

2030 STRATEGY

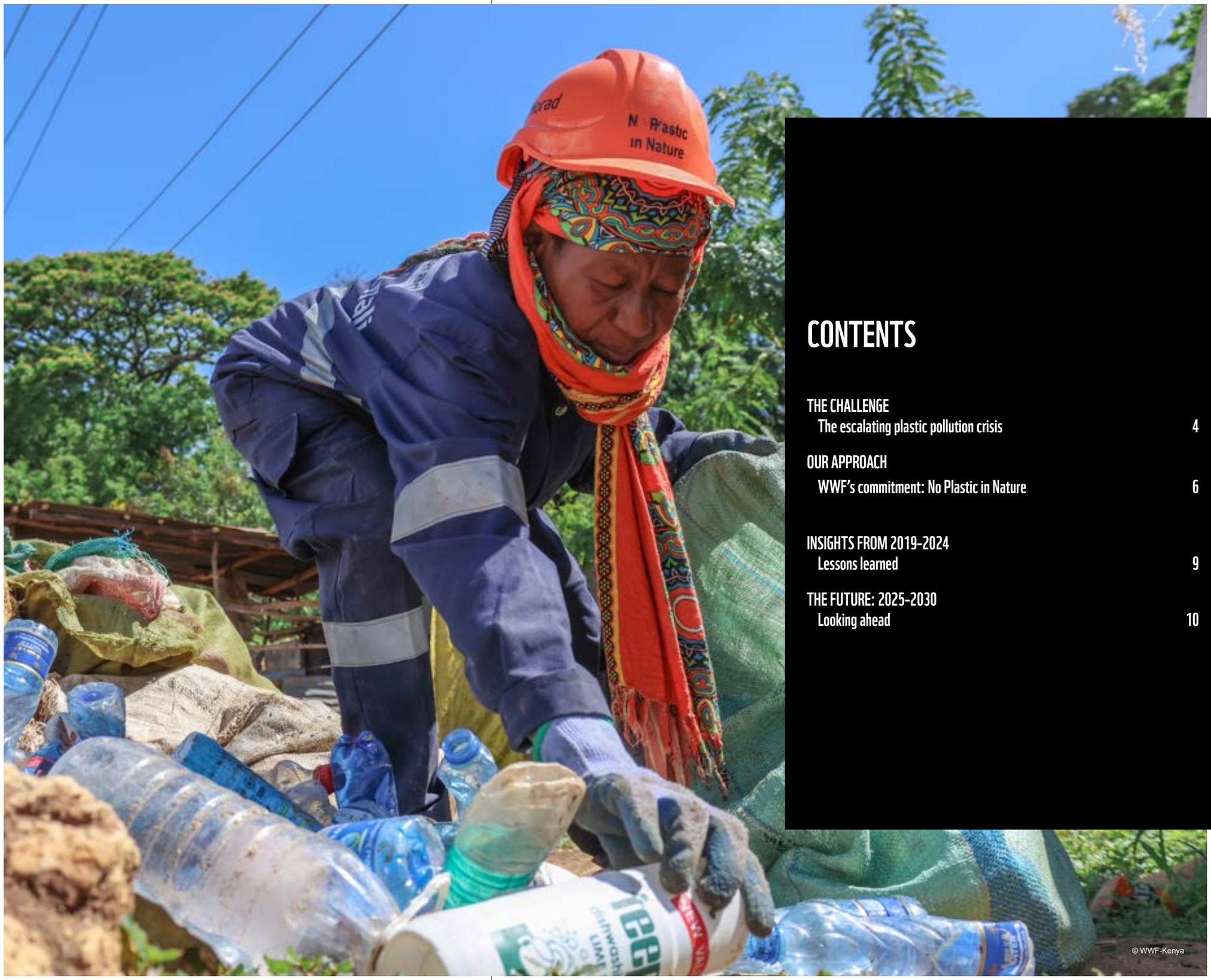
NO PLASTIC IN NATURE INITIATIVE

DRIVING SYSTEMS CHANGE IN THE GLOBAL FIGHT AGAINST PLASTIC POLLUTION

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WWF is an independent conservation organisation, with over 35 million followers and a global network active through local leadership in over 100 countries. Our mission is to stop the degradation of the planet's natural environment and to build a future in which people live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

Find out more at **panda.org**



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THE ESCALATING PLASTIC POLLUTION CRISIS

Despite growing global awareness, the plastic pollution crisis continues to escalate. More than 30 000 tonnes of plastic leak into our oceans every day,[1] posing increasing threats to ecosystems, economies and human health.


