

# REUSE PORTAL

## Building a global platform for scaling reuse

With only 9% of global plastic waste being recycled, managing waste once it's generated is not nearly enough. How can we scale waste prevention solutions focused on reuse? WWF, the UN Environment Programme and the World Economic Forum are partnering with stakeholders around the world to create a one-stop-shop Reuse Portal designed to provide practical, action-oriented tools and networks to scale reuse solutions.

### Who can engage?

The Portal is an open collaboration platform welcoming stakeholders from all regions and walks of life – innovators, large and small businesses, policymakers, activists, experts, consumers and citizens. The platform will serve not only as a global 'centre of excellence' providing credible guidance and inspiring with best practices; it is also designed to enable national and local stakeholders to take action and accelerate reuse solutions in their organisations and communities.

### Why engage?

- **Learn:** Access to credible and relevant knowledge and resources for all stakeholders interested in enabling reuse
- **Connect:** An interactive space that promotes collaboration, shared learning and networking by providing access to a diversity of local and global reuse champions and experts
- **Contribute:** Pioneering practitioners engage and contribute first-hand experience and insights on their efforts to advance reuse
- **Implement:** Policymakers, businesses and other stakeholders easily navigate unbiased and action-oriented resources to implement reuse models in their own organizations and communities

### What's next?

Following the development of a first prototype, the Reuse Portal will now engage with a vanguard community of reuse champions across the globe to build out a first live version of the Portal. A public launch of the site is planned for the second half of 2022.

To learn more, please contact

[Christian.Kaufholz@weforum.org](mailto:Christian.Kaufholz@weforum.org)

[llorenc.milaicanals@un.org](mailto:llorenc.milaicanals@un.org)

[Erin.Simon@wwfus.org](mailto:Erin.Simon@wwfus.org)

