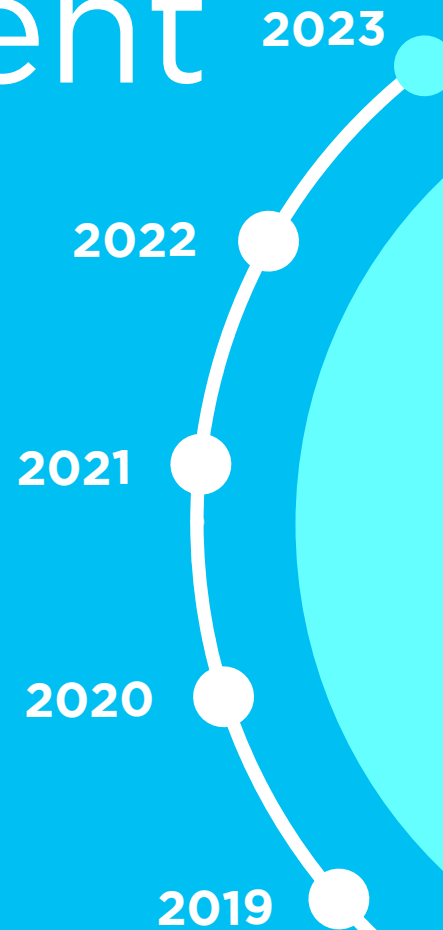


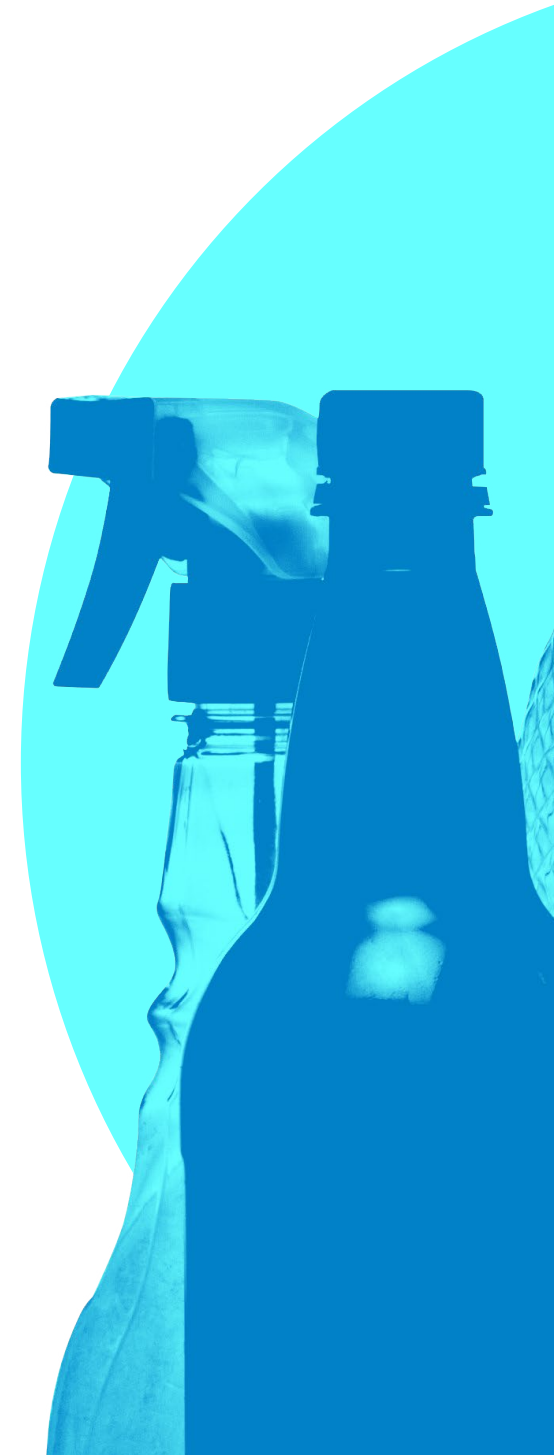
The Global Commitment 2023

Progress
Report



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Launched in October 2018 by the Ellen MacArthur Foundation, in collaboration with the UN Environment Programme, the Global Commitment unites businesses, governments, NGOs, and investors behind a common vision of a circular economy in which we eliminate the plastic we don't need; innovate towards new materials and business models; and circulate everything that is used, to keep it in the economy and out of the environment.

To help make this vision a reality, all business and government signatories of the Global Commitment set ambitious 2025 targets specific to each step of the value chain and publicly report upon their progress every year.

It is now five years since the launch of the Global Commitment. To mark this moment, the Ellen MacArthur Foundation and UNEP have produced a separate paper entitled *The Global Commitment Five Years In: learnings to accelerate towards a future without plastic waste or pollution* which reflects upon the achievements made to date, lessons learned so far, and pivotal hurdles yet to be overcome.

This fifth annual progress report provides an overview of signatories' progress, based on the latest (2022) reported data at aggregate level. In recognition of the extensive perspective on progress provided in *The Global Commitment Five Years In: learnings to accelerate towards a future without plastic waste or pollution*, this year's progress report does not include a separate annual perspective on progress by the Ellen MacArthur Foundation and UNEP. However, each of the chapters is a deepdive into the insights and data for the key progress areas: highlighting main trends, actions required, and policy insights.¹

It is clear, both from this year's data and taking the longer-term view over the last five years, that the Global Commitment has shown it is possible to make meaningful progress in tackling plastic waste and pollution. It is equally clear that the world remains off-track. Therefore, it is crucial that we use the learnings of the last five years, and the annual reporting, to drive more ambitious policy and greater business action – to push progress further, faster both within the signatory group and the market as a whole.



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TRANSPARENCY

Providing transparency on signatories' commitments, as well as the actions they take and their progress towards achieving them, sits at the heart of the Global Commitment. This transparency is crucial for signatories to take more informed and targeted actions, for investors and societal organisations to hold signatories accountable, and to drive the transition to a circular economy. Transparency is achieved not just through the public disclosure of targets – both qualitative and quantitative – and progress towards them, but also through providing common definitions and clear and consistent presentations of data.

In 2022, transparency continued to sit at the heart of the Global Commitment:

- The vast majority (88%) of original signatories (from 2019) have consistently reported progress against the targets over five years, bringing greater transparency to the overall trends.
- Following the introduction of mandatory reduction targets in 2021, all brand and retailer signatories are now disclosing their total plastic packaging weight. Although not bound by these mandatory requirements, packaging producers have significantly increased their voluntary public disclosure of total plastic weight.
- Across all signatories, significant progress in third-party verification of data was made over the last two years, with nearly half (45%) now having third-party data verification measures in place.
- The number of signatories publicly disclosing their portfolio breakdowns – a key metric to foster transparency – has continued to increase slightly, with 84% of brands, retailers, and packaging producers now providing public details of which categories of plastics are present in their portfolios.

The public data provided by these signatories offers valuable information on the types of packaging being used today, helping to shed light on the lessons learned, pivotal hurdles to be overcome, and potential solutions as signatories work towards the Global Commitment's common vision to stop plastic becoming waste.

FIGURE 1

Public reporting of plastic packaging portfolio split increases among packaging producers, brands, and retailers

Percentage of packaging producer, brand, and retail signatories publicly disclosing their plastic packaging portfolio breakdown

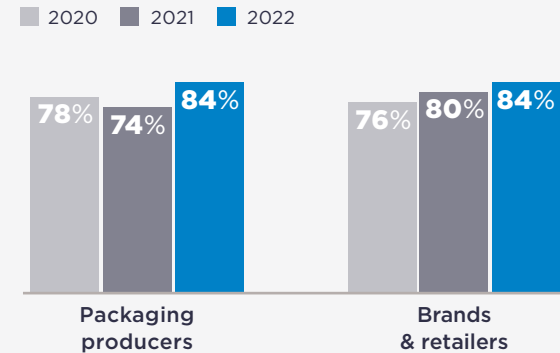
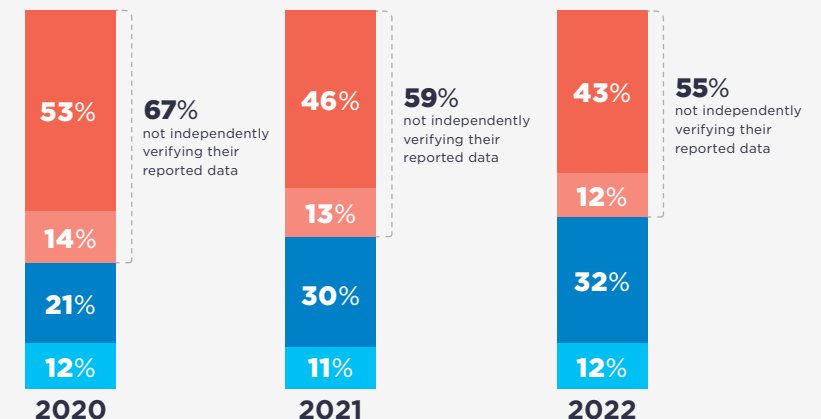


FIGURE 2

Almost half of signatories now verify their data through a third party

Status of third-party verification measures, as a percentage of all signatories



- Third-party verification in place for all of the data
- Third-party verification in place for some data
- No third-party verification with plans to introduce some
- No third-party verification and no plans to introduce any

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TRAJECTORY AGAINST 2025 TARGETS AND COMPARED TO THE REST OF THE MARKET

1 Eliminate problematic or unnecessary plastic packaging

Qualitative target committed to by packaging producers, brands, and retailers

- Signatories continue their elimination efforts. The total tonnage of plastic packaging eliminated across all examples reported slightly increased compared to 2021.
- The majority (80%) of brands and retailers still report using at least one of the eight most commonly identified problematic packaging types in their portfolio.
- Although elimination efforts reported are still mainly delivered through material change (e.g. material substitution or lightweighting) (65%); fundamental changes (e.g. direct elimination) have significantly increased from 22% of all examples reported in 2021 to 35% in 2022.

- The signatory group has reduced the use of some packaging items and materials commonly identified as problematic or unnecessary, for example reducing EPS packaging by 36% from 2020 to 2022. The top quartile of all brand and retail signatories that were using PVC or EPS packaging in 2020 have eliminated 92% and 100% of these packaging materials respectively.²
- Over the same time period the global use of PVC and EPS has grown over 3%.

2 Take action to move from single-use towards reuse models where relevant

Qualitative target committed to by packaging producers, brands, and retailers

- Brand and retail signatories' share of reusable plastic packaging has remained flat, at an average of 1.2%, despite the majority of signatories investing in reuse pilots. Many new pilots launched in 2022.
- 20% of packaging producer, brand, and retailer signatories have increased their percentage of reusable plastic packaging in 2022. Of those whose percentage increased, around a quarter (25%) increased by more than 3 percentage points.
- Half (53%) of the signatories reported having no reusable plastic packaging (compared to 58% in 2021).

