

# **WE HAVE A CLEAR VISION** TO ELIMINATE PLASTIC WASTE

First Anniversary Report  
2019

# WELCOME LETTER



**JACOB DUER**  
PRESIDENT AND CEO  
OF THE ALLIANCE

I would like to personally introduce you to the Alliance to End Plastic Waste and our First Anniversary Report.

We launched one year ago with the clear and ambitious vision to help end plastic waste in the environment. To support this vision, we've committed to develop and invest in solutions that will help prevent the leakage of plastic waste into our rivers, seas and oceans.

Created by dedicated CEOs from leading progressive companies across the plastic value chain, the Alliance is their direct response to addressing one of the biggest and most visible examples of a lack of solid waste management infrastructure and community behavior at local level. With a target of US\$ 1.5 billion over five years, more than 40 companies have already joined the Alliance and committed large-scale resources. Their efforts make a real difference by providing expertise and funding projects to protect the environment. The same companies are also developing products that are

sustainable across their life cycle and creative solutions to deal with plastic waste that can't currently be recycled or reused.

**From waste to value – we see plastic waste as an opportunity, too. By some estimates, the value of the plastic that enters the environment annually is more than US\$120 billion, often because there are no proper waste management systems in place. This is value that is lost to society, and money that instead could have been invested in schools, healthcare, climate change and poverty eradication.**

Finding solutions to tackle plastic waste will also help us to address the economic, social and environmental challenges defined by the United Nations Sustainable Development Goals (SDGs). SDG 14, Life Below Water,



is clear, but what we are doing goes to the heart of other goals too, such as SDG 12, Responsible Consumption and Production; SDG 8, Decent Work and Economic Growth; and SDG 9, Industry, Innovation and Infrastructure.

This is why we are encouraging a strong and diverse range of stakeholders to join the Alliance; companies with a broad range of perspectives, different innovation strengths, a richness of ideas and a wide geographical spread. Cutting across sectors, these companies enable the Alliance to address plastic at various moments in its life cycle and value chain.

**In our first 12 months, we have approved support for more than ten major projects.** These include a project in Jembrana, Indonesia, where 13,000 metric tons of plastic leak into the environment each year. The project is focused on household collections, with an emphasis on creating new local jobs in waste management. Another project is based around a partnership with the non-profit

organization Renew Oceans, which is looking to halt the flow of plastic into the Ganges River. Here, we are contributing funding, materials, logistics capability and technical expertise.

**Across the world, urgent action is needed, which is why collaboration is so important and why I invite you to join the Alliance and help end the scourge of plastic waste in our environment.**

Only by working with all stakeholders can we accelerate solutions, demonstrate meaningful results and unlock the much-needed capital investments to bring about lasting societal change where we will achieve an environment free of plastic waste.

**Jacob Duer**



# THE ALLIANCE AT A GLANCE

## About the Alliance

The Alliance to End Plastic Waste is a CEO-led, cross-sector, not-for-profit organization partnering with government and civil society, including environmental and economic development Non-Governmental Organizations (NGOs) and communities, to help address the challenge of plastic waste in the environment.

The Alliance was founded by companies that make, use, sell, process, collect and recycle plastics. It is a unique cross-value chain initiative and provides a framework for companies dedicated to fighting plastic waste. The World Business Council for Sustainable Development has been its founding strategic partner.

Comprised of more than 40 major global companies, the Alliance has a goal of initially funding US\$1.5 billion over five years, to develop and accelerate solutions

that minimize and manage plastic waste in the environment, to catalyze additional investments, and to promote solutions such as reuse, recycling and recovery.

## The issue

Unmanaged plastic waste entering the environment is the key issue. Waste management infrastructures are lacking in many countries at a local level to prevent plastic entry into the environment.

We urgently need to address the factors that are enabling this to happen.

This means creating new infrastructures to collect, sort, manage and recycle household and municipal waste, especially in rapidly developing parts of the world.

It also means ending the widespread misconception that post-use plastic has no value and closing the loop to create a circular economy for plastics.

40+

**companies that have already joined the Alliance**

US\$1.5bn+

**amount the Alliance members aim to invest over five years**

10

**rivers transporting more than 90% of river-based plastics to the ocean<sup>1</sup>**

5

**fast-growing Asian economies where over half of land-based plastic waste leakage originates<sup>2</sup>**

US\$120bn

**the estimated value of plastic waste entering the environment annually<sup>3</sup>**

Sources:

- 1. The Helmholtz Centre for Environmental Research – UFZ
- 2. Ocean Conservancy
- 3. World Economic Forum

# OUR VISION, OUR MISSION, OUR APPROACH

We have a bold vision to end plastic waste in the environment. Our mission is to develop, accelerate and deploy solutions, catalyze investment and engage communities to help end plastic waste in the environment.

