



CATALYSING SYSTEMIC ACTION AGAINST PLASTIC POLLUTION

A roadmap for purpose driven funders

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A short summary of how purpose driven funders can tackle this urgent global priority

Tackling plastic pollution is a powerful, high-leverage investment that cuts across multiple global priorities; protecting marine ecosystems, slowing biodiversity loss, reducing climate impacts and safeguarding human health.

Plastic pollution is a critical threat to our planet and our societies

It is inflicting lasting damage on our oceans

Plastic pollution is rapidly pushing the ocean toward irreversible harm, killing marine species, weakening the ocean's capacity to store carbon and eroding ecosystem resilience.^{11, 12, 13, 14}

It is fuelling the climate crisis

Emissions from plastic production are predicted to rise by 60% by 2040, threatening to consume around 5% of the entire global carbon budget and undermining climate goals.^{5, 14}

It is degrading land ecosystems

Microplastics are leaching harmful chemicals into soils^{15, 16}, degrading soil health and fertility, threatening food production and accelerating biodiversity loss.

It is risking the lives of vulnerable workers

40 million informal waste workers in low- and middle-income countries^{21, 22}, mainly women, work in unsafe conditions without secure income or healthcare^{24, 25}, yet their vital contribution prevents millions of tonnes of plastic from leaking into the environment each year. This is a systemic social injustice embedded in the current broken system.

It is significantly threatening public health

Evidence of multifaceted threats ranges from hormone disruption and reproductive harm from ingestion in food chains^{6, 30, 13} to increased disease transmission driven by flood events caused by mismanaged plastic waste.³³

Unless we act now, global plastic pollution is on a trajectory to triple by 2040. Reducing global mismanaged plastic waste by 90% by 2040 is an ambitious but achievable goal. Currently, most funding, around 80%, goes to downstream (recovery and recycling) solutions, and funding is heavily skewed towards high-income regions, while upstream measures, as well as the countries in the global south most affected by plastic pollution, remain most underfunded. Philanthropic investment is critical for catalysing the innovation, evidence and early action needed to unlock private sector finance at scale.

Purpose driven funders' unique role

Tackling plastic pollution and reducing plastic production cuts across many major philanthropic priorities. It is essential to protecting marine ecosystems, slowing biodiversity loss, mitigating climate impacts, tackling social injustice and safeguarding human health. It enables action at the root cause of multiple environmental and social issues, unlocking sustainable system level change.



By investing in solutions to the plastics crisis, funders can activate system-wide interventions that advance multiple strategic goals.

Interventions already making an impact:

Supporting a just transition

The Circulate Initiative's Responsible Sourcing Initiative in Asia, Africa, and Latin America works to ensure progress to more circular plastics chains improving the lives of informal waste sector workers and pickers living in poverty in the global south.

Supporting systems change

A project in Argentina is incorporating previously low value waste plastics into new products, boosting recycling, keeping them out of landfill, reducing virgin plastic use and creating new income streams for low-income waste workers.

Supporting the advancing of evidence, data and learnings

The Global Commitment has resulted in unprecedented transparency on the plastic packaging data of many major companies.

Supporting movement building

The Global Plastics Pact Network is tackling the root causes of plastic pollution, co-creating solutions with business, government, local communities and the informal waste sector to protect oceans, slow biodiversity loss, reduce climate impacts and improve lives for low-income workers in the global south.

A value for money investment

Investing in plastic pollution reduction delivers exceptional value for money, preventing long-term environmental degradation that is significantly more expensive to reverse.

Funding initiatives to reduce plastic pollution helps build resilient circular economies, generating local jobs, supporting enterprise growth and future proofing supply chains.

With wide-ranging co-benefits for climate, health, marine ecosystems and livelihoods in low-income communities, reaching multiple SDGs, plastic pollution reduction initiatives represent a high-impact investment for social and environmental funders.

Recommendations for funders

WRAP's extensive consultation with stakeholders has highlighted seven levers where funding can catalyse change. We are calling on funders to focus on and fund these levers to drive long-term, systemic impact.

LEVER 1: Supporting game-changing solutions

- Support the trial and scaling of sustainable alternative materials to plastic packaging and other items
- Develop, expand and strengthen reuse projects in settings where policy, business or consumer appetite is receptive
- Innovations in materials and design to improve circularity and value of plastics
- Development of new/expanded end markets for low value recycled plastic e.g. films

LEVER 2: Championing policy and governance

- Support the development of National Action Plans to end plastic pollution in high-impact and small or remote countries
- Supporting advocacy at the Global Treaty and related forums
- Capacity building for policy makers in vulnerable regions e.g. Small Island Developing States (SIDS)

LEVER 3: Shifting social norms and behaviours

- Investing in the behavioural science, research and programme development that will encourage citizens to take more sustainable behaviours in a circular plastics system – including reduction in plastic consumption, increase in reuse and recycling behaviours that improve collection of plastics
- Support campaigns for improved recycling, reduce plastic leakage and advancing reuse and refill

LEVER 4:

Centring livelihoods and a just transition

- Support expansion of successful programmes to support and integrate the informal waste sector (in all key global south markets)
- Advancing and expanding inclusive collection and responsible sourcing of plastics that integrates and uplifts informal waste workers
- Support entrepreneurial and skills capacity building programmes to empower informal waste sector organisations and leaders
- Development of added value services for the informal sector e.g. refill services

LEVER 5:

Strengthening infrastructure and systems

- Support and strengthen the expansion of successful infrastructure programmes to new cities or markets – helping leverage large scale private and public investment
- Scaling collection and recycling of low-value plastic materials, e.g. films and flexibles, and strengthening end markets to build better systems – derisking and enabling private and public investment
- Support trialling and scaling of recycling and reuse systems that can operate in remote and rural locations
- Programmes that support, train and equip MSMEs in the collection, sorting and recycling sectors in global south markets

LEVER 6:

Advancing evidence, data and learning

- Transparent data systems and commitments that can track and address national and global plastic flows including the fate of plastics, fugitive plastics and micro-plastics
- Investment into the human health impacts of plastics and plastic pollution
- Assessment of global and regional plastic trends that can help support increased action by governments, investors and business sectors

LEVER 7:

Supporting people to captain and coordinate change

- Inclusive convening of stakeholders from across the supply chain to drive collective change
- Support proven global, regional and national platforms and initiatives that can unlock solutions, advance progress and share learning and best practices
- Support global, regional or national innovation and design challenges

We urge purpose driven funders to act now

Invest in the rapid, scalable solutions that can protect our oceans, slow climate change and improve the lives of some of the most vulnerable workers in the world.

Read the full report:
[Catalysing systemic action against plastic pollution – a Roadmap for purpose driven funders](#)



Acknowledgements

Development of this Roadmap and the framework within it has been led by WRAP. Having previously been central in developing a similar Roadmap for Food Loss & Waste in 2023, WRAP has witnessed the ways in which a roadmap can catalyse fresh thinking and unlock additional funding.

WRAP has undertaken extensive external consultations with funders and key stakeholders from different locations and contexts, to gather experiences, insights and recommendations. With such a complex topic, the range of views and suggestions received was broad. This document reflects the diverse range of views but focuses on those with the most consensus from leading global experts.

In the development of the framework, WRAP has had valuable support and input from our collaboration partners, The Ellen MacArthur Foundation and WWF.

We would like to thank those organisations who contributed to the Roadmap:

 Alliance to End Plastic Waste	 GreenCape (South Africa Plastics Pact)	 Practical Action
 Bridgespan	 Fundacion Chile (Pacto Chileno de los Plásticos)	 Searious Business
 Builders Vision	 Minderoo	 The Circulate Initiative
 CIEL	 Norwegian Retailers Environment Fund (NREF)	 The Coca Cola Foundation
 Clean Rivers	 ORCA	 The Ellen MacArthur Foundation
 Common Seas	 Paul M Angell Family Foundation	 Waste Aid
 Confederation of Indian Industries, CESD (India Plastics Pact)	 The Pew Charitable Trusts	 World Economic Forum (WEF)
 Delterra	 Portsmouth University	 Worldwide Fund for Nature (WWF) International
 Generate Canada (Canada Plastics Pact)		 WWF Mexico (Pacto de los Plásticos México)

Introduction

About the Roadmap

Tackling plastic pollution is a global challenge, with a scale and complexity that demands more than short-term fixes. Measures to manage existing plastics remain essential, but it is systemic interventions that will ultimately reshape the system to prevent pollution at source.

Purpose driven funders are in a unique position to support initiatives that will create lasting impact.

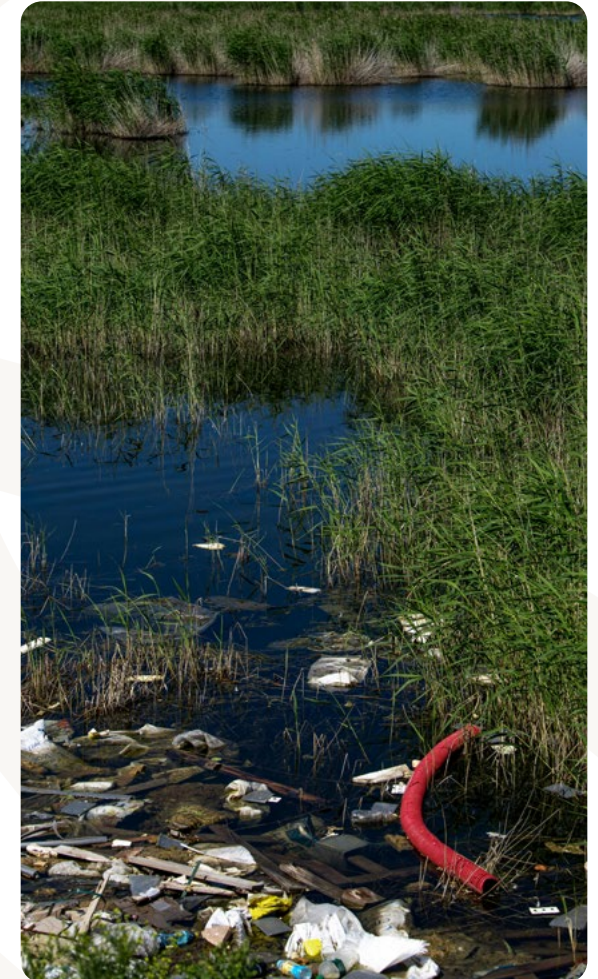
This Roadmap identifies three priority objectives and seven transformation levers, which will enable funders to target their investment to greatest effect. We are calling on funders to focus on and fund these levers to drive long-term, systemic impact.

The Roadmap makes the case for increased funding but equally, emphasises how funders and recipients can maximise the impact of their investments. It highlights examples of positive action already being taken, and also seeks to inspire funders to explore new opportunities, partnerships and collaborations.

It is aimed not only at philanthropic and purpose driven funders, but also investors, business leaders and policymakers – everyone who needs to work together to tackle plastic pollution. It's intended as a starting point, as frameworks, scientific understanding, data insights and evidence of impact are constantly evolving.

Whatever your role, reading this Roadmap today will equip you with three crucial things:

- 1** A shared understanding of the issues and complexity of the challenge, based on expert consultation
- 2** A proven demonstration of how addressing plastic pollution can deliver positive impacts across a range of priority areas
- 3** Clear examples of investment opportunities where resources can make a significant impact



The changing context

Momentum to tackle plastic pollution has never been stronger. Yet with no single source of tracking, and funding often spread across multiple areas, determining the total amount of funding going into the space remains challenging. Currently, combined private investment¹ and Official Development Assistance (ODA)² into plastics circularity total only \$33.5 billion per year, leaving a funding gap of more than \$67 billion per year.³

Over the last decade, large-scale initiatives such as Plastic Reboot⁴, along with the momentum generated by the UN Plastics Treaty negotiations, have helped to elevate plastics on the global agenda. However, with fiscal and geopolitical pressures shaping priorities, and a major reduction in ODA funding from some countries, there is growing need for new and complementary sources of funding to accelerate this trajectory.

Philanthropic and other purpose driven funders can play a pivotal role, helping to de-risk innovation and private sector investment, reach underserved geographies and connect action across the value chain.

By centring plastics as a cross-cutting issue, we can work together to draw new resources into the plastics space and amplify impact, turning today's momentum into lasting systems change.



Why tackling plastic pollution matters to purpose driven funders

The impact areas of plastic pollution

Plastic pollution is one of the defining environmental challenges of our time. Global production has risen exponentially since the 1950s and is projected to triple by 2060 if business continues as usual.⁵ By 2040, countries outside the OECD are expected to nearly double their plastics use, with the largest increases expected in emerging economies in Africa and Asia.⁷ However, OECD countries, largely global north countries, will remain the highest per-capita users, consuming over three times the amount per person compared to OECD non-member countries.⁸ Yet the impact disproportionately affects the global south.

Plastics are ubiquitous in modern life, with packaging alone generating half of all plastic waste. Much of this currently ends up in landfills, being burned or leaking into the environment rather than being recycled.^{7,8} Mismanagement is the single largest driver of plastic pollution, with an estimated 82 million tonnes of mismanaged plastic waste produced in 2020, a figure expected to rise by 40% in 2040.⁷

Once released, plastics travel far beyond their point of origin, carried by wind, waves and rivers into even the most remote environments. From urban areas to remote landscapes, and from surface waters to the deep sea, plastics are now ever-present in natural systems.



