

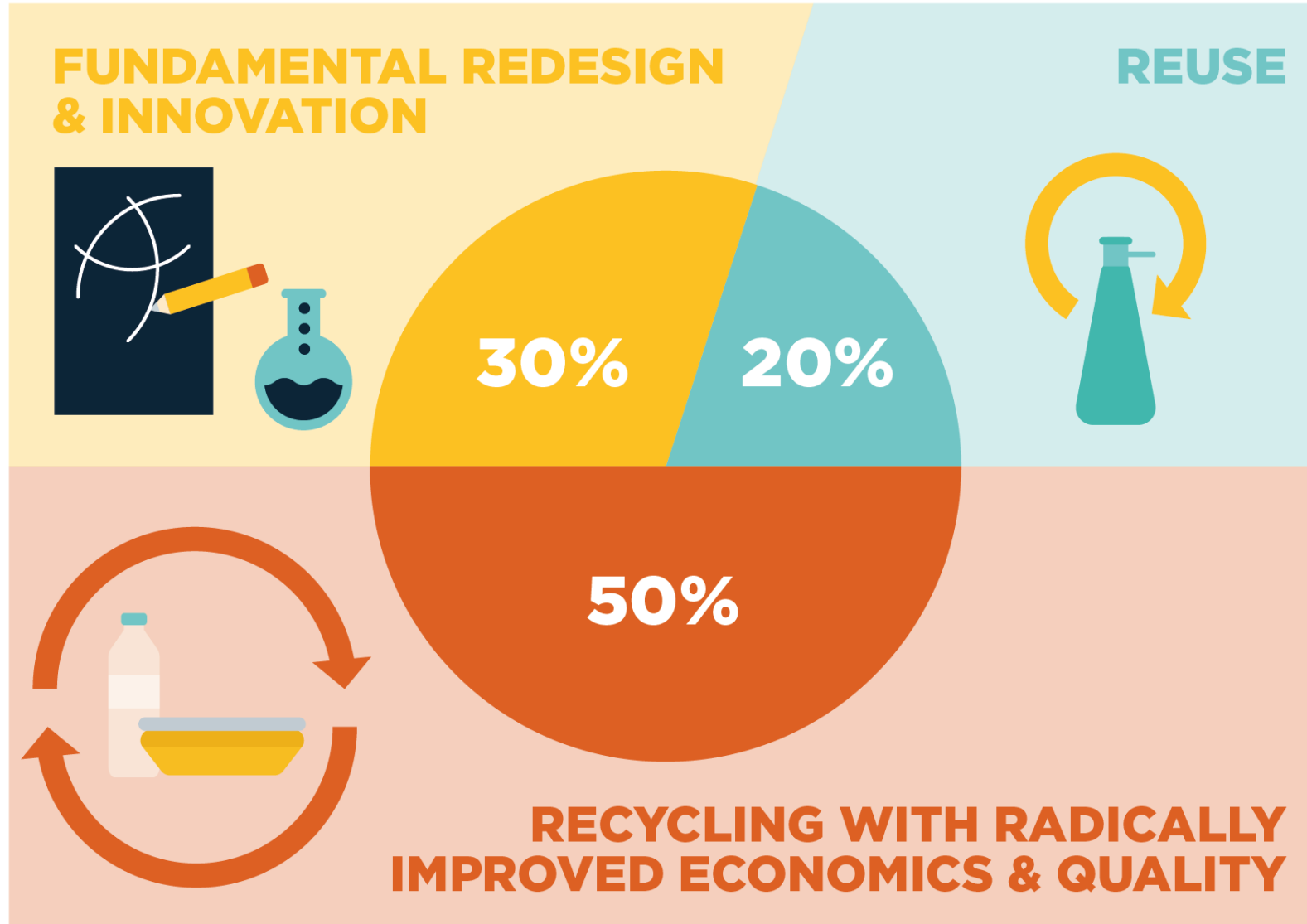


The New Plastics Economy

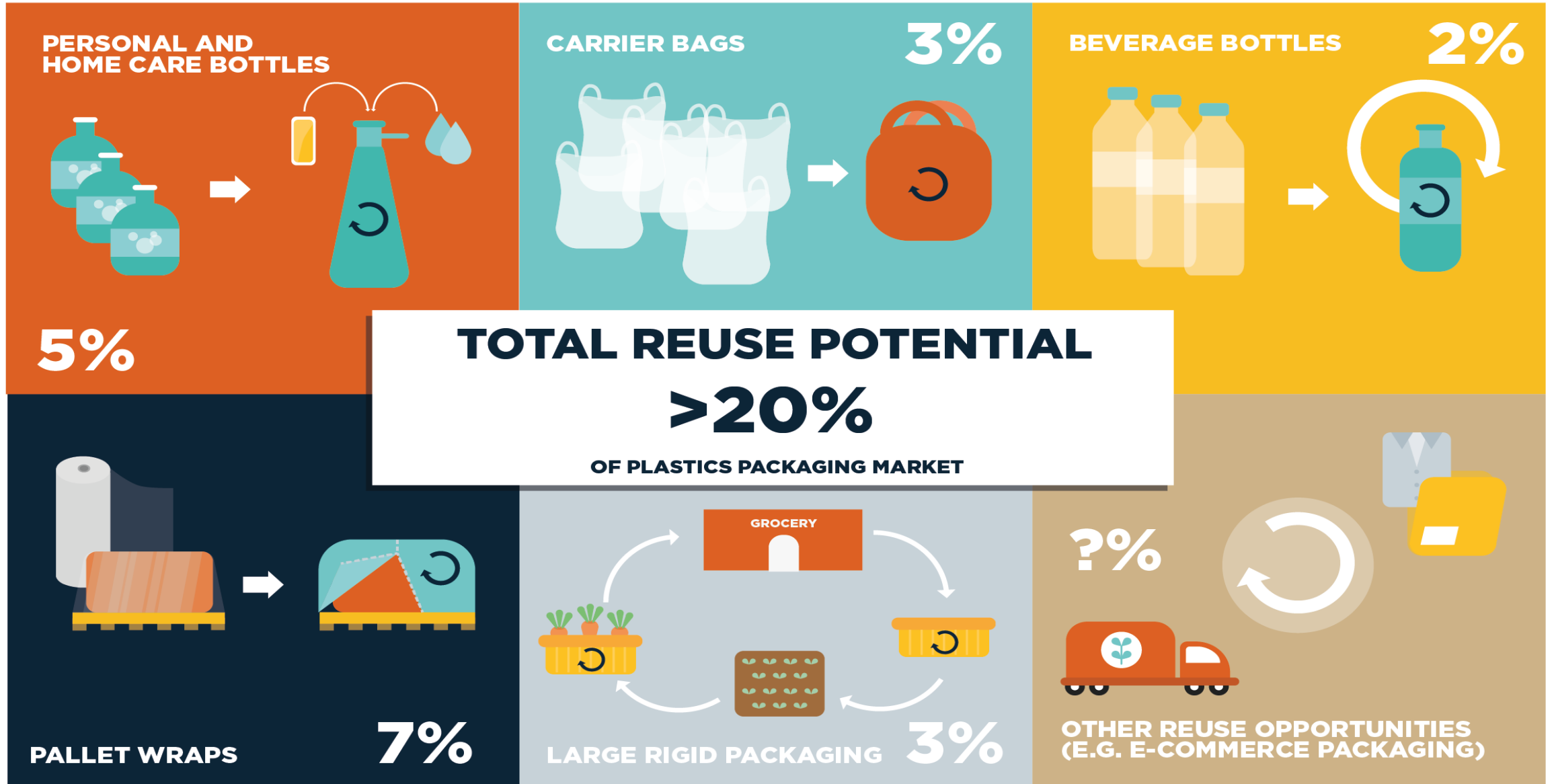
