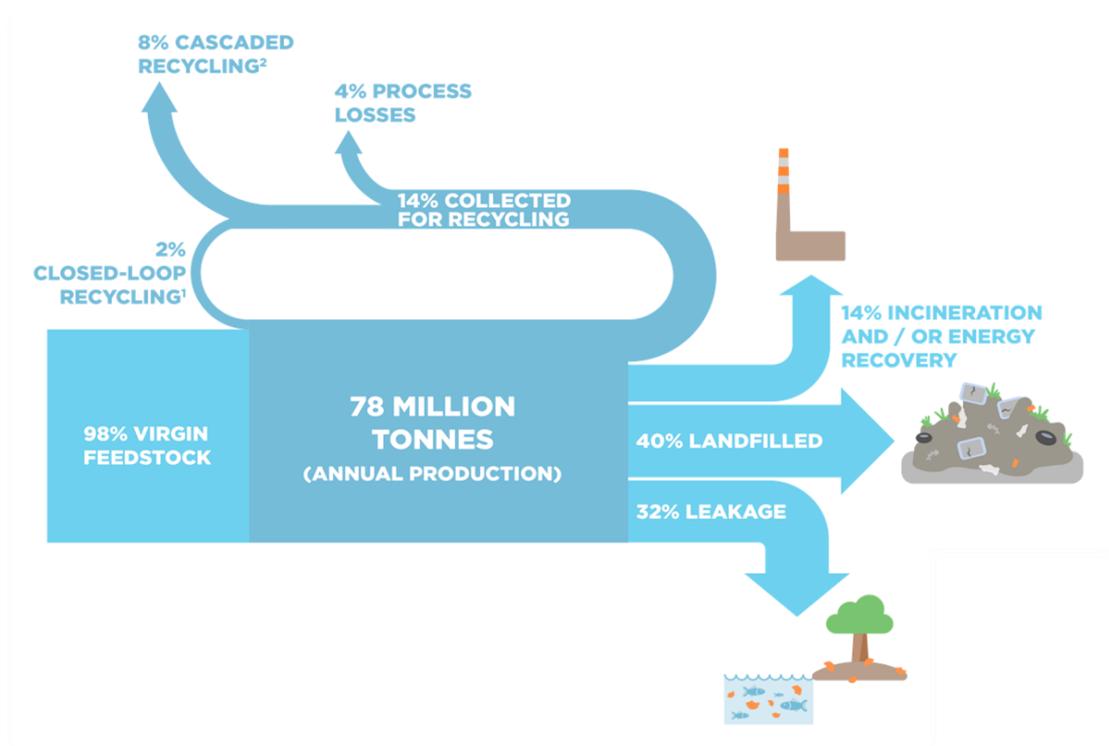
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PLASTIC PACKAGING HAS MANY BENEFITS



NEW
PLASTICS
ECONOMY

An unprecedented global study showed how linear the plastics economy was, and the immense volume leaking to the environment every year



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



In 2016, this statement changed the way the world faces plastic pollution



"By 2050, there could be more plastics than fish in the sea"



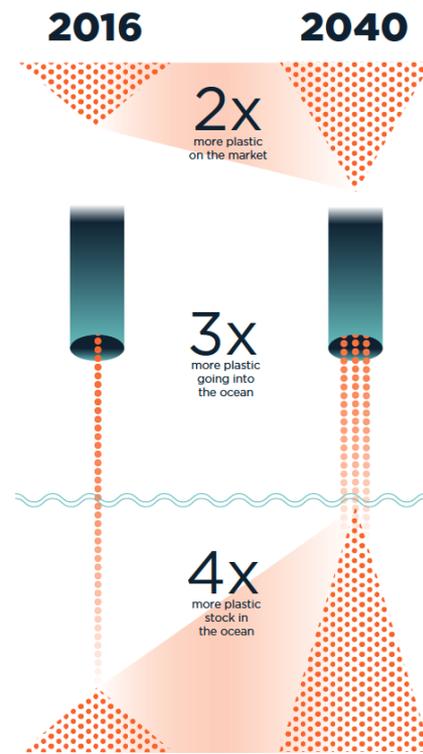
Ellen MacArthur Foundation: *The New Plastics Economy - Rethinking the future of plastics* (2016)