- While the attention, momentum, and efforts on reuse have increased significantly since 2018 – both in the signatory group and in the industry at large – this hasn't yet resulted in progress at scale.
- However, the reuse pilots and studies carried out over the past five years have shed clearer light on the main barriers to scale and identified opportunities for potential solutions.

3 Decrease the use of virgin plastic in packaging

As of 2021, brands and retailers have set targets to reduce plastic or virgin plastic use in packaging. Individual signatory targets range from 0.5% to 100%. In aggregate, the brand and retailers group aims for a 21% reduction in virgin plastic use between 2018 and 2025

- As a group, Global Commitment signatories' virgin plastic use has remained relatively flat since 2018 (-0.1%).
- The majority of brands and retailers (65%) have reduced their virgin plastic packaging since 2018, with the top quartile even collectively reducing it by 13%.
- However, overall progress has been held back due to an increase in virgin plastic packaging use by a few large organisations.

- Maintaining a broadly flat use of virgin plastic since 2018 is in stark contrast to the 11% increase by the market as a whole over the same time period.
- Of the brand and retailer signatories who have set 2025 virgin plastic reduction targets (85% – with the other 15% having a total plastic reduction target), 27% are on track or have already achieved them.
- Yet, assuming a continuation along this trajectory, the group as a whole remains off track to deliver their reduction target of -21%.

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TRAJECTORY AGAINST 2025 TARGETS AND COMPARED TO THE REST OF THE MARKET

4 Increase the share of post-consumer recycled content (PCR) target across all plastic packaging used

Plastic producers, packaging producers, and brands and retailers set PCR content targets ranging from 2% to 100%. For all brands and retail signatories in aggregate, this translates to a weighted³ average target of 26%.

- For the fifth consecutive year, brand and retail signatories increased their use of PCR content at a steady rate (from 10.0% in 2021 to 11.7% in 2022).
- This is now more than double the 4.7% starting point in 2018, with the top quartile nearly tripling their share of PCR over the past five years.

- Since 2018, brand and retail signatories have more than doubled (+7pp from 4.7 to 11.7%) their share of PCR content across all their plastic packaging, compared to a +1 percentage point increase in the rest of the market.
- Continuing on this trajectory would lead to -17% recycled content by 2025, more than tripling versus 2018, yet below the group's aggregate target of 26% by 2025.

5 Ensure 100% of plastic packaging is reusable, recyclable, or compostable

Committed by all packaging producers, brands, and retailers

- Brand and retail signatories' share of reusable, recyclable, and compostable plastic packaging has increased +2 percentage points since 2018.
- Following a two-year increase, brand and retail signatories marginally decreased the share of reusable, recyclable, and compostable plastic packaging: from 65.4% in 2021 to 64.5% in 2022. This was driven by a minority (26%) of signatories, with some reducing by as much as 10 percentage points.
- Mainly due to differences in packaging portfolios, the percentage of reusable, recyclable, and compostable plastic packaging varies widely across signatories – from below 5% to close to 100%. Signatories with the most flexible plastic packaging are on the lower end.

- However, since no additional packaging categories have met the criteria of 'recyclability in practice and at scale' either in 2022 or since 2018, overall progress on this target remains incremental.
- As last year, the 2025 target of 100% reusable, recyclable, or compostable plastic packaging will almost certainly be missed by most organisations. Flexible packaging and lack of infrastructure continue to be the main barriers.
- If recycling infrastructure were to scale at speed for the few packaging categories with the highest potential to become recyclable in practice and at scale by 2025 (PET thermoforms and PP other rigid), this could result in an additional 7 percentage point increase towards the 100% reusable, recyclable, or compostable target.

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1 Ensure 100% of plastic packaging is reusable, recyclable, or compostable

Percentage (of total weight) of brand and retail signatories' plastic packaging that is reusable, recyclable, or compostable (RRC)

FIGURE 3

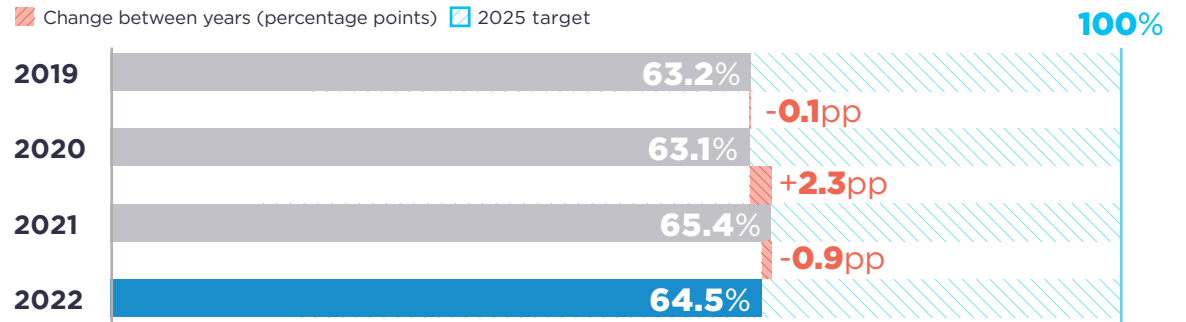
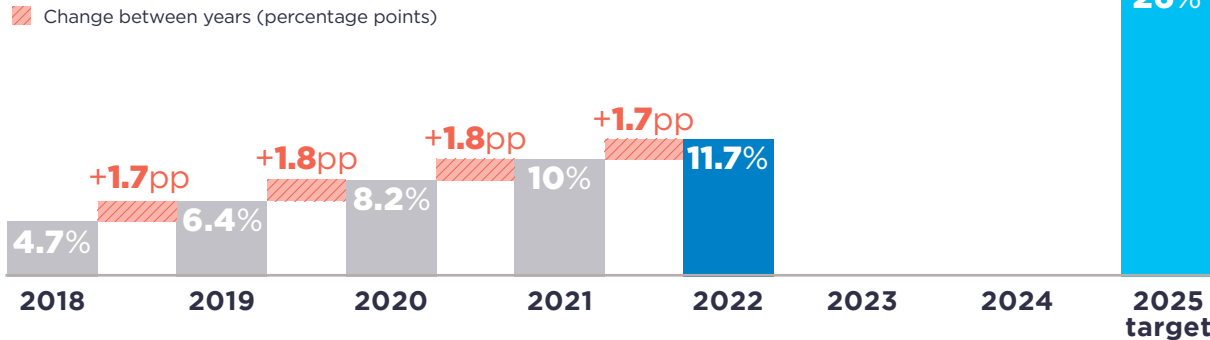


FIGURE 4



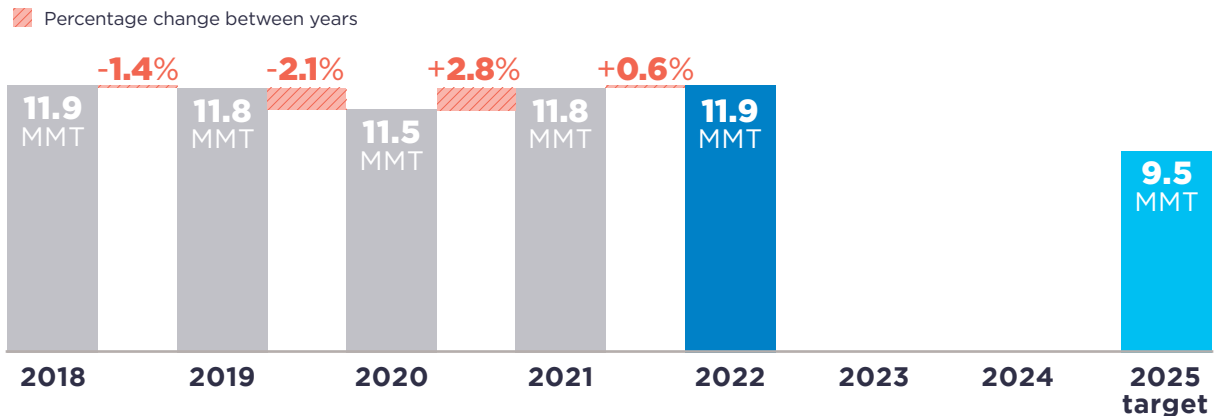
2 Increase the share of post-consumer recycled content across all plastic packaging used

Percentage (of total weight) of post-consumer recycled (PCR) content in brand and retail signatories' plastic packaging

3 Decrease the use of virgin plastic in packaging

Weight of brand and retail signatories' virgin plastic packaging in million metric tonnes (MMT)

FIGURE 5



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FIGURE 6

Change between years (percentage points)



4 Take action to move from single-use towards reuse models where relevant

Percentage (of total weight) of brand and retail signatories' plastic packaging that is reusable

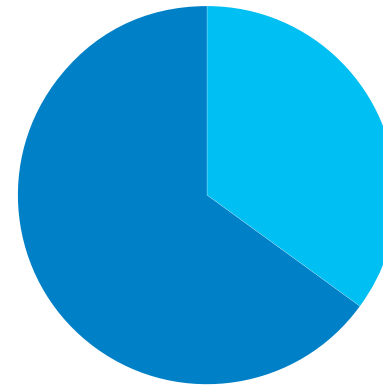
5 Eliminate problematic or unnecessary plastic packaging

Total number of elimination examples for 2022 reported by packaging producer, brand, and retail signatories with percentage of elimination examples by method in 2022 highlighted (as reported by packaging producer, brand, and retail signatories)

