



# Safripol Sustainability Conference 2024

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## **BUSINESS COALITION** FOR A GLOBAL PLASTIC TREATY

*Presented By*

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*\*Views expressed are those of the Business Coalition and may not reflect the views of any individual member\**



# A NEW ERA FOR PLASTIC WASTE

SHAPING A CIRCULAR ECONOMY FOR RESPONSIBLE PLASTIC USE



Plastic pollution has dominated the environmental landscape for years, but the shift towards a circular economy is transforming this narrative. Across the globe, investments in recycling and sustainable materials are growing, with more and more businesses recognizing the immense value in circular systems.

**BUSINESS  
COALITION  
FOR A  
GLOBAL  
PLASTICS  
TREATY**



# THE URGENCY OF NOW

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THE GLOBAL PLASTICS  
CRISIS DEMANDS  
UNIFIED ACTION





# THE OPPORTUNITY BEFORE US

A GLOBAL CALL TO ACTION



## A Global Treaty: To Drive Lasting Change

The world is uniting under the **Global Plastics Treaty**, the most ambitious and impactful framework to tackle plastic pollution at every stage. Together, we aim to build a future where plastic waste is history, and sustainable practices drive economic growth and protect our planet.

**BUSINESS  
COALITION  
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TREATY**

# THE PATH FORWARD — — — —



Global Rules for a Global Problem  
+  
Ambitious Goals, Tangible Outcomes





**RULES**

The word "RULES" is rendered in large, bold, 3D orange letters with a slight shadow, positioned on a green artificial turf soccer field. The background shows a clear blue sky with scattered white clouds, two tall stadium light poles, and a soccer goal in the distance.

# AGENDA



## THE BUSINESS COALITION | GLOBAL PLASTICS TREATY

*Our Mission & Impact: Understanding the coalition's role in driving global change*

## WHY AN AMBITIOUS GLOBAL TREATY MATTERS

*The Importance Of A Unified Approach For:*

Governments & People | Businesses | Planet

## WHAT A SUCCESSFUL TREATY LOOKS LIKE

*Defining The Key Elements That Will Shape A Successful & Impactful Global Treaty*





# THE BUSINESS COALITION LEADING THE CHARGE

**BUSINESS  
COALITION  
FOR A  
GLOBAL  
PLASTICS  
TREATY**



**TO END PLASTIC POLLUTION BY  
GROWING A CIRCULAR ECONOMY**

**WE ARE HERE WITH A  
MISSION!**



# A POWERFUL COALITION



UNITING LEADERS ACROSS INDUSTRIES TO CHAMPION PROGRESS ON ADDRESSING PLASTIC POLLUTION

## Financial Institutions



## Convertors and Producers



## Brands and Retailers



\*logos are constantly updated on the website and this slide might not list all of the endorsers of the Business Coalition Vision Statement

# OUR COLLECTIVE STRENGTH

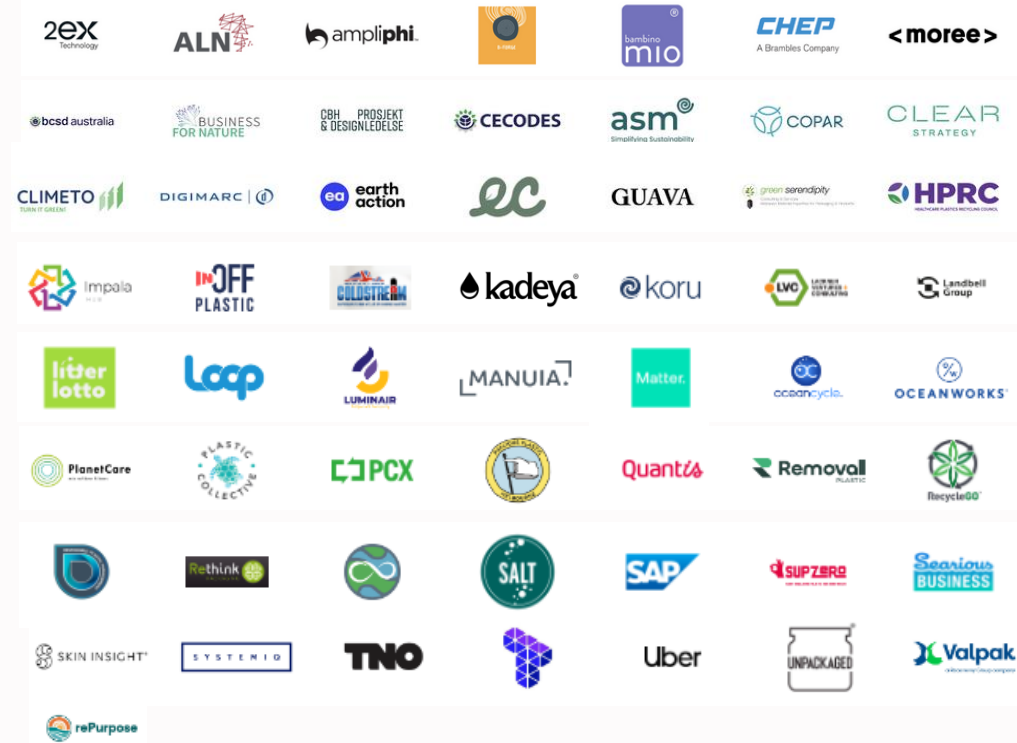
From waste management to NGOs, our coalition is diverse, powerful, & ready for action