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Between 1950 and 2000, annual global plastic production increased from nearly 2 million tonnes to more than 200 million tonnes.[2] In the last 20 years alone, both annual global plastic production and plastic waste have doubled. If current trends continue, by 2040, global plastic production will double again while plastic leakage into the ocean will triple.[3] Currently, over 460 million tonnes of virgin plastic are produced, a significant proportion of which is designated for single-use items every year. Alarmingly, only 9% of this plastic is recycled globally, leaving the majority to be incinerated or to persist in our environment.[4]

The environmental toll is profound. Over 2 140 species have so far been found to encounter plastic pollution in their natural environments. Of these, over 1 254 species have ingested plastics, and 276 species have been documented as harmed by entanglement.[5] This figure continues to rise as new studies are conducted and new methods of detection for microplastics are developed.

Economically, the burden of plastic pollution is disproportionately borne by low-income countries in the form of reduced ecosystem services, increased waste management costs and growing human health risks. Despite consuming nearly three times less plastic per capita than high-income nations, these countries incur a total lifetime plastic cost that is up to 10 times higher.[6] This disparity underscores the inequities embedded in the current plastics value chain.

1 The Pew Charitable Trusts. 2020. *Breaking the plastic wave: A comprehensive assessment of pathways towards stopping ocean plastic pollution*. The Pew Charitable Trusts and SYSTEMIQ. https://www.pew.org/-/media/assets/2020/07/breakingtheplasticwave_report.pdf

2 OECD. 2022. *Global Plastics Outlook: Economic drivers, environmental impacts and policy options*. OECD Publishing, Paris, France. https://doi.org/10.1787/de747aef-en

3 The Pew Charitable Trusts (see note 1).

4 OECD (see note 2).

5 Tekman MB, Walther BA, Peter C, Gutow L and M Bergmann. 2022. *Impacts of plastic pollution in the oceans on marine species, biodiversity and ecosystems*. WWF Germany, Berlin, Germany. https://doi.org/10.5281/zenodo.5898684

6 WWF. 2023. *Who Pays for Plastic Pollution?* WWF International, Gland, Switzerland. https://www.worldwildlife.org/publications/who-pays-for-plastic-pollution



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WHAT IS THE PROBLEM?

Efforts to address plastic pollution have been under way for many years. But they have failed to shift the trajectory of the problem: plastic has become one of the most ubiquitous materials in use around the world today.

The systemic causes of this escalating crisis include:

- **Unsustainable production and consumption of plastic:** The take-make-waste model is exacerbated by a growing global population.
- **Product design optimised for convenience rather than circularity:** Additives, components and multiple polymers are used that make products unsuitable for reuse or recycling.
- **A lack of global coordination and alignment on how to regulate and manage plastic:** Multiple plastic products are traded globally across countries, each with their own regulations and waste management systems.
- **A lack of accountability across the system:** Externalities are not incorporated into the current cost of plastics, with virgin, fossil-based, single-use plastic often being the least expensive option.
- **Few incentives for using alternative materials, technologies and business models:** Alternatives have a high cost to entry, making them risky for businesses to scale and not competitive with products made from virgin plastics.

GLOBAL DEVELOPMENTS: THE COVID-19 PANDEMIC AND TREATY NEGOTIATIONS

The COVID-19 pandemic complicated efforts to address plastic pollution. Lockdowns and health concerns led to a surge in single-use plastics such as personal protective equipment, exacerbating the waste crisis. The pandemic disrupted waste management systems worldwide, highlighting the need for resilient and sustainable infrastructure.

In March 2022, at the resumed fifth session of the UN Environment Assembly (UNEA-5.2), a historic resolution was adopted to develop an international, legally binding instrument on plastic pollution, including in the marine environment. The resolution (5/14) requested the Executive Director of the UN Environment Programme (UNEP) to convene an Intergovernmental Negotiating Committee (INC) to develop the instrument, aiming to complete the negotiations by the end of 2024. The INC began its work during the second half of 2022, with sessions held in Uruguay, France, Kenya, Canada and South Korea.

Despite widespread support for ambitious measures, negotiations have faced delays because of differing national interests.

