

## **The New Plastics Economy: Catalyzing Action** - endorsements from business, civil society, government and international organizations.

We urgently need to transform global plastic packaging material flows if we are to continue to reap the benefits of this versatile material. This report marks a major milestone, calling out specific actions to capture opportunities for redesign and innovation, reuse, and recycling. It's now up to us all to get it done.

**Paul Polman**  
CEO  
Unilever

Resources management should not be summarised as a matter of cost optimisation but as a powerful driver of shared value creation. This belief runs through our entire business at Danone, fundamental to our relationships with suppliers, partners and our customers. Danone has embedded the principles of the circular economy in its value chain, managing now plastic as a cycle rather than as conventional linear supply chain. We are hugely supportive of the New Plastics Economy report as it lays out actions to turn the challenges posed by plastics today into an opportunity that will deliver value tomorrow. I am excited that Danone is taking a leading role in this initiative to help drive systemic change.

**Emmanuel Faber**  
CEO  
Danone

It will take a concerted effort involving various stakeholders to make the systemic changes needed to transition to a circular economy. This is especially true for plastics. Veolia believes that the New Plastics Economy initiative provides an excellent collaborative platform to catalyse the transition. The initiative's latest report, "The New Plastics Economy: Catalysing action", builds on the findings of the previous report and provides a clear roadmap of priority actions for 2017 to drive progress towards a global plastics system that works: a system that will capture material value and contribute to improved economic and environmental outcomes. Veolia looks forward to its continued participation in these efforts.

**Antoine Frérot**  
CEO  
Veolia

Shifting towards a circular economy based systems whereby the biological and technical cycles are linked and driven by innovative products delivered through new supply chains and systems will not be easy, but will result in significant benefits for the economy and environment. To make this transition successful, it is crucial to know where we want to go and what we want to achieve, which is exactly what the first New Plastics Economy report lays out. At Novamont we welcome this second report which now helps develop further our collective learning and is a call to action for the creation of tangible new links between upstream and downstream value chains.

**Catia Bastioli**  
CEO  
Novamont

Through innovation and collaboration, The Dow Chemical Company is committed to advancing a circular economy to deliver economic, societal, and environmental value. This important report by the Ellen MacArthur Foundation offers a key step in delivering science-based solutions by providing options that help us close resource loops for plastics and facilitate the transition towards a New Plastics Economy.

**Andrew Liveris**  
**Chairman and CEO**  
**The Dow Chemical Company**

SUEZ is delighted to have contributed to this next milestone and to continue its collaboration within the New Plastics Economy initiative. This report underwrites SUEZ' view of transitioning towards a plastic packaging system in line with circular economy principles, through a concerted, cross-value chain approach. The initiative's Pioneer Projects, with tangible actions and concrete goals, are a great example of how SUEZ aims to overcome plastics challenges.

**Jean-Louis Chaussade**  
**CEO**  
**SUEZ**

Healthy oceans can support healthy people and healthy profits; if we let them. That means governments, business and individual citizens backing an inclusive, circular economy. It means using legislation, innovation and consumer choices to replace plastic related demand and pollution with better alternatives that create jobs and still look after our planet. And it means supporting this initiative by ensuring that each of us knows how we can help rethink, reuse and recycle plastic. This report is a great place to start.

**Erik Solheim**  
**Executive Director**  
**UN Environment**

The New Plastics Economy initiative is undertaking groundbreaking efforts to prove that positive economic and environmental progress can coexist in supply chains that have become increasingly global. The initiative's work complements Mayor de Blasio's OneNYC Plan and New York City's goals of achieving an 80% reduction in greenhouse gas emissions by 2050, and zero waste to landfills by 2030. At NYCEDC, we look forward to opportunities to apply this report's findings to promote innovative and sustainable approaches to design, infrastructure, and new business models.

**Maria Torres-Springer**  
**President and CEO**  
**New York City Economic Development Corporation**

Carrefour fully supports the New Plastics Economy initiative. Our group pledges to continue its worldwide efforts working with industry partners and other stakeholders to move toward a circular model for plastics. Together we will create innovative and tangible actions to achieve this goal.

**Georges Plassat**  
**Chairman and CEO**  
**Carrefour**

The New Plastics Economy represents a huge opportunity for design, as evidenced in this report. From more circular products and services to new business models and industry systems, design is needed in the absence of established roadmaps or models that we can simply re-tune or optimise. To deliver the step change in industry practices that is required, we need to recognise that transitioning to the circular economy is one of the biggest creative

challenges of our time. The New Plastics Economy initiative plays an important role, inspiring and supporting designers to capture the opportunity.