To achieve this, collaboration is essential. We need to create a global platform that brings together the skills and expertise of different sectors into an effective and well-resourced Alliance.

In our approach, the Alliance is working across four action areas that address the breadth of the challenge rather than a single aspect of the problem.

Our strategy is built on three key principles:

- ~ Plastic waste is a valuable resource that should not be discarded but put to better use,
- ~ Ending plastic waste in the environment can enable economic opportunity,
- ~ Collaboration with governments, communities, Inter-Governmental Organizations, Non-Governmental Organizations and academia is essential to success.

## OUR FOUR ACTION AREAS



**Infrastructure development** to collect and manage plastic waste and increase recycling in areas of greatest need.



**Innovation** to minimize waste and advance and bring to scale technologies that make recycling and recovering plastics easier and create value from post-use plastics.



**Education and engagement** of governments, businesses and communities to mobilize action.



**Clean up** of areas where plastic waste is concentrated today, identifying and helping end the flow of waste at the source, particularly major rivers that carry plastic waste to the ocean.

# IN CONVERSATION WITH THE OFFICERS OF OUR GOVERNING BOARD



**DAVID TAYLOR**  
CHAIRMAN, PRESIDENT & CEO, PROCTER & GAMBLE;  
BOARD CHAIR OF THE ALLIANCE



**BOB PATEL**  
CHIEF EXECUTIVE OFFICER, LYONDELLBASELL;  
BOARD VICE CHAIR OF THE ALLIANCE



**JEAN-MARC BOURSIER**  
CHIEF OPERATING OFFICER, SUEZ;  
BOARD TREASURER OF THE ALLIANCE

The Officers, each elected to represent a sector within our Alliance membership, share their views on how the organization is helping to solve the problem of plastic waste:

- ~ Mr. Taylor represents the Brand and Retail sector,
- ~ Mr. Patel represents the Chemical and Resin sector,
- ~ Mr. Boursier represents the Converting, Recycling and Waste Recovery sector.



**Q: Why does the issue of plastic waste matter to you and the Alliance?**

*D. Taylor:* As leaders of companies that represent different aspects of the plastics value chain, we see the huge need to address plastic waste in our environment. We all need to work together to identify and put into practice meaningful solutions that encourage buy-in and investment at the local and regional level.

**Q: What makes the Alliance unique from other coalitions that have come together to help solve this issue?**

*B. Patel:* What resonates with me is that the Alliance isn't just talking about the issue,

or simply throwing money at the problem. We're using the energy, passion, technical expertise and creative ideas from companies across the value chain, along with communities, governments and NGOs to devise sustainable solutions to help end plastic waste in our environment.

**Q: What are some of the challenges facing the companies addressing plastic waste?**

*J.M. Boursier:* Companies are part of a broader ecosystem that includes many different groups and interests, and success depends on the willingness of these multiple stakeholders to collaborate. Our challenge

is to find the right partners in each geography and then scale up and replicate the best projects.

**Q: What results do you hope to achieve through the Alliance?**

*B. Patel:* Not only do we want to stop plastic waste from entering the environment, we also hope to change the way people view plastics. Plastic waste needs to be seen not just as something that ends up in landfills or incinerators but as a raw material or feedstock for another useful purpose. As businesses, we need to think differently about how we design products, use and collect them, and how we

bring new technologies to market to demonstrate plastics' value beyond their initial use.

**Q: If you could get every CEO to pause and listen, what would you say to your industry peers about the Alliance?**

*D. Taylor:* We see the issue all around us and we're taking action, joining forces and committing our resources and money to make critical long-term changes. We invite all companies, NGOs, governments and civil society to join with us in this generation-defining effort.

**Q: Where would you like to see the Alliance in ten years' time?**

*J.M. Boursier:* By 2030, my dream would be that the Alliance is not needed anymore because plastic products will be designed to minimize their carbon footprint and ensure optimal recyclability. To support this goal, well-managed infrastructures and viable market conditions for recyclates will need to be in place to address post-consumer and industrial waste. The problem really is solvable.

