




**Working together to
create a Canada
without plastic waste
or pollution**



A Solution Space by
Generate Canada

**We generate solutions
for a strong and inclusive
economy that thrives
within nature's limits.**



- 
- Global Commitment
 - Beyond 2025
 - Plastic Pact Network
 - Canada Plastic Pact Priorities and Alignment with EPR
 - Key Takeaways



We have seen it is possible to make meaningful progress to tackle plastic waste and pollution – but the world remains significantly off track

Beyond 2025

Guiding Principles for Targets & Metrics Beyond 2025

1 Distinguish individual business commitments from shared commitments

2 The new set of targets need to be ambitious, yet realistic

3 There will be fewer targets, and allowing more flexibility on how to achieve these

4 The entire value chain continues to be represented in the Global Commitment, and we aim to expand their representation

5 Minimise reporting effort by focussing on most impactful metrics only



Plastics Pact Network

Convened by



ELLEN MACARTHUR
FOUNDATION



Connected by a Global Plastics Pact Network

+900
Members

from NGO, business
and public sector
organisations

**NATIONAL
PLASTICS PACT**

- Canada
- Chile
- Colombia
- France
- India
- Kenya
- Poland
- Portugal
- South Africa
- United Kingdom
- United States of America

**REGIONAL
PLASTICS PACT**

- Australia, New Zealand and the
Pacific Island Nations (ANZPAC)

12
Plastics Pacts

The Plastics Pact
Network spans every
continent.



Timebound Targets



Target 1

Eliminate problematic and unnecessary plastic packaging and items



Target 2

Plastic packaging to be reusable or recyclable (or compostable)



Target 3

Increase amount of plastic packaging effectively recycled



Target 4

Increase average recycled content across all plastic packaging

Our Impact

23%

increase in amount
of packaging that
is recyclable,
reusable or
compostable

360,000

tonnes of problematic
**tonnes of
problematic and
unnecessary
plastics eliminated**



