Introducing the Alliance to End Plastic Waste

Forum on the Multi-stakeholder Platform on Marine Litter and Microplastics

July 13, 2021
The global plastic waste problem demands bold ambition
The Alliance translates commitment into action

Key principles guiding the Alliance
1. Act now… or risk lasting damage for future generations
2. Collective action… no organisation can tackle this alone
3. Cross-value chain approach… no single business sector can bring true system change
4. A do-tank, not a think-tank… discussion, policy, and public pledges are good, but we need real solutions and real investment

Convening stakeholders to advance real solutions to plastic waste:
- More than 60 companies from across the plastics value chain
- 5 Supporters contributing resources and capability
- A network of 10 like minded Strategic Allies committed to the cause

Four strategic pillars…
- Infrastructure
- Innovation
- Education & Engagement
- Cleanup
The Alliance has more than 30 projects underway addressing gaps in plastic waste management and circularity.

Investment Themes:
- Engaging with cities
- Creating value for recyclates
- Advanced recovery & recycling
- Design for circularity
- Societal behaviour

Approved Project locations
**Plastic Recovery Insight & Steering Model (PRISM)**

A project convening partners and information to address the **plastic waste data gap**

A global open-source platform to **centralize and harmonize** plastic waste information, to **close the knowledge and data gap** across academia, industry, civil society, and policy-makers

- Systematic harmonisation and aggregation of data from disparate sources co-created with IBM Services in Singapore

- Global engagement and collaboration to align methodologies and standards/definitions (e.g. IUCN/UNEP hotspot methodology)

- A key tool for any stakeholder active in addressing the plastic waste challenge, with sources collated from across the plastic and plastic waste value chain

- Envisaged robust independent governance process

- Access for all user groups including data providers, data verifiers and data users

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