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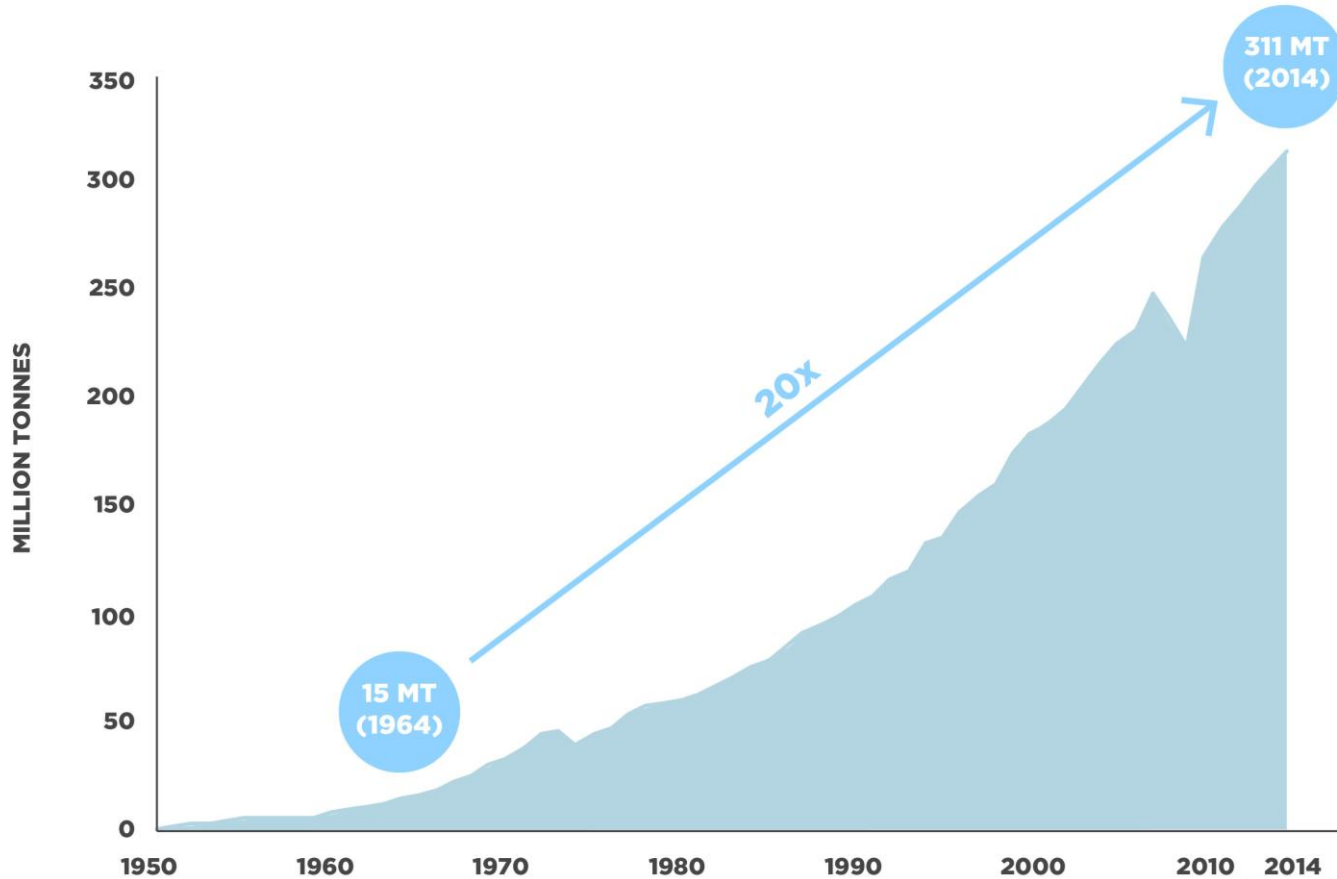
## The New Plastics Economy: Rethinking the future of plastics

*“The Future of Plastic Materials in the European Circular Economy”* EP Intergroup Event - 7 April 2016