**Tim Brown**  
**CEO**  
**IDEO**

The New Plastics Economy report calls attention to the vast amount of plastic packaging material that is lost to the economy after only a single use. Amcor understands the challenge, but we also see a tremendous opportunity to continually develop packaging that is better for the environment throughout its life: production, use and re-use.

**Ron Delia**  
**CEO**  
**Amcor**

Packaging has an outsized impact on our planet. As a global consumer goods company, we need to find ways to drastically improve the environmental, as well as economic, impact of plastic packaging, while keeping protecting and presenting our products effectively. Mars joined the New Plastics Economy initiative as a core partner in order to proactively drive this effort in our industry. We applaud this report and fully support the initiative's ongoing efforts to promote a circular economy approach for plastics.

**Barry Parkin**  
**Chief Sustainability and Health & Wellbeing Officer**  
**Mars, Incorporated**

At Coca-Cola we've been a long-time proponent of circular thinking, particularly when it comes to packaging. We introduced refillable bottles 120 years ago. As market and consumer preferences shifted so did we, offering recyclable PET bottles and then a fully recyclable PET bottle made partially from plants. It's time for another change—a plastics system fully aligned with the circular economy. The market and environment demand it and Coca-Cola is proud to support the New Plastics Economy Initiative. We applaud the Ellen MacArthur Foundation as they lead this innovative and responsible endeavor.

**Bea Perez**  
**Chief Sustainability Officer**  
**The Coca-Cola Company**

Borealis, as a leading provider of innovative solutions in the field of polyolefins, is committed to realising the opportunities presented by the New Plastics Economy. The initiative has already convened all stakeholders to work effectively together. With this new report, the initiative now offers a roadmap to create effective markets based on circular economy principles – an action plan where Borealis wants to take an active and leading role. **Mark**

**Garrett**  
**CEO**  
**Borealis**

As one of the world's leading retailers Schwarz Gruppe relies on packaging materials. If we want to safeguard future resources, eliminate waste and save energy, it is of central importance that we circulate resources -including our packaging- effectively. Ellen MacArthur Foundation's New Plastics Economy initiative is an excellent platform to meet this challenge together with other leading companies.

**Gerd Chrzanowski**  
**CEO**  
**Schwarz Central Services (Lidl & Kaufland)**

At TriCiclos, we understand the urgency on rethinking the plastic industry worldwide; and strongly support the idea on setting the principles of the New Plastics Economy through

cooperation between all the actors of the value chain. We are very proud to be involved with the New Plastics Economy initiative, contributing with our experience on improving plastic packaging design and harmonizing collection and sorting systems towards circular economy models for packages. This report is totally aligned with our mission, as it offers a clear way forward to solve a highly relevant problem. We are eager to carry on the journey! **Gonzalo**

**Munos**

**Co-founder and CEO**

**TriCiclos**

The world is at a turning point. For millennia, production and consumption cycles were circular, consistent with the “waste = input” flows inherent in nature. The invention of plastics fostered disposable goods and packaging that were cheaper to replace with virgin rather than recycled materials. The age of waste, symptom of the linear economy, unfolded globally. Today, the companies and NGOs participating in the New Plastics Economy initiative are pioneering steps, presented in this report, to move towards a circular economy for plastics. This critical global initiative is urgent, timely and achievable.

**Tom Szaky,**

**CEO**

**TerraCycle**

The City of Phoenix handles more than 54,000 tons of plastics every year, and has been actively working with local partners to boost plastics recycling over the past few years. The report ‘New Plastics Economy: Catalysing action’ is helping cities like Phoenix build a framework for systemic change to transition plastics from the linear take-make-dispose model to a true circular economy.

**Greg Stanton**

**Mayor**

**City of Phoenix**

A new circular plastic paradigm will create great value for business and society. Many actions can be taken individually, but we need collaborative effort to make a meaningful shift. This report on catalysing action by the New Plastics Economy initiative provides an excellent view of the opportunities across the plastics value chain while explaining the interplay between design innovation and after-use systems. The action steps put forward are practical ideas that will help bring a new plastics economy from vision to reality.

**Andrew Aulisi**

**Senior Director, Global Environmental Policy**

**PepsiCo**

It is incumbent on companies of every size around the world to take an honest look at how they are using resources, and focus their ingenuity on reducing waste. Sealed Air is committed to deliver even more value for its customers and the wider society, by taking the next steps to make dramatic improvements that prevent waste and reuse resources, as laid out in this new report.

**Jerome Peribere**

**CEO**

**Sealed Air Corporation**

In 2016, the Ellen MacArthur Foundation provided for the first time what had long been lacking – a comprehensive, truly global perspective on plastics innovation needs at a societal level, and on the business opportunity for industry. Now, the 2017 report nicely advances the thinking, with specific, actionable priorities that strike the right balance between ‘evolutionary’ and ‘revolutionary’ – respecting current materials in the market, while simultaneously creating space for significant new materials innovation.

