

EPR – cross cutting concern		
1. Business Model Innovation	2. Global Plastics Policy	3. PlasticSmart Cities
 Bilateral & Sectoral Corporate Engagement Global platform on plastics (ReSource) Entrepreneurship and innovation Extended Producer Responsibility 	 Advocacy for a global policy solution to halt plastic emissions Create international legally binding instrument and agreement to target plastic pollution (including Extended Producer Responsibility schemes) 	 Addressing major leakage points at city level Piloting in high polluting sites in South East Asia Ambition to start a global movement
	Global Plastics Campaign	

Lead by Markets Practice

 Lead by Oceans Practice and Policy teams

Lead by Global Campaigns

and Corporate Engagement

team

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Cross cutting support to all work-streams







Basic Business, Gender and Personal Empowerment Skills Training

Business plan development with mentoring



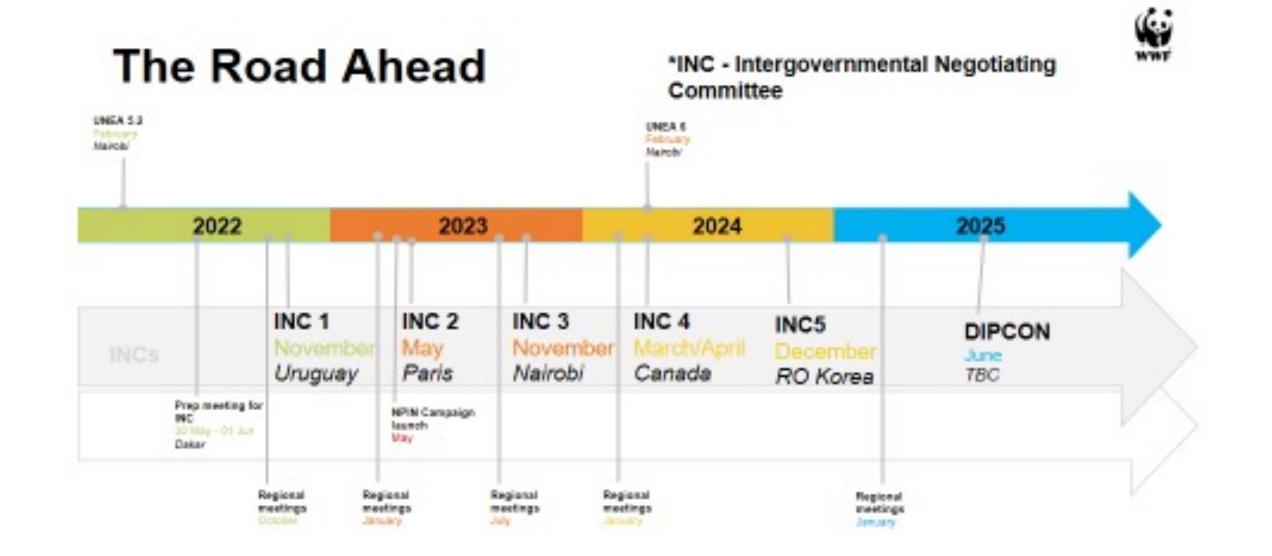
Access to blended financing for business development and expansion Advanced Business Skills Training



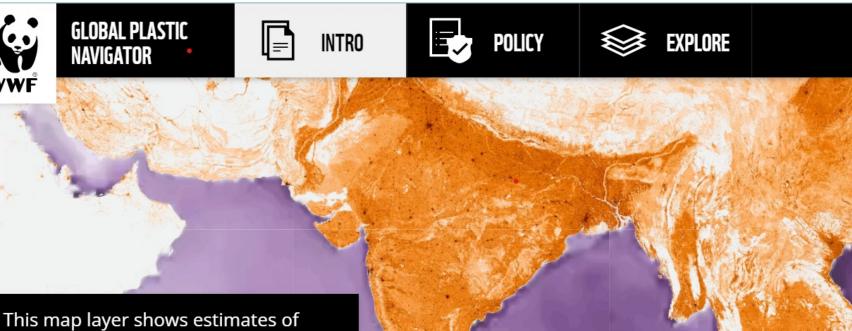
Increased market access and opportunities WWF advocates for the development of a legally binding agreement that both compels and enables States parties to act in compliance with common global rules and regulations needed to end plastic pollution, setting a gold standard for international environmental agreements.