WWF'S COMMITMENT: NO PLASTIC IN NATURE

In response to the escalating plastic pollution crisis, WWF launched the No Plastic in Nature initiative. The goal is to bring WWF's deep scientific expertise, extensive global network, mobilisation power and longstanding partnerships with communities, governments and businesses to bear on the challenge.

OUR VISION

A WORLD WITH NO PLASTIC IN NATURE

This vision is based on:

A just and inclusive transition

A safe circular plastics economy

A recognition that the impacts of plastic pollution extend beyond biodiversity and include impacts on climate and human health



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A SYSTEMS-BASED APPROACH

There is no single, universally applicable model or solution to address plastic pollution. Waste leakage into the environment is a complex issue that differs from one country to the next. The complexity of the issue demands a holistic, multi-level, multi-actor approach across the full life cycle of the plastics value chain.

OBJECTIVES

WWF's approach to addressing plastic pollution is built around three strategic objectives for transforming the entire plastics system to prevent leakage into nature.

REDUCE

Reduce volumes of plastic production and consumption

As a priority, we must focus on reducing the total amount of plastic in the system by reducing the total amount of plastic being produced every year. To achieve this, we must eliminate the most high-risk, unnecessary and problematic plastics, and enable the responsible use of sustainable alternatives, wherever appropriate.

REDESIGN

Redesign systems and products to ensure reuse and recycling in practice

While the remaining plastic can, in theory, be reused and ultimately recycled, most of the existing products and systems are not designed to make this happen. We need to improve product design standards, encourage greater use of non-toxic recycled content, drive eco-design and fund essential infrastructure.

CIRCULATE

Scale reuse and recycling solutions to prevent leakage into the environment

We need to support the scaling of well-designed reuse and recycling systems to keep the plastic we need in circulation. We must build and expand collection and reverse-logistics systems for reusable packaging; strengthen collection, segregation and recycling systems; and invest in local capacity building to improve waste management at the community level.

SUPPORTING ENABLERS

To achieve systemic change and deliver lasting outcomes, WWF recognises the need to strengthen key enabling conditions that support and sustain progress.

JUST TRANSITION

Enable a fair and inclusive transition to a circular economy

A just transition is essential. Solutions must be inclusive, equitable, and designed to support and benefit people, including the informal sector, to ensure that the shift to a safe circular economy leaves no one behind.

FINANCE

Sufficient and well-aligned finance

We must mobilise and align public and private financial resources at scale to fund the desired transition and find solutions that drive plastic reduction, circularity and improved waste management.

TRANSPARENCY AND DISCLOSURE

Greater transparency and disclosure across the plastics value chain will be vital to drive accountability

Governments, businesses and financial institutions must systematically disclose and use harmonised plastic-footprint data to inform action and track progress.

PATHWAYS FOR CHANGE

Plastic pollution does not recognise borders. It is a global issue that requires a global response, and no single country can solve it on its own. To achieve our vision of No Plastic in Nature, we need a holistic approach that builds on WWF's strengths and works across the full life cycle of the plastics value chain. This involves a multitude of stakeholders, ranging from leaders of governments to informal waste pickers. With deep expertise, global reach and strong cross-sector partnerships, WWF is uniquely positioned to coordinate and implement this work, bridging science, policy and industry to drive systems-level change and scale impact across markets.



INSIGHTS FROM 2019–2024

LESSONS LEARNED

Over the course of the past five years, the WWF No Plastic in Nature team has seen what works and what does not. Here are some of the key learnings and course corrections that have shaped the initiative's approach and that will guide the path forward.

THE ONLY CONSTANT IS CHANGE

Over the past five years, WWF teams working on plastic pollution have had to navigate a highly unpredictable global environment marked by the COVID-19 pandemic, shifting political dynamics, economic uncertainty and geopolitical conflict. These challenges disrupted supply chains, delayed policy processes, and diverted public and political attention. Yet, through strategic adaptation, the No Plastic in Nature initiative continued to drive tangible progress.

WWF supported the passage of national plastic regulations in several countries, helped pilot EPR schemes under new timelines, and expanded multi-stakeholder platforms through virtual engagement. These adjustments enabled key outcomes, such as maintaining momentum on policy reform, scaling up waste management pilots, and strengthening partnerships across sectors. Flexibility, combined with WWF's deep local presence and global reach, has proven critical to sustaining impact in a time of uncertainty.