## Waste Management



## Other Companies



## NGO & Business Organizations



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# WHAT BROUGHT US HERE?



## URGENT GLOBAL ACTION

UN member states recognize that a legally binding global treaty is essential to tackling plastic pollution at scale.



## VOLUNTARY MEASURES FALL SHORT

Decades of fragmented, country-specific efforts have not been enough to curb the growing plastic crisis.



## A UNIFIED, LEGAL APPROACH

A comprehensive treaty that addresses the entire lifecycle of plastics is our best - and perhaps only - chance to secure a sustainable future.



# THE GLOBAL PLASTIC TREATY

SETTING THE STAGE: INC-5 NEGOTIATIONS



## WHAT IS THE GLOBAL PLASTICS TREATY?

The Global Plastics Treaty aims to create a **legally binding international framework** for the entire lifecycle of plastics - from production to disposal - ensuring sustainable plastic management worldwide.

## UPCOMING NEGOTIATIONS: INC-5 IN BUSAN, SOUTH KOREA

**INC-5** negotiations, set for **November 2024 in Busan, South Korea**, are a critical milestone. Nations will gather to finalize key elements of the treaty, setting targets, frameworks, and commitments that will guide global plastic management for decades to come.

## THE GOAL

The goal of INC-5 is to solidify the foundations for immediate, coordinated action and long-term strategies that move us closer to eliminating plastic waste globally.

# THE BUSINESS COALITION'S ROLE

LEADING THE CHARGE FOR GLOBAL CHANGE



## Our Story

**Launched in September 2022**, the Business Coalition for a Global Plastics Treaty brought together over 80 organizations, including key players from the plastics value chain, financial institutions, and NGOs. The membership since then grew to over **230 organizations**.

## Our Vision

### Circular Economy:

Plastic never becomes waste or pollution, retaining its value within the economy.

### Comprehensive Approach:

According to some reports known circular solutions could reduce plastic pollution by at least 80% by 2040 and achieve near-zero pollution by 2060.

### Global Ambition:

A legally binding treaty is crucial to stimulate coordinated national actions, enabling global transition to a circular economy for plastic.



# ACHIEVING OUR VISION

## KEY STEPS TO ACHIEVE A CIRCULAR ECONOMY



### REDUCE PLASTIC PRODUCTION AND USE

- Eliminate harmful plastics and components, and promote reusable, durable alternatives.
- Shift toward more sustainable, circular models for plastics

### CIRCULATE PLASTIC PRODUCTS

- Design plastics to be reused, recycled, or composted at scale.
- Invest in infrastructure and systems for sorting, recycling, and reuse.

### PREVENT & REMEDIATE PLASTIC LEAKAGE

- Strengthen waste management and address legacy plastic pollution through global collaboration.