In 2020, Breaking the Plastics Wave showed we are not moving fast enough

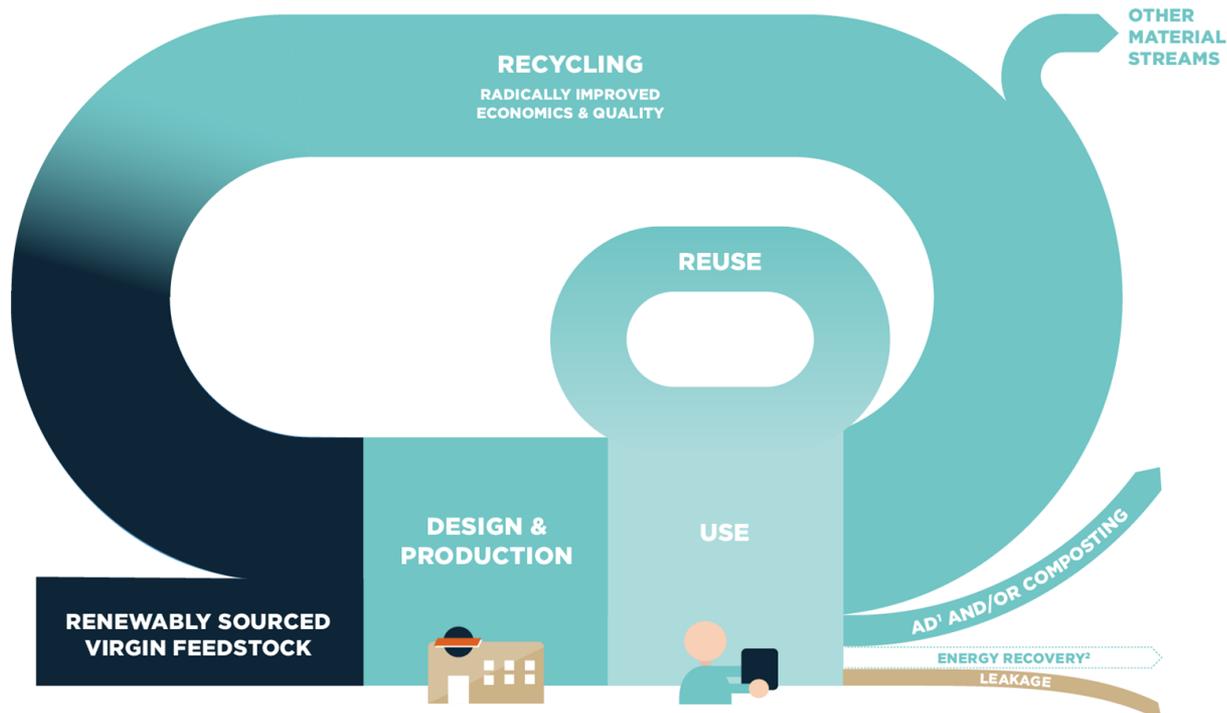
If we fail to act, by 2040:

- The volume of plastic on the market will have doubled
- The annual volume of plastic entering the ocean will have almost tripled, from 11m tonnes in 2016 to 29m tonnes in 2040
- Ocean plastic stocks will have quadrupled, reaching over 600m tonnes.



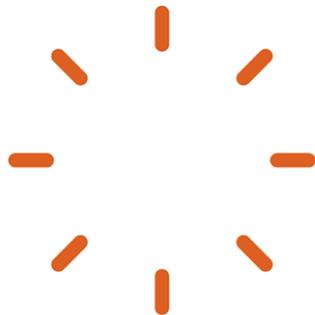
Based on data from Breaking the Plastic Wave study by The Pew Charitable Trusts and SYSTEMIQ (2020)

The solution lies in taking urgent, ambitious, and coordinated action across the entire plastic system with a clear emphasis on stemming the flow at its source.