Global Partners of the  
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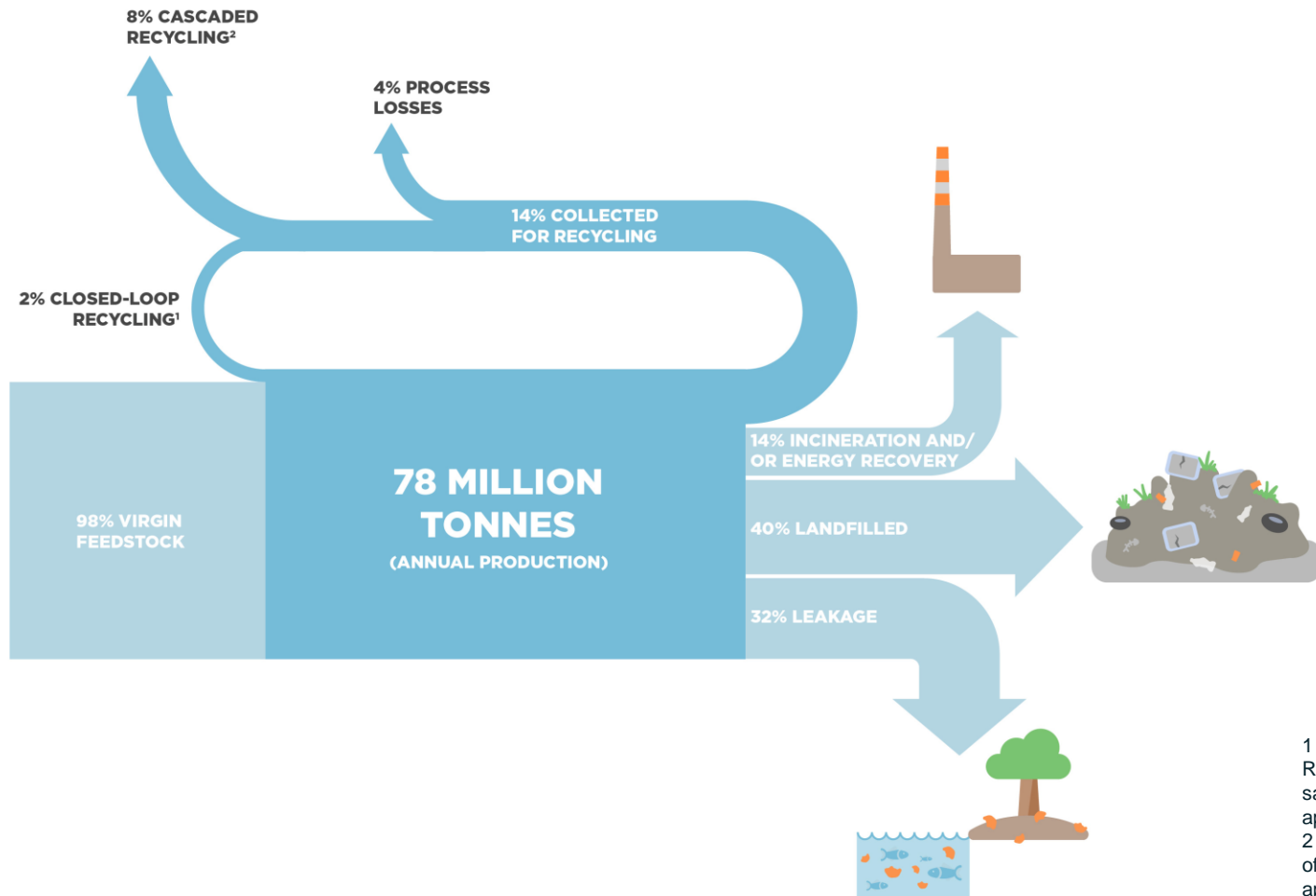
# Plastics have become the ubiquitous workhorse material of the modern economy



Note: Production from virgin fossil-based feedstock only (does not include bio-based, greenhouse gas-based or recycled feedstock).

