

WWF's Global Strategy: No Plastics in Nature



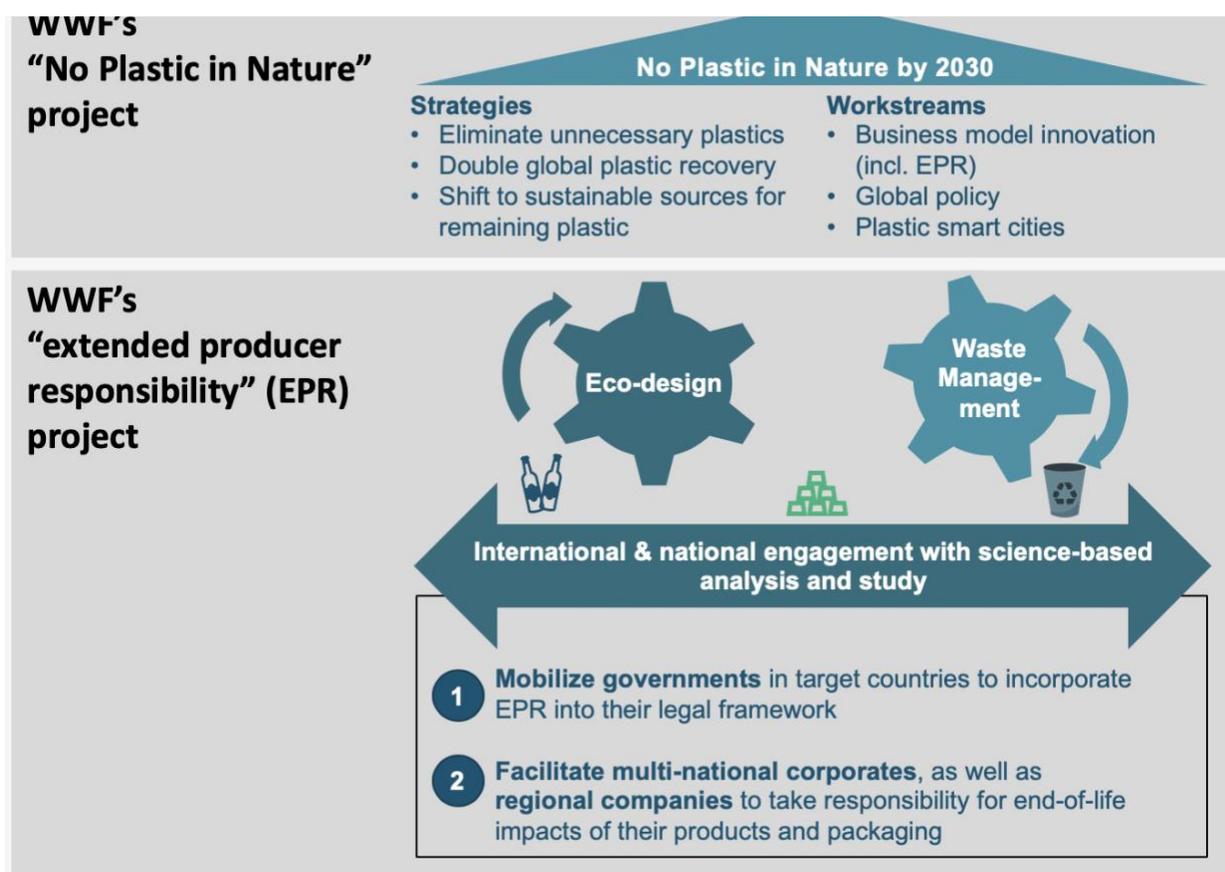
Plastic waste at the Thilafushi waste disposal site, Maldives. Photo © Mohamed Abdullaheem

WWF tackles the root of plastic pollution. Together with our partners we developed an innovative approach moving beyond clean-up alone. WWF aims to accelerate a transition to a global circular plastics economy, with a focus on material and product redesign, consumer behavior and circular waste management. The strategy focuses on two levels of plastic pollution in particular; reducing the use of plastics by redesigning materials and products on the one hand, and stopping the leakage by creating circular waste management systems for plastics on the other hand.

WWF's Extended Producer Responsibility (EPR) Project

WWF has identified the Extended Producer Responsibility (EPR) scheme as a critical policy tool with a track record to hold manufacturers accountable for their plastic products and packaging's end-of-life impacts, as well as to encourage holistic eco-design in the business sector. Thus, the WWF Network EPR project, by facilitating partnerships among various stakeholders and sharing best practices globally, hopes to promote and enhance the adoption of EPR schemes, reduce plastic leakage into nature and achieving circular economy.

Please find detailed materials [here](#).



Extended Producer Responsibility. Photo © WWF-Malaysia

Additional EPR-related Resources

- [EPR infographic](#): Familiarize yourself quickly with the essentials of EPR
- [WWF's EPR position paper](#): Learn more about WWF's guidance on EPR

- WWF's asks from companies: Understand what it takes to collaborate with WWF on EPR
- **EPR briefing for governments and businesses**: Find out how to successfully implement EPR schemes step-by-step
- **Legal framework study of EPR**: Acquire a solid knowledge base on EPR schemes and the current EPR status for managing packaging waste in Indonesia, Malaysia, the Philippines, Thailand and Vietnam
- **Plastic packaging market in Southeast Asia**: Identify leading and lagging consumer goods companies active in Southeast Asia.

If you're excited to learn more about our work, please reach out to WWF's EPR team to start a conversation.

WWF's EPR Team

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