IF YOU WANT TO GO FAST, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER

From the outset, WWF recognised that solving the plastic pollution crisis requires broad-based collaboration across the entire plastics value chain. The WWF team has worked closely with governments to shape and implement ambitious policies. They have also partnered with industry to drive innovation and accountability, and joined forces with other civil society organisations to amplify advocacy and share knowledge. These partnerships have been essential in aligning efforts, breaking down silos and building a more coherent, system-wide response to plastic pollution.

By bringing diverse actors to the table, each with unique strengths and perspectives, the No Plastic in Nature initiative has gone further, faster and with greater impact than any organisation could achieve alone.

START WITH THE END IN MIND

In the endeavour to end plastic pollution, successful pilot projects are an important first step. But real impact comes when solutions can be scaled and replicated beyond their original context. Too often, promising initiatives remain confined to individual sites, not only because they are tailored to local conditions but also because of a lack of funding, supportive management models and strategic planning to adapt and scale them effectively. That is why the No Plastic in Nature initiative emphasises the importance of embedding scalability into project design from the outset by designing solutions with flexibility, transferability and long-term sustainability in mind, and by engaging partners who can support scale. The No Plastic in Nature team can move beyond isolated successes to system-wide transformation. Starting with the end in mind means not just solving the problem locally, but building a foundation for change that can travel far beyond a specific site.

MEASURE TWICE, CUT ONCE

Reuse is one of the most effective solutions to solving plastic pollution. However, to date, many reuse projects in the packaging industry have failed to scale or sustain impact; they were simply not designed to function within the realities of existing systems, behaviours and market incentives. Many were small, fragmented pilots that lacked the infrastructure, policy support and financial models needed to operate at scale. Sometimes they focused narrowly on the technical aspects of reusable packaging without considering the logistical complexity of collection, cleaning, redistribution and consumer convenience. In addition, reuse systems often require a high level of collaboration across sectors, which is difficult to bring about without strong coordination and shared standards. Without enabling conditions such as supportive regulation, robust reverse logistics and aligned financial incentives for businesses and consumers, reuse solutions struggle to compete with the convenience and low cost of single-use plastics. To succeed, reuse must be embedded in a wider system designed to make it easy, affordable and accessible at scale.

LOOKING AHEAD

The next five years are critical in the No Plastic in Nature initiative's work to stem the tide of plastic pollution. Humanity is rapidly approaching a tipping point, not only in terms of environmental impact but also of political opportunity

Plastic production is set to nearly double by 2040 if current trends continue. This will increase the threat to ecosystems, communities and climate resilience. Over the next five years, there is a unique window to shape global action, with the ongoing negotiations for a legally binding Global Plastic Pollution Treaty and a surge in public and corporate commitments to circularity. If we fail to act decisively now, we risk locking in a high-pollution future that will be far more difficult and costly to reverse. But if we align ambition with investment and implementation, we can bend the curve of plastic pollution and secure a future where nature and people thrive, free from plastic waste. The key intervention areas for WWF's No Plastic in Nature initiative from 2025 to 2030 are outlined below.

ALIGNMENT WITH ROADMAP 2030

WWF's Roadmap 2030 is a strategic plan focused on helping reverse nature loss and build a nature-positive future by 2030. It aims to protect and restore biodiversity, strengthen sustainable food and agriculture systems, address climate change and resilience, elevate the value of nature in decision-making, support locally led conservation, and mobilise the finance needed to scale solutions.

The No Plastic in Nature Initiative's 2030 strategy contributes directly to delivering several of these objectives. Contributions towards both Roadmap 2030 and NPIN's 2030 Strategy are tracked using a set of standardised NPIN Indicators.

ROADMAP 2030 OBJECTIVES



OBJECTIVES FOR NO PLASTIC IN NATURE: 2025-2030

REDUCE

Reduce volumes of plastic production and consumption

Objectives

- Implement regulatory and market-based measures to reduce plastic production at the supply level
- Ban or phase out high-risk, unnecessary and problematic plastic products
- Enable the responsible use of sustainable alternatives

Strategic interventions

TRANSFORMING POLICY

- Advocate for legally binding global bans and phase-outs of the most harmful products and chemicals through the agreement and ratification of an ambitious and effective Global Plastic Pollution Treaty
- Strengthen the adoption of harmonised bans and phase-outs in existing global and regional policy frameworks such as the World Trade Organization, World Health Organization and Basel, Rotterdam and Stockholm (BRS) conventions
- Support the development of national regulatory measures aligned with harmonised global bans and phase-outs