WWF's overall ambition for a global treaty to end plastic pollution

INC-2 INTERNAL BRIEFING: TIME TO BET SPECIFIC







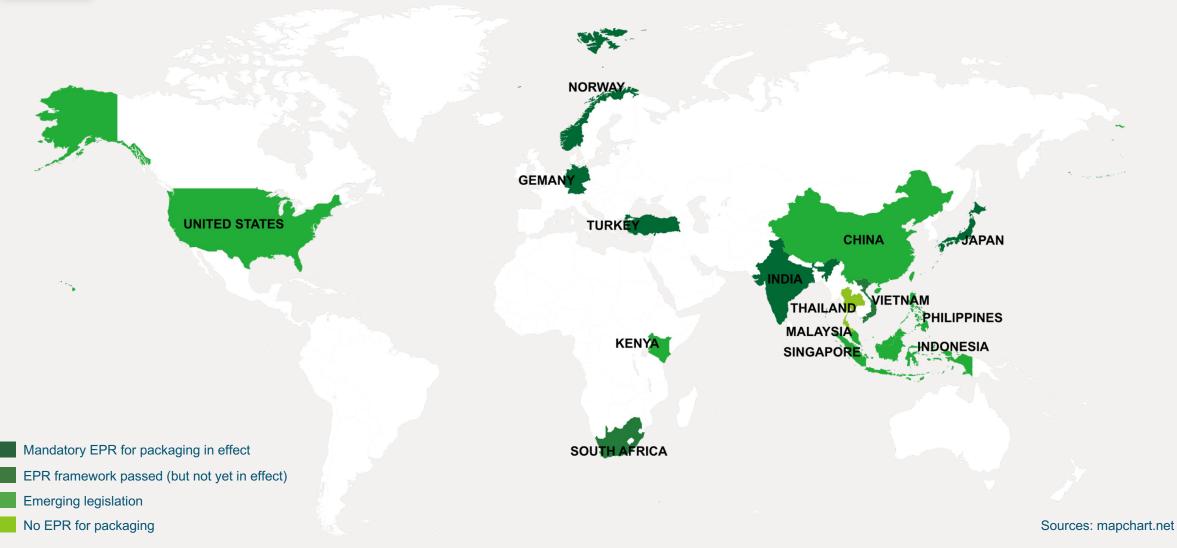
mismanaged plastic waste per km², calculated on the basis of GDP and population data. Darker colours indicate higher amounts of mismanaged waste that can enter our environment.

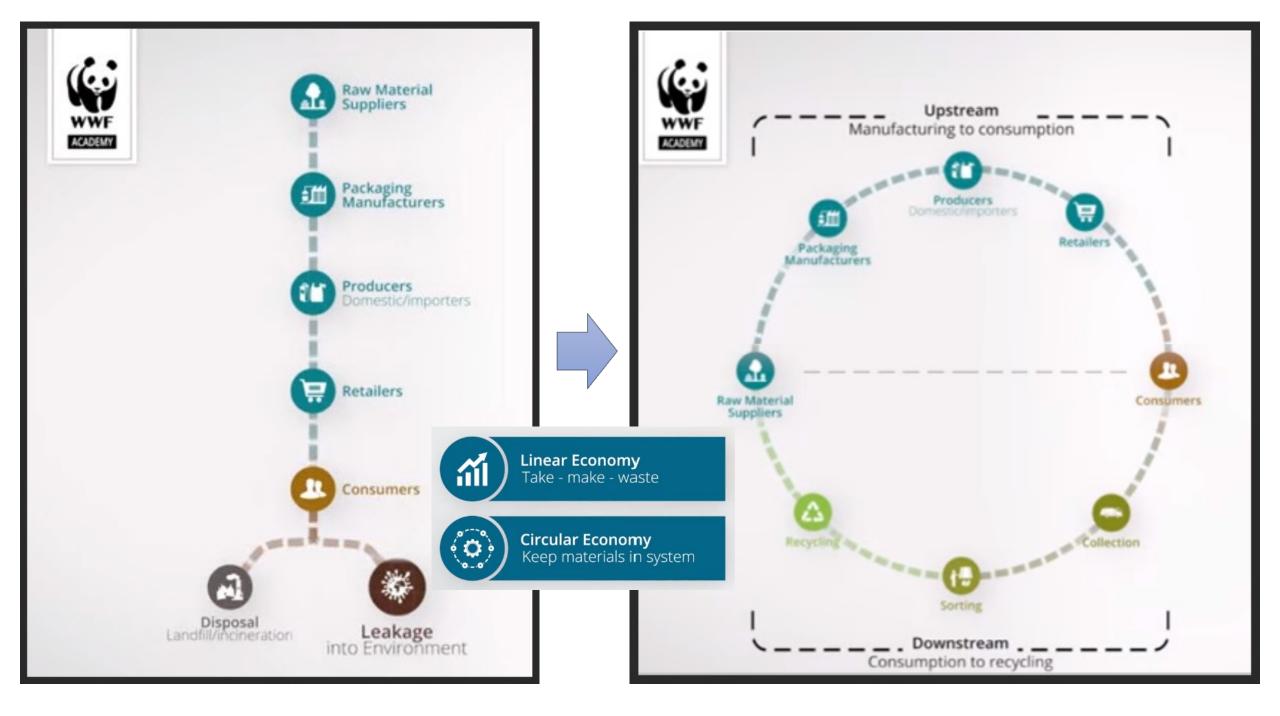
Around 60% of all mismanaged plastic waste occurs in the Asia Pacific Region alone.



Scope Map

Target Countries for EPR Adoption and Enhancement









Goals of EPR design Upstream & downstream

- Guarantee nationwide collection, sorting & recycling
- ② Guarantee environmentally sound waste disposal where recycling is impossible
- ③ Incentivize packaging reduction & re-design
- (4) Ensure level playing field
- (5) Ensure social inclusivity

Reach out to us:

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