September 2017



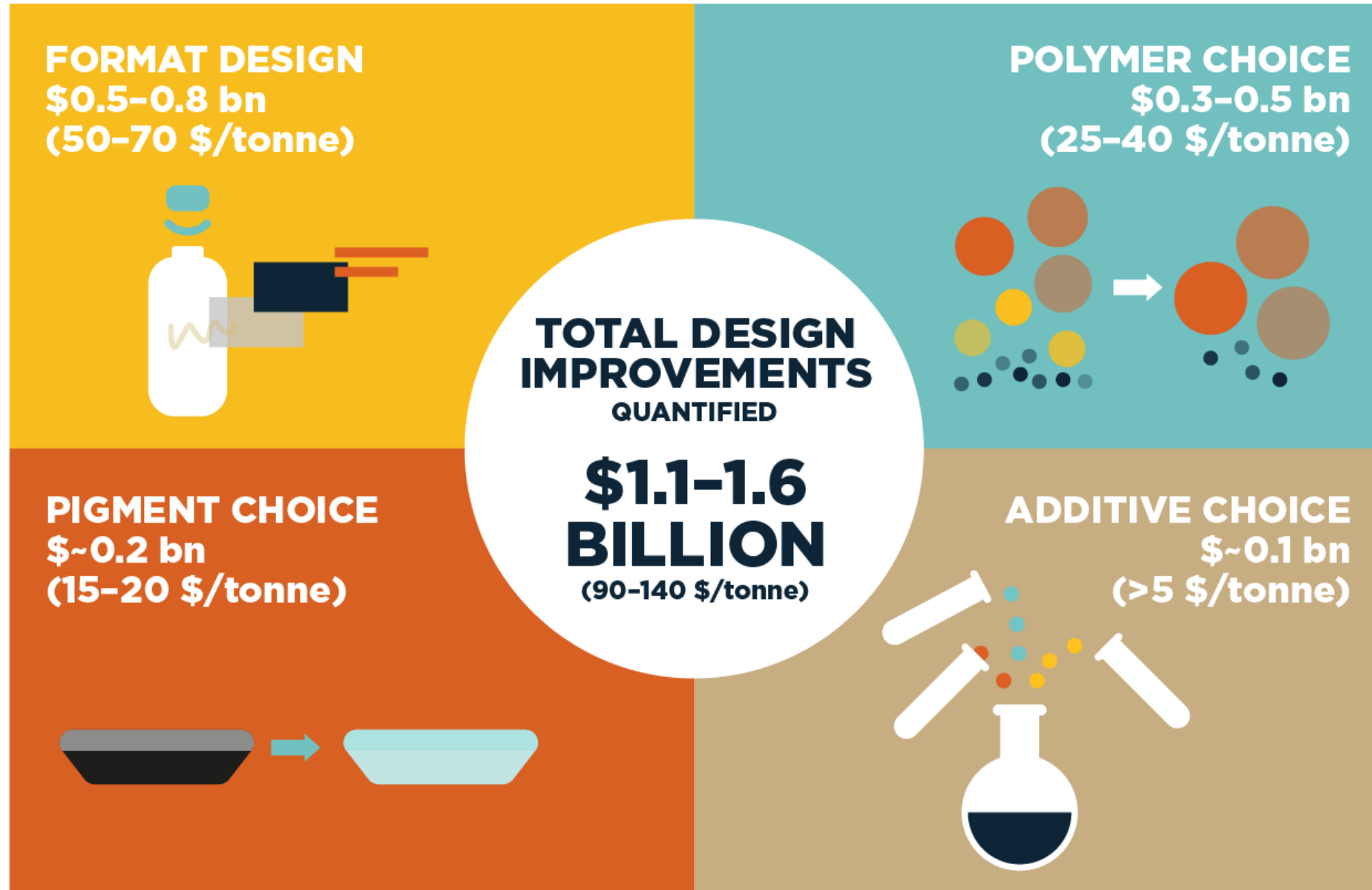
Three strategies to transform the global plastic packaging market