INFLUENCING MARKETS

- Engage industry in the development and implementation of harmonised voluntary commitments to reduce overall plastic production and eliminate high-risk, unnecessary and problematic plastic products

SCALING LOCAL SOLUTIONS

- Support the national and subnational implementation and enforcement of bans and phase-outs
- Scale national or subnational efforts to implement incentives for the sustainable use of materials

COLLECTIVE ACTION

- Facilitate a sustainable transition for companies and small and medium enterprises (SMEs), policymakers and local communities by developing guidance tools on the use of sustainable alternatives
- Establish education, awareness and behaviour-change campaigns on reducing plastic consumption and using sustainable alternatives

INDICATORS

- OC 1.1 Amount of plastic reduced (tonnes)
- OC 1.2 Number of new, targeted decisions, policies, and commitments contributing to the reduction of plastic production at supply level, the ban or phase out of high risk, unnecessary and problematic plastics, or the use of sustainable alternatives that are approved or adopted in private or public sectors

OBJECTIVES FOR NO PLASTIC IN NATURE: 2025–2030

REDESIGN

Redesign systems and products to ensure reuse and recycling in practice

Objectives

- Harmonise global product design rules and systems to enable reuse and increase the use of recycled materials
- Establish policy mechanisms to incentivise and enhance eco-design and fund infrastructure

Strategic interventions

TRANSFORMING POLICY

- Advocate for legally binding harmonised product-design requirements through the agreement and ratification of an ambitious and effective Global Plastic Pollution Treaty
- Support the establishment of national policies in priority countries to deliver:
  - Mandatory extended producer responsibility (EPR) schemes
  - Large-scale reuse systems
  - Deposit return systems (DRSs)
  - Increased use of post-consumer recyclates (PCRs)

INFLUENCING MARKETS

- Engage industry in the development and adoption of harmonised voluntary product-design standards for key product categories

SCALING LOCAL SOLUTIONS

- Work with local actors to develop and test innovative eco-design products
- Support the design of large-scale reuse and deposit return systems

COLLECTIVE ACTION

- Foster the development, dissemination and adoption of best-practice EPR guidelines on key topics, including:
  - Product design
  - Eco-modulated fee systems
  - Incentives and mechanisms to support reuse or refill

INDICATORS

- OC 2.1 Number of new or strengthened policies (e.g. EPR), decisions, and commitments approved or adopted that support the redesign of systems and products for reuse and recycling

CIRCULATE

Scale reuse and recycling solutions to prevent leakage into the environment

Objectives

- Scale reuse and recycling solutions to prevent leakage into the environment
- Enhance local waste management skills and capacity

Strategic interventions

TRANSFORMING POLICY

- Enable the integration of vulnerable and affected groups in policymaking processes at global, national and subnational levels (aligned with Enabler 1: Just transition)

INFLUENCING MARKETS

- Mobilise corporate engagement and participation in:
  - EPR schemes
  - Large-scale reuse programmes
  - Establish effective voluntary industry initiatives[10]

SCALING LOCAL SOLUTIONS

- Pilot replicable solutions (including EPR schemes) to enable collection, segregation and recycling at scale in priority countries
- Collaborate with national and subnational governments on:
  - Developing national or subnational action plans or long-term strategy development
  - Doing capacity gap and effectiveness assessments (baseline or stakeholder analysis)
  - Supporting the integration of workers in informal and cooperative settings in reuse and recycling programmes