# 2019 MILESTONES

## THE START OF OUR JOURNEY TO HELP END PLASTIC WASTE IN THE ENVIRONMENT

From our launch at the start of the year to our first projects and the regular announcements about new companies joining the Alliance, 2019 laid the foundations for the collaborations and partnerships that will help us to address the global challenge of plastic waste in the environment.

JAN 16

**Alliance launches in London**

Companies come together and commit collective resources and global expertise in engineering, science and materials to help end plastic waste leaking into the environment.



MAR 7

**Alliance members discuss financing plastic waste solutions at the World Ocean Summit**

The meeting explored how catalytic capital can attract more investment from both public and private sources to fund much-needed infrastructure to keep plastic out of the ocean.

AUG 27

**Alliance launches in Thailand and Southeast Asia**

The launch addresses the finding that 60% of plastic waste in the ocean can be sourced to just five fast-growing Asian economies.\*\*

\*\*Source: Ocean Conservancy

OCT 1

**The Alliance to End Plastic Waste appoints Jacob Duer as President and CEO**

Jacob Duer joins the Alliance from the United Nations, where he most recently served as a program director with the UN Environment Programme.

NOV 18

**The Alliance participates in the 2019 Responsible Business Forum on Sustainable Development**

The Alliance and others meet in Singapore to discuss the circular future of plastic in Southeast Asia and today's lack of access to proper collection and disposal.



**Alliance supports Renew Oceans, a localized investment and engagement project focused on high-leakage rivers**

The first Renew Oceans project focuses on India's Ganges River, a lifeline to millions – into which 1.2 billion pounds of plastic waste are dumped annually.\*

\*Source: The Helmholtz Centre for Environmental Research – UFZ

APRIL 4

**A conversation in Brussels: Strategies to end plastic waste in the environment**

The Alliance to End Plastic Waste was presented to a group of European officials, NGOs and industry representatives at the European Parliament.

JULY 22

**Alliance holds first international forum in Japan**

The event in Tokyo set out to spread awareness, recruit new members and advance solutions among key executives from various industries and geographies.



\*\*\*Founding partners of project STOP are SystemIQ and Borealis

SEPT 24

**Alliance launches partnership with Project STOP\*\*\* in Indonesia**

The project will support the development of a waste management recycling system to support zero ocean-plastic leakage in the regency of Jembrana, located on the northwest coast of Bali.



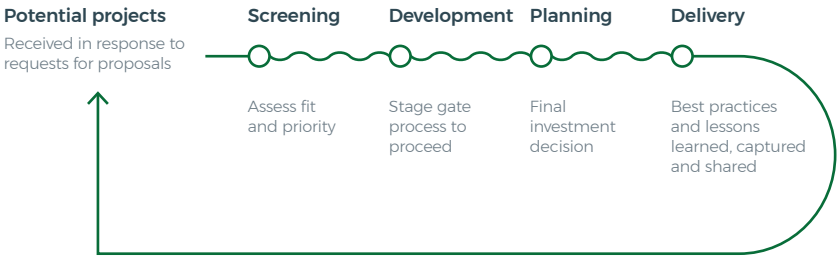
OCT 23

**Alliance partners with Plug and Play**

The initiative will help to create an accelerator program for innovative startups looking to address plastic waste in the environment.



# DEVELOPING PROJECTS, CREATING SOLUTIONS



To ensure impactful programs, the Alliance has established an objective, effective and efficient management process to facilitate the speed of project development and delivery, with appropriate oversight and governance.

We have also developed a number of criteria to prioritize potential Alliance-funded projects to ensure they are consistent with the Alliance’s mission, objectives and policies; are based on sound scientific, technological and legal foundations; and are material in size or scalability.

Partnership with many external organizations actively engaged in addressing plastic waste will be crucial to the Alliance achieving its mission.

The Alliance is currently in dialogue with more than 100 organizations and individuals on how to contribute to solving the environmental challenge through projects and other activities.

We will also be establishing an Advisory Council, offering direct guidance to the CEO, comprised of a diverse set of external stakeholders, to advise on the strategic direction and areas of focus, as well as priority interventions and the types of projects that can advance our goals.



# DIVING INTO OUR PROJECTS

The Alliance is connecting with organizations and individuals to develop the technologies and the ideas that will help tackle plastic waste in the environment, focusing on where the need is the greatest.



