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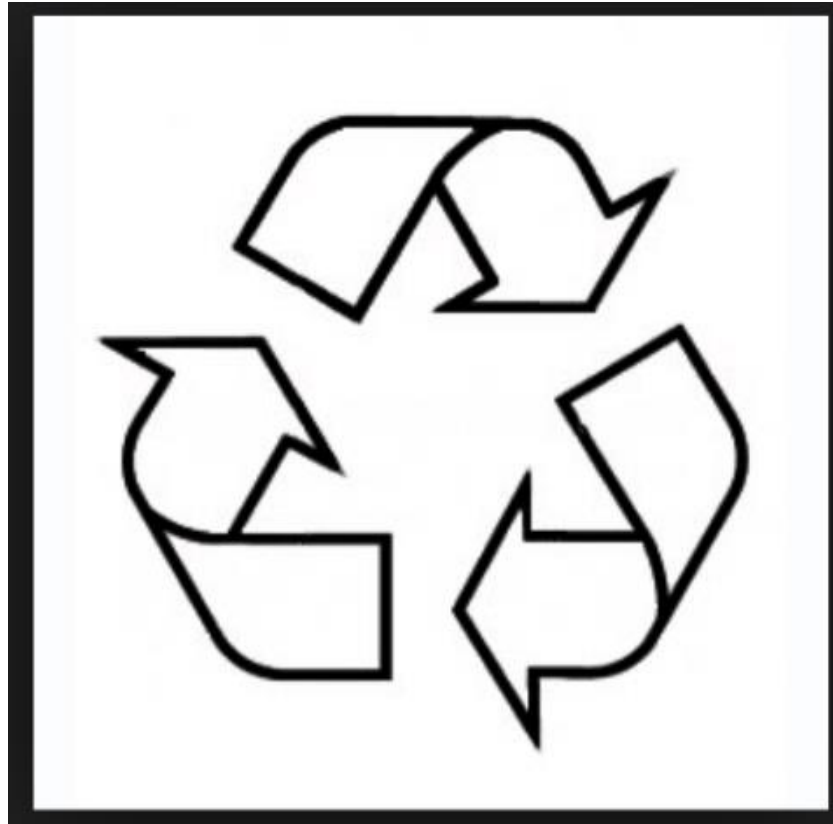
# Smart Targets



# Meaningful Measurement



# Requirements for Recyclability



**Economic instruments**, like deposit return and pay-back schemes incentivize **quantity** and **quality collection**



...and they're proven to work

**Economic instruments** like consumption levies/fees/taxes incentivize **reduction**



...and they're proven to work