+9%

increase in
the amount of
plastic packaging
recycled

+44%

increase in recycled
content
incorporated back
into packaging

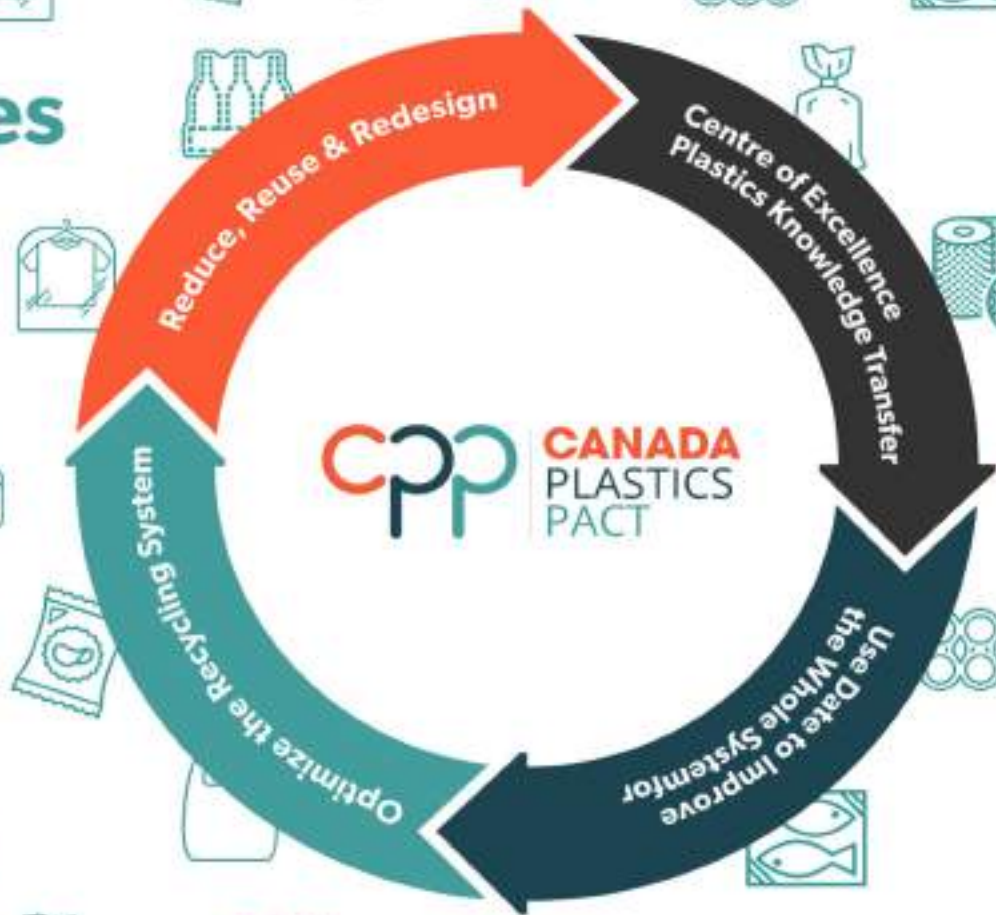
Global Plastics Treaty

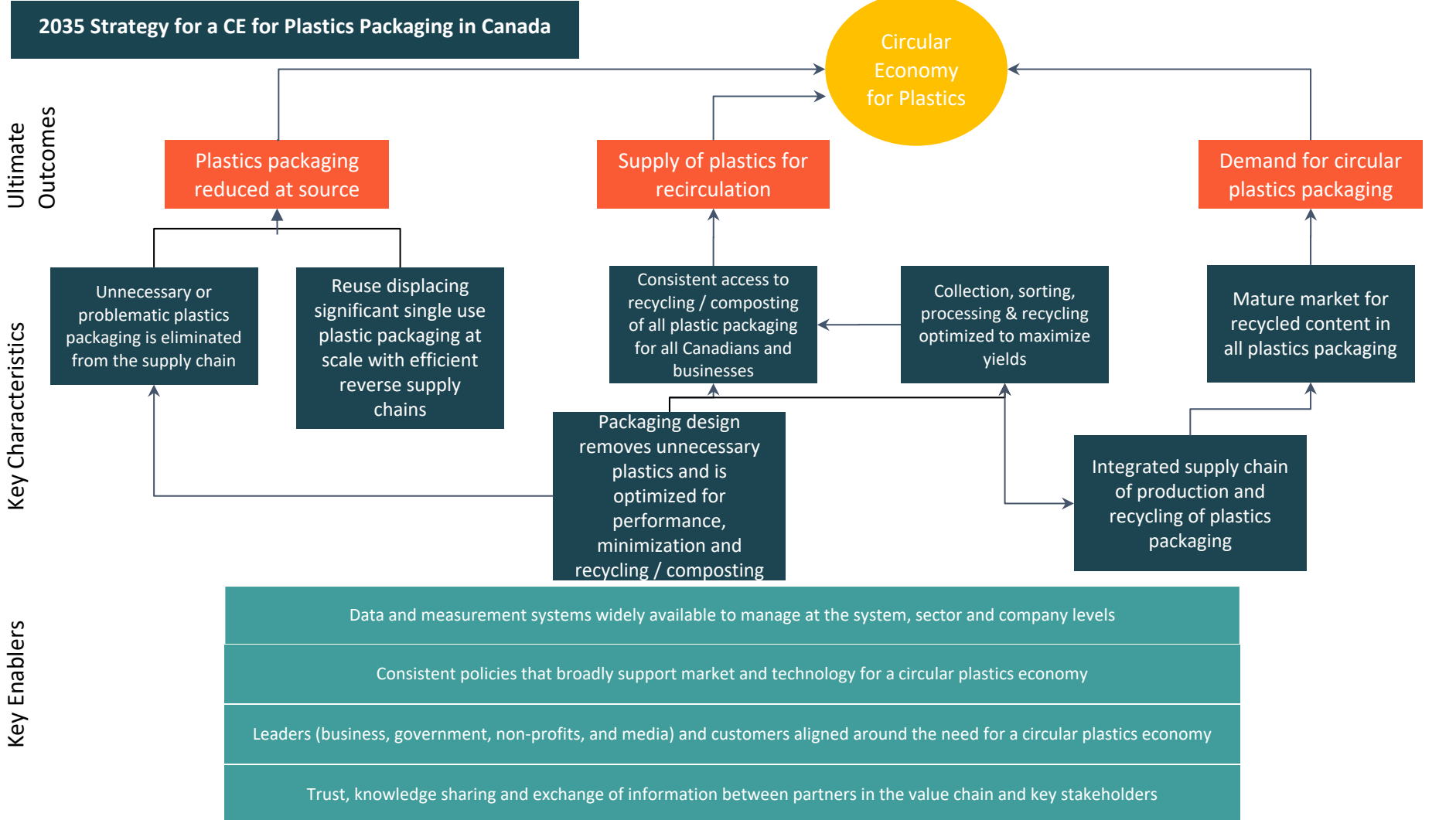


What we need in a Global Plastics Treaty

1. Globally binding provisions on problematic and avoidable plastics, design for recycling, reuse and refill, Extended Producer Responsibility (EPR) schemes and just transition.
2. Global definitions and criteria on unnecessary and problematic plastics.
3. Minimum global product design requirements including binding time-bound targets for recycled content for priority product categories.
4. Provisions that integrate the informal waste collection sector and vulnerable communities.

