

# PLASTIC WASTE COALITION OF ACTION (PWCOA)

*ISCC session December 2021*



Plastic  
Waste

**RECAP:** The CGF plastic waste coalition of action (PWCOA) is a CEO-led collaboration between manufacturers and retailers, to lead bold actions on plastic waste and drive implementation of the NPE Global Commitment



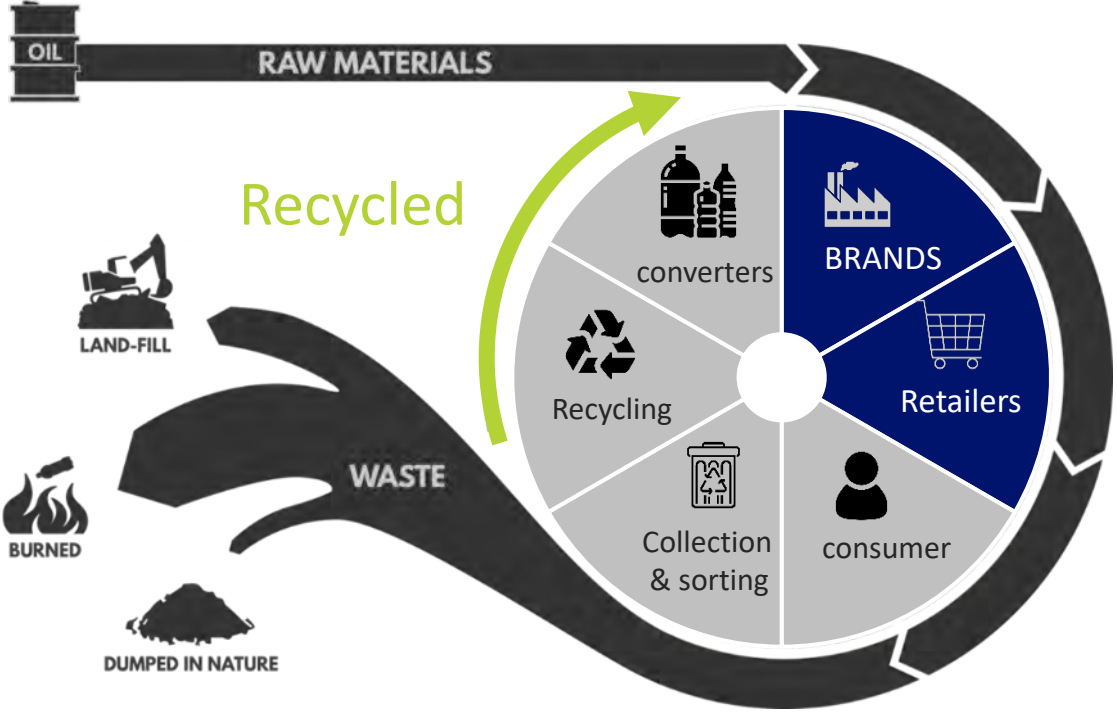
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\*The NPE is the Ellen MacArthur Foundation's New Plastics Economy Commitments, focused on achieving a circular economy.



**Our aim:** to accelerate the industry's effort to tackle the plastic pollution challenge and help advance a world where no plastic becomes waste

The PWCoA is a CEO-sponsored, multi-stakeholder initiative to drive action to reach New Plastics Economy Global Commitment targets



### Our responsibility

- **Less Plastic:** Avoid unnecessary use
- **Better Plastic:** Recyclable and using recycled content
- **Better System:** Supporting effective reuse and recycling systems

### Our opportunity

- **Harness collective ambition** of our companies and supply chains
- **Reach a tipping point** to catalyse industry-wide change
- **Take control** of the plastics agenda and protect our oceans and ecosystems

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# Vision and Principles for a credible chemical recycling industry

- 1. Complementarity**
- 2. Traceability**
- 3. Process yields**
- 4. Environmental impact**
- 5. Health and safety**
- 6. Claims**

# Thanks !

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