FIGURE 7

343 examples, jointly eliminating 147,935 tonnes

65%
Material change
e.g. substitution to paper, other plastics or lightweighting

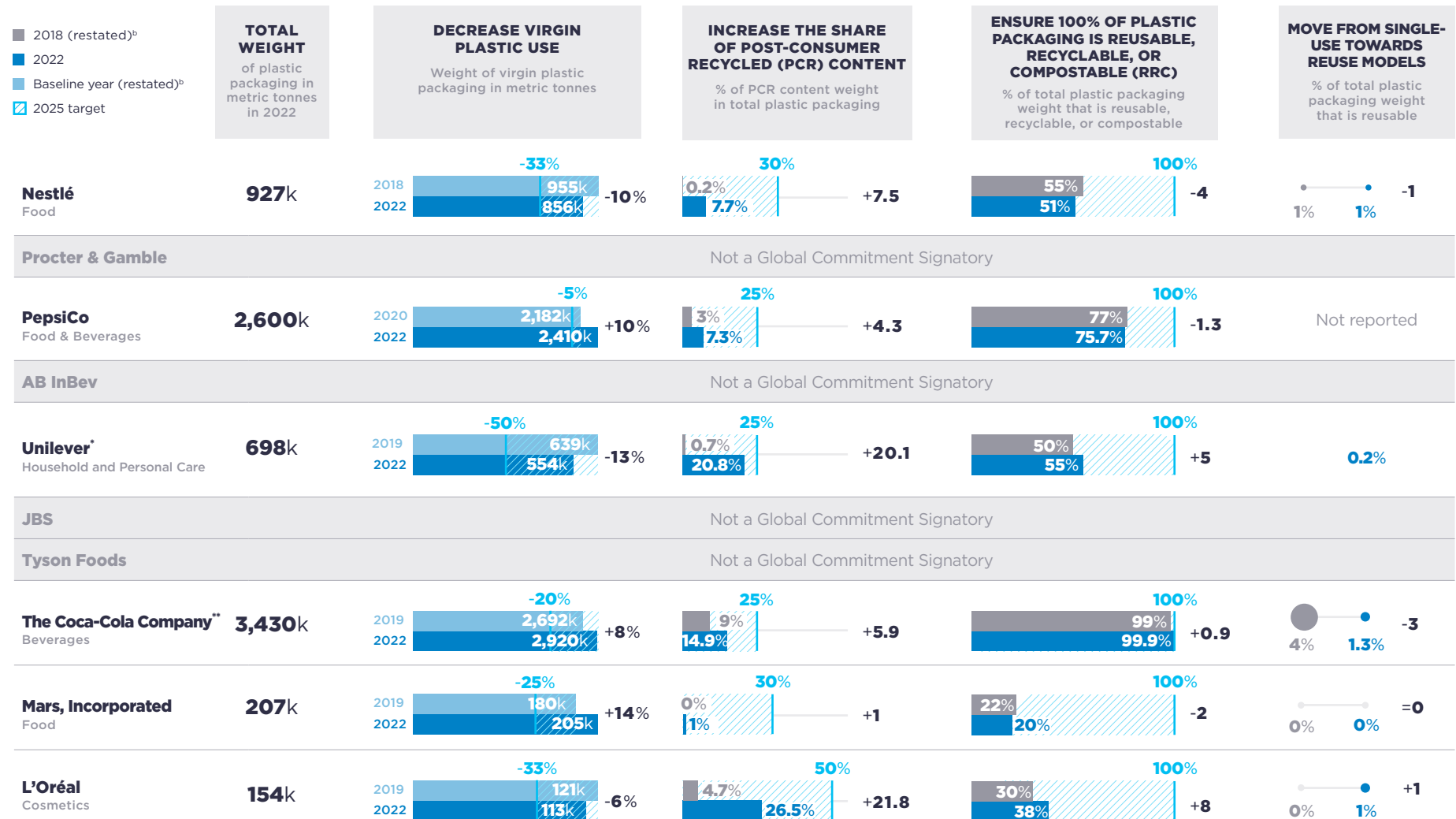


2022

35%
Fundamental change to packaging, product, or business model design to avoid the use of single-use packaging
e.g. direct elimination or switching to reuse models

FIGURE 8

Top 10 FMCG companies by revenue: key progress metrics on plastic packaging, 2018–2022



Notes:

- a) Signatories are ranked according to their revenues as of the beginning of the Global Commitment in 2018.
- b) Where applicable, 2018 data and other prior year data have been restated to reflect the current business portfolio (following divestments and acquisitions), allowing comparison with today's data. Original data for these years can be found in prior year progress reports.
- c) Year-on-year growth is calculated in percentage for virgin weight and using percentage points for all other metrics.
- d) All quantitative data are provided for the latest year reported, in most cases for the relevant company's financial year ending 2022. Details of the reporting timeframe for each signatory are provided in their individual reports online.
- e) To find more information about individual plastic reduction targets, baseline years, and baseline weight, please look at the online reports.
- * Unilever's reporting scope is limited to primary and secondary plastic packaging in 27 markets representing 83% of turnover.
- ** The Coca-Cola Company's reporting scope is limited to consumer-facing primary plastic packaging, which covers more than approximately 90% of total plastic usage.

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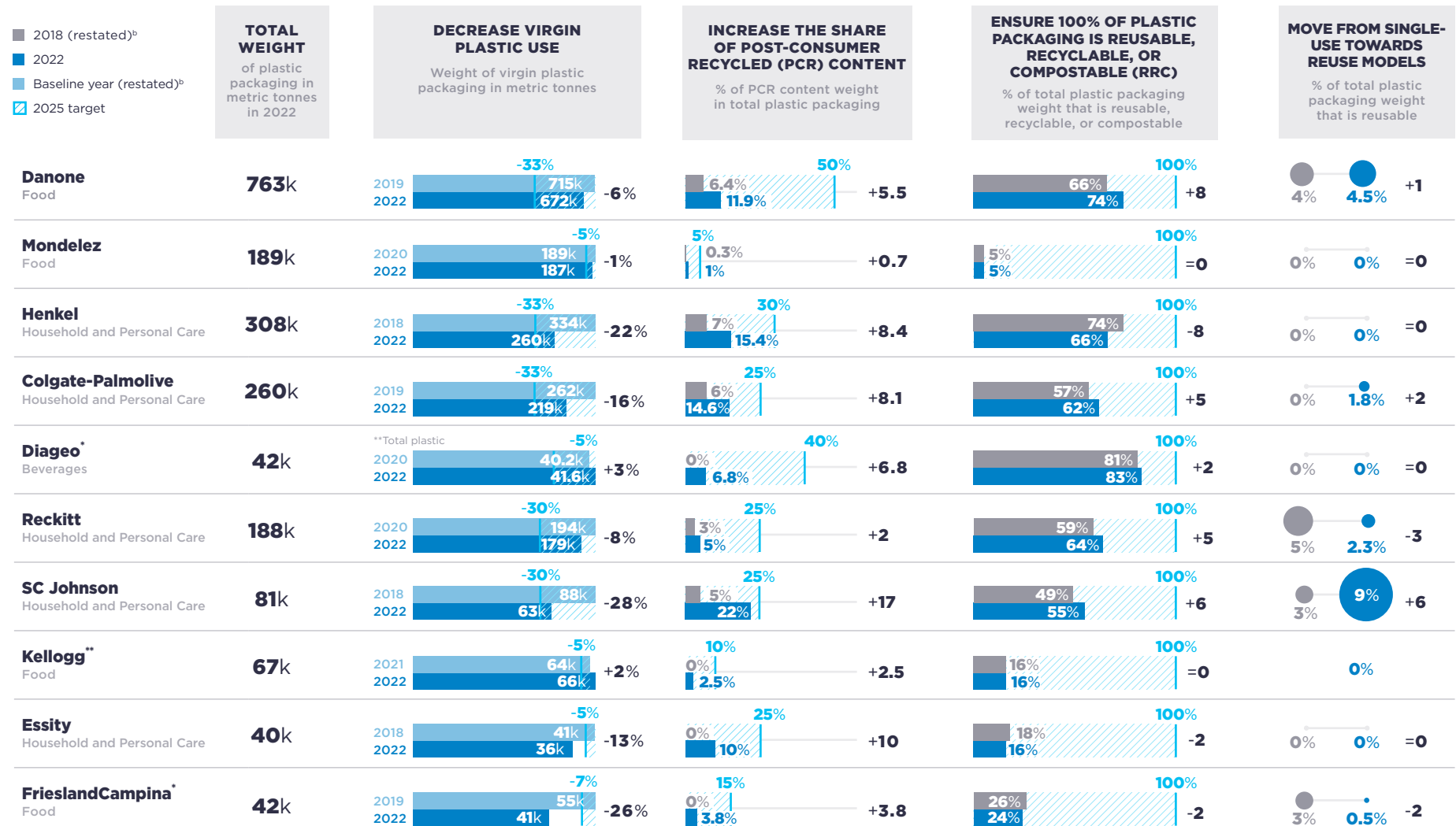
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FIGURE 9

Other large FMCG companies by revenue: key progress metrics on plastic packaging, 2018–2022



Notes:

- a) 'Other large FMCGs' refers here to those with the highest revenues after the Top 10 displayed on p.9, as of beginning of the Global Commitment in 2018.
- b) Where applicable, 2018 data and other prior year data have been restated to reflect the current business portfolio (following divestments and acquisitions), allowing comparison with today's data. Original data for these years can be found in prior year progress reports.
- c) Year-on-year growth is calculated in percentage for virgin weight and using percentage points for all other metrics.
- d) All quantitative data are provided for the latest year reported, in most cases for the relevant company's financial year ending 2022. Details of the reporting timeframe for each signatory are provided in their individual reports online.
- e) To find more information about individual plastic reduction targets, baseline years, and baseline weight, please look at the online reports.
- * Diageo set a total plastic reduction target, as such data represents plastic packaging weight in metric tonnes.
- ** Baseline year for Kellogg's virgin reduction target is for 2021.

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This document is the fifth in a series of annual Global Commitment progress reports. It provides insight into the trajectory of progress being made by leading businesses and governments to tackle plastic waste and pollution.

REPORTING SIGNATORIES

In this report, 123 businesses that produce, use, and recycle large volumes of plastic packaging (representing 92% of the business signatories eligible to report through the Ellen MacArthur Foundation) and 17 governments across five continents (out of 24 government signatories eligible to report) have reported on progress against public targets to align to a circular economy vision for plastics.

They have all been asked to report against a common set of commitments, using the same definitions, with the aim of driving transparency and consistency in data sharing on plastics across a significant group of businesses and governments.

REPORTED DATA

This report should be read alongside the individual progress reports submitted by business and government signatories. These are available via an online platform which allows users to browse individual signatory data and offers a downloadable version of the full set of data. Data accessibility is vital to maximise transparency on the progress of individual signatories via the reporting process.

The report provides a quantitative and qualitative assessment of progress made by signatories towards their 2025 commitments and targets over the last year. Due to the timing of reporting cycles, most quantitative data provided by business signatories in this reporting cycle is for

2022. Aggregated statistics are therefore referred to throughout the report as 2022 data, with data submitted in the 2022 reporting cycle referred to as 2021 data, and so on; any notable exceptions are clearly marked as such. References throughout the report to “% of signatories” refer to the percentage of reporting signatories.

EXITING SIGNATORIES

In the last year, six businesses left the Global Commitment signatory group. This was as a result of being unwilling to fulfil mandatory requirements for participation, which include

setting quantitative targets in line with the Global Commitment framework and publicly reporting progress on them annually through the Ellen MacArthur Foundation, in line with the Global Commitment common definitions and guidelines.