Our Priorities





Accelerating & Scaling Solutions

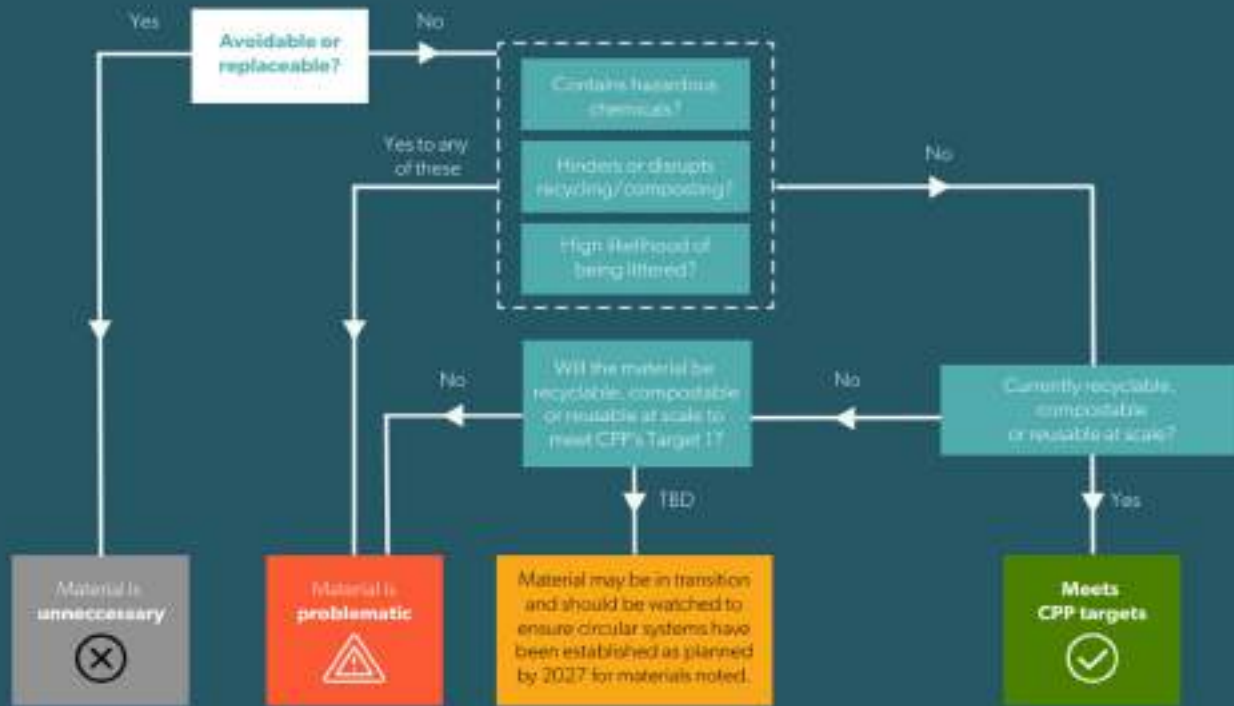
- 01 Committed companies align to create demand**
- 02 Solution providers scale to meet demand**
- 03 Investors underwrite the scaling**
- 04 Leverage results to drive policy and impact**



Roadmap 2.0

Priority 1: Reduce, Reuse & Redesign

Decision Tree: A Guide to Identifying Unnecessary & Problematic Plastics





Taking Reuse from Niche to Scale

CPP's Reuse Accelerators



This project was undertaken with the financial support of:
Ce projet a été réalisé avec l'appui financier de :