Design for reuse: a \$10 billion opportunity



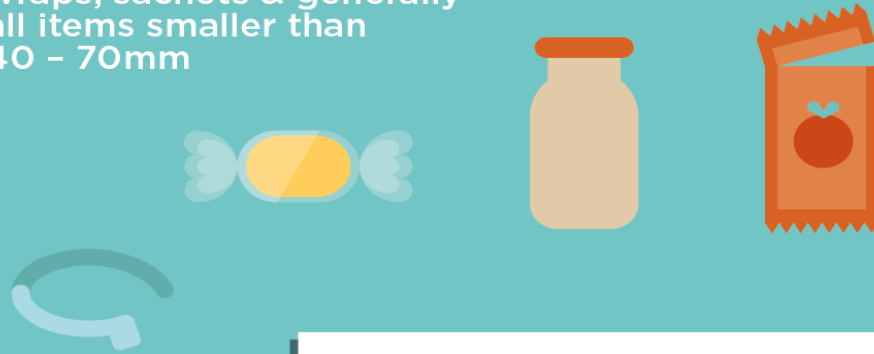
Design essential to make recycling economics work



30% of plastic packaging needs fundamental redesign before it can be reused or recycled

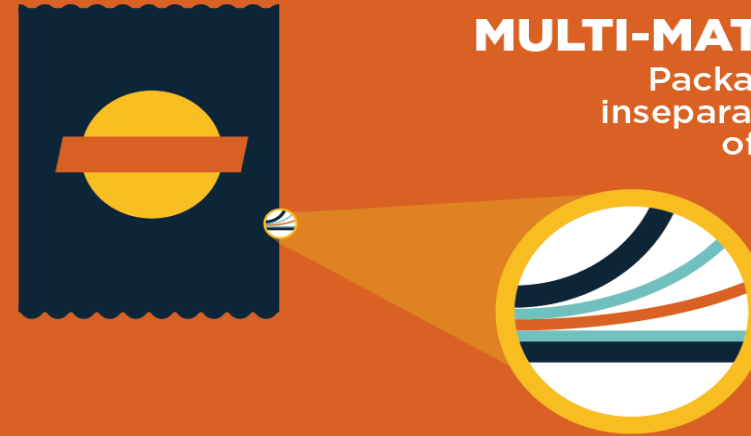
SMALL-FORMAT

Lids, tear-offs, sweet wraps, sachets & generally all items smaller than 40 - 70mm



MULTI-MATERIAL

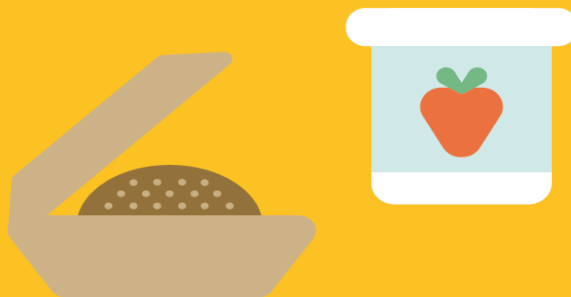
Packaging with inseparable layers of different materials



>50% of plastic packaging (by no. of items)
>30% of plastic packaging (by weight)

UNCOMMON MATERIALS

Uncommon plastic packaging materials like PVC, EPS, PS



NUTRIENT-CONTAMINATED

Coffee capsules, organic waste bags, takeaway food packaging



Significant industry momentum



Endorsed by 40+ business and government leaders



100% by 2025

Thank you!