THESE BUSINESSES ARE:

Suppliers to the packaging industry:
Multi-Color Corporation (MCC)

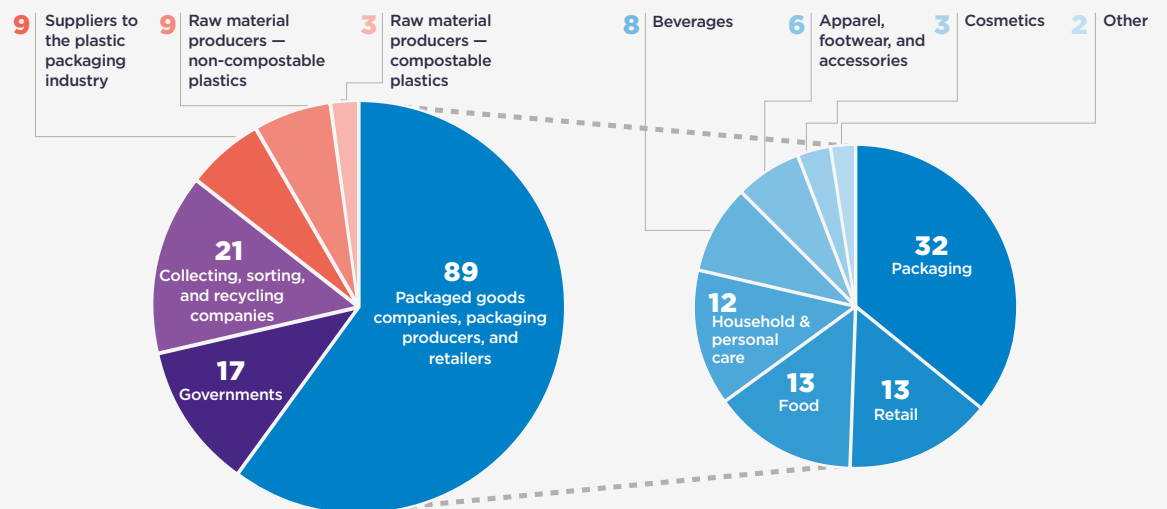
Packaging producers:
Futamura Chemical Co, Ltd., Paccor

Collection, sorting, and recycling companies:
Jiangxi Green Recycling Co, Ltd., Umincorp, Suzhou Jiulong Recycling

FIGURE 10

123 businesses* across the plastics value chain and 17 governments reported on progress against 2025 commitments

Breakdown of reporting signatories, by commitment category



*Some signatories have committed in two different categories. As a result, the sum of signatories in the left pie chart is higher than 123 businesses.

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This fifth annual progress report provides an overview of signatories progress based on latest (2022) reported data at aggregate level. A more extensive perspective on 5 years of progress is provided in *The Global Commitment Five Years In: learnings to accelerate towards a future without plastic waste or pollution*.

BY PROGRESS AREA

Understand trends across the whole signatory group in this report

- Elimination
- Reuse
- Decoupling
- Reusable, recyclable, or compostable packaging: by design
- Reusable, recyclable, or compostable packaging: in practice

This analysis looks across all sectors and elements of the plastics value chain, businesses, and governments, to explore what progress we are seeing for the group as a whole.

FOR GOVERNMENTS

Read our insight paper focused on governments.

[Access here](#)

This policy deepdive will be useful for anyone looking for benchmarks and examples of governments' best practice.

BY INDIVIDUAL SIGNATORY

Access the progress of Global Commitment signatories, grouped into the following categories, via the online data platform.

- Plastics producers
- Packaging producers and users
- Collecting, sorting, and recycling companies
- Suppliers to the plastic packaging industry
- Governments

[Access here](#)

Access the individual progress reports submitted by the signatories whose data is used in this report, sort and filter by key metrics in summary tables, or download the full data set.

LOOKING FOR RESOURCES TO SUPPORT YOU WITH DRIVING CHANGE IN YOUR ORGANISATION?

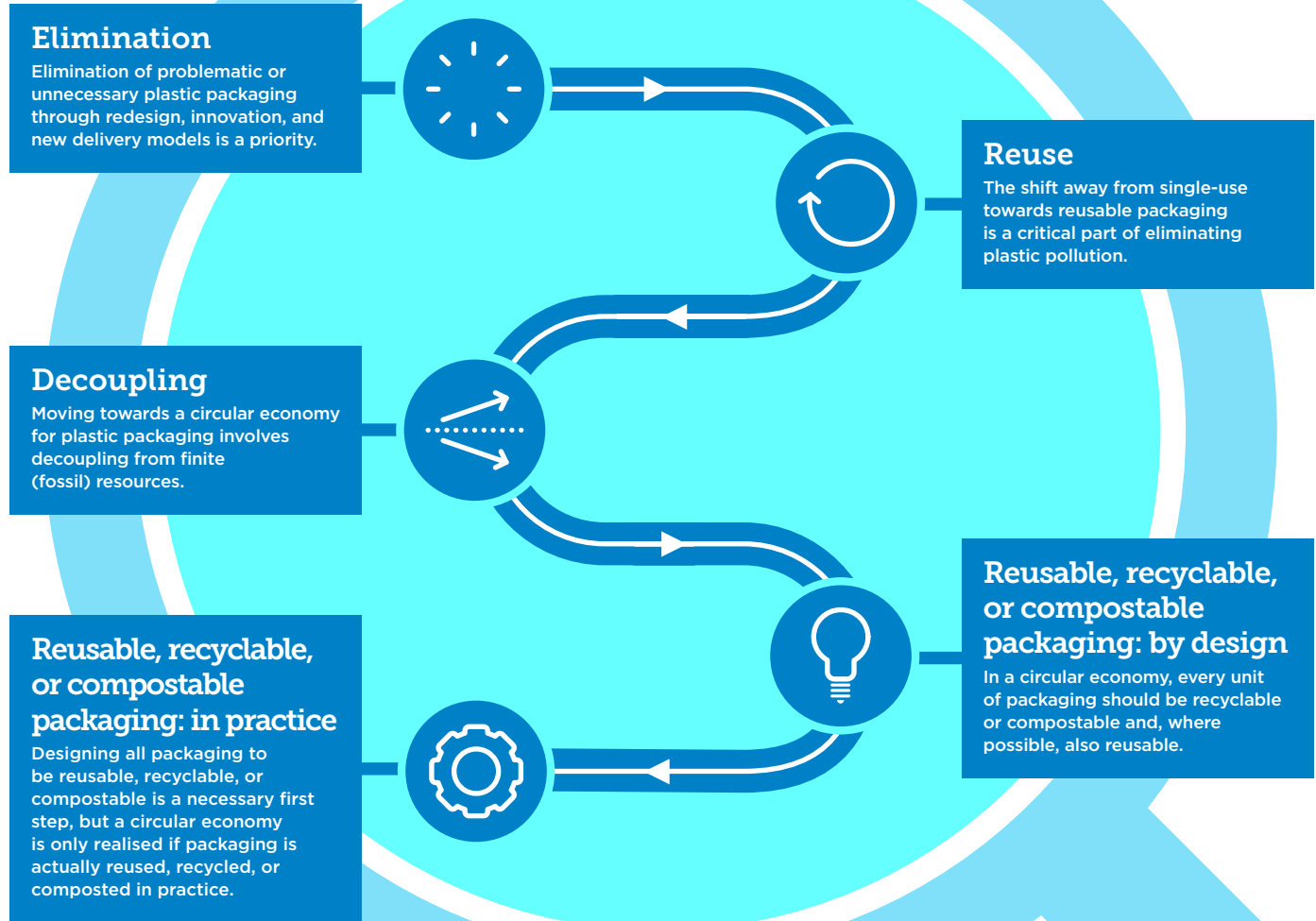
Access our [Upstream Innovation Guide](#) and [workshop resources](#).

About the Targets

Solving plastic waste and pollution requires a prioritisation of **upstream actions** which tackle the problem at source (for example, by eliminating the plastic we don't need) and essential reduction actions (such as reuse), in parallel with **downstream actions** (such as recycling) which help to keep all the plastic we still use in the economy and out of the environment.

Transparency, which sits at the heart of the Global Commitment, underpins each of these actions taken by signatories and their progress towards achieving them.

Promoting transparency on signatories' commitments, as well as the actions they take and their progress towards achieving them, sits at the heart of the Global Commitment.



Elimination
Elimination of problematic or unnecessary plastic packaging through redesign, innovation, and new delivery models is a priority.

Reuse
The shift away from single-use towards reusable packaging is a critical part of eliminating plastic pollution.

Decoupling
Moving towards a circular economy for plastic packaging involves decoupling from finite (fossil) resources.

Reusable, recyclable, or compostable packaging: by design
In a circular economy, every unit of packaging should be recyclable or compostable and, where possible, also reusable.

Reusable, recyclable, or compostable packaging: in practice
Designing all packaging to be reusable, recyclable, or compostable is a necessary first step, but a circular economy is only realised if packaging is actually reused, recycled, or composted in practice.

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ELIMINATION

KEY INSIGHTS

TRENDS

- Signatories have continued to eliminate plastic packaging types that are most commonly identified as problematic or unnecessary (343 examples reported in 2022).
- Material changes – for example substitution or lightweighting – are the most prevalently used elimination method, accounting for around 50% of reported examples, resulting in reductions in materials such as EPS (-36%) since 2020.

ACTION

- The continued growth in total packaging weight reinforces the importance of stepping up efforts to design out the need for single-use packaging in the first place; doing so will require rethinking not just packaging, but also products and business models.
- Accelerating ambition and progress on direct elimination is essential, and further collaboration throughout the system is required to ensure innovative elimination methods are successful where packaging cannot currently be directly eliminated.

POLICY

- Governments are focusing on establishing or revising legal measures to drive elimination strategies, including bans or the restriction of specific categories of plastic packaging and/or products considered problematic or unnecessary.
- These policy measures are being complemented by economic incentives or disincentives.

*EPS packaging reduced
by 36% since 2020*

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TRENDS

Signatories have continued to eliminate plastic packaging types that are most commonly identified as problematic or unnecessary. Material changes – for example substitution or lightweighting – are the most prevalently used elimination methods.

The total tonnage of plastic packaging eliminated across all elimination case examples reported by signatories slightly increased compared to 2021.⁴ Plastic packaging producer **Klöckner Pentaplast** reported the most elimination of plastic packaging – 31,771 metric tonnes in total – nearly half being from substitution for mono-material alternatives, e.g. PET/PE trays to rPET. In turn, the brand reporting the highest tonnage elimination was **Mondelez** with 12,825 metric tonnes, whose achievements include moving 71% of their PS (6,875 metric tonnes) to PET, and eliminating all undetectable carbon black from their portfolio.

