

# ALLIANCE TO END PLASTIC WASTE

Plastic waste in the environment, particularly the ocean, is a serious global challenge that calls for swift action and strong leadership. Despite the many benefits plastics bring to people and communities around the world, including improvements in living standards, health, safety, and sustainability, unmanaged plastic waste has become a challenge in some parts of the world.

**WHO:** Companies that make use, sell, process, collect, and recycle plastics, together with the World Business Council for Sustainable Development as a founding strategic partner.

**WHAT:** The most comprehensive cross-value chain initiative of its kind with a clear mission to **end plastic waste in the environment.**

**WHEN:** The Alliance to End Plastic Waste is kicking off immediately with several diverse initial projects.

**WHY:** To end plastic waste in the environment.

**WHERE:** Throughout the world, with a particular emphasis on where the need is greatest, such as Southeast Asia.

**HOW:** By collaborating with others working to end plastic waste in the environment and applying the resources, engineering and technical experience of Alliance members to advance an integrated four part strategy:



## INFRASTRUCTURE DEVELOPMENT

Infrastructure Development to collect and manage plastic waste, and increase recycling in areas of greatest need.



## INNOVATION

Innovation to advance and bring to scale new technologies that make recycling and recovering plastics easier and create value from all post-use plastics.



## EDUCATION & ENGAGEMENT

Education and Engagement of governments, businesses, and communities to mobilize action.



## CLEAN UP

Clean Up to help stop plastic waste at its source, focusing on cities and major rivers that carry significant amounts of plastic waste to the ocean.

The Alliance to End Plastic Waste is made up of nearly 30 companies that have committed more than \$1 billion, with the goal of investing \$1.5 billion over the next 5 years to help end plastic waste in the environment. The Alliance will develop, deploy and bring to scale solutions that will minimize and manage plastic waste and promote solutions for used plastics, including reuse, recovery, and recycling plastic to keep it out of the environment.