**Marc Verbruggen**

**CEO  
Natureworks**

As one of the world's leading manufacturers of flexible packaging and labels, Constantia Flexibles understands the importance of modern plastic packaging design. We are delighted to see how the New Plastics Economy initiative is bringing together other major players in the plastic packaging value chain to improve design and thus create both economic and environmental benefits for all stakeholders.

**Alexander Baumgartner  
CEO  
Constantia Flexibles**

Think Beyond Plastic believes in harnessing the forces of innovation and entrepreneurship to advance the New Plastics Economy. Essential for the success of this endeavor is building the entire innovation eco-system and mobilizing the cumulative power of the participants of the New Plastics Economy initiative.

**Daniella Russo  
CEO  
Think Beyond Plastic Innovation Accelerator**

As a global leading provider of technology for handling post-use plastics, TOMRA aims to be a frontrunner in the transition towards a New Plastics Economy. We engage in this initiative because we believe it provides a common vision for the industry combined with a unique platform for pre-competitive collaboration and action. With this report these two elements are now complemented by tangible guidance for the way forward.

**Stefan Ranstrand  
President and CEO  
TOMRA Systems ASA**

MMBC supports the New Plastics Economy initiative as a platform for the creation of a global circular plastics system. While MMBC has been able to achieve significant progress in recycling plastics at a local level, we need this type of initiative to be able to address the growing issue of plastics at a global scale.

**Allen Langdon  
Managing Director  
Multi-Materials British Columbia (MMBC)**

P&G believes transformational change can be achieved by combining the perspectives of all stakeholders, including industry, governments and consumers. We are actively engaged in several multi-stakeholder collaborations that seek to improve recycling uptake, quality and economics. The New Plastics Economy initiative's collaborative way of working is aligned with ours and represents a powerful opportunity to drive positive change in the plastics system.

**Virginie Helias  
Vice President Global Sustainability  
Procter & Gamble**

Through first-hand experience, KKPKP knows how recyclable plastics create income for waste pickers in India. The New Plastics Economy initiative attempts to ambitiously take a detailed and long term view on the trade with a multi-pronged approach of value enhancement - critical for informal recyclers - and format and delivery model redesign for plastics packaging. This new report has tremendous potential to influence policy at the global and local levels and we look forward to how it will impact the recycling economy.

**Malati Gadgil  
Treasurer**

## **Kagad Kach Patra Kashtakari Panchayat (KKPKP)**

The New Plastics Economy initiative represents a truly momentous and unique opportunity to completely rewrite the rules of global resource management, in line with the circular economy principles. Whilst the ambition is breathtaking this report sets out some key steps to transition to the New Plastics Economy. The London Waste and Recycling Board is proud to be part of this initiative.

**Wayne Hubbard**

**COO**

**London Waste and Recycling Board**

As a family owned company, Werner&Mertz is fully committed to capturing the value of plastic packaging after use, and so creating economic and environmental benefits. By using post-consumer recycled plastics for our branded goods packaging, we show how recycling allows to close the loops while meeting the highest quality standards. We whole heartedly support the New Plastics Economy initiative and are happy to be part of this tremendous important programme.

**Reinhard Schneider**

**CEO and sole owner**

**Werner & Mertz Group**

We are proud to explore together with the New Plastics Economy initiative how plastic packaging design can enable circular material flows in addition to the delivery of safe, high-quality products to our customers. This report shows the crucial role of such design in moving towards a plastics system that works economically, socially and environmentally. Crucially it offers a practical transition strategy for the different packaging applications enabling us to turn theory into reality rapidly and with scale.

**Mike Barry**

**Director**

**Plan A, Marks & Spencer**

As an innovative recycling company, APK Aluminium und Kunststoffe AG continuously strives to improve the quality and economics of plastic packaging recycling. Connecting different players in the supply chain, from designers to recyclers, will be crucial to create an effective plastics system, as laid out in this report. The New Plastics Economy initiative's collaborative approach is exactly what is needed to turn this endeavour into a success.

**Klaus Wohnig**

**CEO**

**APK Aluminium und Kunststoffe AG**

As shown in this report, innovation is essential for a successful transition to the New Plastics Economy. As an innovator, Loop Industries is proud to support this shift with our high-quality depolymerisation technology.

**Daniel Solomita**

**Founder and CEO**

**Loop Industries**

As one of the leaders in the field of polyethylene recycling, RPC bpi recycled products understands the many benefits of closing material loops. This new report shows how we can further strengthen recycling economics, by moving towards the New Plastics Economy - a promising journey we are pleased to be part of!