## 1. RENEW OCEANS

Renew Oceans has a vision to create highly scalable, circular economies for plastics in river communities that are known to be the biggest contributors of ocean plastic pollution – starting with the Ganges basin. Renew Oceans’ approach also engages local communities and creates economic opportunity for individuals who collect plastic from rivers, often among the most economically disadvantaged members of the community. The initial work is supporting the Renew Ganga project. In addition to financial support for the Renew Ganga project, the Alliance is contributing materials, technical expertise and logistics capabilities to help create end markets for the collected waste.

Renew Ganga is concentrating on the city of Varanasi and plastic waste transported by the Assi Nala. It includes manual

cleanup efforts and installing physical barriers to collect and divert plastic waste on land and in the water; converting that waste into marketable and revenue-generating recycled materials; and motivating the community to keep their rivers clean by educating, engaging and empowering residents.

A key component of the community aspect includes piloting a concept to improve the health, safety and economic outcomes of Varanasi’s waste pickers, the informal waste collectors who reclaim recyclables from the city’s mixed waste trash piles. India’s waste pickers primarily are economically disadvantaged and socially marginalized women. The Renew Ganga project aims to divert more than 100 metric tons of ocean-bound plastics in India in 2020.



1

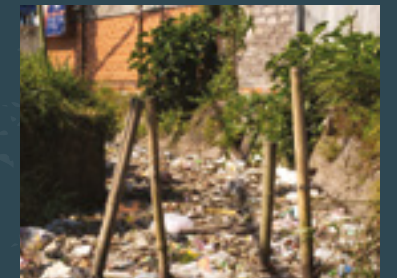
## 2. PROJECT STOP

Project STOP is an initiative co-founded by Borealis and SYSTEMIQ to design, implement and scale circular economy solutions in the regency of Jembrana, a city in the northwest coast of Bali with approximately 300,000 people. Project STOP is a “zero plastic leakage” program in which a team of experts in waste management, recycling, financing and education help a city design and implement a waste management system in which all households and institutions benefit from collection.

This project has three components: support to develop and launch a waste management and recycling system in the Negara city within the regency; technical

and business expertise of Alliance members from across the plastics value chain to support success; and a feasibility study to assess how to extend this approach to the rest of the island to achieve a plastic waste-free Bali.

Since launch, the project has rented facilities for its office and future education center and hired local staff and managers. A sorting center location has been provided by the local municipality and is expected to be operational before the end of 2020. The project also has completed a market survey, as well as conducted extensive outreach to residents and other stakeholders to understand local and regional priorities.



2



### 3. THE INCUBATION NETWORK

The Incubation Network (TIN), an initiative created by The Circulate Initiative and SecondMuse, is creating a connected network of innovators, investors, civil society organizations and government leaders across South and Southeast Asia that can work together to reduce the amount of plastic waste escaping into the ocean.

TIN was created in response to research by Circulate Capital and others that identified the need for early stage interventions in the waste management and recycling sector to stop leakage at its source. These include providing basic technical assistance to entrepreneurs and strengthening the enabling environments around them through work on policy, equitable economic development and public education.

TIN is recruiting incubators and accelerators to support individual entrepreneurs and create the conditions they need to succeed in both the private and public sectors to support and scale solutions. Participants will include ventures focused on waste management or recycling, as well as advanced materials and delivery systems, like reusable and returnable materials, and new ways to deliver a product using less resources.

TIN has established a hub in Singapore; developed an Ocean Plastic Prevention Accelerator program in Surabaya, Indonesia; identified more than ten potential partner sites across five target countries (Indonesia, India, Vietnam, Thailand and the Philippines); and launched the Plastics Data Challenge to identify innovative solutions addressing the lack of data across Asia's plastics value chains. In addition to providing financing, the Alliance is supporting TIN's efforts by providing critical know-how and best practices in waste, recycling and materials management to ventures, incubators and city leaders.



### 4. THE END PLASTIC WASTE INNOVATION PLATFORM

Developed in partnership with Plug and Play, we have created an accelerator program focused on the plastics value chain and identifying startups with ideas that can help address plastic waste in the environment. Founded by Saeed Amidi, Plug and Play is a global innovation platform that specializes in creating industry-specific accelerator programs. The End Plastic Waste Innovation Platform is focused on identifying solutions and supporting startups with the potential to fundamentally transform the industry in three hub locations: Silicon Valley, Paris and Singapore.\*

Plug and Play is sourcing startups working on solutions in the areas of collecting and sorting plastic waste, recycling technologies, and creating value from post-recycled plastics. The programs will run for 12 weeks and accept ten startups each. The platform was announced in the fall of 2019, initial call for applications for the first hub was held and the first batch of startups for the Silicon Valley hub will be selected in the first quarter of 2020. The Paris and Singapore hubs will be established in the second quarter of 2020, and startups will be selected for these locations by the end of the year.