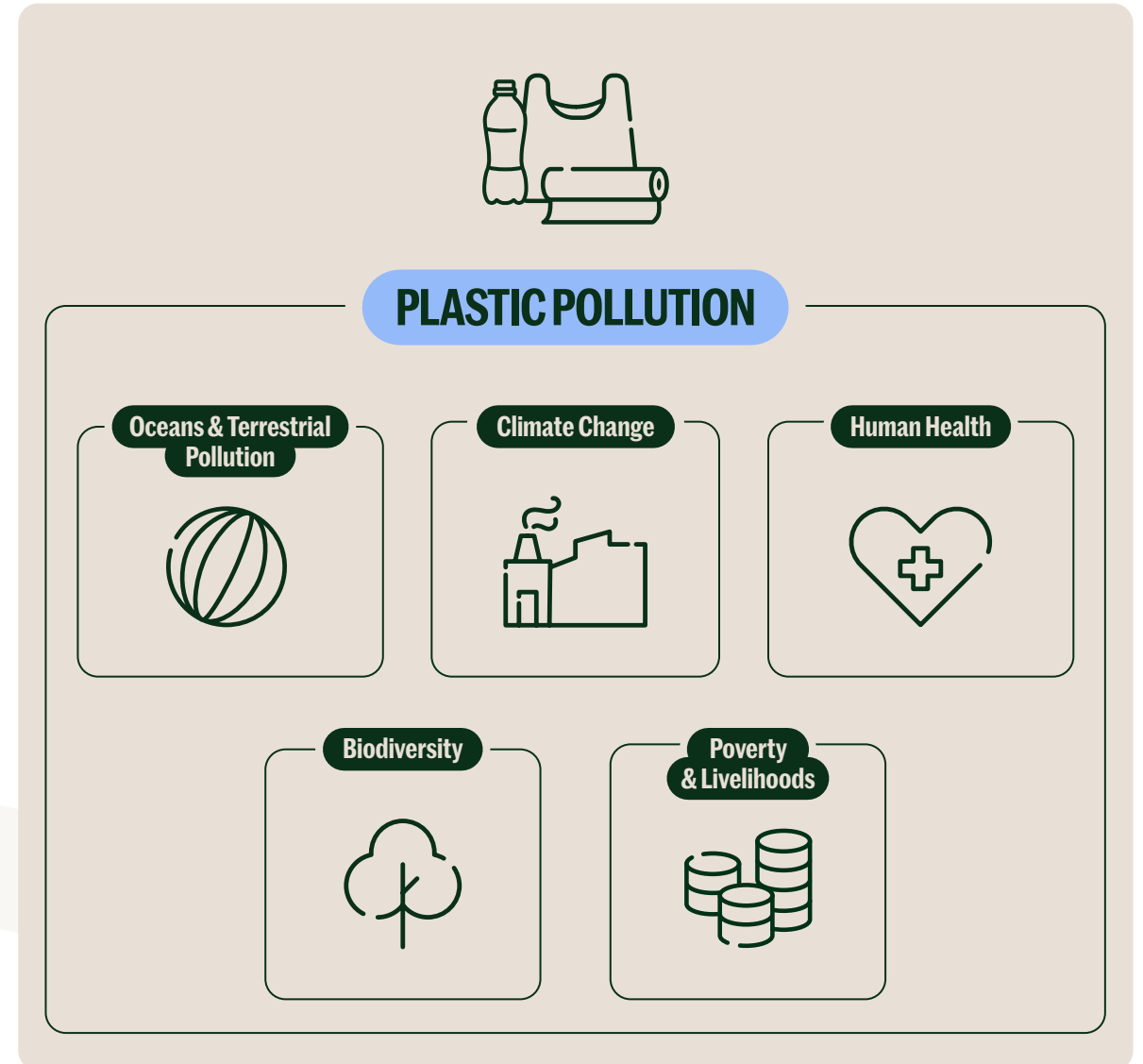
The role of purpose driven funders

Plastic pollution is deeply interconnected with the health of oceans, biodiversity, climate systems and people. Yet because it spans so many domains, funders focussed on areas such as conservation, climate and health may not immediately see plastics as central to their mission.

Once we recognise these links, however, action on plastic pollution can be seen as a powerful lever to deliver systemic impact across multiple priorities. Funders have a unique role to play in shaping the broader landscape for change. By connecting issues and collaborating across traditional boundaries, they can encourage and model more intersectional approaches to tackling complex global challenges.

Their involvement can raise the profile and urgency of addressing plastic pollution by showing how it compounds other pressing issues such as climate change, biodiversity loss and public health.

Funders have a huge opportunity to influence governments, businesses and wider society to view plastics not as a singular waste issue, but as a cross-cutting challenge with far-reaching social, economic and environmental consequences. This systems level perspective strengthens the case for coordinated action and financial flows across sectors.



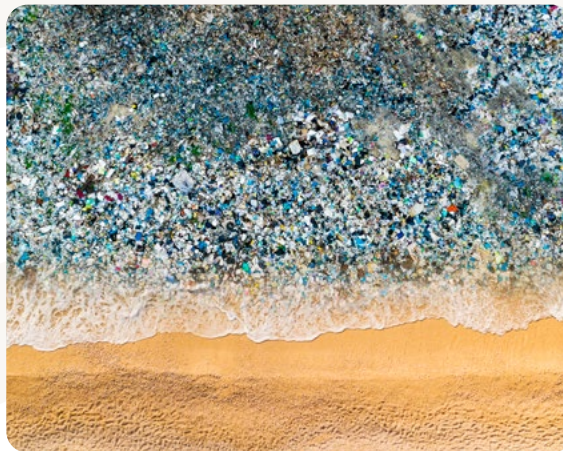
Impact on oceans

The mismanagement of plastic waste has led to prevalent contamination of the marine environment, from coastal shores to the deepest ocean sediments.⁶ Plastics break down into microplastics and fibres that release hazardous chemicals, metals and pollutants into the water column and seabed, and ultimately into marine food systems^{10, 6} directly undermining ocean health.

Marine species experience lethal and sublethal impacts including entanglement, starvation, suffocation, laceration of internal tissue and toxicological harm.^{10, 11, 12} Ingested microplastics can carry pathogens and toxins which disrupt growth, reproduction and behaviour in marine organisms and compromise the ability of keystone species to build reefs or sediment structures.¹⁰

Plastic pollution also interacts with the ocean's role in regulating the global climate system, reducing the ocean's capacity to store carbon¹³ and reducing the resilience of marine ecosystems to adapt and regenerate¹⁴, with direct consequences for ecosystem services.

Funder alignment: reducing ocean-bound plastic pollution will significantly improve the resilience of marine ecosystems to protect biodiversity and preserve a thriving food system.



Impact on biodiversity

As well as impacting oceans, mismanaged plastics accumulate in rivers, soils and terrestrial habitats where they break down into microplastics and leach harmful chemicals.^{15, 16} Wildlife across ecosystems are at risk, ingestion and exposure can disrupt growth, reproduction and survival, while plastics in the environment degrade habitats and alter ecological processes.^{10, 11, 17, 18}

Plastics in soils and freshwater systems are of particular concern. Studies show residues can impair soil health and fertility, potentially undermining food production, while also disrupting plant growth and species interactions.^{17, 18} Left unaddressed, these impacts reduce the resilience of ecosystems on land as well as in water, accelerating biodiversity loss.

Funder alignment: tackling plastic pollution helps protect terrestrial and freshwater biodiversity, ensuring ecosystems remain resilient and capable of sustaining life and livelihoods.



Impact on climate

Plastics are a significant driver of greenhouse gas emissions, responsible in 2020 for an estimated 1.8 billion tonnes of CO₂e, or 3.6% of global emissions, the majority linked to production and conversion from fossil fuels.⁵

¹⁴ If current trends continue, emissions from plastics could rise by 60% by 2040, consuming around 5% of the global carbon budget – incompatible with climate goals.^{5, 14}

The impacts extend beyond production. Airborne microplastics may contribute to radiative forcing, while the deposition of dark particles on snow and ice reduces reflectivity and accelerates melting.^{19, 20}

Plastic pollution is inseparable from the climate crisis: it is both a consequence of fossil fuel dependence and a contributor to global warming.

Funder alignment: addressing plastics is essential to reducing emissions, safeguarding the carbon budget and accelerating the transition to a low-carbon, circular economy.



Impact on livelihoods and a just transition

Around the world, millions of people rely on collecting, sorting and recycling discarded materials for their income. The International Labour Organisation estimates that 40 million people work in informal waste management globally.^{21,22} Their work prevents millions of tonnes of plastic from leaking into the environment each year and provides essential urban sanitation services where municipal systems are under resourced.²³

Despite their vital contribution, informal waste workers often operate under unsafe, exploitative or precarious conditions. Many lack protective equipment, stable income, healthcare access or recognition of their labour.^{24,21} Women are frequently overrepresented in the lowest paid and most hazardous roles, and children are still involved in waste picking in some regions, raising significant concerns around occupational safety and rights.²⁵

As governments and businesses transition towards circular economy models, it's essential to ensure that new systems don't displace or disadvantage informal waste workers. A just transition seeks to align environmental goals with decent work and social protection, by integrating waste pickers into formal systems, providing access to training, ensuring gender equity and strengthening worker representation in decision-making.

Designing waste and recycling systems in partnership with affected communities helps ensure solutions are socially inclusive, locally relevant and resilient. When livelihoods are strengthened, workers are protected and participation is equitable, communities are better able to sustain the long-term shift towards circularity.

Funder alignment: supporting a just transition can deliver both social and environmental impact.





Human health

Plastics affect human health across their entire life cycle, from fossil fuel extraction and manufacturing to use, disposal and degradation in the environment.²⁶ Microplastics and nanoplastics can enter the body via food, water and inhalation, and many plastic products such as food contact materials, building materials, electronics, toys, personal care and household products may also be a significant source of consumer exposure to chemical additives.⁶

Those who work in the plastics sector are also at greater risk of occupational exposure to hazardous chemicals, with health risks further compounded by toxic emissions from open burning of plastics due to inadequate waste management systems.³¹ Communities living near dumpsites or industrial zones are disproportionately affected, compounding existing environmental and health inequities.¹³

Plastic pollution also contributes indirectly to health burdens. Mismanaged plastic waste can clog urban drainage systems, intensifying floods that spread waterborne and vector-borne diseases such as cholera, malaria and dengue.³³

Addressing plastic pollution therefore offers multiple health co-benefits. Interventions that promote safer material design, regulate hazardous additives, improve waste management and prevent open burning can significantly reduce disease burdens and strengthen public health resilience.

Funder alignment: integrating plastics work into health funding priorities offers a clear route to improve and protect both human life and the planet.

Agile, independent and influential: funders' vital role

Purpose driven funders are uniquely positioned to accelerate action on plastic pollution. With flexibility, long-term vision and the ability to take calculated risks, they can support interventions that may not yet attract commercial investment or fit neatly within government programmes. By supporting early-stage innovations, new business models, strengthening partnerships and fostering collaborations across sectors, funders help ensure that promising solutions are investable and ready to scale – catalysing systemic change that might otherwise take years to emerge.

While global agreements such as the proposed Global Treaty on Plastics may provide important frameworks, they are often slow-moving. Purpose driven funders, by contrast, can act as agile counterparts, directing resources to areas of urgent need and politically sensitive issues that large-scale mechanisms struggle to address. Their neutrality and independence enable

support for grassroot efforts and approaches that can unlock transformative change.

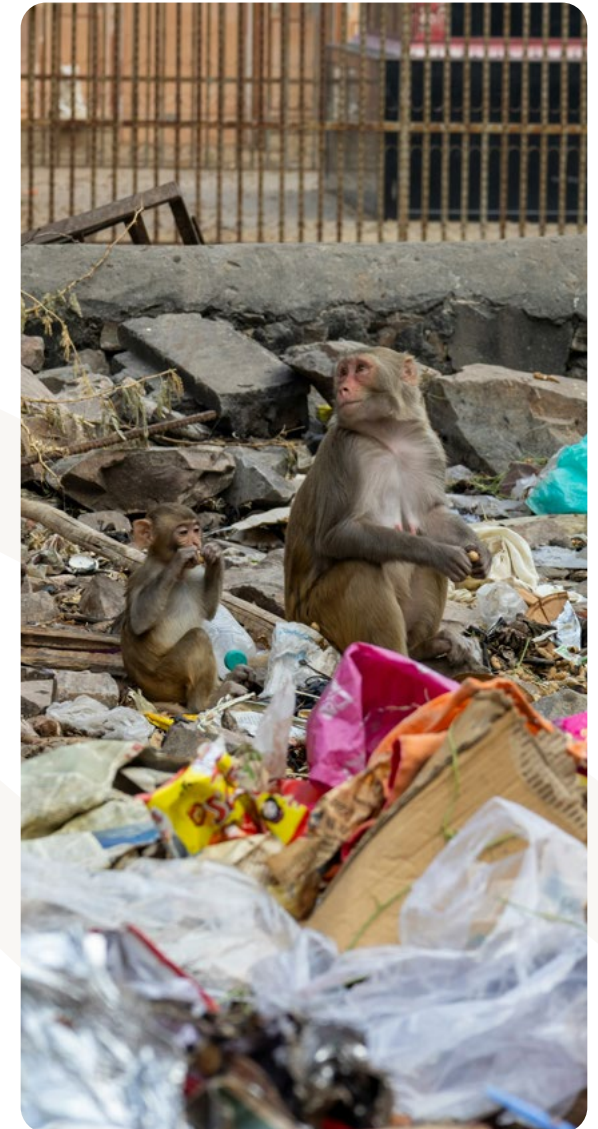
Funders can also play a vital role in supporting and influencing the development of effective policies. By financing policy design, capacity building and evidence generation, they can help governments shape practical and circular approaches that strengthen national and global efforts to tackle plastic pollution.