# SOUTH AFRICA'S MODEL FOR CHANGE

A BALANCED APPROACH TO PLASTIC AND ECONOMIC SUSTAINABILITY



## THREE PATHWAYS MODELED

### Business-as-Usual (BAU):

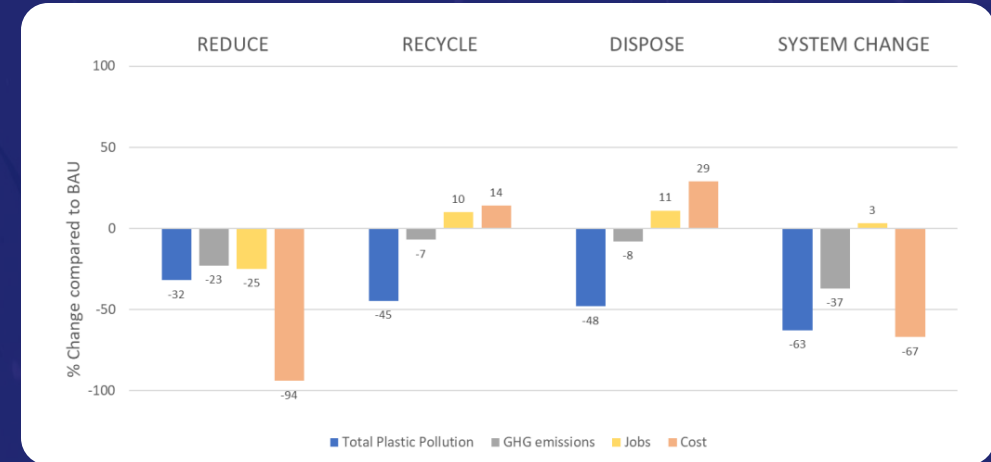
Plastic production and consumption continue to grow by 3% annually until 2040, resulting in escalating pollution and costs.

### Extended Producer Responsibility (EPR):

Focuses on increasing collection and recycling efforts to meet South Africa's five-year EPR targets (2023-2027) for plastic packaging.

### Optimal System Change Scenario:

This scenario minimizes environmental impact while maximizing economic gains, balancing plastic reduction and job creation.



## KEY OUTCOMES OF THE OPTIMAL SCENARIO (2023-2040):

- \* **63%** ↓ in total **Plastic Pollution**
- \* **37%** ↓ in **GHG Emissions**
- \* **67%** ↓ in **costs** through avoided infrastructure investments
- \* **03%** ↑ in **Job Creation** through circular economy models

South Africa's **Optimal System Change Scenario** demonstrates how a balance between economic and environmental priorities can deliver powerful results.



# THE BUSINESS COALITION

## WHY AN AMBITIOUS TREATY MATTERS?



# EMPOWERING NATIONS & COMMUNITIES

A Treaty for Governments & People



Harmonized global rules offer benefits to governments, particularly in developing economies, enabling them to:

## Reduce public spending

on waste management and share costs of finding solutions for product design, standards and bans.

## Support new business opportunities

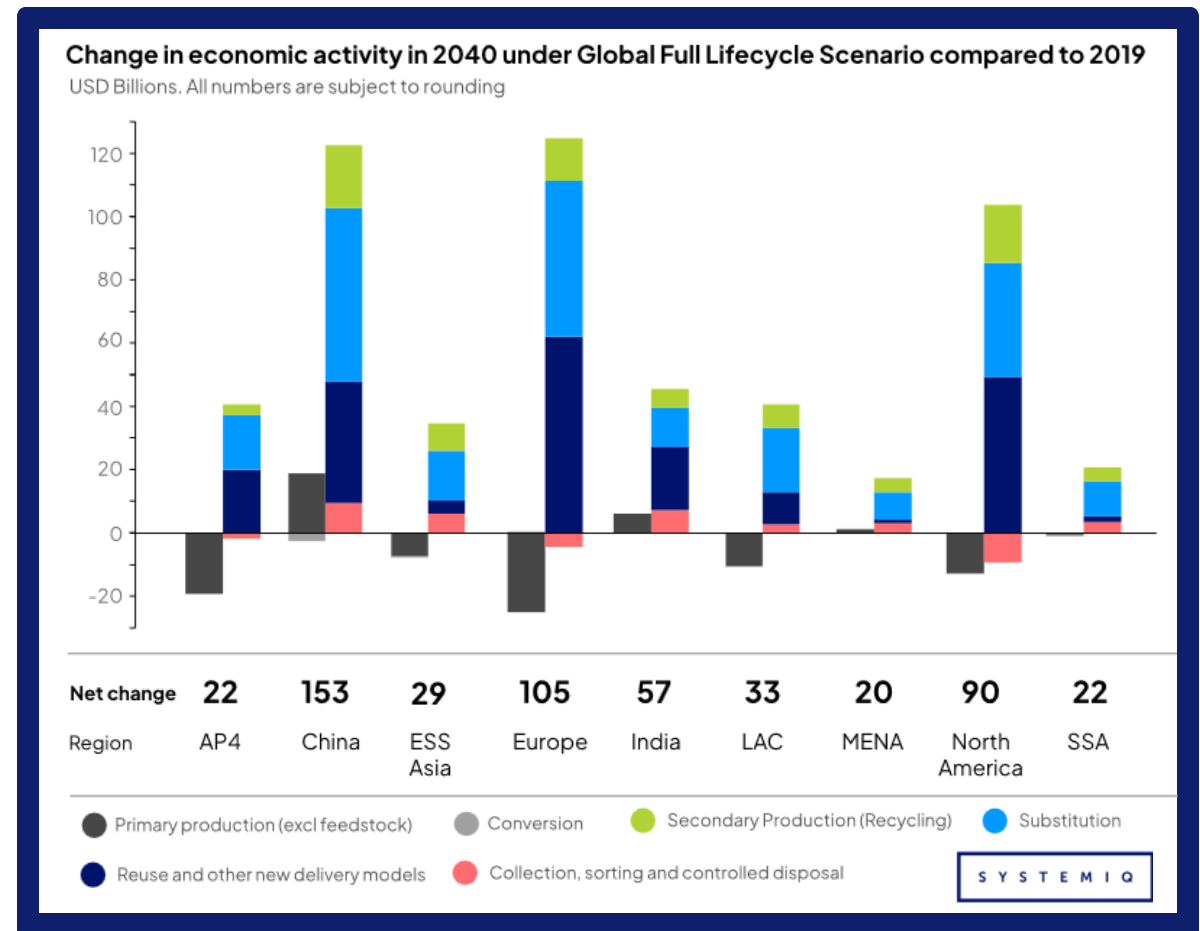
leading to job creation. Micro, small and medium enterprises, as well as workers in the informal economy will benefit from increased investment in waste management and upstream circular solutions.