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

THE NEW PLASTICS ECONOMY VISION



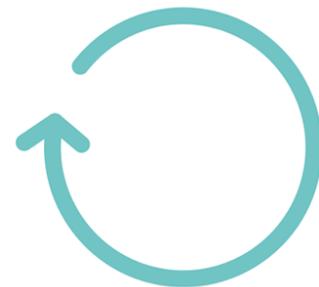
ELIMINATE

all problematic
and unnecessary
plastic items



INNOVATE

to ensure that the
plastics we do need
are reusable,
recyclable, or
compostable



CIRCULATE

all the plastic items we
use to keep them in the
economy and out of the
environment

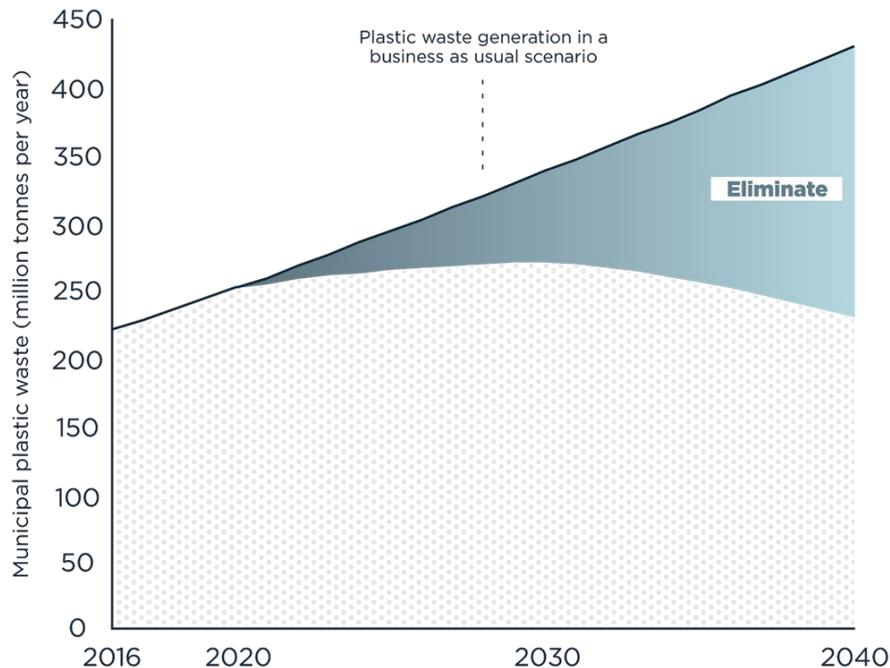


Tackling this systemic challenge will demand a combination of solutions under the 3 pillars of a circular economy for plastics



ELIMINATE

**We must ELIMINATE
the plastics we don't
need**



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





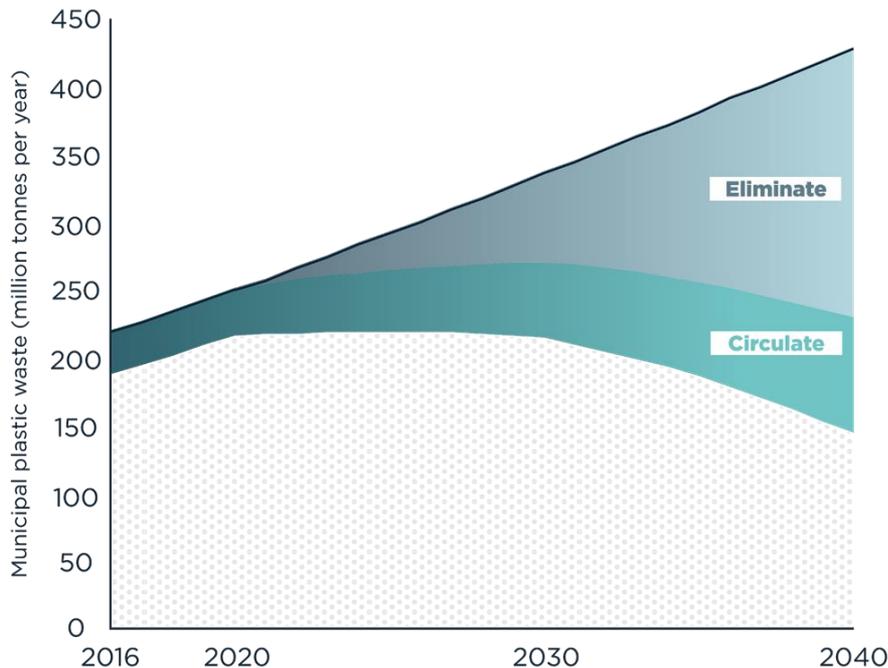
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CIRCULATE