In recent years, there has been a clear shift in purpose driven funding from project specific to more systemic and catalytic roles. This, in combination with the decline in ODA and increasingly constrained national budgets, has seen purpose driven funding become recognised as a strategic tool to de-risk and unlock broader financial flows. It is expected that this funding will play a larger, and more integrated, role in the global finance landscape as a complement and catalyst to public and private capital.

Tackling plastic pollution requires a breadth of action across the entire system and no single funder can (or should) cover all of this.

“The real strength lies in diversity: a landscape of multiple purpose driven funders each bringing their own focus, expertise and networks.”

Different funders tend to prioritise different levers of change, such as market catalysation, ocean health or livelihoods and equity. Together, this diversity of focus can help to ensure all parts of the system receive attention and funding. A broad landscape of funders helps to expand global reach and grows the overall resources available – crucial considering our challenge is expansion, rather than redistribution, of funding.



A framework to catalyse systemic action against plastic pollution

The framework

Following extensive consultation with funders and stakeholders, WRAP has developed a framework consisting of three priority objectives and seven transformation levers, to enable funders to target investment to greatest effect.

3 PRIORITY OBJECTIVES

Reduce



Reduce the amount of plastics entering the system.

The most effective way to tackle plastic pollution is to reduce the amount being produced and consumed. We need to eliminate avoidable and harmful plastics, redesign products and services to use less and drive innovation in sustainable alternatives and delivery models.

Reuse



Move from single-use to circular delivery models.

Reuse replaces single-use plastics with systems that allow packaging and products to be used multiple times.

We need design for circularity, business model innovation, supportive policy, infrastructure and cultural shifts to make them work at scale.

Recycle



Capture and reprocess plastics to keep them in circulation, in the economy and out of the environment.

While reducing and reusing come first, recycling remains necessary for managing plastic that is still needed. Effective recycling relies on well-designed products, strong collection, sorting and recycling systems and strong demand for recycled plastic.

How we can achieve this: 7 intervention levers

We have identified seven levers for system transformation: five systemic interventions where philanthropic and purpose driven funding can catalyse change; and two systemic enablers, which underpin these interventions.

5 SYSTEMIC INTERVENTIONS

Support game changing solutions



Drive innovations that reduce plastic use and reinvent how materials are designed, used and recovered.

Champion policy and governance



Support advocacy, policy development and implementation, and capacity building to drive bold action on plastic pollution.

Shift social norms and behaviours



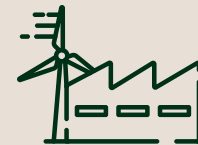
Apply behavioural science to understand motivations, shape decision-making, and normalise sustainable behaviours.

Strengthen systemic infrastructure and systems



Redesign waste and circular systems within integrated planning, inclusive governance, circular economy principles and sustainable financing.

Centre livelihoods and a just transition

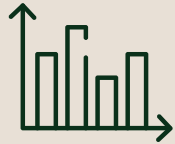


Embed equity and justice by designing solutions that support informal workers



2 SYSTEMIC ENABLERS

Advancing evidence, data, transparency and learning



Strengthen data and research that inform effective action.

Supporting people to captain and coordinate change



Support coordination, convening and knowledge sharing at national, regional and international levels.

A note on pilots

Pilots and proof of concept projects play a critical role in unlocking system change. On their own they are not systemic interventions if they start and finish in isolation. But when designed to test new models, generate evidence and demonstrate viability, they become powerful enablers of transformation. Even pilots that do not succeed provide essential insights on what doesn't work, helping to redirect resources and strategies more effectively. The key is ensuring that pilots are connected to systemic interventions through being integrated into policy frameworks, scaled by markets or embedded in community practices. In this way, pilots act as the stepping stones towards the long-term, systemic shifts needed to tackle plastic pollution.

The enablers underpin and amplify all other actions, ensuring interventions are well-informed, connected and capable of driving large-scale change.

These levers are interconnected. The most effective initiatives often span multiple areas, such as pairing infrastructure with social and behavioural change, or innovation with policy advocacy.

For funders, this framework highlights where targeted, flexible and risk-tolerant funding can have the greatest catalytic effect. By funding across both interventions and enablers, funders can help pilot new approaches, shape policy and market incentives and build connections needed to unlock much larger flows or public and private finance – driving lasting, systemic impact on plastic pollution.



A SYSTEMIC APPROACH TO TACKLING PLASTIC POLLUTION

- ✓ Plastic pollution is a systemic challenge embedded in global production, consumption, and waste systems.
- ✓ No single solution can address it.
- ✓ Effective action requires coordinated investment and collaboration across the plastics life cycle, with solutions tailored to local contexts and value chain realities to drive lasting, systemic change.

3 PRIORITY OBJECTIVES



Reduce

Reduce the amount of plastics entering the system



Reuse

Move from single-use to circular delivery models



Recycle

Capture and reprocess plastics to keep them in circulation, in the economy and out of the environment

5 SYSTEMIC INTERVENTIONS



Supporting game-changing solutions



Championing policy and governance



Shifting social norms and behaviours



Centring livelihoods and a just transition



Systemic strengthening of infrastructure and systems



Advancing evidence, data, transparency and learning



Supporting people to captain and coordinate change

2 SYSTEMIC ENABLERS

Lever 1: Supporting game changing solutions

Why this matters

Tackling plastic pollution requires transforming the system, not just managing the waste, yet around 82% of current investment is directed downstream into waste management and recycling.¹ To meaningfully cut plastic pollution we need to reduce plastic use at source, reimagining product and packaging design and reinventing how materials circulate through economies.

The role of purpose driven funders

Funders have the ability to de-risk innovation, build local capacity and support new models to move from idea to investment ready. This includes supporting programmes on R&D, pilots, scaling trials and commercialisation programmes that generate the data and insights needed to build a compelling

business case for scale. By backing innovation and accelerator programmes tailored to specific country contexts, funders can help identify and nurture the most impactful solutions.

To be catalytic, funding should not stop at early-stage support. Funders can convene across the spectrum of financial support connecting communities, entrepreneurs, policymakers and investors – to ensure innovations are designed with scale in mind and aligned with the backing that can grow them.



Key areas for funding

Demonstration & early-stage innovation support

Incubators, accelerators and feasibility trials that generate the data and evidence needed to de-risk solutions and build the business case for scale.

UKRI's £60 million [Smart Sustainable Plastic Packaging Challenge](#) has leveraged over £274 million in co-investment to date.

Scaling and commercialisation pathways

Technical assistance, scale-up funding and market development to help successful pilots become investable, scalable solutions.

Scaling reuse and refill solutions

Moving beyond isolated pilots to multi-business demonstration projects, including in low and informal economy settings.

In France, **Loop** has expanded from e-commerce into almost 340 physical stores, including over 370 products from national and global brands.

Sustainable alternatives

Tackling unnecessary, problematic and unrecyclable plastic.

Notpla has replaced over **33 million pieces** of single-use plastics with seaweed-based alternatives across Europe and the US.

Innovation for films and flexibles

A particularly challenging segment that requires large-scale, coordinated solutions.

Lucro recycling in India have pioneered the recycling of **LDPE milk pouches** and films back into packaging by developing an end-to-end circular supply chain.

End market development

Creating demand pull and value to drive collection and processing for post-consumer recycled plastics.

South Africa has a relatively high recycling rate of post-consumer films driven by leading supermarkets making their carrier bags from **100% recycled plastic**.



Supporting game changing solutions

Canada Plastics Pact Reuse Accelerator programme

LOCATION	Canada
PARTNERS	Friendlier, Canada Plastics Pact (CPP), Environment and Climate Change Canada (ECCC)
TIMESCALE	April 2024 – March 2025
FUNDER	Canada Plastics Pact, ECCC
TOTAL FUNDING	Less than \$200,000



The CPP Accelerator programme was set up to support the expansion of **proven reuse and refill systems** in Canada.

Reuse company Friendlier partnered with Southern Ontario's university and college campuses to convert them to reusable food packaging. CPP Accelerator funding enabled them to expand and convert 10 additional campuses, scaling operations and testing new packaging solutions for beverages and food. The CPP Accelerator programme was set up to support the expansion of **proven reuse and refill systems** in Canada.

Case study

Impact: Over 500,000 containers were reused in the project period, eliminating 29,000 kg of plastic, also cutting water and eCO₂.

Significantly, the project demonstrated the strong consumer demand and business case for reusable food service solutions in Canada. Friendlier has continued to expand across Canada and successfully raised \$4.5 million in funding in 2025 to help food service operators transition from single use.

This and other projects supported by CPP's Reuse Accelerators have flourished beyond the funded trial period, demonstrating the ripple effect of modest grant funding.

What made this so effective?

- ✓ Offering market-based interventions benefitting people, planet & profit.
- ✓ Delivering working prototypes or proven business models that attract public & private investment for scale-up.
- ✓ Showing measurable & projected performance indicators such as reduction in virgin plastic use, increases in collection or amount of recycled material used in new products.
- ✓ Delivering clear insights & lessons learned that can be shared to increase collective knowledge.
- ✓ Building strong partnerships between solution providers, business networks & local stakeholders to optimise visibility & chances of success & roll out.

Seaweed based packaging solutions

Case study

LOCATION	UK, US, Europe
PARTNERS	Compass Group, The Earthshot Prize
TIMESCALE	2014 – present
FUNDER	WRAP, UKRI, The Earthshot Prize, UB Forest Industry Green Growth Fund (UB FIGG) and Horizons Ventures
TOTAL FUNDING	Over \$1m

Notpla develops innovative seaweed-based packaging materials that provide viable alternatives to single-use plastic packaging for food delivery, condiment sachets and more.

Notpla's products are naturally biodegradable, leaving no harmful residue while maintaining the functionality that food service, retail and consumer goods sectors require.

Impact: Following recognition through the 2022 Earthshot Prize, Notpla has scaled production capabilities and expanded internationally, successfully transitioning from an innovation startup to a scaling commercial enterprise.

Since receiving grant funding from WRAP, the company has expanded its product range.

Commercial partnerships have led to seaweed-based packaging and products being used in over 50 stadiums and expansion to the US and Europe. Overall, Notpla has replaced over 33 million pieces of single-use plastics with seaweed-based alternatives.

Notpla's journey illustrates how early-stage support from philanthropic funders enabled the company to reach commercial maturity and attract venture capital.

What made this so effective?

- ✓ Offering market-based interventions that deliver benefits for people, planet and profit.
- ✓ Delivering working prototypes or proven business models that attract public & private investment for scale-up.
- ✓ Showing measurable, & projected, performance indicators such as reduction in virgin plastic use, increases in collection or amount of recycled material used in new products.
- ✓ Delivering clear insights & lessons learned that can be shared to increase collective knowledge.
- ✓ Building strong partnerships between solution providers, business networks & local stakeholders through training, partnerships & networks that can optimise visibility and chances of success and roll out.
- ✓ Funding pathways to scale, including partnerships & market development.



Lever 2: Championing policy and governance

Why this matters

Without systemic policy change, even unlimited funding cannot achieve lasting impact. Effective policies operate at multiple levels, from sub-national to global, and must respond to local realities while aligning with overarching frameworks, such as the proposed Global Plastics Treaty. Strong policies create the rules, incentives and accountability needed to drive upstream action, encourage circular design and reduce plastic leakage into the environment.

The role of purpose driven funders

Funders can play a pivotal role in bridging critical gaps. They can support advocacy, coalition-building, research, proposal development and capacity building to accelerate policy change and readiness. Some local governments and smaller countries may also lack the capacity or resources to design, implement or enforce transformative policies. By backing these initiatives, funders can help governments leverage larger institutional finance, implement policy measures, such as the Producer Pays Principle through Extended Producer Responsibility (EPR) schemes, and turn ambition into tangible, enforceable action.



Key areas for funding

Policy development and implementation

Supporting resource-constrained contexts including Small Island Developing States (SIDS) and Least Developed Countries (LDCs).

Design of standards and incentives

Including standards, quality specifications and EPR schemes.

Advocacy and coalition-building:

Accelerating the adoption of regulations, standards and incentives.

The Business Coalition for a Global Plastics Treaty brings together businesses and financial institutions committed to supporting the development of an ambitious, effective and legally binding UN treaty to end plastic pollution. The coalition is convened by the Ellen MacArthur Foundation and WWF.

Institutional capacity building

Including strengthening government teams and local agencies to enforce policy and manage regulatory processes.

SPREP has created an extensive programme of coordination, training and resources on technical and policy issues including waste and plastics.

Research and data

Research and data generation to inform evidence-based policy, monitor compliance and evaluate impact.

Linking policy with finance

By supporting proposal development for major infrastructure investments, enabling governments to access large-scale public or blended finance.

GPAP/WEF developed the Financing Roadmap as part of NPAP Ghana.



Championing policy and governance

National Action Plan to end plastic pollution in Papua New Guinea

Case study

LOCATION	Papua New Guinea
PARTNERS	Common Seas, PNG Environmental Alliance
TIMESCALE	Dec 2024 – Dec 2025
FUNDER	UK Government FCDO
TOTAL FUNDING	\$200 – 500,000



In 2024, Papua New Guinea (PNG) generated approximately 214,700 tonnes of plastic waste, of which 55% leaked into the environment.