Looking at the types of elimination actions that were reported, material changes – such as plastic-to-plastic substitution, lightweighting, and paper substitution – continue to be the most prevalent. However, the share of ‘fundamental change’ examples (direct elimination, innovative elimination, and switching to reuse models) increased significantly by 12 percentage points, from 23% of all examples reported in 2021 to 35% in 2022.⁵ This includes a 3 percentage point increase for direct elimination examples (i.e. in which single-use packaging that does not serve an essential function is completely eliminated or removed), from 20% in 2021 to 23% in 2022. However, direct elimination efforts still represent a small share (5%) of all tonnage eliminated across the examples submitted.

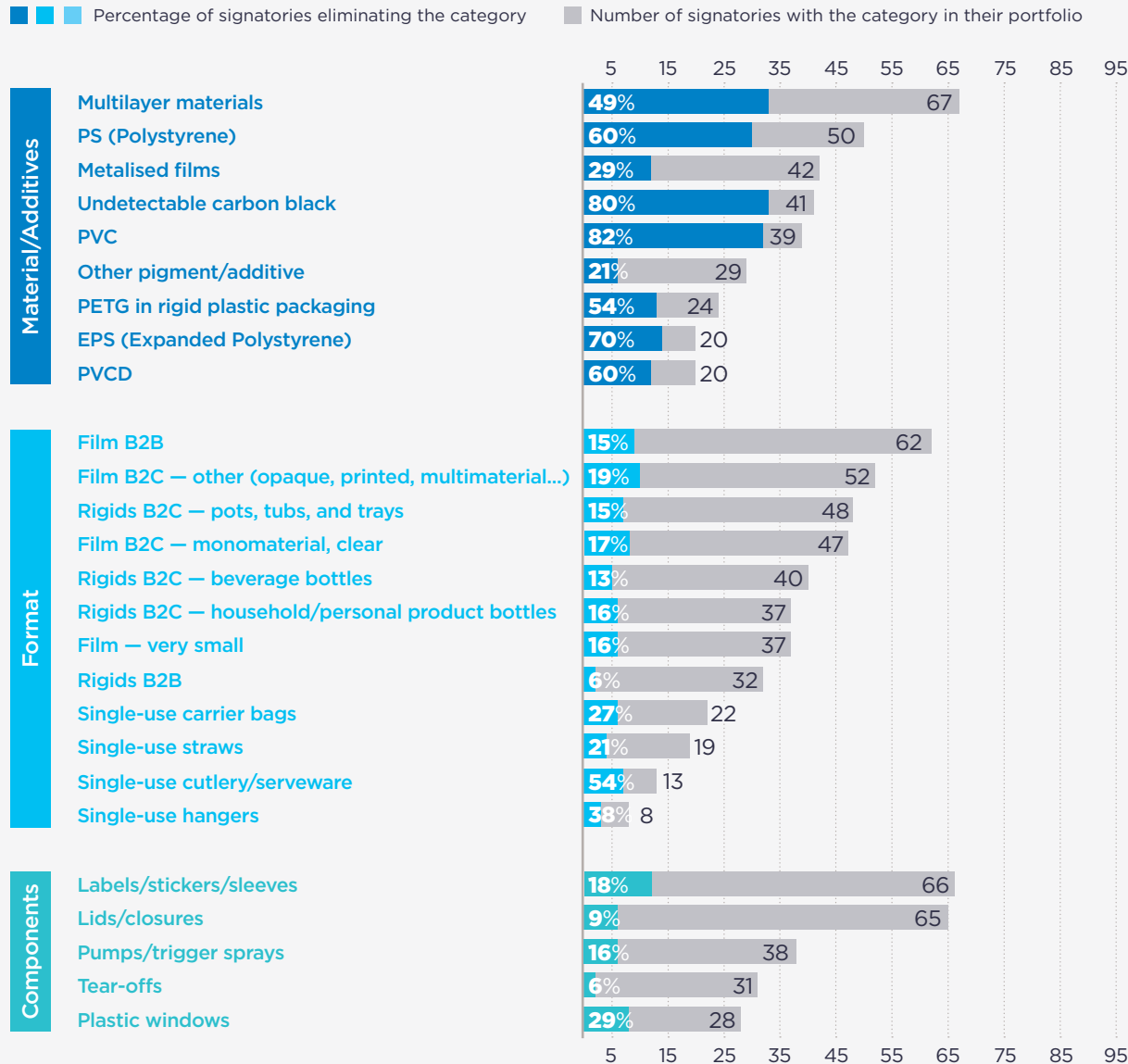
Material changes – for example substitution or lightweighting – are the most prevalently used elimination method, accounting for around 50% of reported examples, resulting in reductions in materials such as EPS (-36%) since 2020.

This includes (in order of tonnage reported as eliminated): multilayer materials, PVC, PS, and undetectable carbon black pigment. Across the signatory group, the tonnage of material categories

FIGURE 11

Elimination efforts per packaging type and category

Number of packaging producers, brand, and retail signatories eliminating/reducing each category, and number of signatories with the category in their portfolio.



Number of brand, retail, and packaging producer signatories = 95

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commonly identified as problematic has decreased for EPS and PVC (36% and 8% respectively) and increased for PS (7%) since 2020. More than half of the signatories who reported having these categories in their portfolios also indicated plans to reduce or eliminate them (see Figure 11). Within this category, PVC and undetectable carbon black materials have the highest degree of planned elimination or reduction by signatories; 82% and 80% respectively. In terms of absolute tonnage, multilayer materials were the most eliminated in 2022, with a reduction of around 36,000 metric tonnes.

Efforts to eliminate or reduce specific packaging formats and components were less common, in line with previous years. While there has been a five percentage point increase in signatories indicating elimination plans for very small formats (i.e. portion size sachets) and beverage bottles (16% and 13% respectively), the percentage of signatories indicating elimination plans was substantially lower for components, such as tear-offs and for B2B rigids (both 6%).

ACTION

The continued growth in total plastic packaging weight reinforces the importance of stepping up efforts to design out the need for single-use packaging in the first place; doing so will require rethinking not just packaging, but also products and business models.

Realising the full benefits of the circular economy transformation will require rethinking packaging entirely: not only by considering alternative methods of product delivery, but also by innovating for new ways of safely providing products without the need for packaging in the first place. As such, elimination is the top priority, as it negates the need for a system to manage end-of-life packaging back into use. To combat the increasing total plastic footprint, it is essential to accelerate momentum on elimination (See Chapter 3 Decoupling).

This can be achieved through direct elimination – whereby single-use packaging that does not serve an essential function is completely

eliminated or removed. Examples include **Mars Incorporated's** removal of metalised film from its inner chocolate trays in China, which directly eliminated 1,059 metric tonnes of packaging, and overwrap removed from **Nestlé's** nutrition cartons in South Asia, which directly eliminated 570 metric tonnes of packaging.

In many cases, packaging cannot be directly eliminated, and needs to be addressed through innovative elimination – whereby single-use packaging that does serve an essential function is eliminated by redesigning the product itself, or the business model. When taking this action, it is important to consider how the solution sits within the wider system – for example, whether the new material or format is recyclable in practice and at scale in the markets it is deployed in. L'Occitane has launched new EcoRefills, switching from a flexible non-recyclable pouch to a recyclable lightened bottle and plans to switch all EcoRefills to this format by 2025. This elimination innovation also has a wider benefit by using 100% rPET, potentially resulting in a three percentage point rise in PRC use by 2025.

To ensure such innovative elimination is successful, collaboration with key actors throughout the system is essential. For example, packaging producer **Silgan Plastics** has actively engaged with its customers, enabling it to stop producing PS, reduce its PVC production to one customer, and prepare to switch that customer to recyclable PET.

While the majority (80%) of brand, retailer, and packaging producer signatories continue using at least one of the eight most commonly identified problematic packaging (based on the Global Commitment guidelines),⁶ the top quartile of all brand and retail signatories that were using PVC or EPS packaging in 2020 have now eliminated 92% and 100% of these packaging materials respectively – demonstrating that it is possible to nearly entirely eliminate these materials.

More information about eliminating plastic packaging, including inspiring case studies and actionable frameworks for approaching packaging design decisions, can be found in the Ellen MacArthur Foundation's [Upstream Innovation Guide](#).



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POLICY

Governments are focusing on establishing or revising legal measures to drive elimination strategies, including bans or the restriction on specific categories of plastic packaging and/or products considered problematic or unnecessary. These policy measures are complemented by economic incentives. EPR schemes, changes to procurement, and delivery of awareness-raising and education campaigns also constitute a significant part of government strategies to eliminate plastic pollution.

In 2022, 65% of the policy actions taken by government signatories to eliminate plastic packaging and/or products involved establishing or revising legal measures. Similar to last year, most of these efforts focused on specific categories, including single-use plastic straws, cutlery or tableware, bottles, and cotton buds. For example:

- **Chile** enforced Law 21.368 in February 2022, banning single-use plastic straws, stirrers, cutlery, and chopsticks in food establishments.
- In **Australia**, environment ministers agreed to national phase-outs of the following eight problematic and unnecessary single-use plastic items by the end of 2025: lightweight plastic bags; plastic products misleadingly termed as ‘degradable’; plastic straws; plastic utensils and stirrers; EPS consumer food containers (e.g. cups and clamshells); EPS consumer goods packaging (loose fill and moulded); and microbeads in personal health care products.

- The **Basque Country of Spain** passed a law on waste and contaminated soil for a circular economy, which bans certain plastic products (cotton buds, cutlery, plates, straws, drink stirrers, sticks to hold balloons, and EPS food & beverage containers, including their caps and plugs).
- **Greece** introduced market restrictions on several single-use plastic products (cotton buds, cutlery, plates, straws, beverage stirrers, sticks for balloons, EPS food containers, EPS beverage containers) in line with the provisions of Directive 2019/904/EU (SUP Directive).
- Following consultation, the supply of single-use plastic plates, bowls, trays, cutlery, and balloon sticks, and EPS and XPS food and beverage containers are being banned in **England** from 1 October 2023. The **Welsh Government** is currently developing legislation to ban or restrict the supply of several commonly littered single-use plastics, and items made of oxo-degradable plastics.
- As announced last year, **New Zealand**, through the Waste Minimisation (Plastic and Related Products) Amendment Regulations 2022, banned single-use plastic straws, tableware, and produce bags, and aims to phase out non-home compostable produce labels. Implementation guidance for the first and second tranches of plastic phase-outs were released in October 2022 and July 2023: these help businesses and the public to understand what type of products are being banned, and find suitable alternatives.