Invest at least USD 150 billion in collection and reprocessing over the next five years alone to ensure we **CIRCULATE** the plastics we do need

Tackling this systemic challenge will demand a combination of solutions under the 3 pillars of a circular economy for plastics



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



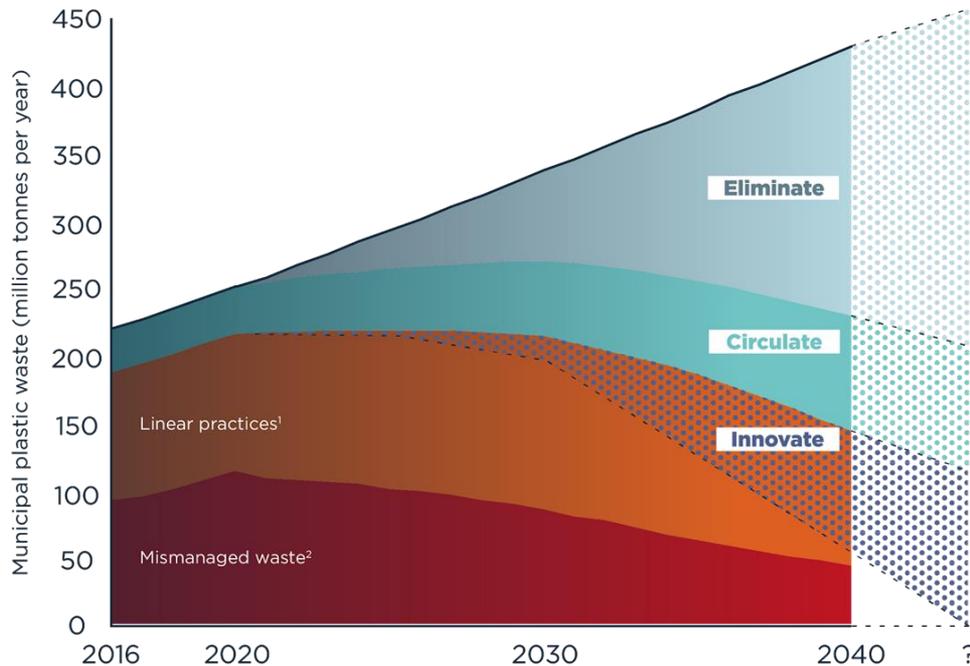
NEW
PLASTICS
ECONOMY

Tackling this systemic challenge will demand a combination of solutions under the 3 pillars of a circular economy for plastics



INNOVATE

At unprecedented speed and scale



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 Plastic 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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Building solutions

One common vision of a circular economy for plastics...



...shared by 500+ organisations globally...



.. implemented locally through Plastics Pacts around the world...



....and underpinned by innovation



NEW
PLASTICS
ECONOMY



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Uniting businesses, governments, and other organisations behind a common vision and targets to address plastic waste and pollution at its source.



NEW
PLASTICS
ECONOMY



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AT A GLANCE

250+

Signatories (business)

20%

of all plastic packaging
used globally

20

national, sub-national and
local level governments
across five continents

200+

Endorsing signatories,
including National
Geographic, WWF, WEF,
IUCN



Global
Commitment



NEW
PLASTICS
ECONOMY

The Global Commitment

2020 Progress
Report





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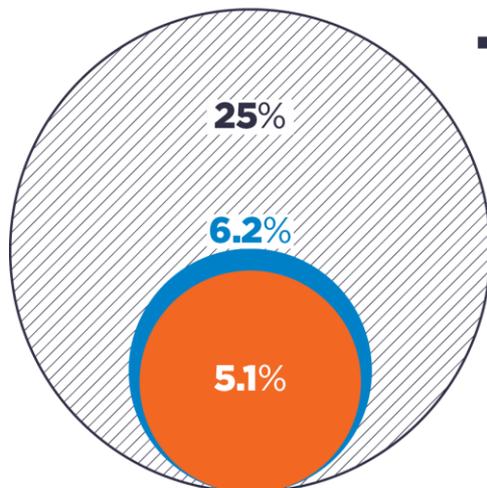
NEW
PLASTICS
ECONOMY

SOME ENCOURAGING TRENDS...