The project co-developed a National Action Plan (NAP), with Common Seas using their Plastic Drawdown tool to model a set of up-stream and downstream policy strategies, demonstrating the potential reduction in plastic pollution.

Impact: after consultations with key stakeholders, the NAP was developed, presenting a potential of 61% reduction of plastic pollution by 2035.

A national committee to tackle plastic pollution was established, an approved national baseline developed and 60+ stakeholders from multiple sectors were consulted during workshops.

PNG's final National Action Plan was published in 2026. The development process has provided the government of PNG with a strategic plan of actions required by the public and private sector to address plastic pollution.

PNG is one of 5 SIDS currently supported by Common Seas through funding from the UK Government's Sustainable Blue Economies Programme.

What made this so effective?

- ✓ Supporting the design & implementation of robust EPR & circular economy policies, with clear accountability mechanisms & enforcement pathways.
- ✓ Building government & institutional capacity to develop, finance & monitor national & sub-national action plans.
- ✓ Collaboration & close consultation between government, business & civil society, ensuring policies are practical & co-owned.
- ✓ Strengthening country readiness for a potential Global Plastics Treaty, aligning local & regional efforts within a global framework.
- ✓ Clear communication to key public & private audiences to support the implementation of plans & recommendations.

Lever 3: Shifting social norms and behaviours

Why this matters

Tackling plastic pollution isn't just about technology or infrastructure, it is also about people. How products are designed, sold and used is shaped by behaviours, habits and social norms. Understanding and shifting both business and consumer behaviour at scale creates the cultural and market conditions that make sustainable choices the default, not the exception.

Behaviour change does not mean putting the onus on consumers. People's actions are influenced by a combination of individual capacity, social norms and the surrounding environment; changing behaviour requires sustainable choices to be made easy, attractive and routine.

The role of purpose driven funders

Funders can use their flexibility and credibility to play a critical role in normalising sustainable behaviour and rebalancing the narrative. Historically, funders have favoured tangible, technological solutions, yet shifting norms and behaviours is a critical part of the system and can multiply the impact of other interventions.



Key areas for funding

Citizen behaviour change research

Understanding the barriers and opportunities for sustainable behaviours around elimination, reuse, recycling and alternatives.

WRAP's Recycle Now tracker and research is world leading in terms of insights and methodology.

Behavioural science integration

Behavioral science integration across programmes to ensure interventions are grounded in evidence and tailored to specific cultural, economic and social contexts.

Norm-shifting for businesses and consumers

Using public campaigns, marketing partnerships and other targeted interventions to make sustainable choices the default, not the exception.

Ottawa has an effective programme to pioneer standardised, scalable, reusable packaging for personal care and homecare products.



Shifting social norms and behaviours

#WashtheDabba

Case study

LOCATION	Bengaluru, India
PARTNERS	Hasiru Dala, Saamuhika Shaki, BBC Media Action & corporate partners
TIMESCALE	September – November 2024
FUNDER	H&M Foundation
TOTAL FUNDING	Less than \$200,000

In India's heat, used plastic food containers discarded with leftover food quickly lead to rot and contamination, reducing recyclability and exposing waste pickers to health risks.

The #WashtheDabba campaign used insights to shape behaviour change and encourage citizens to empty, rinse and dry containers before disposal.

Combining messages on social media, via food delivery businesses and outdoor advertising, the campaign sparked a cultural shift in how people spoke about waste pickers and their work.

Impact: waste pickers reported improved quality of incoming waste but also greater empathy, respect and public understanding of their contribution to the city.

An estimated 5 million people saw the campaign through social media and outdoor media in Bengaluru. 60% of exposed audiences reported practicing empty-rinse-dry, leading to 30–40% of food containers arriving clean at collection centres.

What made this so effective?

- ✓ Using behavioural insights to identify & target the key drivers of change, such as convenience, cost or social approval.
- ✓ Building local capacity for ongoing behaviour design & testing, ensuring learning continues beyond the campaign.
- ✓ Aligning with policy or market shifts to ensure desired behaviours are supported by the wider system.
- ✓ Generating scalable models that can be adopted, adapted & replicated in other contexts.
- ✓ Involving multiple partners, including industry, citizen groups & waste sector to learn from previous work & optimise success.
- ✓ Allocating budget to measure & track impact & outcomes such as increased use of reuse systems, reduced littering or stronger citizen support for desired behaviours.

Lever 4: Centring livelihoods and a just transition

Why this matters

Tackling plastic pollution without centring communities risks creating solutions that don't last, don't scale or even deepen inequalities. Communities – particularly those most affected by plastic pollution such as informal waste workers, marginalised communities and vulnerable groups – bring essential knowledge, lived experience and ownership that make interventions effective and lasting.

Community-based and community-driven initiatives are at the heart of a just transition. They ensure solutions reflect local realities, strengthen livelihoods and build resilience in ways that top-down interventions cannot. For funders, prioritising community-led approaches is both an equity issue and strategic –

when communities have ownership and agency, interventions are more equitable, resilient and sustainable.

The role of purpose driven funders

Funders have the flexibility and ability to support informal and community-based initiatives that may lack access to traditional finance. Additionally, they can support INGOs and NGOs, who can play a valuable enabling role helping to de-risk 'investments', ensuring accountability, support to build capacity, amplifying local voices and connecting grassroots efforts to broader systems change. Funders' role should be supportive, amplifying and scaling what works, while keeping power and direction in the hands of communities themselves.



Key areas for funding

Projects and programmes that deliver a just transition:

Supporting new and improved jobs in a circular plastics economy and highlighting the economic opportunities of circularity.

At a national level, Colombian **Asociación Nacional de Recicladores** has helped transform the status of waste pickers and significantly improved their livelihoods through integrated programmes to defend workers' rights, improve working conditions, increase income, provide education and training, advocate for policy inclusion and regulatory reforms, and strengthen community identity and dignity.

Integration and support for informal waste workers

Fair pay, safe working conditions, access to social protection and participation in private and public sector dialogues.

At a city level, **African Reclaimers Association** helps over 6,000 waste workers in Johannesburg, SA by advocating for recognition and working rights, improving incomes and job stability through improved access to buyers and collective bargaining power, and addressing discrimination through programmes to educate the public on the vital role reclaimers play in the city.

Capacity building and reskilling programmes:

Equipping workers and communities for new circular jobs.

Narrative building and communications

Reframing the circular economy as a driver of decent jobs and opportunity, not job loss.



Community based and NGO supported initiatives

Creating systems and tools to strengthen livelihoods, mobilise local action and connect grassroots efforts to broader systems change.

In coastal villages in Kerala, south India, the **CII Foundation** has developed a sustainable waste management approach that trains local village councils and women's self-help groups to run and operate the waste collection and sorting system. This has led to increased collection and recycling of all household waste and a doubling of income for waste workers.

Centring livelihoods and a just transition

Responsible Sourcing Initiative

LOCATION	Indonesia, Viet Nam, India, Kenya, Ethiopia (Latin America in 2026)
PARTNERS	The International Alliance of Waste Pickers (and local associations), the Fair Circularity Initiative, UNDP, Circulate Capital, Tetra Pak, the Coca-Cola Company, PepsiCo, L'Oréal, Unilever, Shift Project and many local partner organisations
TIMESCALE	May 2023 – present
FUNDER	Minderoo Foundation, IKEA Foundation, The Coca-Cola Foundation, MNC brands, Circulate Capital
TOTAL FUNDING	Over \$1m

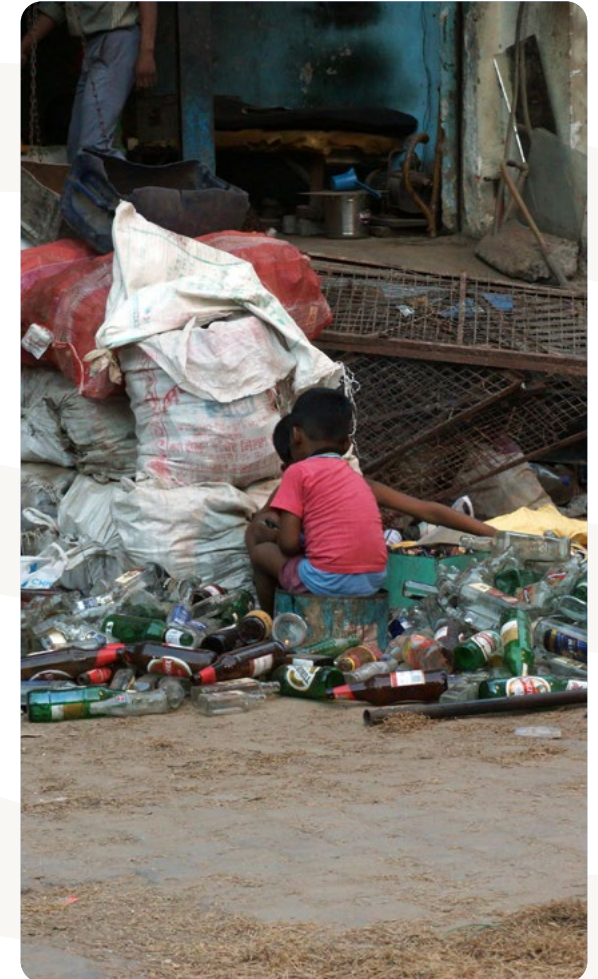
The Circulate Initiative's Responsible Sourcing Initiative encourages stakeholders across the recycling value chain to follow responsible sourcing practices that respect human rights and strengthen circularity. It provides an actionable roadmap for companies to implement human rights due diligence and improve their responsible sourcing practices.

Impact: The Harmonized Responsible Sourcing Framework for Recycled Materials is the first global effort to provide a practical, harmonised approach to responsible sourcing across recycling value chains. It includes implementation guidance and has been adopted by 40+ organisations.

Case study

Overall, the programme aims to:

- Improve the lives of 50,000 informal waste sector workers
- Deliver 100,000 tonnes of responsibly sourced plastics
- Train 500 businesses on responsible sourcing practices



Responsible Sourcing Initiative

What made this so effective?

- ✓ Ensures meaningful stakeholder engagement, particularly the active participation of informal waste workers.
- ✓ Strengthens human rights due diligence across the full value chain, supporting implementation of the UNGPs and relevant FCPs.
- ✓ Contributes to improved working conditions for informal waste workers, including fair remuneration, safer workplaces, and access to social protections.
- ✓ Provides an actionable roadmap through the Harmonized Responsible Sourcing Framework, defining clear benchmarks for what good responsible sourcing looks like.
- ✓ Builds capacity of key stakeholders to scale responsible sourcing while enabling workers to access more stable, and improved livelihood opportunities.
- ✓ Offers practical tools and insights to move from commitment to implementation and shares real-world learnings on how a responsible sourcing can deliver equitable and lasting outcomes.



Lever 5: Strengthening systemic infrastructure and systems

Why this matters

Around the world billions of people lack access to reliable waste collection and approximately 20% of all municipal plastic waste is lost into unmanaged systems – with 16% openly burned.³⁴ While recycling and waste recovery are not sufficient to solve plastic pollution alone, they are critical components of an integrated circular system. Additionally, reuse infrastructure is essential to keep materials in circulation and reduce reliance on single-use plastics, helping to reduce leakage and create jobs.

The role of purpose driven funders

While large-scale infrastructure investment is often led by governments and institutional financiers, funders can play a catalytic role by supporting initiatives that make systems more effective, inclusive and investible. They can de-risk and unlock further investment by piloting new models, supporting early-stage initiatives and demonstrating what works across different contexts. By funding planning, capacity-building and inclusive governance structures, philanthropy ensures that infrastructure is not only built but designed to work for communities.



Key areas for funding

Demonstrator projects and proof of concept models

Supporting scalable circular solutions, e.g. programmes to scale collection and recycling of low value film packaging to be used in manufacture of sustainable products.

Integrated waste collection and treatment systems

Particularly in underserved countries, regions or cities where waste is dumped or landfilled such as Dakar, Senegal.

Support for rural, remote and island contexts

Supporting programmes for sustainable models where low tonnage and high logistics costs often deter traditional investment.

Circular Pacific Plastics (CPP) works to address the lack of recycling infrastructure across the Pacific Islands.

4P models

Public-private-philanthropic partnerships to foster collaboration and a coordinated approach.



Strengthening systemic infrastructure and systems

Unlocking markets for low-value recyclables

LOCATION	Argentina
PARTNERS	Delterra, City of Buenos Aires, D&D Recycler, Dow, GS1
TIMESCALE	2023 – 2025
FUNDER	GS1, Alliance to End Plastic Waste, Dow
TOTAL FUNDING	\$1.0m – 1.5m

Highly contaminated, low value flexible plastics make up the highest proportion of waste plastics in many Global South cities. Costly to process and unattractive to recyclers, they make up approx. 40% of plastics arriving at sorting centres in Buenos Aires, leading to sorting centres rejecting them and otherwise well-sorted plastics being landfilled.

Delterra partnered with local recycler D&D to create a subsidy for waste-worker cooperatives, making sorting and recycling economically viable.

Impact: environmentally, flexible plastics were kept out of landfill by creating new recycling opportunities, incorporating recycled plastic into new products, displacing the need for virgin plastics.

Digital traceability systems tracked recycled plastics to give brands confidence in where they were sourcing their recycled content.

Socially, the subsidy went directly to waste workers, who could earn new income streams by sorting and selling flexible plastics to the recycler and receive a fair income for their work.

