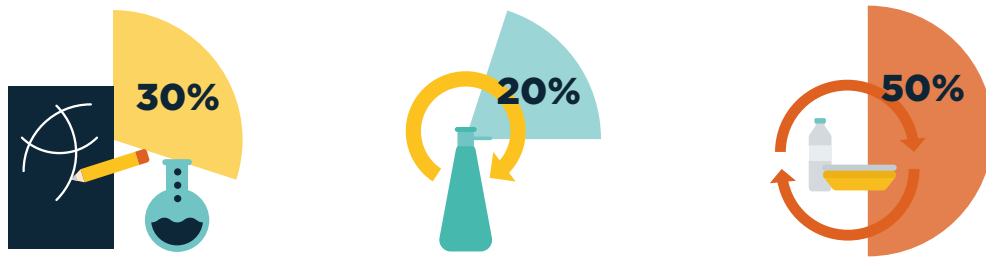


FIGURE 7: PRIORITY ACTIONS FOR THE GLOBAL PLASTIC PACKAGING VALUE CHAIN TO MOBILISE THE THREE TRANSITION STRATEGIES TOWARDS THE NEW PLASTICS ECONOMY



FUNDAMENTAL REDESIGN & INNOVATION	REUSE	RECYCLING WITH RADICALLY IMPROVED ECONOMICS & QUALITY
<ul style="list-style-type: none"> Fundamentally redesign the packaging formats and delivery models (and after-use systems) for small-format plastic packaging, avoiding such small formats where relevant and possible 	<ul style="list-style-type: none"> Innovate towards creative, new delivery models based on reusable packaging 	<ul style="list-style-type: none"> Implement design changes in plastic packaging to improve recycling quality and economics (e.g. choices of materials, additives, and formats), as a first step towards a Global Plastics Protocol
<ul style="list-style-type: none"> Boost material innovation in recyclable or compostable alternatives to the currently unrecyclable multi-material applications as described above 	<ul style="list-style-type: none"> Replace single-use plastic carrier bags by reusable alternatives 	<ul style="list-style-type: none"> Harmonise and adopt best practices for collection and sorting systems, also as part of a Global Plastics Protocol
<ul style="list-style-type: none"> Replace PVC, PS, and EPS, as a priority, as uncommon packaging materials with alternatives (converging to a few key materials being used across most of the market, while continuing to allow for innovation) 	<ul style="list-style-type: none"> Scale up reusable packaging in a business-to-business setting for both large rigid packaging and pallet wrap 	<ul style="list-style-type: none"> Scale up high-quality recycling processes
<ul style="list-style-type: none"> Scale up compostable packaging and related infrastructure for targeted nutrient-contaminated applications 		<ul style="list-style-type: none"> Explore the potential of material markers to increase sorting yields and quality
<ul style="list-style-type: none"> Explore the potential as well as the limitations of chemical recycling and other technologies, to reprocess currently unrecyclable plastic packaging into new plastics feedstocks 		<ul style="list-style-type: none"> Develop and deploy innovative sorting mechanisms for post-consumer flexible films
		<ul style="list-style-type: none"> Boost demand for recycled plastics through voluntary commitments or policy instruments, and explore other policy measures to support recycling
		<ul style="list-style-type: none"> Deploy adequate collection and sorting infrastructure where it is not yet in place

Source: New Plastics Economy initiative analysis