COLLECTIVE ACTION

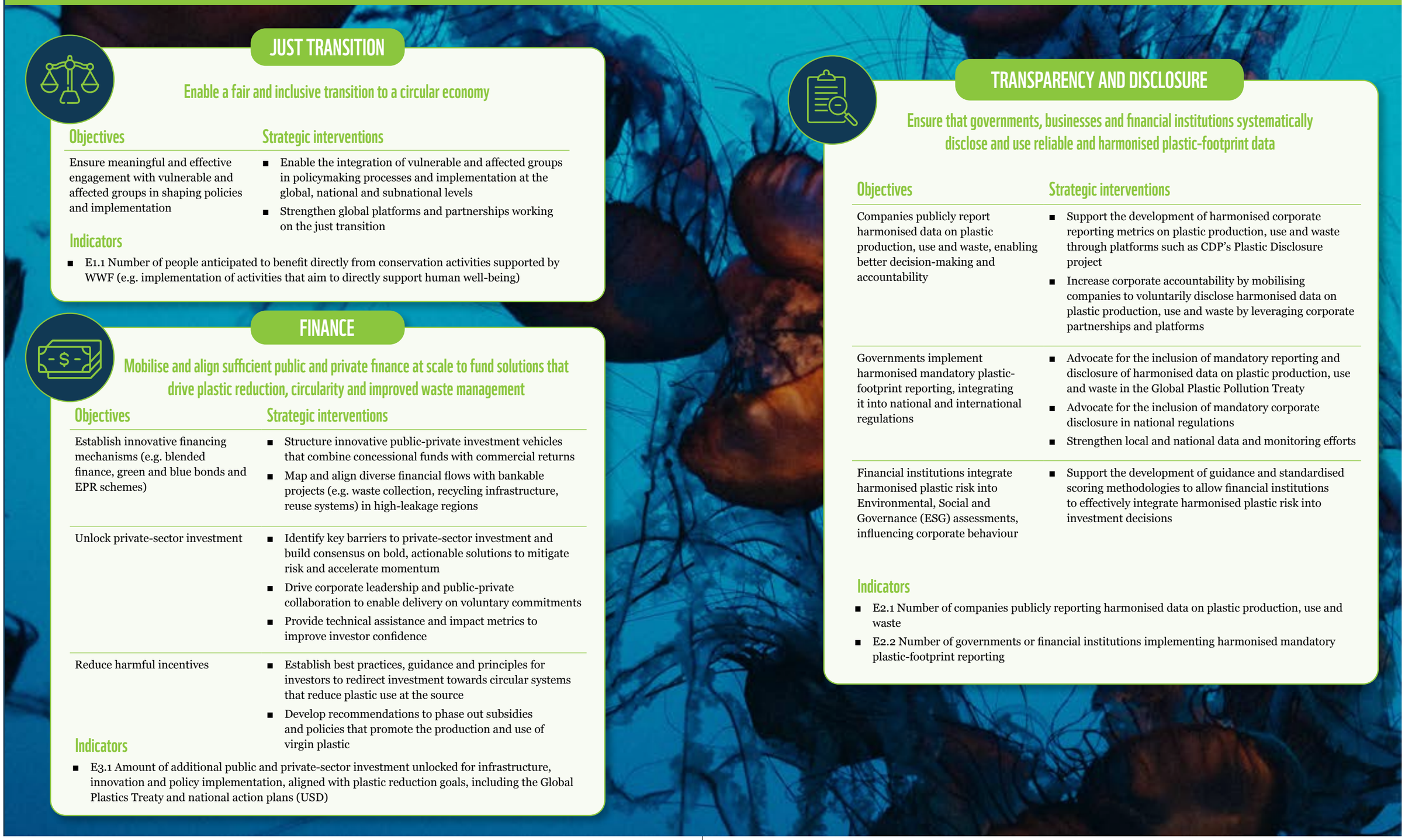
- Support the development and implementation of large-scale reuse and reverse-logistics pilots
- Stimulate consumer behavioural change on reuse and recycling
- Strengthen global platforms and partnerships such as the Reuse Portal, Global Action Partnership (GAP) for EPR, Plastic Smart Cities, Plastic Reboot and Lift Collaborative to:
  - Coordinate action across the private and public sectors

INDICATORS

- S-OC 3.1 Amount of plastic leakage reduced (tonnes)
- Sub-indicator OC 3.1.1 Amount of plastic recycled (tonnes)
- C 3.2 Reuse market share of a certain sector/product category

10 WWF defines effective voluntary initiatives as initiatives that align with the No Plastic in Nature strategy, take a systems-based approach addressing the full life cycle of plastics, are grounded in transparency and accountability (third-party verified), align with national roadmaps and the Global Plastic Pollution Treaty, prioritise upstream solutions and support a just and inclusive transition.