Economically, the project funding enabled the proof of concept, testing and evaluating of a new solution. Additional investment is required to take the project to the next stage and to be profitable.

In 18 months, 6,500+ tonnes of flexible LDPE plastic that would have otherwise been landfilled has been sorted and recycled.

Case study

60% subsidy reduction from \$150/tonne to \$60/tonne within a year, due to efficiency improvements and economies of scale. Additional installed processing capacity will create path to profitability and subsidy phase-out, and the model is being replicated in Sao Paulo, Brazil.



Unlocking markets for low-value recyclables

What made this so effective?

- ✓ Integrated planning, waste collection, recycling and/or reuse initiatives are coordinated within broader municipal systems to maximise efficiency.
- ✓ Ensuring programmes align with business needs & capacity to ensure economic viability e.g. ending market demand for collected materials.
- ✓ Including informal waste worker organisations & community stakeholders to ensure programmes are designed with workers' livelihoods, income & ownership in mind.
- ✓ Scalable & sustainable models designed to be financially & operationally viable beyond pilot phase with clear pathways to expansion.
- ✓ Training and capacity-building of local teams to manage & maintain systems independently, supported by strong governance structures.
- ✓ Embedding monitoring & evaluation systems to track performance, identify gaps & inform ongoing improvements.



Lever 6: Advancing evidence, data and learning

Why this matters

Robust evidence, transparency and data strengthen effective action. Understanding what works, and under what conditions, enables smarter decisions, more strategic investments and collective progress. Yet too much current research on plastics focuses on measuring the scale of the problem, rather than identifying and scaling the solutions.

Strengthening evidence systems helps move from diagnosis to delivery, ensuring that actions are grounded in data, learning and shared understanding.

The role of purpose driven funders

Funders can support the generation of high-quality, independent research that fills critical gaps and ensures that existing knowledge is translated into practical insights. Funding can also strengthen collaboration across academia, civil society and governments, helping to connect isolated efforts and promote open data sharing. This includes investing in common metrics, transparent monitoring systems and the infrastructure for collective learning. By doing so, funders help shift the focus from describing the problem to implementing and scaling solutions.



Key areas for funding

Strengthening global and national data systems:

Enabling the tracking of plastic flows, waste management performance and material use.

Circulate Initiative's Country & City Waste Landscapes database is a compilation of waste management and plastic pollution-related data for 100 cities/island states across 40 countries in the Global South.

Funding independent evaluation:

Building evidence of what works within interventions, business models and alternative materials.

Supporting translation of research

Producing usable insights and practical tools for governments, NGOs and businesses.

WWF has produced a series of reports and resources in support of the Global Plastics Treaty.

Key evidence gaps

Contributing to a more comprehensive understanding of human health impacts and environmental effects of plastic alternatives.

Minderoo has led on advancing the understanding of health impacts of plastics to humans.



Advancing evidence, data and learnings

Global Commitment

LOCATION	Global
PARTNERS	Ellen MacArthur Foundation, UNEP
TIMESCALE	2018 – Present
FUNDER	Schmidt Family Foundation, Oak Foundation, People's Postcode Lottery, MAVA Foundation, Corporate Partners
TOTAL FUNDING	Over \$1m

The Global Commitment (GC) has introduced unprecedented transparency on the plastic footprints of many major companies who are required to report their plastic packaging data annually.

Businesses representing 20% of the plastic packaging market have signed up to commitment.

Impact: GC signatories have reduced virgin plastic use by 6% from 2018 to 2024, while the market as a whole increased it by 13%. This means these businesses avoided 14 million tonnes of virgin plastics since 2018 – keeping one barrel of oil in the ground every second.

Signatories tripled their use of recycled content and eliminated billions of problematic items, avoiding 7.8 million tonnes of CO₂ per year.

The first phase of the GC, which concluded in 2025, demonstrated that individual business action is both vital and not sufficient on its own. The renewed Commitment is now embedded in a broader market-transformation approach,

the 2030 Plastics Agenda for Business, combining collaborative action and collective advocacy to remove the systemic barriers to eliminating plastic waste and pollution.

Case study



Global Commitment

What made this so effective?

- ✓ Aligning data collection with decision-making needs to ensure evidence informs policy, business action & investment.
- ✓ Building shared frameworks & metrics to allow comparability & accountability across contexts.
- ✓ Translating complex research into accessible insights that can easily be used by a broad range of stakeholders.
- ✓ Using appropriate detail, terminology & technical terms based on the target audiences.
- ✓ Communicating insights & findings effectively, using equivalents, visualisation, case studies & infographics to widen the reach of the evidence.
- ✓ Promoting collaboration & knowledge sharing between research institutions, governments, NGOs & businesses.
- ✓ Prioritising open access & transparency so findings are widely shared & not siloed.



Lever 7: Supporting organisations to captain and coordinate the change

Why this matters

Tackling plastic pollution requires action across many areas, from policy reform and infrastructure investment to behaviour change and innovation. Yet too often these efforts operate in isolation. Fragmentation slows progress, creates duplication and limits systemic impact. Effective coordination and leadership bring coherence: when people and organisations are aligned through trusted frameworks and shared goals, progress accelerates, resources go further and collective outcomes improve.

The role of purpose driven funders

Funders can support the people and platforms that 'captain' this change: the conveners, coalitions and neutral facilitators who amalgamate diverse efforts into a cohesive, system-wide

response. They are uniquely positioned to fund the collaboration that enables innovation, policy, infrastructure and social change to align. Grants can empower cross-sector coalitions to coordinate NGOs, governments and businesses, sustain national and regional frameworks, and strengthen alignment between policy ambitions and practical delivery.

Funders can also help connect across the spectrum of capital, linking catalytic philanthropic funding with development finance and commercial investment, so that promising solutions can scale. Much like the coordination platforms that have accelerated climate action, plastics needs field-builders and regranting mechanisms that unite diverse funders behind shared long-term goals.



Key areas for funding

Coordination and convening across the supply chain

Supporting platforms and networks at sub-national, national, regional and global levels to align strategies, share learnings and avoid duplication.

Platforms that span national, regional and global levels include the Plastics Pacts and The Plastics Pact Network (WRAP & EMF), WWF's Plastic Smart Cities or Global Plastics Action Partnership (GPAP) (WEF).

Funder collaboration:

Investing in mechanisms that enable open dialogue and coordination between funders to align priorities, share learnings, reduce duplication and co-create strategies, such as the Plastics Solution Fund.

Recipient collaboration

Funding opportunities for NGOs, businesses and governments to connect, share best practice and accelerate collective progress.

The Global Action Drive (GAD)⁴² fulfils this role in the food waste arena but we need an equivalent in plastics.

Knowledge sharing:

Building mechanisms to capture and disseminate lessons learned to accelerate replication and avoid reinventing the wheel.

The Reuse Portal is an open platform for sharing and showcasing all aspects of reuse and refill with the aim of driving progress on reuse.

Coordination across the spectrum of capital

Connecting philanthropic, blended and commercial capital to unlock larger investment flows and ensure continuity across funding stages, such as the LIFT Collaborative.

Supporting leadership

Helping conveners and leaders drive collective action.

Africa Circular Economy Network (ACEN) is a powerful network of leaders across Africa who are championing circular economy in plastics and other sectors.

Supporting organisations to captain and coordinate the change

Plastics Pact Network

LOCATION The Plastics Pact Network, convened by WRAP and the Ellen MacArthur Foundation, includes national plastic pacts in the UK, France, Chile, South Africa, Portugal, the US, Poland, Canada, Kenya, India, Mexico and Colombia. Regional pacts include the Australia, New Zealand and Pacific Islands (ANZPAC) Plastics Pact.	PARTNERS WRAP, Ellen MacArthur Foundation and Plastics Pact host organisations with over 900 businesses and organisations in 19 countries. TIMESCALE 2018 to present FUNDER UKRI, MAVA Foundation and UNEP supported setting up pacts in the Global South. Additional project funders include Builders Vision and Stewart Investors.
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Case study

Plastics Pacts drive systems change through business-led action to tackle the causes of plastic pollution at source. They are unique in having key stakeholders from across the plastics value chain committed to common goals and collaborating to deliver roadmaps rooted in local realities.

Each pact has a set of timebound ambitious targets tailored to each geography.

Impact – Together, Plastic Pacts have:

- Eliminated over 360,000 tonnes of problematic and unnecessary plastics, meaning that tens of billions of items have been removed from circulation

- Redesigned more than 850,000 tonnes of plastic packaging so that it is reusable, recyclable or compostable at scale and have increased recycled content in packaging by 44%, meaning that over 2.2 million tonnes of virgin plastic were avoided by 2022
- Increased the amount of plastic packaging recycled by 9% in Plastics Pact countries, equating to 463,000 tonnes

Plastics Pact Network

What made this so effective?

- ✓ Bringing together different parties across the plastics value chain, often with differing priorities or perspectives, to work collaboratively towards shared goals.
- ✓ Aligning stakeholders behind a common vision & shared objectives, supported by clear governance.
- ✓ Establishing a structured programme of work with defined milestones & transparent reporting on collective progress, e.g. roadmaps.
- ✓ Building networks or platforms for open sharing of experience & learnings.
- ✓ Enabling innovations to be tested in local context & then rapidly scaled; & enabling innovators to co-create with key stakeholders.
- ✓ For global or regional initiatives, providing opportunities for smaller markets, the informal sector & SMEs to have their views heard & shape activity.
- ✓ Adaptive learning, using data & feedback to evolve approaches based on what works.
- ✓ Accelerating adoption of proven solutions by embedding evidence into strategy & planning.
- ✓ Providing strong, trusted leadership.
- ✓ Focussing on enabling systemic change, avoiding duplication & ensuring coordination delivers added value across the wider landscape, e.g. agreed design guidance.



Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Global Initiatives:



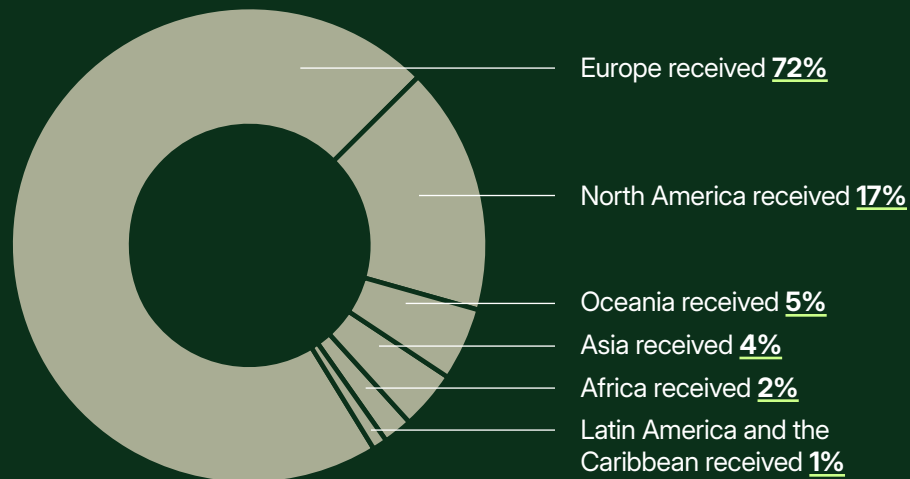
Click on the circles on the map for details on the projects in these locations.

Global funding flows

Even with the challenges of tracking the funding flowing to tackling plastic pollution, data from the OECD2, The Circulate Initiative¹ and GIZ^{35, 36}, amongst others, gives a consistent message. Most, around 80%¹, funding goes to downstream (recovery and recycling) solutions, and is heavily skewed towards high-income regions, while upstream

measures, as well as the countries in the Global South most affected by plastic pollution, remain most underfunded.

Of the individual, crowdfunding and philanthropic investments identified by The Circulate Initiative's Plastics Circularity Investment Tracker between 2018 and 2024:



ODA funding flows

OECD data² indicates that ODA funding allocated to tackling plastics pollution specifically was approximately \$270 million in 2022.² The total ODA plastics figure largely relates to solid waste management, not plastic pollution. However, even the total plastics-related ODA accounted for just 0.5% of all ODA commitments in 2022 and is far short of the total financing needed to eliminate plastic pollution.²

The ODA environment changed significantly following the closure of the U.S. Agency for International Development (USAID) in early 2025; the agency provided over \$130 million³⁹ for plastic pollution work, the majority of which has now ceased.

These developments have been compounded by broader ODA cuts by France, Germany, Netherlands, UK and the US in 2024 and 2025.

Funding is not always going where it's most needed. For example, Sub-Saharan Africa is expected to face some of the highest costs to eliminate plastic leakage to the environment⁴¹ but the region received, on average, only 15% of total plastics-related ODA in 2021–2022.²

A shift towards equity

These patterns highlight a clear imbalance in both the type of solutions funded and the geographies receiving support. Addressing plastic pollution effectively will require a more equitable approach that rebalances funding towards the regions, actors and interventions with the greatest need and potential impact.