\*Deadline for applications is February 3, 2020





## 5. ADVANCED RECYCLING PROJECTS

Advanced Recycling Projects are being assessed as part of a wider plan to address mixed and hard-to-recycle plastic. These include various technologies and their potential synergistic integration with mechanical recycling in waste collections systems to maximize both volume of plastic waste reduced and value recovered from recycled materials. The Alliance is working with recycling companies to help accelerate large-scale opportunities in Southeast Asia. These projects seek to improve the quality of recycled plastics for broader use within a circular economy.



## 6. ZERO PLASTIC WASTE CITIES

Zero Plastic Waste Cities are being developed with the Grameen Creative Lab, an organization led by Nobel Peace Prize Laureate Muhammad Yunus. This project will develop and implement social businesses – tackling one or more social problems in a financially self-sustaining way – to enable improved municipal waste management systems. Harnessing the potential of the informal sector is important to increase waste collection and provide economic opportunity. The social businesses aim to empower different players in the formal and informal waste value chain to increase conversion of collected waste

into recycled material, supporting greater circularity and economic empowerment.

It will be launched in two separate cities in India and Vietnam. Grameen Creative Lab is currently identifying local partners for implementation, aligning other stakeholders in the area and initiating pilot assessments. The two cities will be announced in early 2020 and Grameen Creative Lab will also explore approaches to scale these social businesses to additional areas in 2021. The projects are being carried out by the team of Yunus Environment Hub, Grameen Creative Lab's initiative to address environmental issues through social business creation.

# LOOKING FORWARD

**"We have seen that global challenges can only be successfully solved through collaboration, commitment and inclusion. It is imperative that all come together to stop the unbridled flow of plastic waste into our oceans and waterways, and we applaud the innovations and partnerships that the Alliance is championing on effective waste management. We look forward to working together to amplify our collective impact."**

Kristin Hughes, Director, Global Plastic Action Partnership – World Economic Forum



Looking ahead to 2020, the Alliance will be focusing on:

- ~ Completing the identification and hiring of the Alliance lead team and support staff in Singapore,
- ~ Finalizing our strategy and our operational plan,
- ~ Ensuring a robust pipeline of projects and partners at a community level,
- ~ Identifying and onboarding the Advisory Council,
- ~ Continuing efforts to increase and enhance membership and communication around our activities,
- ~ Leveraging our funding with funding from others, including governments, private and multilateral banks and institutions.

The Alliance, together with our members and partners, has embarked on a truly monumental journey. With their help and collaboration, we believe we are on the best and right pathway towards solving an environmental issue of pressing global concern while supporting the transformation of societies and realization of the sustainable development opportunities of the 21st century.

We look forward to a strong 2020 where we will further scale up our efforts to help end plastic waste in the environment.

OUR MEMBERS



FOUNDING STRATEGIC PARTNER



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JOIN US



We invite companies to join and to invest their time, money and expertise into helping us to address the plastic waste challenge.

We also want to hear from governments, especially those in affected regions, from innovators and thinkers; from investors; from local communities; and from those environmental and conservation groups that are already tackling the challenge – we want to partner with you to maximize impact!

Collaboration across all these levels will be a critical part of the Alliance's approach.

HOW TO BECOME INVOLVED WITH THE ALLIANCE

Businesses

We welcome all companies, whatever their size, or geography within the plastics value chain, to join the Alliance and the fight against plastic waste.

Members of the Alliance are asked to commit resources in two ways:

- ~ Through an annual contribution,
- ~ By making separate company-directed investments that support the Alliance's mission.

Visionaries and Innovators

If you have an idea for a project that can help reduce the amount of plastic in the environment, please get in touch with our project screening team, who will be able to explain how you can submit a proposal.

Government

We have a partnership ethos and have resources, information and knowledge to share. We need to combine our collective efforts to maximize impact and make a real difference.

Communities and civil society

We aim to inspire change and work with you to see how we might best partner with your community and like-minded individuals who are having or wish to have an impact by implementing change.

To find out how to access additional information, follow this website link: [endplasticwaste.org/join-us](https://endplasticwaste.org/join-us)





Learn more and join  
the Alliance  
[www.endplasticwaste.org](http://www.endplasticwaste.org)