**Gerry McGarry**

**Managing Director**

**RPC bpi recycled products**

WRAP welcomes this new report on the New Plastics Economy as it provides a global vision that builds on the extensive work WRAP has focussed on in the UK over the last few years, including packaging design, collection harmonisation and plastic packaging recycling infrastructure.

**Marcus Gover**  
**CEO**  
**WRAP**

At Surfdomo many of our staff, customers, suppliers and I are regularly faced with the results of a dated linear economy, with plastic pollution consistently visible in our oceans. We've been working hard to reduce our impact on the world, protect our waves, and the waters they belong to, but it's dramatically clear how the plastic pollution crisis is escalating. This report from the New Plastic Economy initiative is vital for guiding all on the best path to improve the negative impact and unavoidable outcome that will arise if action isn't taken.

**Justin Stone**  
**Founder and Managing Director**  
**Surfdome**

Recycling Technologies believes that fundamental innovation is needed to move some of the most challenging plastic packaging segments forward, as explained in this report. As a recycling technology innovator, we are eager to drive industry collaboration within the New Plastics Economy initiative towards a system in which plastics never become waste.

**Adrian Griffiths**  
**CEO**  
**Recycling Technologies**

Transforming the current plastics system is a key priority for OVAM and Circular Flanders, our public private partnership to boost the circular economy in Flanders. This report is a major step towards the New Plastics Economy vision described in the previous report, and clearly outlines the key actions for the plastic packaging value chain to focus on. As a participant of the initiative, we are excited to start working on this plan!

**Henny De Baets**  
**CEO**  
**Public Waste Agency of Flanders (OVAM)**

Bringing many benefits, plastics have become an indispensable part of our daily life. Currently this versatile material also entails serious economic and environmental disadvantages, to which a solution needs to be actively and consequently pursued. Thanks to the Ellen MacArthur Foundation's New Plastics Economy initiative, renowned companies from the plastics industry, non-profit organisations and municipalities are working together to achieve such a solution.

**Axel Kühner**  
**Chairman of the Board**  
**Greiner Group**

Zero Waste Scotland was involved in the New Plastics Economy initiative from the beginning, and we continue to support its aims. Scotland is a small nation making big steps towards a more circular economy. We know that redesigning, reusing and optimising the recycling of plastics can create new economic opportunities as well as stop the harmful impacts of the linear economy. To achieve that goal, collective endeavours like the New Plastics Economy initiative need widespread support and commitments to turn ideas into action - and this report provides an excellent blueprint to do so.

**Ian Gulland**  
**CEO Zero Waste Scotland**

Nextek believes industry leaders should take a close look at this valuable work of the New Plastics Economy initiative, so that they, together with governments and NGOs, can transform the current plastics economy into a circular one. In this way we do not only respond to pressures on resources and waste reduction, but also create a value-adding plastics system at every level.

**Edward Kosior**  
**Managing Director**  
**Nextek**

New York City, under the leadership of Mayor Bill de Blasio, has set ambitious goals to reduce our greenhouse gas emissions 80 percent by 2050 and to send zero waste to landfills by 2030 ensuring that we create a more sustainable, resilient, and equitable NYC. Achieving these goals from our OneNYC plan requires a shift towards a more circular economy, with improved recycling rates and economics. The first New Plastics Economy report has introduced a revolutionary vision for plastic material management - this second report will inform our work and encourage a paradigm shift in the way the global community thinks about and acts on plastics.

**Mark Chambers**  
**Director**  
**New York City's Office of Sustainability**

To ensure we can retain the benefits of plastic packaging, we have to rethink and change how we use it, dispose of it and of course, how we create plastic material in the first place. Solegear believes that renewable bioplastics are an important element of the New Plastic Economy. This new report shows how to move from rethinking the plastics system to taking action towards a circular economy - we are ready to play our role!

**Paul Antoniadis**  
**CEO**  
**Solegear Bioplastic Technologies Inc.**

In line with our technology to capture more value by recycling plastics, we fully endorse this report and its messages on how to create a more effective after-use system for plastics. We're excited to translate these strategic plans into actions on the ground.

**Rafael Garcia**  
**CEO**  
**Cadel Deinking**

As enthusiastic supporters of the reimagined plastics economy we know the great value a targeted action plan will bring to the plastics cycle. The New Plastics Economy looks at more than just the global material flow and advocates for a fundamental redesign of the whole system. We, and the planet, cannot wait to see the new innovations and solutions scale - time is of the essence!

**Molly Morse**  
**CEO**  
**Mango Materials**

At Reflow, we are determined to put plastic recycling at the heart of 3D printing, sparking a societal and manufacturing revolution. To ensure this technology fits into an effective plastics system, a profound shift is needed. The transition strategies at the core of this new report resonate with our mission and we found its realistic yet positive message truly inspiring!

**Jasper Middendorp**  
**Founder and CEO**  
**Reflow**