To build momentum, purpose driven funders should:

- Focus on plastic waste hot spots, as well as supporting under-served geographies with comparative high leakage risk, such as remote or fragile environments, e.g. tourism hotspots, islands, smaller cities.
- Target regions where private capital is scarce but environmental and social vulnerability is high.
- Support the 'missing middle' by designing grants and blended instruments sized for MSMEs and early-stage CE ventures (USD100k–USD500k), especially in LMICs, to accelerate local solutions.
- Balance upstream and downstream funding by allocating a meaningful share of capital to upstream redesign, reuse/refill business models and policy reform.
- Fund locally led, co-designed programmes and ensure interventions are shaped with in-country partners and recognise specific contexts and priorities.
- Use catalytic finance to mobilise private capital. Partnering with DFIs and development banks (or creating blended vehicles) helps philanthropic and concessional money lead to private investment.
- Adopt holistic impact metrics that value social, environmental and economic outcomes, not just tonnage of waste reduced.
- Champion transparency and collaboration, contributing to shared databases and funding maps to improve global coordination.

Final recommendations – the road ahead

Global lessons learnt

Efforts to tackle plastic pollution worldwide reveal several critical factors that drive meaningful and lasting change.

1. Shared vision

Progress is fastest when governments, businesses and investors align around a shared vision. A striking example is the UK's near elimination of unrecyclable PVC packaging within just a few years as policy signals aligned with voluntary agreement targets.

2. Strategic, system-wide coordination

Plastic pollution is a systemic challenge, and transforming an entire value chain requires collaboration. The fastest progress occurs when a knowledgeable coordinator leads efforts that ensure alignment and momentum across stakeholders.

3. Plastic waste must be valued

For a circular economy to thrive, waste plastics must become a valuable material with an end market. Value is a function of design choices as well as fiscal and legislative measures. For example, in South Africa recycled LDPE has numerous strong end markets and is a material highly sought after by recyclers, so it is one of the few items of film packaging that are currently collected by informal waste reclaimers.

4. Strong policy frameworks

Well-designed and well-enforced regulations catalyse investment and innovation and encourage sustained change. For example France's 2020 reuse regulations enabled Loop and major retailers like Carrefour to scale a nationwide reusable packaging system. This proves that clear, enforced policy can unlock investment and innovation at commercial scale, while weak or inconsistent policies often stall progress, leaving promising initiatives without the support they need to scale.

5. Local leaders

Locally driven projects are essential for long-term success. Supporting local actors to lead and shape interventions, such as in the Plastics Pact Network model, ensures that strategies are context-appropriate, scalable and resilient over time. Funders have a crucial role to play in enabling this change. By designing funding processes that are flexible, inclusive and aligned with these principles, they can maximise their impact and support initiatives that drive meaningful, sustainable progress.

Looking ahead: investment priorities for the next 3–5 years

Major opportunities for funders and implementers to work together to deliver long-term transformational change on plastic pollution over the next 5 years, are highlighted below.

1. Funding commitments: Our ambition is to see an additional \$250m directed or redeployed to systemic levers on plastic pollution by 2030

This is an ambitious but realistic goal for the purpose driven funding community. It could deliver meaningful long-term change and complement ongoing political discussions.

Alongside this, we want to see more funder commitments to tackling plastics at the systemic level, making the issue a prominent part of their priorities. Greater support for action on plastics

by influential funders sends a signal to the market, raising the profile of the plastics issue and facilitating action.

By targeting purpose driven funding to the high-leverage systemic interventions demonstrated here, we can catalyse the global shift needed to significantly reduce plastic pollution.

2. Collaboration: We need more collaborative platforms and opportunities focussed on plastics

More collaboration across the plastics ecosystem is fundamental to creating systemic change at scale. Greater collaboration leads to more impactful, sustainable and inclusive interventions – reducing duplication and intervention ‘gaps’ as well as increasing the value for funders.

Moving forward, we need to bring together these communities of funders and recipients to focus on key systemic interventions and impacts. For example, through an innovation collective bringing together relevant funder and recipient expertise to de-risk solutions, build investment capacity and enable innovations to scale across markets and geographies.

We want to amplify the collective voice, impact and funding of the entire plastics community by establishing these new models. Initiatives like the Plastics Solutions Fund demonstrate how joint efforts can mobilise significant resources and foster sector-wide awareness.



3. Supporting scalable programmes: We need more funding for programmes that can scale across systems and geographies

We have highlighted five interventions in this Roadmap that can catalyse systemic action across geographies. Marrying these interventions with the following principles will ensure funders and recipients can reap maximum value and influence from available funding:

- **Back high-need models**, e.g. developing stronger end markets for recycled materials, can deliver a triple bottom line: improving livelihoods by increasing the value of plastic materials, preventing leakage to protect the environment, and proving viable business cases.
- **Build evidence, data & learning for scale**, e.g. successful pilots that generate robust learning to inform policy and attract investment for

market adoption, such as to develop evidence for EPR systems that work inclusively and effectively in low-income countries.

- **Funding for legacy**, ensuring sustainability beyond initial funding, e.g. investing in self-sustaining collection systems and recycling infrastructure tailored to key geographies. Focusing this type of investment in remote, rural, or coastal regions, can reap impact over the long-term and be replicated by governments and markets.

This will ensure funded programmes have potential to be replicated and scaled across the plastics value chain.

4. Inclusive, systems thinking: We should prioritise inclusive, systems-level approaches to tackle the fundamental causes of plastic pollution

Approach programme design from first principles and commit to co-designing with local stakeholders. For example, co-designing plastic collection systems with local communities to more effectively integrate the informal waste sector to ensure safe working conditions and improve their livelihoods.

Focus on sharing agency and building capability to strengthen local leadership and support those who can captain and coordinate the change, as demonstrated within the Plastics Pact Network. Funders can make these elements mandatory for accessing funding and push design that centres local stakeholders, most notably the informal waste sector.



5. Transparency and communication: We must embrace transparency and improve communication to foster more understanding and accelerate impact together

Improving coordination and reducing duplication are vital to ensure consistent progress across the sector – “we can go fast alone or achieve more and go further together.”

More transparent communication of programmatic successes and failures is vital to enable the sector to learn from successful approaches, e.g. applying learnings from effective reuse and refill

systems, and avoid relying on models that are proven not to deliver systemic change, such as beach clean-ups.

Transparent reporting of funding flows and outcomes provides crucial information for the sector, enabling promotion of underfunded impact areas for support.



Conclusion

Tackling plastic pollution is a global challenge that cuts across oceans, biodiversity, climate, livelihoods and human health. Its scale and complexity demand more than short-term fixes, it requires systemic solutions. Purpose driven funders are uniquely positioned to drive this transformation, supporting interventions that can reshape the plastics system, unlock innovation and create lasting impact.

The recommendations presented in this report highlight seven levers where funding can catalyse change. We are calling on funders to focus on and fund these levers to drive long-term, systemic impact.

This report covers many high impact opportunities, but it is not exhaustive. Other programmes and initiatives are needed, hence the importance of co-creation between funders and recipients.

Challenges and needs will also evolve as science, policy, businesses and citizens respond in the future.

The opportunity is urgent and unprecedented. By committing vision, resources and collaboration, purpose driven funders can help turn the tide on plastic pollution.

Together we can create a world where plastics are managed responsibly, sustainably and equitably, delivering benefits not just for the environment, but for people and communities across the globe.

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MAP GRAPHIC DETAIL PAGES

The following pages are an extension to the map graphic shown on page [48](#). To skip to the end of the document, click [here](#).

Flexible Packaging Innovation Programme

LEAD	EMF
LOCATION	Global

EMF is engaging key actors (incl. global brands, packaging converters, innovators, VC Funds) to accelerate innovation and scale the roll-out of flexible packaging made from safe, alternative materials to plastics. The Programme aims to align stakeholders behind a common vision; driving testing, trialing and scaling of flexible packaging solutions (e.g. paper-based flexible packaging) with a range of innovators and solution suppliers; and advocating for enabling policy.

- 

Game Changing Solutions
- 

Policy & Governance
- 

Livelihoods & a Just Transition
- 

Systemic Infrastructure & Systems
- 

Data, Evidence & Learning

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Global Initiatives:



Global Commitment

LEAD

EMF, UNEP, Businesses

LOCATION

Global

A collective pledge and reporting by businesses, organizations, or investors to advance plastic packaging circularity.

✓

Data, Evidence & Learning

✓

Support People to Captain and Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Global Initiatives:



Global Plastics Treaty

LEAD

EMF, WWF, Businesses

LOCATION

Global

Business Coalition for a Global Plastics Treaty is a group of over 100 businesses and financial institutions supporting a legally binding UN treaty to end plastic pollution.

✓

Policy and Governance

✓

Support People to Captain and Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Global Initiatives:



×

Plastic Smart Cities

LEAD

WWF + Local partners

LOCATION

Global (city level)

Plastic Smart Cities programme supports urban centres, coastal areas, and tourism hotspots to co-create solutions that prevent plastic from leaking into nature—delivering real change through circular systems and inclusive action.

☒ Social Norms and Behaviours

☒ Livelihoods and a Just Transition

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Global Initiatives:



Breaking the Plastic Wave

LEAD

PEW

LOCATION

Global

An Assessment of the Global System and Strategies for Transformative Change.



Data, Evidence & Learning

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Global Initiatives:



Scaling Plastics Disclosure Initiative

LEAD

PEW, CDP

LOCATION

Global

Independent environmental disclosure system to empower companies to disclose their plastic-related activities and provide comparable data to decision makers.

 Data, Evidence & Learning

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Global Initiatives:



Indian Ocean SIDS

LEAD Common Seas

LOCATION Regional

Partnership with the Indian Ocean Commission to design a Regional EPR scheme among Indian Ocean Commission State Members (Madagascar, Mauritius, Comoros, Seychelles and Reunion).

- | | |
|-----------------------------------|-------------------------------------|
| ✓ Game Changing Solutions | ✓ Systemic Infrastructure & Systems |
| ✓ Policy & Governance | ✓ Data, Evidence & Learning |
| ✓ Livelihoods & a Just Transition | |

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Maldives

LEAD

Common Seas

LOCATION

National

Baseline assessment and policy strategy to reduce plastic pollution in the Maldives: Common Seas was invited by the Maldivian Government to build the case for a presidential commitment to phase out single-use plastics.

✓

Game Changing Solutions

✓

Policy & Governance

✓

Livelihoods & a Just Transition

✓

Systemic Infrastructure & Systems

✓

Data, Evidence & Learning

Grenada

LEAD Common Seas

LOCATION National

Partnership with Government of Grenada to develop report on recommendations of Plastics policy, to tackle plastic pollution at scale. The Report is going through final rounds of approval. The report presents a potential of 80% reduction of plastic pollution in 10 years.

- ✓ Game Changing Solutions
- ✓ Policy & Governance
- ✓ Livelihoods & a Just Transition
- ✓ Systemic Infrastructure & Systems
- ✓ Data, Evidence & Learning

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

×

Guinea Bissau

LEAD Common Seas

LOCATION National

Partnership with Government of Guinea Bissau to develop a national policy strategy to tackle plastic pollution at scale. The National Action Plan was developed over the year of 2025 and is going through final rounds of approval. The plan presents a potential of 79% reduction of plastic pollution by 2035. Aditiional support to deliver cost assessment and institutional capacity during implementation phase.

- ✓

Game Changing Solutions
- ✓

Policy & Governance
- ✓

Livelihoods & a Just Transition
- ✓

Systemic Infrastructure & Systems
- ✓

Data, Evidence & Learning

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Tuvalu

LEAD Common Seas

LOCATION National

Partnership with Government of Tuvalu to develop a national policy strategy to tackle plastic pollution at scale. The National Action Plan was developed over the year of 2025 and is going through final rounds of approval. The plan presents a potential of 41% reduction of plastic pollution by 2035.

- ✓

Game Changing Solutions
- ✓

Policy & Governance
- ✓

Livelihoods & a Just Transition
- ✓

Systemic Infrastructure & Systems
- ✓

Data, Evidence & Learning

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Papua New Guinea

×

LEAD

Common Seas

LOCATION

National

Partnership with Government of PNG to develop a national policy strategy to tackle plastic pollution at scale. The National Action Plan was developed over the past year and is going through final rounds of approval. The plan presents a potential of 61% reduction of plastic pollution by 2035.

✓

Game Changing Solutions

✓

Policy & Governance

✓

Livelihoods & a Just Transition

✓

Systemic Infrastructure & Systems

✓

Data, Evidence & Learning



Saint Lucia

LEAD

Common Seas

LOCATION

National

Partnership with Government of Saint Lucia to understand and refine existing policy to reduce plastic waste and pollution, including in the marine environment. Aditiional support to deliver cost assessment and institutional capacity during implementation phase.

✓

Game Changing Solutions

✓

Policy & Governance

✓

Livelihoods & a Just Transition

✓

Systemic Infrastructure & Systems

✓

Data, Evidence & Learning



C4R

LEAD

Searious Business

LOCATION

Dominican Republic and Saint Lucia, Local

The Caribbean Refuse, Reduce, Reuse, Recycle (C4R) initiative, unites partners across the Dominican Republic and Saint Lucia to tackle plastic pollution at its source. Including smart reusable packaging systems in cafés and take-away outlets plus replacing single-use plastics with waste-to-product recycling hubs processing HDPE and PP into durable items. By connecting reuse, recycling and design, C4R sets a blueprint for a resilient, circular-economy model across the Caribbean.

✓

Game Changing Solutions

✓

Policy & Governance

✓

Social Norms & Behaviours

✓

Livelihoods & a Just Transition

✓

Data, Evidence & Learning

✓

Support People to Captain and Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Gambia

LEAD Common Seas

LOCATION National

Partnership with Government of the Gambia to develop a national policy strategy to tackle plastic pollution at scale. The National Action Plan was approved in cabinet and signed by the president, and has the potential to reduce the country's plastic pollution by 86% over the next 10 years.