## Increase oversight

of the production and design of plastic that enters their markets

## Reduce the risk

of investments and businesses relocating elsewhere to take advantage of weaker regulations



# CATALYZING INNOVATION & GROWTH BY DRIVING SUSTAINABLE PRACTICES

A Treaty for Businesses



Harmonized global rules will create a level playing field across the plastic value chain, scale solutions, spark innovation and mobilize investment by:

- ✓ Reducing operational complexity and compliance risk across markets.
- ✓ Enabling businesses to plan investments while managing the costs of compliance.
- ✓ Simplifying reporting across the plastic value chain, bringing greater transparency to more effectively measure progress and manage reputational risk.
- ✓ Coordinating actions across the plastic value chain, improving the prospects for meeting ambitious corporate commitments.

vs

Voluntary, fragmented and non-specific set of policy measures that are determined differently in each country will:

- ✗ Increase regulatory complexity for both local and international companies.
- ✗ Reduce economies of scale and increase inflation to consumers.
- ✗ Increase variance in product design and reduce recyclability.
- ✗ Increased litigation risk as companies are held liable for failing to address increasing plastic pollution crisis.

# PROTECTING THE ENVIRONMENT FOR GENERATIONS TO COME

A Treaty for Planet



Harmonized global rules will deliver multiple environmental benefits including:

1

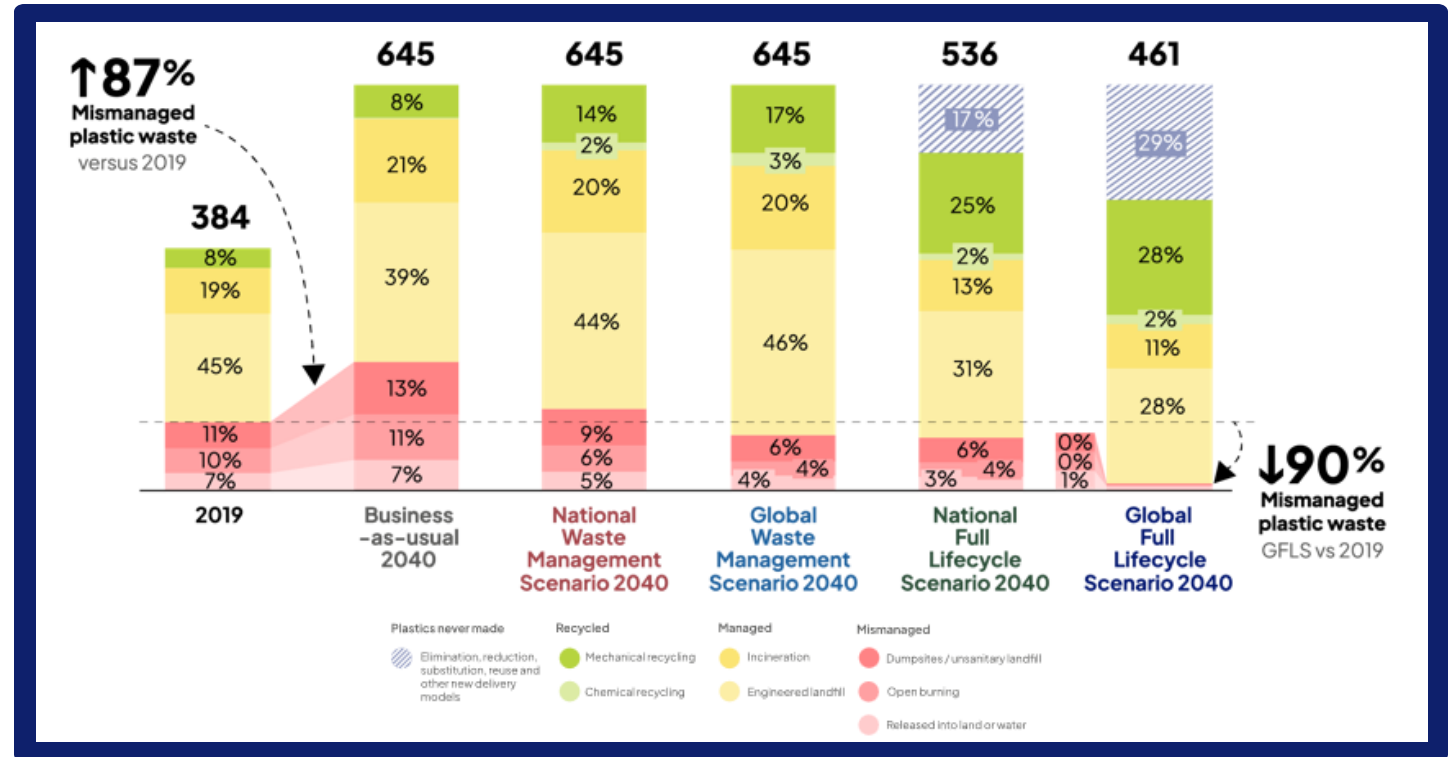
The greatest probability of eliminating mismanaged plastic waste by 2040

2

The fastest solution with the best prospect for rapid and systemic impact.

3

Climate benefits of reduced Greenhouse Gas emissions relative to Business-as-Usual



Source: Systemic -Plastic Treaty Futures





# THE BUSINESS COALITION

WHAT DOES A SUCCESSFUL TREATY LOOK LIKE?  
DEFINING THE PATH FORWARD

**BUSINESS  
COALITION**  
FOR A  
GLOBAL  
PLASTICS  
TREATY

# KEY ELEMENTS OF A STRONG TREATY

BUILDING A SUSTAINABLE FUTURE THROUGH UNIFIED GLOBAL ACTION



To ensure the success of a global treaty aligned with UNEA Resolution 5/14, the agreement at INC-5 must include:

**Unified Global Standards:** Clear guidelines for problematic plastic products, chemicals, and design, with commitments to Extended Producer Responsibility (EPR) and effective waste management.

**Implementation Support:** A comprehensive package of public and private finance mechanisms to support treaty goals.

**Sector-Specific Programs:** Tailored initiatives starting with critical sectors like packaging and fishing gear.

**Robust Monitoring & Evaluation:** A framework for reporting, evaluating progress, and adapting policies to ensure the treaty remains effective over time.

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# THIS IS OUR OPPORTUNITY

## A TREATY THAT MATTERS FOR BUSINESS



### A FUTURE REIMAGINED...

“ Plastic-related activities are expected to generate about 70% more jobs compared to estimated 2019 levels. In the full lifecycle scenarios, these new jobs are shifted towards recycling, substitutes and new delivery models such as reuse, and waste management. ”

Systemiq (2024). Plastic Treaty Futures.



# A FUTURE OF VALUE CREATION

A FUTURE DEFINED BY INNOVATION AND CIRCULARITY



*As we look ahead to 2040, the shift from plastic production to circular business models will not only reduce pollution but create massive economic value.*

## VALUE CREATION

“By 2040, plastic-related activity will shift from production towards circular business models and materials management, especially under the full lifecycle scenarios. This will result in the creation of value pools of \$110 billion for recycling, \$250 billion for substitutes, and \$230 billion for reuse - across all regions, these new value pools more than offset limited declines in plastic production.”



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**THANK YOU**

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