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



61%

of packaged goods and retail signatories disclosed their packaging portfolio split

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.

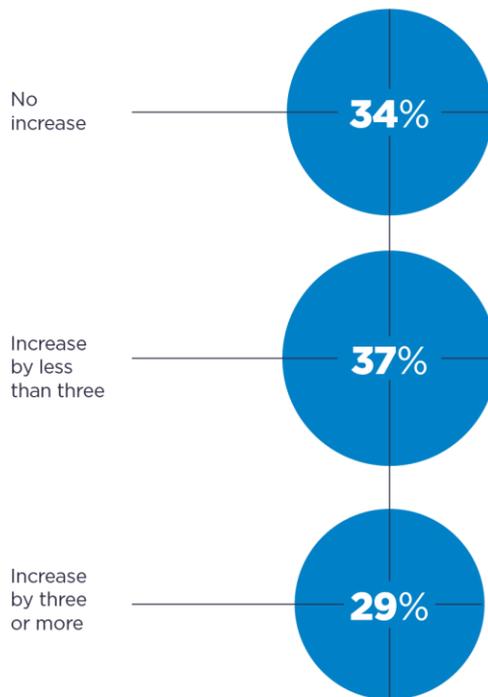


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BUT MUCH MORE NEEDS TO BE DONE AND AT A GREATER SPEED...

Distribution of progress on recycled content in packaging

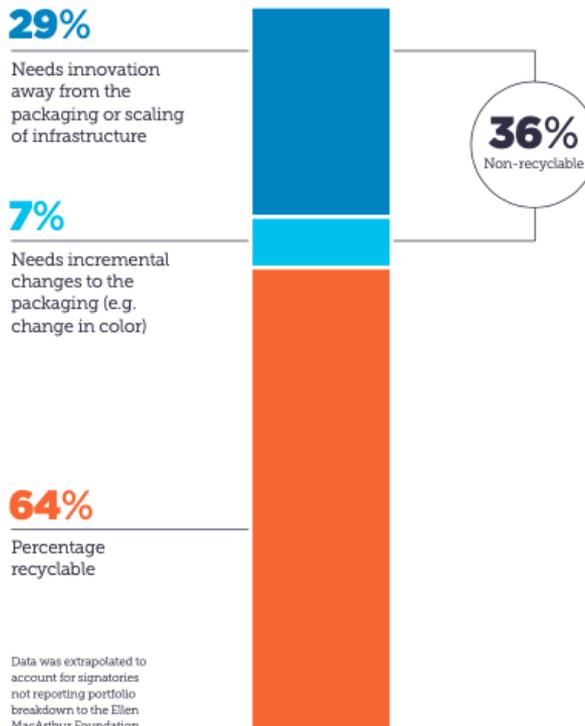
PCR growth in percentage points for packaged goods and retail signatories:



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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**