- | | |
|-----------------------------------|-------------------------------------|
| ✓ Game Changing Solutions | ✓ Systemic Infrastructure & Systems |
| ✓ Policy & Governance | ✓ Data, Evidence & Learning |
| ✓ Livelihoods & a Just Transition | |

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Barbados

LEAD Common Seas

LOCATION National

Partnership with Government of Barbados to develop a national policy strategy to tackle plastic pollution at scale. The final outcome is an ambitious, comprehensive roadmap that has the potential to reduce Barbados' plastic pollution by 73% over the next 10 years.

- ✓ Game Changing Solutions
- ✓ Policy & Governance
- ✓ Livelihoods & a Just Transition
- ✓ Systemic Infrastructure & Systems
- ✓ Data, Evidence & Learning

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

India Plastics Pact

LEAD

CII, CESD

LOCATION

National

Collaborative action across the plastic packaging value chain to eliminate problematic plastic, improve design and increase reuse, recycling and use of recycled plastics.

✓

Game Changing Solutions

✓

Systemic Infrastructure & Systems

✓

Social Norms & Behaviours

✓

Data, Evidence & Learning

✓

Livelihoods & a Just Transition

✓

Support People to Captain and Coordinate the Change

India

LEAD

WRAP, CII, India Plastics Pact

LOCATION

National

Demonstration trials on major brands to test the move from multi-material film packs to recyclable mono-material.

✓

Game Changing Solutions

✓

Support People to Captain & Coordinate the Change

✓

Data, Evidence & Learning

India Plastic Reboot

LEAD

GEF, UNEP, WWF

LOCATION

National

Operationalizing and implementing circular economy solutions to minimize plastic waste and reduce plastic pollution from food and beverage packaging.

✓

Game Changing Solutions

✓

Livelihoods & a Just Transition

✓

Policy & Governance

✓

Support People to Captain and Coordinate the Change

✓

Social Norms & Behaviours

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Fiji

LEAD

WRAP, APCO, ANZPAC, PRF

LOCATION

National

Circular Pacific Plastics (CPP) to explore how flexible plastic waste in Fiji can be sustainably managed and scaled across the Pacific island nations.

✓

Game Changing Solutions

✓

Systemic Infrastructure & Systems

✓

Social Norms & Behaviours

✓

Data, Evidence & Learning

✓

Livelihoods & a Just Transition

✓

Support People to Captain & Coordinate the Change

Indonesia

×

LEAD

Delterra

LOCATION

Bali

"No sorting, no collection" is a waste management system developed by Delterra that requires households to sort their waste properly for it to be collected. This approach has been successfully piloted in Bali, where it increased household participation in waste sorting from 6% to 78%. It is now being scaled more widely.

- ✓

Game Changing Solutions
- ✓

Policy & Governance
- ✓

Social Norms & Behaviours
- ✓

Livelihoods & a Just Transition
- ✓

Systemic Infrastructure & Systems
- ✓

Data, Evidence & Learning
- ✓

Support People to Captain and Coordinate the Change

Indonesia

×

LEAD

EMF

LOCATION

Local

Multi-stakeholder Reuse Demonstrator At Scale (DAS), focused in Jakarta, that positions refillable and returnable packaging as a circular alternative to single use plastic sachets for home care, personal care and food products. The project will generate critical learnings and identify key enabling conditions to scale nationally.

- ✓

Game Changing Solutions
- ✓

Policy & Governance
- ✓

Social Norms & Behaviours
- ✓

Systemic Infrastructure & Systems
- ✓

Data, Evidence & Learning

Indonesia

×

LEAD

WEF GPAP

LOCATION

National

Indonesia NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ✓

Policy & Governance
- ✓

Data, Evidence & Learning
- ✓

Support People to Captain & Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Vietnam

LEAD WEF GPAP

LOCATION National

Vietnam NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ☒ Policy & Governance
- ☒ Support People to Captain & Coordinate the Change
- ☒ Data, Evidence & Learning

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Ghana

LEAD	WEF GPAP
LOCATION	National

Vietnam NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ☒ Policy & Governance
- ☒ Support People to Captain & Coordinate the Change
- ☒ Data, Evidence & Learning

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Pakistan

LEAD WEF GPAP

LOCATION National

Pakistan NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ✓ Policy & Governance
- ✓ Data, Evidence & Learning
- ✓ Support People to Captain & Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Mexico City

LEAD

WEF GPAP

LOCATION

National

Mexico City NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- Policy & Governance
- Support People to Captain & Coordinate the Change
- Data, Evidence & Learning

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Nigeria Plastic Reboot

LEAD GEF, UNEP, WWF

LOCATION National

Operationalizing and implementing circular economy solutions to minimize plastic waste and reduce plastic pollution from food and beverage packaging.

- ☒ Game Changing Solutions
- ☒ Policy & Governance
- ☒ Social Norms & Behaviours
- ☒ Livelihoods & a Just Transition
- ☒ Support People to Captain and Coordinate the Change

Nigeria

LEAD WEF GPAP

LOCATION National

Nigeria NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ☒ Policy & Governance
- ☒ Data, Evidence & Learning
- ☒ Support People to Captain & Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Ecuador

LEAD WEF GPAP

LOCATION National

Ecuador NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ✓ Policy & Governance
- ✓ Data, Evidence & Learning
- ✓ Support People to Captain & Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Cambodia Plastic Reboot

LEAD GEF, UNEP, WWF

LOCATION National

Operationalizing and implementing circular economy solutions to minimize plastic waste and reduce plastic pollution from food and beverage packaging.

- ✓ Game Changing Solutions
- ✓ Policy & Governance
- ✓ Social Norms & Behaviours
- ✓ Livelihoods & a Just Transition
- ✓ Support People to Captain and Coordinate the Change

Cambodia

LEAD WEF GPAP

LOCATION National

Cambodia NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ✓ Policy & Governance
- ✓ Data, Evidence & Learning
- ✓ Support People to Captain & Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Costa Rica

LEAD

WEF GPAP

LOCATION

National

Costa Rica NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

✓

Policy & Governance

✓

Support People to Captain & Coordinate the Change

✓

Data, Evidence & Learning

Costa Rica Plastic Reboot

LEAD

GEF, UNEP, WWF

LOCATION

National

Operationalizing and implementing circular economy solutions to minimize plastic waste and reduce plastic pollution from food and beverage packaging.

✓

Game Changing Solutions

✓

Livelihoods & a Just Transition

✓

Policy & Governance

✓

Support People to Captain and Coordinate the Change

✓

Social Norms & Behaviours

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Panama

LEAD WEF GPAP

LOCATION National

Panama NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

-  Policy & Governance
-  Support People to Captain & Coordinate the Change
-  Data, Evidence & Learning

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Peru

×

LEAD

WEF GPAP

LOCATION

National

Peru NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

✓ Policy & Governance

✓ Data, Evidence & Learning

✓ Support People to Captain & Coordinate the Change

Peru Plastic Reboot

×

LEAD

GEF, UNEP, WWF

LOCATION

National

Operationalizing and implementing circular economy solutions to minimize plastic waste and reduce plastic pollution from food and beverage packaging.

✓ Game Changing Solutions

✓ Policy & Governance

✓ Social Norms & Behaviours

✓ Livelihoods & a Just Transition

✓ Support People to Captain and Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Philippines Plastic Reboot

LEAD GEF, UNEP, WWF

LOCATION National

Operationalizing and implementing circular economy solutions to minimize plastic waste and reduce plastic pollution from food and beverage packaging.

- ✓ Game Changing Solutions
- ✓ Policy & Governance
- ✓ Social Norms & Behaviours
- ✓ Livelihoods & a Just Transition
- ✓ Support People to Captain and Coordinate the Change

Philippines

LEAD WEF GPAP

LOCATION National

Philippines NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ✓ Policy & Governance
- ✓ Data, Evidence & Learning
- ✓ Support People to Captain & Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Colombia

LEAD WEF GPAP

LOCATION National

Colombia NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

-  Policy & Governance
-  Support People to Captain & Coordinate the Change
-  Data, Evidence & Learning

Colombia, Chile & Mexico

LEAD WRAP, Fundacion Chile, Cempre, WWF Mexico

LOCATION National

Unlocking innovations in circular plastics for flexible plastics by matching solutions providers with businesses in the Plastics Pacts.

-  Game Changing Solutions
-  Support People to Captain & Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Zambia

LEAD

WEF GPAP

LOCATION

National

Zambia NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- 

Policy & Governance
- 

Support People to Captain & Coordinate the Change
- 

Data, Evidence & Learning

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

C4R

LEAD
Searious Business

LOCATION
Dominican Republic and Saint Lucia, Local

The Caribbean Refuse, Reduce, Reuse, Recycle (C4R) initiative, unites partners across the Dominican Republic and Saint Lucia to tackle plastic pollution at its source. Including smart reusable packaging systems in cafés and take-away outlets plus replacing single-use plastics with waste-to-product recycling hubs processing HDPE and PP into durable items. By connecting reuse, recycling and design, C4R sets a blueprint for a resilient, circular-economy model across the Caribbean.

- ✓ Game Changing Solutions

✓ Policy & Governance

✓ Social Norms & Behaviours

✓ Livelihoods & a Just Transition
- ✓ Data, Evidence & Learning

✓ Support People to Captain and Coordinate the Change

Dominican Republic

LEAD
WEF GPAP

LOCATION
National

Dominican Republic NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ✓ Policy & Governance

✓ Data, Evidence & Learning
- ✓ Support People to Captain & Coordinate the Change

Dominican Republic Plastic Reboot

LEAD
GEF, UNEP, WWF

LOCATION
National

Operationalizing and implementing circular economy solutions to minimize plastic waste and reduce plastic pollution from food and beverage packaging.

- ✓ Game Changing Solutions

✓ Policy & Governance

✓ Social Norms & Behaviours
- ✓ Livelihoods & a Just Transition

✓ Support People to Captain and Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Paraguay

LEAD WEF GPAP

LOCATION National

Paraguay NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ✓ Policy & Governance
- ✓ Data, Evidence & Learning
- ✓ Support People to Captain & Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Laos Plastic Reboot

LEAD GEF, UNEP, WWF

LOCATION National

Operationalizing and implementing circular economy solutions to minimize plastic waste and reduce plastic pollution from food and beverage packaging.

- ☒ Game Changing Solutions
- ☒ Policy & Governance
- ☒ Social Norms & Behaviours
- ☒ Livelihoods & a Just Transition
- ☒ Support People to Captain and Coordinate the Change

Lao PDR

LEAD WEF GPAP

LOCATION National

Lao NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ☒ Policy & Governance
- ☒ Data, Evidence & Learning
- ☒ Support People to Captain & Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Bangladesh

LEAD Practical Action

LOCATION Faridpur, Local

Develop a waste collection and processing systems for low-grade plastic gathered from rivers and land.

- ☒ Social Norms & Behaviours
- ☒ Systemic Infrastructure & Systems
- ☒ Livelihoods & a Just Transition

Bangladesh

LEAD WEF GPAP

LOCATION National

Bangladesh NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ☒ Policy & Governance
- ☒ Support People to Captain & Coordinate the Change
- ☒ Data, Evidence & Learning

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Tanzania

LEAD WEF GPAP

LOCATION National

Tanzania NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

-  Policy & Governance
-  Support People to Captain & Coordinate the Change
-  Data, Evidence & Learning

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Gabon

LEAD WEF GPAP

LOCATION National

Gabon NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ☒ Policy & Governance
- ☒ Support People to Captain & Coordinate the Change
- ☒ Data, Evidence & Learning

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Kenya

LEAD Practical Action

LOCATION Kisumu, Local

Supporting informal waste collector groups to collect separated waste and recycle plastics, and clean up River Auji feeding Lake Victoria.

- ☒ Policy & Governance
- ☒ Social Norms & Behaviours
- ☒ Livelihoods & a Just Transition
- ☒ Data, Evidence & Learning

Kenya

LEAD WEF GPAP

LOCATION National

Kenya NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ☒ Policy & Governance
- ☒ Data, Evidence & Learning
- ☒ Support People to Captain & Coordinate the Change

Kenya Plastics Pact

LEAD SIB

LOCATION National

Collaborative action across the plastic packaging value chain to eliminate problematic plastic, improve design and increase reuse, recycling and use of recycled plastics.

- ☒ Game Changing Solutions
- ☒ Social Norms & Behaviours
- ☒ Livelihoods & a Just Transition
- ☒ Systemic Infrastructure & Systems
- ☒ Data, Evidence & Learning
- ☒ Support People to Captain and Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Angola

LEAD WEF GPAP

LOCATION National

Angola NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ☒ Policy & Governance
- ☒ Data, Evidence & Learning
- ☒ Support People to Captain & Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Senegal Plastic Reboot

LEAD

GEF, UNEP, WWF

LOCATION

National

Operationalizing and implementing circular economy solutions to minimize plastic waste and reduce plastic pollution from food and beverage packaging.

- ✓

Game Changing Solutions
- ✓

Policy & Governance
- ✓

Social Norms & Behaviours
- ✓

Livelihoods & a Just Transition
- ✓

Support People to Captain and Coordinate the Change

Senegal

LEAD

WEF GPAP

LOCATION

National

Senegal NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ✓

Policy & Governance
- ✓

Data, Evidence & Learning
- ✓

Support People to Captain & Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Guatamala

LEAD WEF GPAP

LOCATION National

Guatamala NPAP is a WEF initiative designed to bring together governments, businesses, and civil society to translate commitments to combat plastic pollution into concrete, actionable, and financed solutions.