47% of Governments also reported actions to establish or revise economic incentives (e.g. subsidies; funding schemes to encourage innovation and research into alternative materials or designs) or disincentives (e.g. tax, charges):

- In **Scotland**, a Circular Economy Bill was introduced to the Scottish Parliament on 13 June 2023, and includes provisions to introduce charges for single-use items.
- In the **Basque Country of Spain**, a special tax on the use of non-reusable containers that contain plastic is applied.
- In **Greece**, economic disincentives in the form of a fee have been imposed on:
 - Single-use plastic beverage cups and food containers, which may previously have been provided free of charge at the point of sale
 - Plastic carrier bags, regardless of their wall thickness, except for biodegradable and compostable bags, at the point of sale to the final consumer
 - Product packaging which contains PVC (usually in the form of a printed label)
- In the **United Kingdom**, the **Welsh Government** is exploring potential options to introduce charges on certain single-use plastic items, for example, food containers, and single-use disposable cups. **Northern Ireland** continues to keep levies for beverage and takeaway containers under review.

2 REUSE

KEY INSIGHTS

TRENDS

- The share of reusable plastic packaging did not increase, despite the majority of signatories investing in reuse pilots.
- Over the past year, there was a welcome rise in the number of major brands setting quantitative reuse targets.

ACTION

- Reuse models need to be taken from niche to scale.
- Strong policy measures will be crucial to enable the scaling of reuse, and unlock the significant benefits it can offer.
- In parallel, businesses should drive progress where they can.

POLICY

- Government signatories are mainly promoting reuse by piloting or scaling up reuse solutions/systems.
- Looking forward, they have plans to promote collaboration with the private sector and civil society organisations, and to encourage voluntary action.



'Bulk Avenue' large-scale reuse pilot
- Carrefour & Nestlé

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TRENDS

The share of reusable plastic packaging did not increase, despite the majority of GC signatories investing in reuse pilots.

Brand and retail signatories' share of plastic packaging that is reusable has remained flat, at an average of 1.2% (same as 2021, see figure 12).⁷ (20%) of packaging producers, brands, and retailer signatories have increased their percentage of reusable plastic packaging in 2022. Of those whose percentage increased, a quarter (25%) increased by more than 3 percentage points. Notable examples include **L'Occitane**, who increased its percentage of reusable plastic packaging by more than 11 percentage points by continuing efforts on eco-refills, and equipping stores with refill-on-the-go options. Around half (53%) of signatories reported having no reusable plastic packaging (compared to 58% in 2021). The vast majority (77%) of brands and retailers reported either no change, or a decrease between 2021 and 2022 in their percentage of reusable plastic packaging.

The number of brands, retailers, and packaging producers with at least one reuse model in place has marginally increased since 2020: 52 companies in this group reported having reuse models in place in 2020, 53 in 2021, and 54 in 2022. 61% of brands, retailers, and packaging producers now have at least one reuse model in place compared to 56% in 2021.⁸

Together, the beverage and retail sectors account for half of all pilots that were launched in 2022:

- Significant progress on pilots has been made by **Diageo** who launched 30 new reuse pilots over the reporting period.
- **Swire Coca-Cola** continued to trial packaging-free delivery models in Hong Kong. It installed 194 Bonaqua water refill stations at strategic locations around the city, encouraging consumers to bring their own bottles.

FIGURE 12

The share of plastic packaging that is reusable has remained flat

Percentage of reusable plastic packaging for brand and retail signatories by total weight

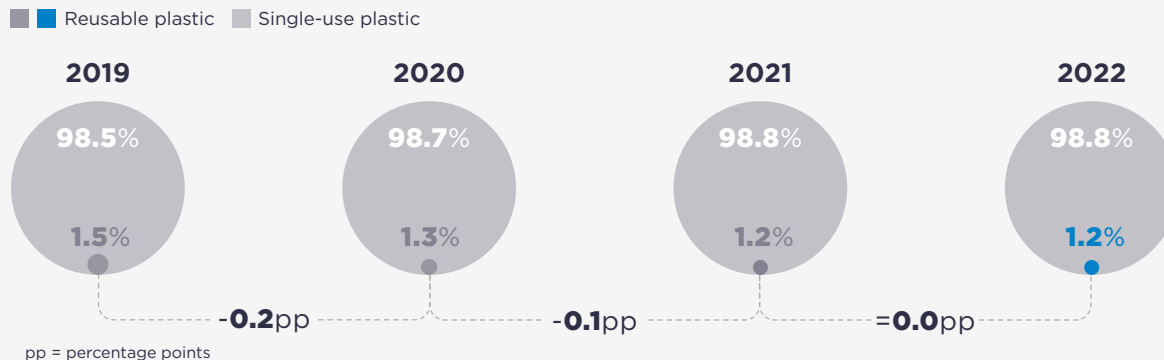


FIGURE 13

The majority of signatories report no progress on share of reusable packaging between 2021 and 2022

Distribution of change: number of packaging producer, brand, and retail signatories with x percentage points change in the share of reusable plastic packaging from 2021 to 2022

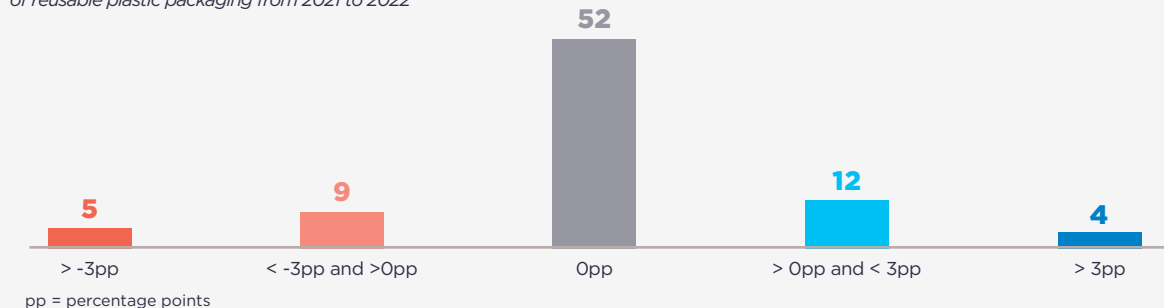


FIGURE 14

More signatories report existing reuse models in 2022 compared to 2021

From planning to implementation: stages of reuse engagement, as a percentage of packaging producer, brand, and retail signatories



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- Retailer **Carrefour** launched a large-scale refill pilot in France named Project “Bulk Avenue”. Via this model, Carrefour made more than 30 brands available in bulk formats in some of their supermarkets. **Nestlé** also took part in the project and made several of their product lines available in bulk (pet food, powdered coffee, beverages, confectionery).
- Retailer **Ahold Delhaize** launched a ‘packaging-free’ shopping experience in its Albert Heijn XL stores. In this model, 67 dry grocery products such as breakfast cereals, seeds, nuts, snacks, rice, and pasta are available in smart dispensers that also allows shelf life and product quality to be monitored.

Over the past year, there was a welcome rise in the number of major brands setting quantitative reuse targets.

Following its announcement to set a quantitative reuse target by the end of 2022, **PepsiCo** has published its commitment to deliver 20% of beverage servings through reuse models by 2030. **Spadel** has also introduced a quantitative reuse target, committing to deliver 20% of its sales in reusable packaging by 2025. Alongside **The Coca-Cola Company**, they make up three major beverage brands with a quantitative, time-bound reuse target in place.

↑ ACTION

Reuse has a crucial part to play in reaching several Global Commitment targets, including: (i) take action to move from single use to reuse; (ii) virgin plastic reduction; (iii) 100% reusable, recyclable, or compostable plastic packaging. The limited progress in reuse to date makes it harder to reach those targets.

Strong supporting policy will be crucial to mobilise and enable the scaling of reuse and unlock the significant benefits it can offer.



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Although some reuse solutions will be able to continue scaling by themselves, ambitious policy measures will be needed to capture the broader reuse opportunity. Time-bound, sectorial reuse targets; harmonised reuse definitions, metrics, and standards; and policies that shift the playing field from subsidising the linear economy to incentivising reuse can play a major role in mobilising this transition. The international legally binding instrument on plastic pollution can play a significant role here and is explored in the paper [*From single-use to reuse: A priority for the UN treaty.*](#)

In parallel, businesses should drive progress where they can.

There is a significant opportunity for individual businesses to amplify the reach and scale of refill models within relevant product categories.

The number of refill pilots and products on the market has increased in recent years, including concentrated products for home refill and refill stations in offices or stores. As it remains niche to date, and as not all of these models require broad collaboration or major supply chain changes, individual companies have a significant opportunity to scale the reach and breadth of these models themselves (within relevant product categories). This will drive consumer demand and uptake. For example, **SC Johnson** intends to launch additional refills for its cleaning and personal care categories (including large quantities, ready-to-use, and concentrates), and expand the breadth of durable dispensers. Additionally, its Ecover® refill station models are being assessed for expansion potential across retailers in various regions and product lines. Finally, it also launched a reusable concentrated refill cleaning trigger, Tru Shot, in its professional business in Canada, which it aims to expand into Australia and European markets.

Collaborate – at scale – on return models. Return models offer an even greater opportunity for breadth and volume of reuse application in the long term, however they tend to require significant scale to be environmentally and economically beneficial. As virtually no company can reach the economies of scale required on their own,

scaling return models will require unprecedented levels of collaboration across the entire industry, and with local governments, including on shared infrastructure, interoperability, and standardisation on packaging. The transition to such systems will not be straightforward and will need to be carefully managed – yet given the potential rewards when implemented effectively and at scale, should be started now.

Advocate for reuse policy. Policy measures will be crucial to enable the scaling of reuse. Businesses can support and accelerate this by actively advocating for ambitious reuse policies. For example, through the [Business Coalition for a Global Plastics Treaty](#), some companies have already expressed support for binding, quantitative, and time-bound reuse targets in priority product segments.

POLICY

Government signatories are mainly promoting reuse by piloting or scaling up reuse solutions/ systems, with some initial examples of jurisdiction-wide laws.

In 2022, for the fourth consecutive year, an increasing number of governments reported the piloting or scaling up of reuse solutions to be a key measure in driving progress: 53% in 2022, compared to 44% in 2021, 38% in 2020, and 6% in 2019.