**A network of national collaboration initiatives
towards the circular economy for plastics**



COMMON TARGETS



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

**Eliminate problematic
or unnecessary plastic
packaging**

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



**% of plastic packaging
effectively recycled or
composted**

70% effectively recycled or composted

1/3 effectively recycled

60% effectively recycled

**% recycled content across all
plastic packaging**

30%

25%

30%

* Reusable or recyclable

** by 2022





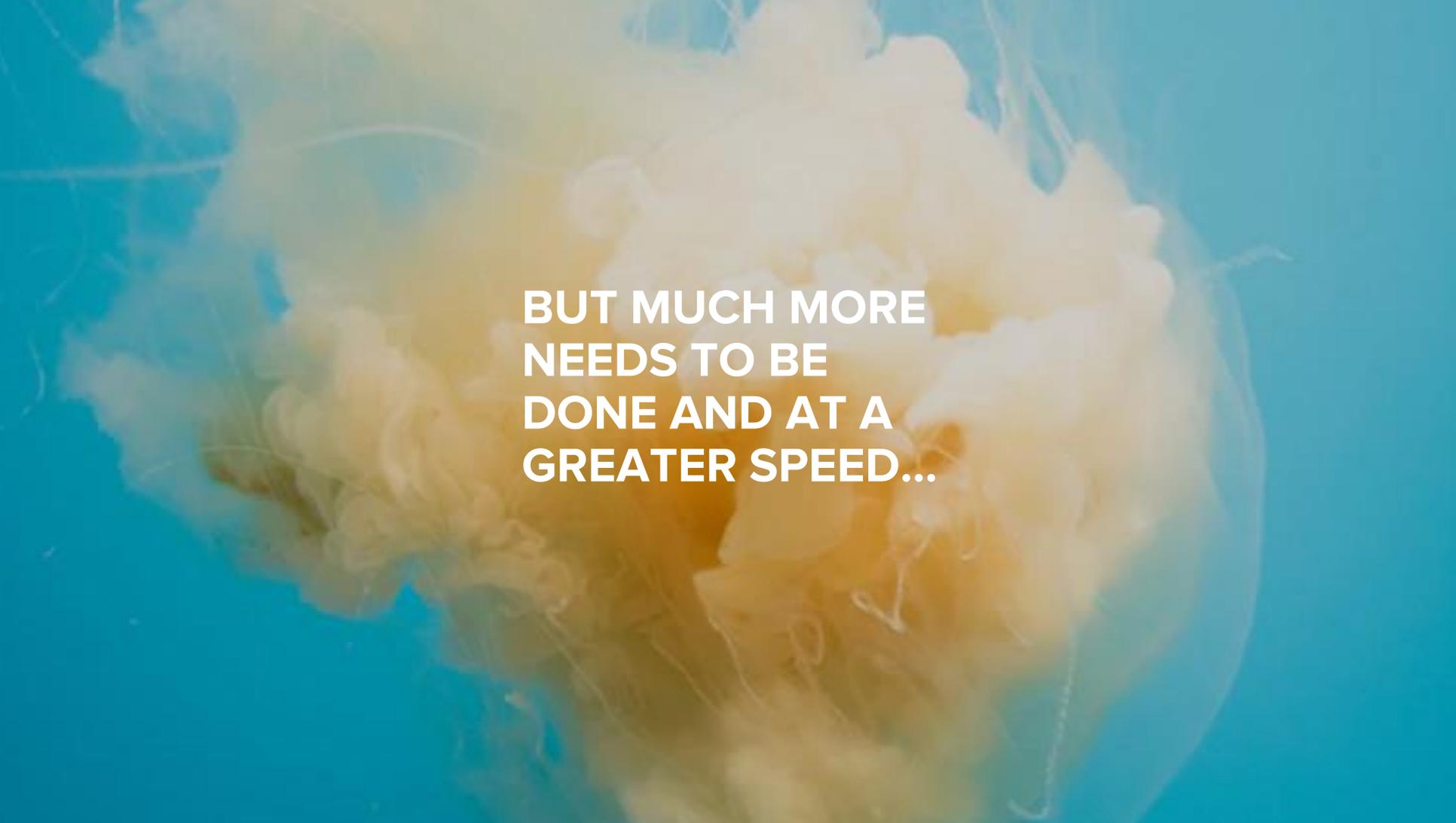
**NATIONAL
PLASTICS PACT**

- 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)