- ✓ Policy & Governance
- ✓ Data, Evidence & Learning
- ✓ Support People to Captain & Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Brazil

LEAD

Delterra

LOCATION

Florianópolis, Contagem, and Arapiraca

This project aims to develop a Brazilian Cities Behavior Change Guide that provides municipalities with a practical, step-by-step roadmap for designing and implementing behavior change interventions to improve recycling and composting.

✓

Policy & Governance

✓

Data, Evidence & Learning

✓

Social Norms & Behaviours

✓

Support People to Captain and Coordinate the Change

Brazil

LEAD

EMF

LOCATION

Local

5 to 7 year infrastructure project in a demonstrator city in Brazil that aims to drive \$10m+ in voluntary investment into transforming collection and recycling infrastructure. Similar city level demonstrations in countries in Africa, South Asia and Southeast Asia is planned following learnings from Brazil.

✓

Policy & Governance

✓

Systemic Infrastructure & Systems

✓

Social Norms & Behaviours

✓

Data, Evidence & Learning

Brazil

LEAD

Delterra

LOCATION

Sao Paulo

This project helps São Paulo, Brazil, recycle more flexible plastics by making sure there is a steady supply of good-quality plastic for recyclers, building reliable demand from buyers and creating better opportunities for the waste workers involved.

✓

Game Changing Solutions

✓

Data, Evidence & Learning

✓

Livelihoods & a Just Transition

✓

Support People to Captain and Coordinate the Change

✓

Systemic Infrastructure & Systems

Brazil Plastic Reboot

LEAD

GEF, UNEP, WWF

LOCATION

National

Operationalizing and implementing circular economy solutions to minimize plastic waste and reduce plastic pollution from food and beverage packaging.

✓

Game Changing Solutions

✓

Livelihoods & a Just Transition

✓

Policy & Governance

✓

Support People to Captain and Coordinate the Change

✓

Social Norms & Behaviours

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

×

ANZPAC Plastics Pact

LEAD	APCO
LOCATION	Regional/National

Collaborative action across the plastic packaging value chain to eliminate problematic plastic, improve design and increase reuse, recycling and use of recycled plastics. Australia, New Zealand and 5 Pacific Islands.

✓

Game Changing Solutions

✓

Social Norms & Behaviours

✓

Livelihoods & a Just Transition

✓

Systemic Infrastructure & Systems

✓

Data, Evidence & Learning

✓

Support People to Captain and Coordinate the Change

South Africa Plastic Reboot

LEAD GEF, UNEP, WWF

LOCATION National

Operationalizing and implementing circular economy solutions to minimize plastic waste and reduce plastic pollution from food and beverage packaging.

- ☒ Game Changing Solutions
- ☒ Policy & Governance
- ☒ Social Norms & Behaviours
- ☒ Livelihoods & a Just Transition
- ☒ Support People to Captain and Coordinate the Change

South Africa Plastics Pact

LEAD GreenCape, WRAP

LOCATION National

Collaborative action across the plastic packaging value chain to eliminate problematic plastic, improve design and increase reuse, recycling and use of recycled plastics.

- ☒ Game Changing Solutions
- ☒ Social Norms & Behaviours
- ☒ Livelihoods & a Just Transition
- ☒ Systemic Infrastructure & Systems
- ☒ Data, Evidence & Learning
- ☒ Support People to Captain and Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Poland Plastics Pact

LEAD Sustainable Development Consultancy

LOCATION National

Collaborative action across the plastic packaging value chain to eliminate problematic plastic, improve design and increase reuse, recycling and use of recycled plastics.

- ✓ Game Changing Solutions
- ✓ Social Norms & Behaviours
- ✓ Systemic Infrastructure & Systems
- ✓ Data, Evidence & Learning
- ✓ Support People to Captain and Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Portugal Plastics Pact

LEAD SmartWaste Portugal

LOCATION National

Collaborative action across the plastic packaging value chain to eliminate problematic plastic, improve design and increase reuse, recycling and use of recycled plastics.

- ✓ Game Changing Solutions
- ✓ Social Norms & Behaviours
- ✓ Systemic Infrastructure & Systems

- ✓ Data, Evidence & Learning
- ✓ Support People to Captain and Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

France Plastics Pact

LEAD

LOCATION National

Collaborative action across the plastic packaging value chain to eliminate problematic plastic, improve design and increase reuse, recycling and use of recycled plastics.

- ☒ Game Changing Solutions
- ☒ Data, Evidence & Learning
- ☒ Social Norms & Behaviours
- ☒ Support People to Captain and Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

UK Plastics Pact

LEAD WRAP

LOCATION National

Collaborative action across the plastic packaging value chain to eliminate problematic plastic, improve design and increase reuse, recycling and use of recycled plastics.

- | | |
|-------------------------------------|---|
| ✓ Game Changing Solutions | ✓ Data, Evidence & Learning |
| ✓ Policy & Governance | ✓ Support People to Captain and Coordinate the Change |
| ✓ Social Norms & Behaviours | |
| ✓ Systemic Infrastructure & Systems | |

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders



US Plastics Pact

LEAD

US Plastics Pact

LOCATION

National

Collaborative action across the plastic packaging value chain to eliminate problematic plastic, improve design and increase reuse, recycling and use of recycled plastics.

- 

Game Changing Solutions
- 

Data, Evidence & Learning
- 

Social Norms & Behaviours
- 

Support People to Captain and Coordinate the Change
- 

Systemic Infrastructure & Systems

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Canada Plastics Pact

LEAD Generate Canada

LOCATION National

Collaborative action across the plastic packaging value chain to eliminate problematic plastic, improve design and increase reuse, recycling and use of recycled plastics.

- | | |
|-------------------------------------|---|
| ✓ Game Changing Solutions | ✓ Data, Evidence & Learning |
| ✓ Social Norms & Behaviours | ✓ Support People to Captain and Coordinate the Change |
| ✓ Systemic Infrastructure & Systems | |

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Mexico Plastics Pact

LEAD WWF Mexico

LOCATION National

Collaborative action across the plastic packaging value chain to eliminate problematic plastic, improve design and increase reuse, recycling and use of recycled plastics.

- ☒ Game Changing Solutions
- ☒ Social Norms & Behaviours
- ☒ Livelihoods & a Just Transition
- ☒ Systemic Infrastructure & Systems
- ☒ Data, Evidence & Learning
- ☒ Support People to Captain and Coordinate the Change

Colombia, Chile & Mexico

LEAD WRAP, Fundacion Chile, Cempre, WWF Mexico

LOCATION National

Unlocking innovations in circular plastics for flexible plastics by matching solutions providers with businesses in the Plastics Pacts.

- ☒ Game Changing Solutions
- ☒ Support People to Captain & Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Chile Plastics Pact

LEAD Fundacion Chile

LOCATION National

Collaborative action across the plastic packaging value chain to eliminate problematic plastic, improve design and increase reuse, recycling and use of recycled plastics.

- ☒ Game Changing Solutions
- ☒ Policy & Governance
- ☒ Social Norms & Behaviours
- ☒ Livelihoods & a Just Transition
- ☒ Systemic Infrastructure & Systems
- ☒ Data, Evidence & Learning
- ☒ Support People to Captain and Coordinate the Change

Colombia, Chile & Mexico

LEAD WRAP, Fundacion Chile, Cempre, WWF Mexico

LOCATION National

Unlocking innovations in circular plastics for flexible plastics by matching solutions providers with businesses in the Plastics Pacts.

- ☒ Game Changing Solutions
- ☒ Support People to Captain & Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Jordan Plastic Reboot

LEAD

GEF, UNEP, WWF

LOCATION

National

Operationalizing and implementing circular economy solutions to minimize plastic waste and reduce plastic pollution from food and beverage packaging.

✓

Game Changing Solutions

✓

Livelihoods & a Just Transition

✓

Policy & Governance

✓

Support People to Captain and Coordinate the Change

✓

Social Norms & Behaviours

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Morocco Plastic Reboot

LEAD GEF, UNEP, WWF

LOCATION National

Operationalizing and implementing circular economy solutions to minimize plastic waste and reduce plastic pollution from food and beverage packaging.

- ✓ Game Changing Solutions
- ✓ Policy & Governance
- ✓ Social Norms & Behaviours
- ✓ Livelihoods & a Just Transition
- ✓ Support People to Captain and Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders



Cook Islands Plastic Reboot

LEAD	GEF, UNEP, WWF
LOCATION	National

Operationalizing and implementing circular economy solutions to minimize plastic waste and reduce plastic pollution from food and beverage packaging.

 Game Changing Solutions

 Policy & Governance

 Social Norms & Behaviours

 Livelihoods & a Just Transition

 Support People to Captain and Coordinate the Change

Burkina Faso Plastic Reboot

LEAD GEF, UNEP, WWF

LOCATION National

Operationalizing and implementing circular economy solutions to minimize plastic waste and reduce plastic pollution from food and beverage packaging.

- | | |
|-----------------------------|---|
| ✓ Game Changing Solutions | ✓ Livelihoods & a Just Transition |
| ✓ Policy & Governance | |
| ✓ Social Norms & Behaviours | ✓ Support People to Captain and Coordinate the Change |

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

USA

LEAD Delterra

LOCATION California

This Demand Accelerator project is focused on research and development into potential new end markets to absorb recycled flexible plastics and to generate new demand for such materials – especially within the context of California's EPR requirements.

- ✓ Game Changing Solutions
- ✓ Policy & Governance
- ✓ Systemic Infrastructure & Systems
- ✓ Data, Evidence & Learning
- ✓ Support People to Captain and Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Closing the Caribbean Plastic Tap - Sustainable Grants Program

LEAD

Searious Business

LOCATION

Antigua & Barbuda, Grenada, Saint Lucia, St Kitts & Nevis, and St Vincent & the Grenadines, National

Caribbean small-grants programme to support women- and youth-led initiatives tackling plastic pollution. This includes creating a transparent framework for awarding micro-grants to local entrepreneurs, community groups and innovators developing upstream circular solutions.

Educational webinars for local stakeholders, promoting awareness of circular opportunities and encouraging eligible organisations to apply. Together, these efforts will help unlock grassroots action and empower communities to reduce plastic waste and build sustainable livelihoods.

✓ Livelihoods & a Just Transition

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

Buddie Pack

LEAD	Searious Business
LOCATION	Europe, Regional

Buddie Pack is a multi-stakeholder European initiative accelerating the shift to reusable plastic packaging (RPP) systems. Within the project, Searious Business led the economic and strategic groundwork for large-scale reuse, including cost-benefit analysis, business modelling, and identifying high-potential reuse formats that can scale across Europe. This work helps ensure that future reuse systems are both economically viable and policy-aligned.

- ✓

Game Changing Solutions
- ✓

Policy & Governance
- ✓

Social Norms & Behaviours
- ✓

Livelihoods & a Just Transition
- ✓

Systemic Infrastructure & Systems
- ✓

Data, Evidence & Learning
- ✓

Support People to Captain and Coordinate the Change

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

RePLHA

LEAD	Searious Business
LOCATION	Benelux, Regional

RePLHA (Reusable Transport Packaging for Large Household Appliances) builds a scalable system of reusable transport packaging for the white-goods industry in Europe. The project responds to the upcoming Packaging and Packaging Waste Regulation (PPWR), which sets ambitious reuse targets for in-country and cross-border transport packaging. Phase 1 includes developing market assessments, business models, design standards and shared infrastructure for pooling and logistics.

- ✓

Game Changing Solutions
- ✓

Systemic Infrastructure & Systems
- ✓

Social Norms & Behaviours
- ✓

Data, Evidence & Learning

Brabant Veegt de Vloer Aan

LEAD	Searious Business
LOCATION	Netherlands, Local

“Brabant Sweeps Away Single-Use Packaging in Cleaning” is an innovative pilot project in the Province of North Brabant aimed at drastically reducing single-use plastic packaging in the professional cleaning sector. The project tests a refill system where cleaners replace disposable trigger bottles with durable, chip-enabled, refillable bottles that are automatically filled by smart, hygienic refill machines. These machines provide data insights on product use, stock levels and training needs, helping companies improve efficiency and reduce waste.

- ✓

Game Changing Solutions
- ✓

Systemic Infrastructure & Systems
- ✓

Social Norms & Behaviours
- ✓

Data, Evidence & Learning

oceanBag

LEAD	Searious Business
LOCATION	Netherlands, National

oceanBag is a reuse-system initiative designed to scale the use of reusable Flexible Intermediate Bulk Containers (Big Bags) in the Netherlands. By establishing a circular pooling system—with inspection, cleaning, tracking and reuse.

- ✓

Game Changing Solutions
- ✓

Data, Evidence & Learning
- ✓

Social Norms & Behaviours
- ✓

Support People to Captain and Coordinate the Change
- ✓

Systemic Infrastructure & Systems

Map of current initiatives

THE GLOBAL VIEW

A sample of current initiatives based on input from consulted stakeholders

WRAP is a global environmental action NGO transforming our broken product and food systems to create Circular Living. For the benefit of the climate, nature and people.

Our core purpose is to create a world with higher standards of living by using our precious resources more intelligently.

Our vision is a thriving, sustainable world where Circular Living is commonplace, and our mission is to embed this Circular Living in every boardroom and every home.

We examine sustainability challenges through the lens of people's day-to-day lives. We transform the systems that provide the products we consume. We catalyse action from policy makers, businesses, NGOs and citizens to make it happen.

Find out more at:

www.wrap.org.uk

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