SUPPORTING ENABLERS FOR NO PLASTIC IN NATURE: 2025-2030



JUST TRANSITION

Enable a fair and inclusive transition to a circular economy

Objectives	Strategic interventions
Ensure meaningful and effective engagement with vulnerable and affected groups in shaping policies and implementation	■ Enable the integration of vulnerable and affected groups in policymaking processes and implementation at the global, national and subnational levels ■ Strengthen global platforms and partnerships working on the just transition

Indicators

- E1.1 Number of people anticipated to benefit directly from conservation activities supported by WWF (e.g. implementation of activities that aim to directly support human well-being)

FINANCE

Mobilise and align sufficient public and private finance at scale to fund solutions that drive plastic reduction, circularity and improved waste management

Objectives	Strategic interventions
Establish innovative financing mechanisms (e.g. blended finance, green and blue bonds and EPR schemes)	■ Structure innovative public-private investment vehicles that combine concessional funds with commercial returns ■ Map and align diverse financial flows with bankable projects (e.g. waste collection, recycling infrastructure, reuse systems) in high-leakage regions
Unlock private-sector investment	■ Identify key barriers to private-sector investment and build consensus on bold, actionable solutions to mitigate risk and accelerate momentum ■ Drive corporate leadership and public-private collaboration to enable delivery on voluntary commitments ■ Provide technical assistance and impact metrics to improve investor confidence
Reduce harmful incentives	■ Establish best practices, guidance and principles for investors to redirect investment towards circular systems that reduce plastic use at the source ■ Develop recommendations to phase out subsidies and policies that promote the production and use of virgin plastic

Indicators

- E3.1 Amount of additional public and private-sector investment unlocked for infrastructure, innovation and policy implementation, aligned with plastic reduction goals, including the Global Plastics Treaty and national action plans (USD)

TRANSPARENCY AND DISCLOSURE

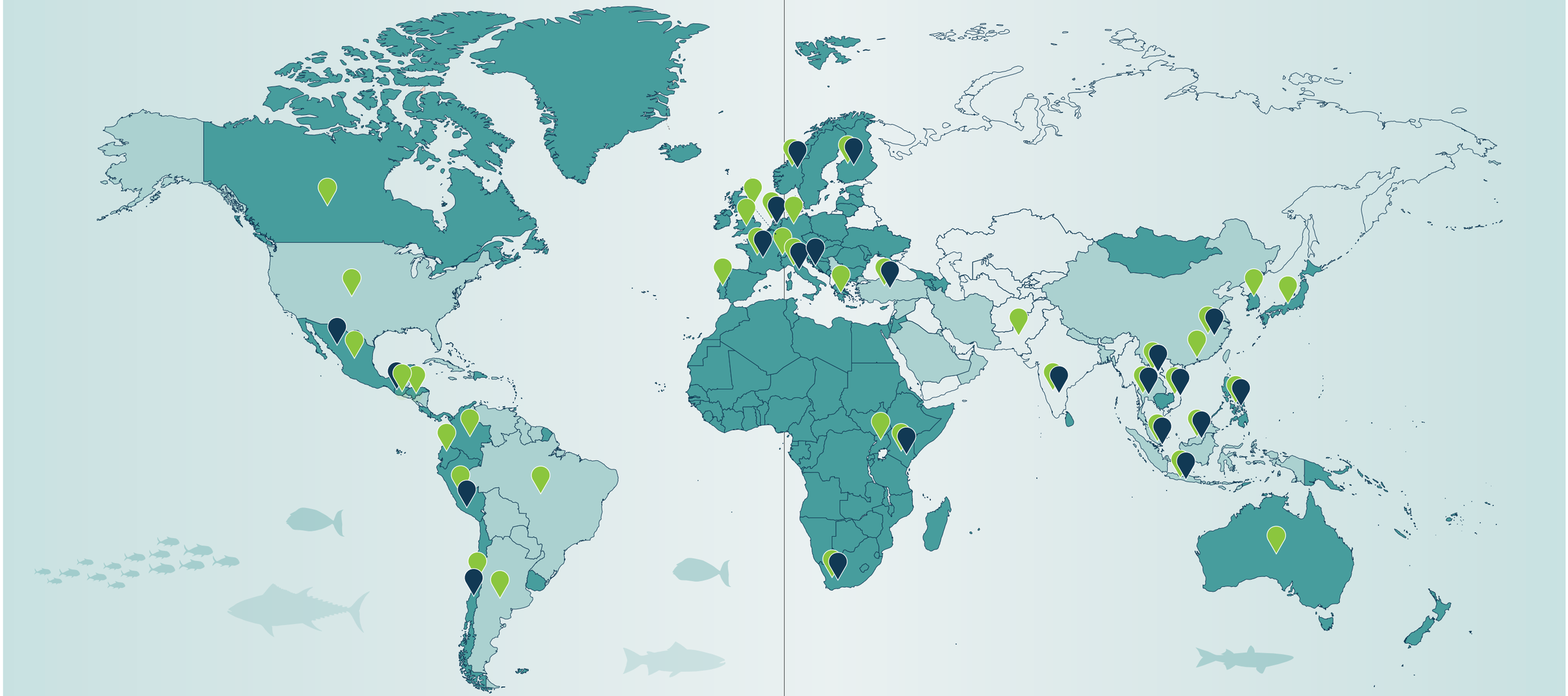
Ensure that governments, businesses and financial institutions systematically disclose and use reliable and harmonised plastic-footprint data