Environment and
Climate Change Canada

Environnement et
Changement climatique Canada

Bulk Dispenser Alternative For Windshield Washer Fluid



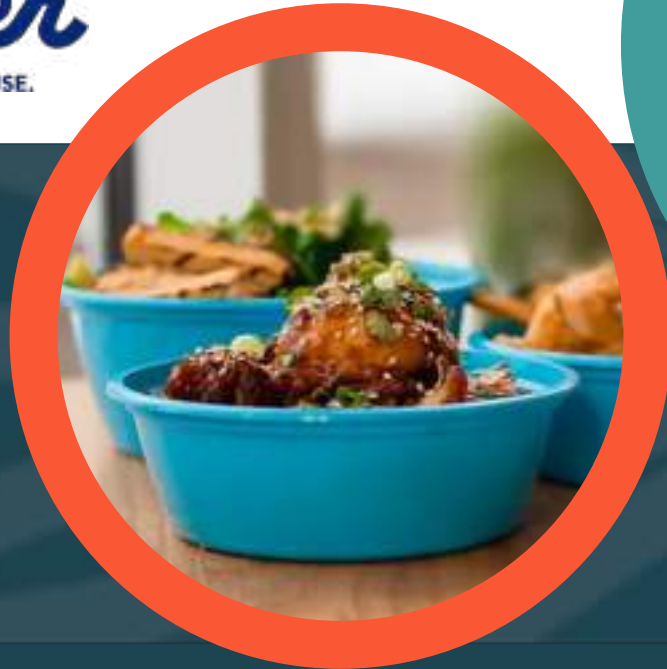
EcoTank



Reusable Packaging Program at Canadian University Campuses

friendlier

BECAUSE THE PLANET ISN'T SINGLE-USE.



THE GOLDEN DESIGN RULES



Increase Value in
PET Recycling



Remove Problematic
Elements from Packaging



Eliminate
Excess Headspace



Reduce Plastic
Overwraps



Increase Recycling Value
for PET Thermoformed
Trays and Other PET
Thermoformed Packaging



Increase Recycling
Value in Flexible
Consumer Packaging



Increase Recycling
Value in Rigid HDPE
and PP



Reduce Virgin Plastic Use
in Business-to-Business
Plastic Packaging



Use On-Pack
Recycling Instructions



Impact: 281
metric tonnes of
single-use plastics



Roadmap 2.0

Priority 2:

Optimize the Recycling System



Scaling Infrastructure

Photo Source: Merlin Plastics



Tackling Flexibles

Photo Source: RecycleBC

PRFLEX

An unprecedented collaboration to optimize the recycling system for flexible plastic packaging in Canada



The Perfect Recycling System for FPP



- 1** **AIM** for better harmonization of FPP through the implementation of design for recyclability measures
- 2** **SET UP** dedicated collection of FPP in ICI
- 3** Through regulatory reporting and waste studies, **IMPROVE** the understanding of FPP composition and market
- 4** **ACCEPT** all FPP in curbside collection and make MRFs responsible for capturing FPP, and not for separating FPP by resin or type
- 5** Where not already implemented, **EVALUATE** the feasibility of dual stream collection
- 6** When dual stream is not suitable, **EVALUATE** the feasibility of building new single-stream MRFs designed to sort FPP more efficiently.
- 7** If building a new single-stream MRF is not feasible, **IMPLEMENT** solutions for reducing loose FPP, such as depots and bags-in-bag
- 8** **DEVELOP** new capacities for FPP separation at reclaimers and implement emerging sorting and recycling technologies.
- 9** Through supply chain collaboration, **SUPPORT** the building of viable end-markets for all types of collected FPP, including hard-to-recycle materials.

A close-up photograph of two hands, palms up, holding a quantity of bright green plastic. The left hand holds small, uniform granules, while the right hand holds larger, irregular flakes. A dark grey horizontal bar is superimposed over the center of the image, containing the text 'Recycled Content' in white.

Recycled Content

Roadmap 2.0

Priority 3:

Use Data to Improve the Whole System



Roadmap 2.0

Priority 4:

Centre of Excellence for Plastics
Knowledge Transfer



Source: <https://www.frontiersin.org/articles/10.3389/fmars.2022.980705/full>



Knowledge Transfer



Consumer Engagement

Photo Source: RecycleBC

Indigenous Consideration

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Key Take Aways

- Globally, tackling three pivotal hurdles:
 1. Scaling Infrastructure
 2. Flexibles
 3. Reuse from Niche to Scale
- * EPR is seen as an important global solution
- Impact of plastics on human health
- In support of EPR, Canada needs to focus on:
 - 1: Reduce, Reuse & Redesign
 - 2: Optimize the Recycling System
 - 3: Use Data to Improve the Whole System
 - 4: Knowledge Transfer
- Next phase of CPP work, will focus on action

CANADA
PLASTICS PACT



plasticspact.ca
@canadapact



“It is the long history of humankind that those who learned to collaborate and improvise most effectively have prevailed.”

Charles Darwin

Let's Connect!

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