



**ALLIANCE TO
END PLASTIC WASTE**

Cross value chain initiative to stop plastic waste in the environment

John Reves, Director, Plastic and Packaging, WBCSD





ALLIANCE TO END PLASTIC WASTE

The largest global, CEO led, cross-value chain, not-for-profit organization with the clear mission to develop, deploy and bring to scale solutions that will minimize and keep plastic waste out of the environment while promoting solutions for used plastics, including reuse, recovery, and recycling



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ALLIANCE TO END PLASTIC WASTE



“Everyone agrees that plastic waste does not belong in our oceans or anywhere in the environment. This is a complex and serious global challenge that calls for swift action and strong leadership. This new alliance is the most comprehensive effort to date to end plastic waste in the environment.”

David Taylor, Chairman of the Board, President and CEO of Procter & Gamble, and chairman of the AEPW

An aerial photograph of a river with clear, turquoise water flowing through a rocky, gravelly landscape. The river winds through the scene, with some green trees visible on the banks. A large, semi-transparent green rectangular overlay covers the left side of the image, containing white text.

\$1.5 BILLION

COMMITTED TO KEEPING
PLASTIC WASTE OUT OF
THE ENVIRONMENT.



**ALLIANCE TO
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The solution – A complementary approach



Combining the **expertise of the whole value chain** from raw material to manufacturing, to brand/retail, to waste management

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Action-oriented to achieve tangible through **on-the-ground projects & investment** in infrastructure

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Market-oriented by deploying strategies to **increase the value of plastic waste streams** to support investment

.....



Collaborative by **bringing together industry, government, communities & civil society**



Photo source from UN Environment

Introducing the CEO

ALLIANCE TO END PLASTIC
WASTE APPOINTS JACOB
DUER AS PRESIDENT AND
CHIEF EXECUTIVE OFFICER

Founding Strategic Partner World Business Council for Sustainable Development



Supporting the establishment in the first year of operations of the Alliance to End Plastic Waste

Key activities:

- Lead and support on the recruitment of new Alliance members
- Advise the Alliance Executive Committee
- Develop a robust network of local and regional coordination groups
- Develop a process for reporting Alliance progress
- Create a knowledge hub to share best practice, gap analysis, lessons learned and recommendations from Alliance programs and projects

Pillar

Program Areas



Infrastructure

Integrated waste management system design for cities
Sorting and collection systems
Advanced chemical and mechanical recycling technologies



Innovation

Incubating new technologies and business models
Product and end use markets



Education

Enabling data systems
Collaborating with governments and agencies



Clean-Up

Preventing river-bound plastics
Coordinated cleanup actions

Project Criteria Definitions

*Understanding the key elements
of each criteria*

Criteria	Definition
License to operate	<ul style="list-style-type: none">• Consistent with Alliances foundational policies• Ensure compliance with all laws and regulations
Strategic Alignment	<ul style="list-style-type: none">• Consistent with Alliance mission, promotes highest / best use of plastic• Cross-value chain; leverages Alliance core capabilities and synergies
Technical Feasibility	<ul style="list-style-type: none">• Based on sound scientific / technological foundation• Implementation complexity
Economics	<ul style="list-style-type: none">• Potential for self-sustaining economics based on market fundamentals <p>Attractive ratio of plastic waste diverted per cost of program (\$/T)</p>
Plastic Waste Impact	<ul style="list-style-type: none">• Material and scalable, tons redirected from the environment• Focus on high leakage markets with applicability to multiple markets
Stakeholder Engagement and Credibility	<ul style="list-style-type: none">• Government, key NGOs, communities and consumers• Builds Alliance credibility
Environmental and Social Impacts	<ul style="list-style-type: none">• Enable improvements in other areas (e.g. water, emissions)• Promotes community benefits (e.g. jobs, living conditions, infrastructure)

Initial Projects



Global Information Platform

Developing an open source, science-based **Global Information Platform** to support waste management efforts with reliable data, metrics and standards to help accelerate the prevention of plastic waste entering the environment.



City Partnerships

City Partnerships to design integrated waste management systems where infrastructure is lacking, especially along rivers which transport vast amounts of plastic waste to the ocean.



WWW.STOPOCEANPLASTICS.COM

Project Stop Objectives:

- 1) Zero leakage of waste into the environment
- 2) Increased resource efficiency and recycling of plastics
- 3) Benefits for the local community by creating new jobs and reducing impacts of mismanaged waste on public health, tourism and fisheries





Supporting **Renew Oceans Renew Ganga** project to aid localized investment and engagement, that is designed to capture plastic waste before it reaches the ocean.

Renew Ganga's goal is to divert 100,000 pounds of ocean-bound plastics in India in the first year.

Circulate Capital & Second Muse

Supporting innovation thru The Incubator Network by **Circulate Capital** and **SecondMuse** to develop and promote new technologies and business models to prevent ocean plastic waste and improve waste management.

The incubator network will increase the quality and quantity of companies and programs working to stop plastic leakage to the ocean and environment while also increasing broad-based economic development and job growth, improving health outcomes.



United Nations








Seek to collaborate with intergovernmental organizations, especially the **United Nations** to help identify and pursue effective and locally-relevant solutions in the high priority areas.

Representatives of several UN agencies are showing strong interest in collaborative projects and efforts.

We are open to specific project ideas from UN agencies and look forward to working with UN agencies.



Upcoming Projects & Expected Impact

Pillars	Expected Impact
	Demonstrate viability of chemical recycling as a means to put plastic waste back into the economy
	Develop a new business model for waste management based on social impact, community engagement
	Validate the effectiveness of a comprehensive municipal waste management system to end plastic waste
	Activate support in China and develop social impact driven solutions to waste management
	Answer technical questions necessary to allow scale up of plastic waste use for asphalt road construction
	Access to global innovation network to identify new solutions to cost effectively end plastic waste
	Validate a reproducible and scalable business model for local community engagement to drive increased recycling of plastics in developing economies



Infrastructure



Innovation



Education



Clean-Up



FOR FURTHER INFORMATION ON PARTICIPATION, CONTACT:

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**ALLIANCE TO
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Thank you

Questions ?