Objectives	Strategic interventions
Companies publicly report harmonised data on plastic production, use and waste, enabling better decision-making and accountability	■ Support the development of harmonised corporate reporting metrics on plastic production, use and waste through platforms such as CDP's Plastic Disclosure project ■ Increase corporate accountability by mobilising companies to voluntarily disclose harmonised data on plastic production, use and waste by leveraging corporate partnerships and platforms
Governments implement harmonised mandatory plastic-footprint reporting, integrating it into national and international regulations	■ Advocate for the inclusion of mandatory reporting and disclosure of harmonised data on plastic production, use and waste in the Global Plastic Pollution Treaty ■ Advocate for the inclusion of mandatory corporate disclosure in national regulations ■ Strengthen local and national data and monitoring efforts
Financial institutions integrate harmonised plastic risk into Environmental, Social and Governance (ESG) assessments, influencing corporate behaviour	■ Support the development of guidance and standardised scoring methodologies to allow financial institutions to effectively integrate harmonised plastic risk into investment decisions

Indicators

- E2.1 Number of companies publicly reporting harmonised data on plastic production, use and waste
- E2.2 Number of governments or financial institutions implementing harmonised mandatory plastic-footprint reporting

THE NO PLASTIC IN NATURE INITIATIVE'S WORK AROUND THE WORLD (2025)



SUPPORTING THE WWF MUST-HAVES IN THE GLOBAL PLASTIC POLLUTION TREATY

133 Countries supporting all of WWF's must-haves in the treaty

37 Countries supporting some of WWF's must-haves in the treaty

Positions as of July 2025. For more detail on countries' positions, visit WWF's Plastic Navigator.

PLASTIC SMART CITIES (PSC) SITES

AFRICA

1. South Africa (1 site)
2. Kenya (1 site)

EUROPE

3. Croatia (2 sites)
4. Italy (1 site)
5. France (2 sites)
6. Netherlands (2 sites)
7. Finland (1 site)
8. Norway (1 site)

ASIA

9. China, including Hong Kong SAR (3 sites)
10. India (1 site)
11. Indonesia (7 sites)
12. Laos (3 sites)
13. Malaysia (1 site)
14. Philippines (12 sites)
15. Thailand (8 sites)
16. Turkiye (3 sites)
17. Viet Nam (14 sites)

LATIN AMERICA

18. Chile (1 site)
19. Guatemala (1 site)
20. Mexico (2 sites)
21. Peru (1 site)

For more detail on individual PSC sites in each listed country, visit plasticsmartcities.org.

WWF OFFICES WORKING ON NO PLASTIC IN NATURE

1. South Africa
2. Kenya
3. United Kingdom
4. Germany
5. Italy
6. France
7. Netherlands
8. Finland
9. Norway
10. China
11. Hong Kong SAR
12. India
13. Indonesia
14. Laos
15. Malaysia
16. Philippines
17. Thailand
18. Turkiye
19. Viet Nam
20. Japan
21. South Korea
22. Singapore
23. Switzerland
24. Portugal
25. Greece
26. Uganda
27. Pakistan
28. Canada
29. USA
30. Mexico
31. Guatemala
32. Honduras
33. Colombia
34. Ecuador
35. Peru
36. Chile
37. Brazil
38. Argentina
39. Australia



CALL FOR COLLABORATION FROM GOVERNMENTS, BUSINESSES AND CIVIL SOCIETY

The plastic pollution crisis is one of the greatest environmental challenges of our time, but it is also one that we have the knowledge, tools and momentum to solve. A future with no plastic in nature is possible, but only if we act with urgency, unity and unwavering resolve. We call upon governments, businesses and civil society around the world to act boldly, urgently, and together!

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WWF

Working to sustain the natural world for the benefit of people and wildlife.

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