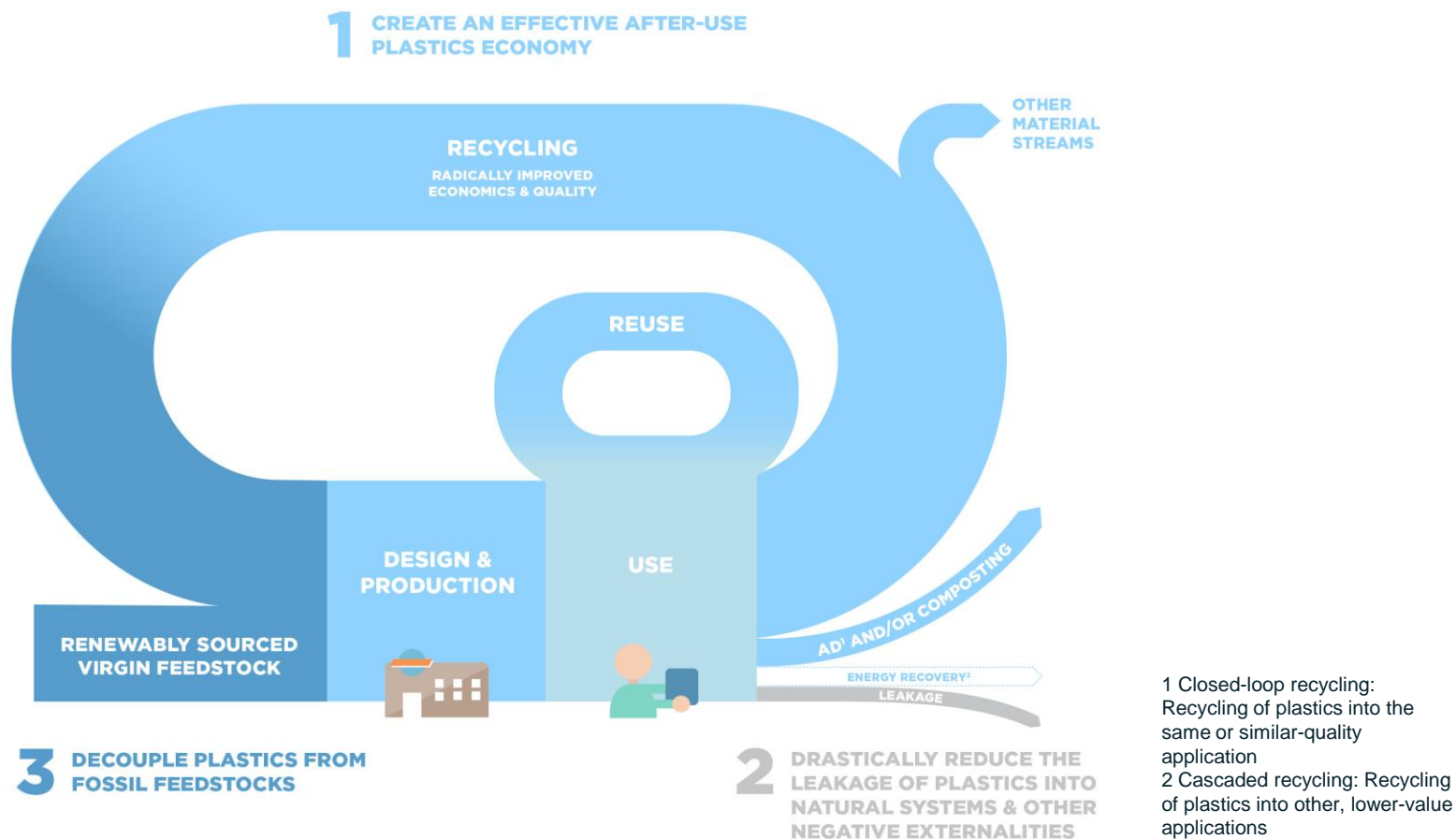
Source: PlasticsEurope, Plastics – the Facts 2013 (2013); PlasticsEurope, Plastics – the Facts 2015 (2015).

# Today, plastic packaging material flows are largely linear: \$80-120 bn annual material value loss and significant leakage



Source: Project MainStream analysis.

# The New Plastics Economy offers a paradigm for a plastics economy that works



Source: Project MainStream analysis – for details, underlying calculations and sources please refer to full report on: [www.ellenmacarthurfoundation.org/publications](http://www.ellenmacarthurfoundation.org/publications)

# The New Plastics Economy demands a new approach

**A concerted, global collaboration initiative that matches the scale of the challenge and the opportunity.**

1. Set up a **global cross-value chain dialogue mechanism**
2. Converge and re-design plastic packaging materials/formats and after-use systems through a **Global Plastics Protocol**
3. Mobilise targeted **'moon shot' innovations** with the potential to scale globally
4. Develop insights and build a base of **economic and scientific evidence**
5. Engage **policymakers**

**Launch of EMF's New Plastics Economy initiative  
on May 25-26 in London**



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