- Through Zero Waste Scotland, the **Scottish Government** has funded pilots to investigate how reusable cup schemes can be successful in Scotland, such as the [Ditching Disposables](#) project underway in Stirling. The government also supported the establishment of The Share & Repair Network – a project of Circular Communities Scotland.
- **New Zealand** is supporting a reusable milk bottle scheme with Kaipaki Dairies and the Again Again reusable packaging system loan app.
- In the **Netherlands**, the working group ‘Reduce & Reuse’ of Plastics Pact Netherlands has created a [reuse roadmap](#), continued work on pilots, and identified opportunities for scaling up reuse solutions.
- In **France**, packaging EPR organisations will have to devote annually at least 5% of the contributions they receive to the development of solutions for packaging reuse (2023). The “3R” decree sets a reuse target of 10% (based on 2018 tonnage) of all plastic packaging by 31 December 2025.
- From January 2024, eat-in restaurants in **Portugal** will have to use only reusable utensils to serve and/or assist in the consumption of food or beverages sold for consumption on-site.
- **Chile** is collaborating with international partners to gather reusable packaging and reuse model expertise and is engaged in developing technical standards for containers and reuse systems. Since 2022, Chile is working with organisations like the Chilean Plastics Pact, Algramo, Chamber of Cosmetics, and OCEANA Chile to overcome regulatory hurdles hindering reuse model adoption. From 2024, food establishments will be mandated to use reusable products for onsite consumption (such as plates, cups, and glasses). For plastic bottles, beverage retailers are required to offer returnable bottle formats, and accept these containers back from consumers.
- In **Australia**, The Plastic Free Beaches initiative supports small businesses to eliminate single-use plastic items, and voluntarily transition to compostable and reusable alternatives where possible.
- **Rwanda** aims to enhance collaboration with private sector actors involved in plastic management, based on the existing Memorandum of Understanding between Rwanda Environment Management Authority and the Private Sector Federation.

Looking forward, more than half of government signatories reported plans to promote collaboration with the private sector and civil society organisations, and to encourage voluntary actions.

3

DECOUPLING

KEY INSIGHTS

~ TRENDS

- On average, virgin plastic use has remained relatively flat (-0.1%) since 2018. While uptake in post-consumer recycled content (PCR) continues to grow, so does the amount of plastic packaging being used.
- Beneath this average are mixed results: while many signatories are making substantial progress on reducing virgin plastic use, others have increased their use of virgin plastic.
- Overall, signatories of the Global Commitment significantly outperform the rest of the market when it comes to decoupling from virgin plastic use.

↗ ACTION

- Significantly accelerating virgin plastic reduction will require a substantial increase in uptake of PCR content, as well as an extensive reduction in total plastic packaging use.

📄 POLICY

- More than half (59%) of reporting governments this year have set quantitative targets to stimulate the demand for recycled plastics.
- To meet these targets, governments are establishing or revising minimum thresholds for PCR content, and leveraging public procurement.
- A third of reporting governments intend to revise their Extended Producer Responsibility (EPR) schemes in order to foster the use of recycled content.



Recycled plastic pellets
- Eastman

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TRENDS

On average, virgin plastic use has remained relatively flat (-0.1%) since 2018. While uptake in post-consumer recycled content (PCR) continues to grow, so does the amount of plastic packaging being used.

In 2022, 11.9 million metric tonnes of virgin plastic was used in brand and retailer signatories' packaging⁹ (-0.1% since 2018),¹⁰ maintaining a steady use trajectory. Despite a consistent increase in post-consumer recycled (PCR) plastic content, the impact is tempered by the overall continued growth in total plastic packaging use (7% increase since 2018). Therefore, as a whole, the brand and retailer group is off-track to meet the aggregated target of an 21% reduction in virgin plastic use.

For the fifth consecutive year, brand and retail signatories increased their use of PCR content at a steady rate, see figure 18, (from 10.0% in 2021 to 11.7% in 2022), more than doubling the 2018 starting point of 4.7%. Assuming a continuation at this pace, projections could see these signatories reach 17% PCR by 2025, more than tripling the 2018 starting point, yet below their 26% aggregated target.¹¹

Meanwhile, the overall proportion of renewable content¹² reported by signatories marginally increased from 0.2% in 2021 to 0.6% in 2022, and pre-consumer recycled content remained at 1.0% in 2022 for brands, retailers, and packaging producers.

Beneath this average are mixed results: while many signatories are making substantial progress on reducing virgin plastic use, others have increased their use of virgin plastic.

In 2022, 78% of brands, retailers, and packaging producer signatories increased their use of PCR content, and 53% reduced their total plastic packaging weight. As a result, 54% reduced their virgin plastic use (see figure 17). Taking a longer-term view over 2018-2022 shows that a 65% majority of brand and retailer signatories reduced their overall virgin plastic packaging

FIGURE 15

Virgin plastic use has remained relatively flat since 2018, with the uptake in post-consumer recycled content and the growth in total plastic packaging use

Brand and retail signatories' virgin plastic and recycled plastic packaging weight (million metric tonnes, MMT)

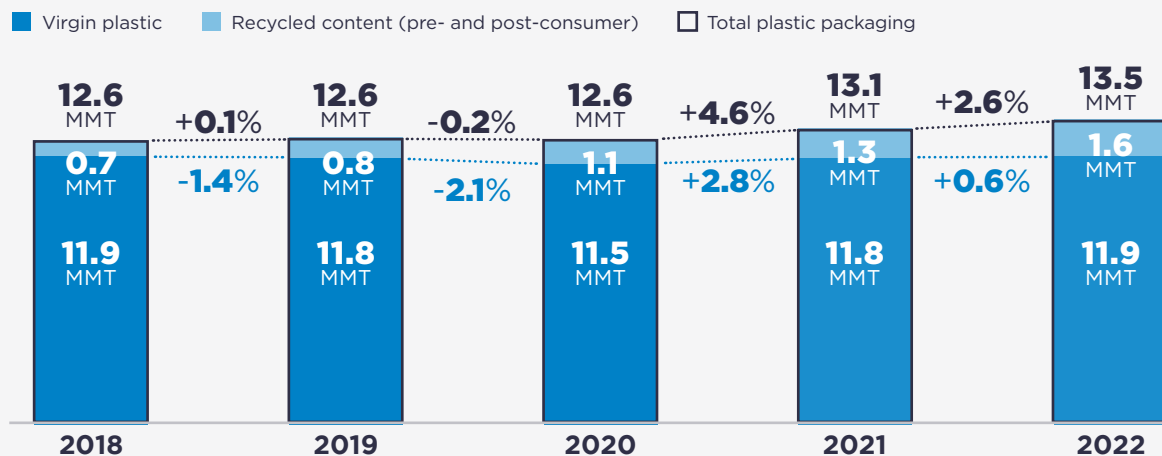
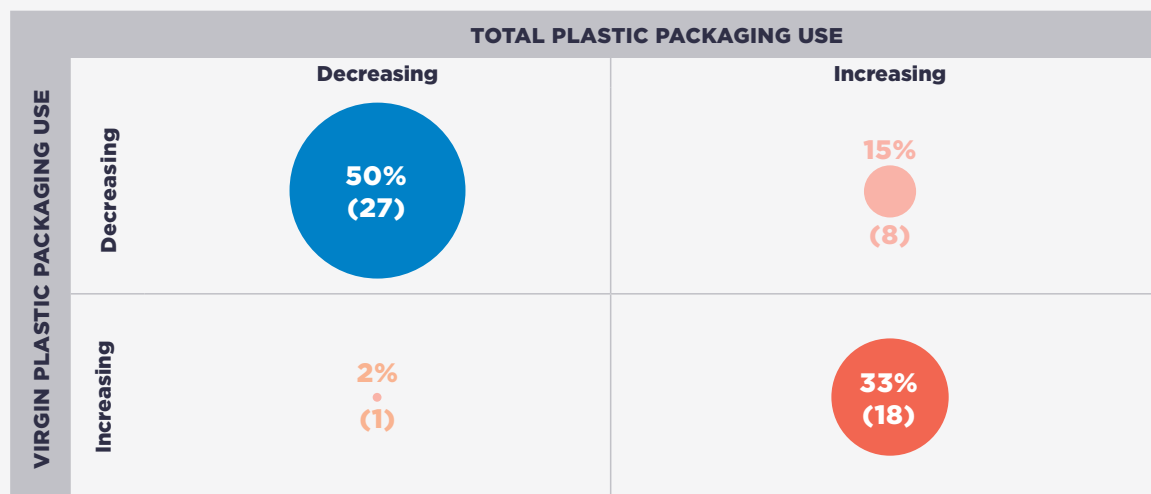


FIGURE 16

Half of brands and retailers have decreased their virgin and total plastic packaging use between 2018 and 2022

Percentage and number of brand and retail signatories in each category



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use, and did so by 12% on (weighted) average, largely driven by PCR use. The top quartile of brand and retailer signatories in terms of tonnage of virgin plastics reduction – such as Henkel, Colgate-Palmolive Company, and Johnson & Johnson – collectively reduced their virgin plastic use by 13%. However, the overall picture for the entire brand and retailer group was one of virgin plastic use remaining steady (-0.1%) over the same time period, due to an increase in virgin plastic packaging use by a few large organisations. These signatories reported sales growth as the main driver of this increase in total plastic packaging footprint. This reinforces the importance of decoupling business growth from (plastic) packaging use through elimination and reuse, to achieve significant reductions in virgin plastic use in packaging.

Beyond sales growth, increased operating costs stemming from the energy crisis, and regulations, such as limiting the use of certain types of recycled plastic, for example for food-grade applications, were also reported as being key barriers to accelerated progress in virgin reduction.

Overall, signatories significantly outperform the rest of the market when it comes to decoupling from virgin plastic use.

Brand and retail signatories have kept their collective virgin plastic use at the same level from 2018 to 2022, and the top quartile has reduced it by 13%. In stark contrast, there has been an 11% growth in virgin plastic use for the market as a whole over that same time period.¹³ This is the result of signatories outperforming the market on increasing recycled content (+7pp vs +1pp¹⁴ from 2018 to 2022), and growing their total plastic packaging use at a slower rate (+7% vs +12%¹⁵ from 2018 to 2022). If the entire plastics market had followed the example of the signatory group and stabilised its virgin plastics use at the 2018 level, virgin plastic production would be 10%, or 35 million tonnes,¹⁶ lower than it is today.