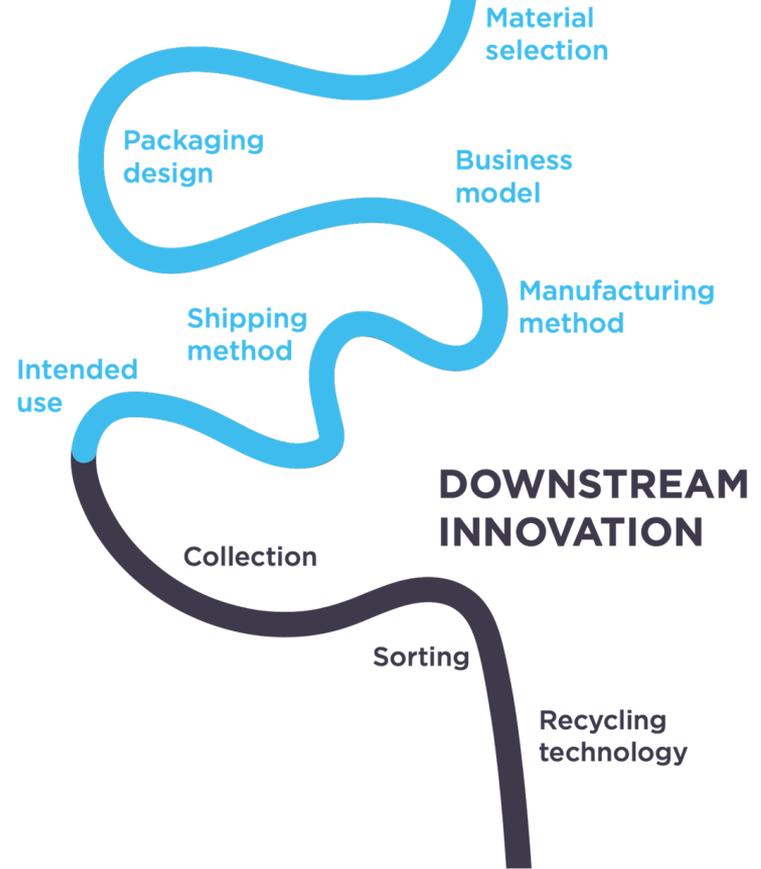


**BUT MUCH MORE
NEEDS TO BE
DONE AND AT A
GREATER SPEED...**

WHAT IS UPSTREAM
INNOVATION?

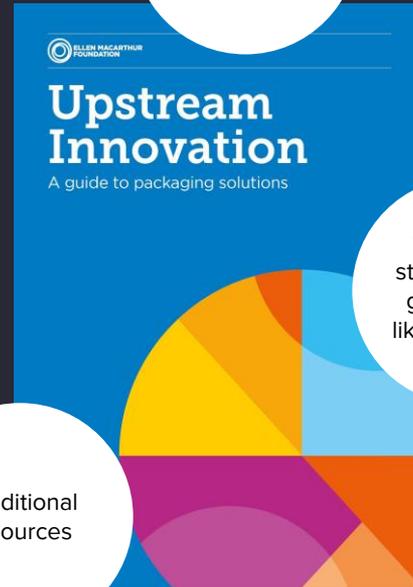
If you came home to find that you left the tap running and your apartment was flooding, would you immediately start mopping up the water?

UPSTREAM
INNOVATION



‘Upstream Innovation: A guide to packaging solutions’

Download the guide at: plastics.emf.org/upstream



100+ best
practice case
studies

‘Where to
start’ & ‘What
good looks
like’ guidance

+additional
resources

UPSTREAM INNOVATION
MINDSET

Upstream innovation
requires a shift in
mindset



Much
more to
be found
online:

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

Read

Full Upstream Innovation guide

[English](#)

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Case study database

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Presentation slides

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Spread the word

Communication pack

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Get inspired

Youtube videos

View the upstream innovation YouTube
playlist

[View](#)



Get started

Workshop toolkit

Facilitate your own workshop

[Miro board](#)

[Supporting material](#)



**Much
more to
be found
online:**

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

The image shows a screenshot of the plastics.emf.org/upstream website. A large blue oval callout bubble is centered over the top half of the page, containing the text: "Have all your brand teams and packaging R&D teams run their own upstream innovation workshops using freely available workshop scripts, miro boards, slides, videos, inspiration cards, ...". A red-bordered box highlights the "Workshop toolkit" section in the bottom right corner of the website. This section includes the text "Get started", "Workshop toolkit", "Facilitate your own workshop", "Miro board", and "Supporting material". The background of the website is light blue and features several other sections: "Full Upstream Innovation guide" with language options (English, French, Spanish, Portuguese, Chinese), "Presentation slides" with links for Google slide, Powerpoint, and Keynote, "Communication pack", and "Youtube videos". Each section has a "View" button with an external link icon.

Read
Full Upstream Innovation guide
English
Français
Español
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NPEC publications



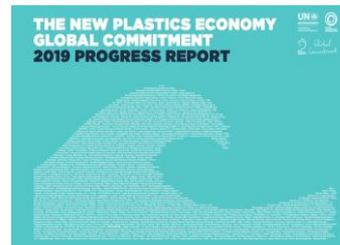
Ellen MacArthur Foundation: *The New Plastics Economy - Rethinking the future of plastics* (2016)



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](#)**



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



NEW
PLASTICS
ECONOMY

THANK YOU



THAIS VOJVODIC



thais.vojvodic@emf.org

If you are interested in engaging with the Plastics Pact Brazil,
please connect with me