



**PACE**  
PLATFORM FOR ACCELERATING  
THE CIRCULAR ECONOMY



JAN 2020

# PLASTICS

Global plastics production has exceeded 350 million tons. Only about 9% of all plastic waste gets recycled. Around 60% of all plastics ever produced end up in either landfill or natural environment. 26% of all plastics is for packaging and most is thrown away after single use. Cost of after-use externalities is estimated to be higher than the plastic packaging industry's profit pool. The magnitude and urgency of the plastic problem is sparking global action from NGO's, companies and governments.

## JOIN PACE IN LEADING THE TRANSITION TO THE CIRCULAR ECONOMY

PACE continues to accelerate the transition to the circular economy in plastics by: driving transformative projects; mobilizing learning to inform action; and activating global leadership to drive action.

**In 2020, there are three opportunities for engagement & leadership:**

1. Help accelerate and scale existing projects.
2. Shape PACE system mapping and analysis to guide strategic action.
3. Lead action on new projects to overcome collective barriers to circularity.

### CURRENT PROJECTS

#### **New Plastics Economy**

Collaboration to redesign the future of plastics. Over 400 orgs have signed the commitment for a world where plastic never becomes waste.

 [Ellen MacArthur Foundation](#)

#### **Global Plastic Action Partnership**

Public-private platform translating political commitments into tangible action by scaling circular solutions across sectors.

 [World Economic Forum](#)

#### **Collect to Protect**

Working to improve collection and end marine plastics by innovating policy measures for government and business.

 [Ocean Conservancy](#)

#### **Consumers Beyond Disposability**

Driving new business models such as Loop, which seeks to shift consumption from disposable to durable packaging solutions.

 [World Economic Forum](#)

#### **Scale 360**

Global partnership to fast track 4IR innovations for the circular economy through nationally-led innovation challenges.

 [World Economic Forum](#)

## CHALLENGES FOR CIRCULARITY

2

### Product design

- How can product design deliver on circularity as well as cost and performance, and how can we encourage the achievement of this at scale?
- How can we ensure circular design accounts for the practicalities of product use, collection and treatment throughout the value chain?

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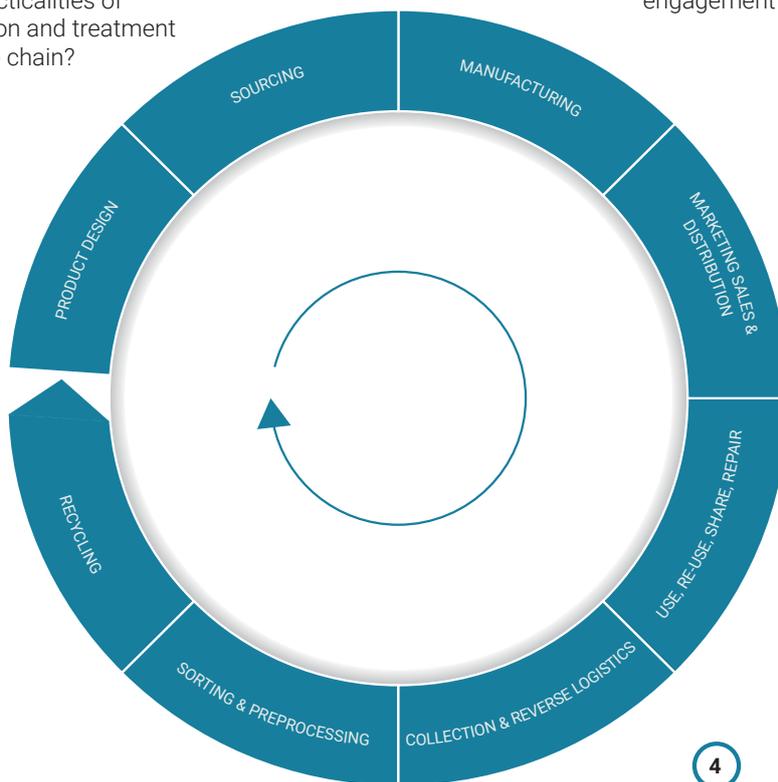
### Business models

- How can the private and public sectors collaborate to encourage more circular models (e.g. reusable packaging)?
- How can we increase customer engagement for circular models?

1

### Transparency

- How can we collect and leverage material / product data along the value chain to reduce waste and retain value?



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### Material recovery

- How can plastic recycling become economically attractive?
- How can we achieve high value and market competitiveness of secondary materials?

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### Collection and reverse logistics

- How can we establish collection systems that are intuitive, convenient and cost-efficient?
- How can we plug the financing gap for collection and reverse logistics systems?
- How can legislation encourage greater circular material flows, while safeguarding social justice and safety?

## OPPORTUNITIES FOR LEADERSHIP

### Global guidelines for plastic packaging

Harmonise global guidelines to align plastic packaging design with collection and sorting, with cross-industry input and commitment to the guidelines.

Challenges addressed:

2

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### Policy/finance for collection & reverse logistics

Support national action plans and the development of regional policy and finance mechanisms for plastic collection and reverse logistics.

Challenges addressed:

4

5

### Mainstream reusable packaging

Drive corporate and government commitments to shifting away from single-use plastics, and scaling the adoption of re-use business models

Challenges addressed:

2

3



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IN COLLABORATION WITH: **accenturestrategy**