FIGURE 17

Brand and retail signatories have kept their collective virgin plastic packaging use at the same level from 2018 to 2022

Brand and retail signatories' virgin plastic packaging weight (million metric tonnes, MMT)

Percentage change between years

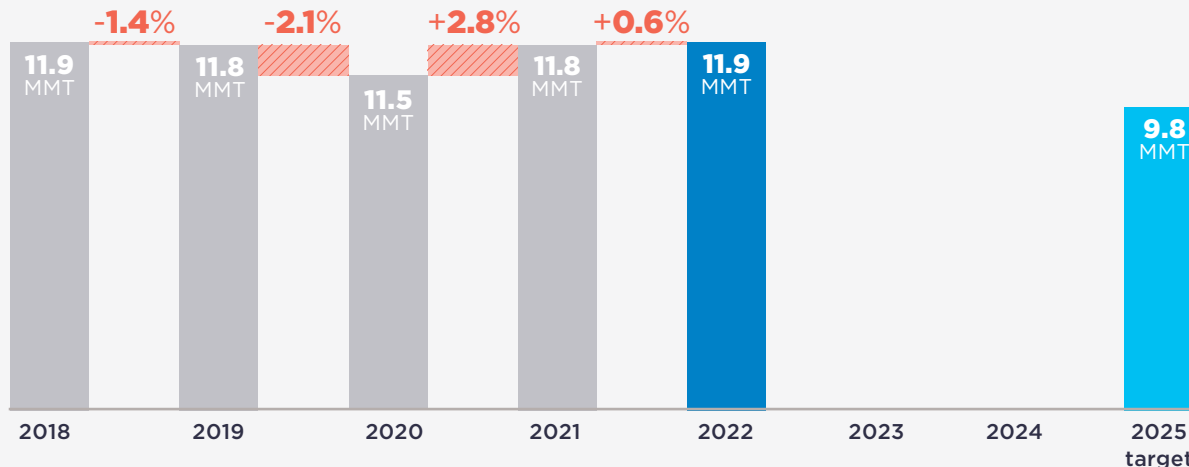
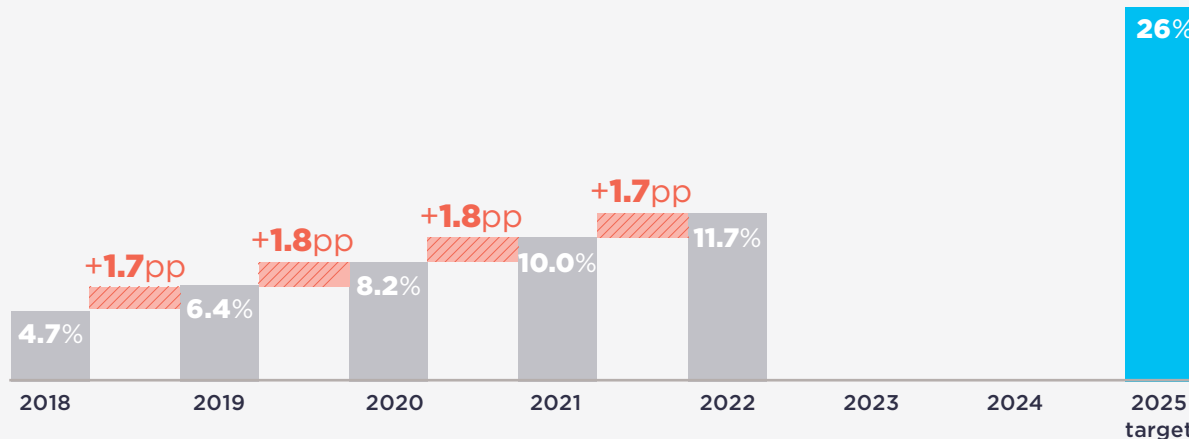


FIGURE 18

For the fifth consecutive year, brand and retail signatories increased their use of PCR content

Percentage of post-consumer recycled (PCR) content for brand and retail signatories in total plastic packaging weight

Percentage change between years



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↑ ACTION

Significantly accelerating virgin plastic reduction will require complementing a continued increase in post-consumer recycled (PCR) content with an extensive reduction in total plastic packaging use.

Increasing PCR alone will not be enough to meaningfully reduce virgin plastic packaging use. Even if the entire industry were to increase its use of recycled plastics at the pace of the Global Commitment signatory group, global virgin plastic use would not decrease below today's level until at least 2050 if we continue the current growth of overall plastic packaging use.¹⁷ An extensive reduction in the amount of plastic packaging we produce in the first place will be crucial. To achieve that, scaling reuse will be key (see Chapter 3 of *The Global Commitment Five Years In: learnings to accelerate towards a future without plastic waste or pollution*).

To accelerate progress towards decoupling, companies can increase their use of recycled material. Companies leading the way include brands who have set ambitious PCR targets and are also planning further reductions in virgin plastic use:

L'Oréal reported 26.5% PCR content, more than halfway towards its 50% target. Its decoupling strategy is based on: long-term contracts with recycled plastic providers; scaling through strong partnerships and consortium foundation with innovative newcomers in the recycled material industry (for example, Carbios, Loop Industries, and Purecycle); reducing packaging intensity (-20% by 2030); and promotion of EPR schemes, collection and sorting on a worldwide basis, ensuring internal alignment through guidelines introduced in March 2022.

Innocent Drinks, in addition to its 50% PCR target (37.9% in 2022), has a further long-term target to move its bottles to 100% recycled or renewable material by 2030.

Unilever has set a 25% PCR target (20.8% in 2022) across its portfolio, with the biggest reductions seen in big household names including laundry brand OMO (between 25% and 100% PCR), Hellmann's mayonnaise bottles across Europe and North America (100%), and beauty brand Dove (100%).

H&M Group achieved more than double its 2025 PCR target of 25%, achieving 55.4% PCR content, including in garment polybags used by consumers, transport polybags, and clothing hangers. By the end of 2023, it plans to have transitioned all polystyrene hangers to recycled polypropylene. In addition, H&M Group has a roadmap to only use recycled material in garment polybags, aiming to reach 80% post-consumer and 20% pre-consumer recycled LDPE by 2025.



Recycled plastic shampoo bottle
- L'Oréal

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□ POLICY

More than half (59%) of reporting governments this year have now set quantitative targets to stimulate the demand for recycled plastics.

- In **Greece**, by 2025, all PET bottles should contain at least 25% recycled plastic.
- The **Basque Country of Spain** set an objective for 2025 that all plastic packaging should contain at least 20% recycled plastic.

To meet these targets, governments are establishing or revising minimum thresholds for PCR content, and leveraging public procurement.

- In **Basque Country of Spain**, from 1 January 2025, only PET bottles containing at least 25% recycled plastic can be placed on the market.
- In April 2022, the **United Kingdom** brought in the Plastic Packaging Tax, a tax of GBP 200 per metric tonne on plastic packaging manufactured in, or imported into, the UK that does not contain at least 30% recycled plastic. From April 2023, this has increased in line with inflation to GBP 210.82 per metric tonne. This should stimulate increased levels of recycling, and collection of plastic waste, diverting it away from landfill or incineration. It is estimated that the tax will lead to around 40% more recycled plastic being used in packaging in 2022/23.
- In **Chile**, the single-use plastics law¹⁸ obliges manufacturers to incorporate 15% of recycled material (collected and recycled in Chile) in single-use plastic bottles in 2025, 25% by 2030, 50% by 2040, 60% by 2050, and 70% in 2060. The certification system for the incorporation of recycled material in bottles is under development.

- In **Greece**, central governmental bodies are prohibited from procuring plastic bags that do not contain at least 30% recycled plastic, with the exception of very thin plastic carrier bags and biodegradable or biodegradable/compostable plastic carrier bags. This provision applies for public procurement processes initiated after 1 January 2023.
- In **Australia**, The Commonwealth Government's Sustainable Procurement Guide provides examples of how plastics commonly identified as problematic or unnecessary can be addressed through sustainable procurement.

A third of reporting governments intend to revise their EPR schemes in order to foster the use of recycled content.

- The **Scottish government** has continued to work with the other administrations on reforming the UK EPR system for packaging in order to stimulate demand for recycled content by 2025. The proposals will also fund local authority packaging waste collection.
- In **France**, the financial contributions paid by producers to Producer Responsibility Organisations will be modulated according to environmental performance criteria, including the incorporation of recycled material.



4

REUSABLE, RECYCLABLE, OR COMPOSTABLE PACKAGING: BY DESIGN

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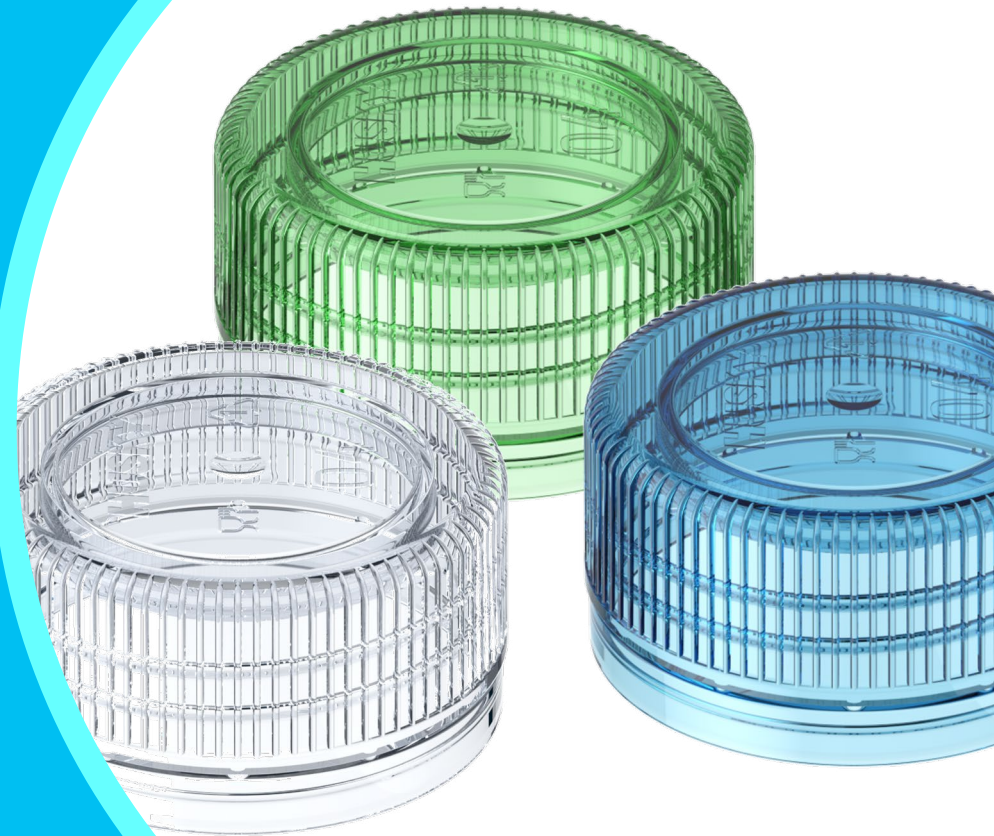
- While the majority (74%) of brands and retailers increased or maintained their percentage of reusable, recyclable, or compostable plastic packaging, the share of the entire group's reusable, recyclable, or compostable plastic packaging decreased marginally (0.9pp).
- Several signatories have continued innovating their packaging design to make it technically recyclable, however progress across the brands and retailers as a whole remained flat.

↗ ACTION

- On top of the important elimination and reuse actions detailed in previous chapters, reaching 100% reusability, recyclability, or compostability will require overcoming pivotal hurdles in regard to flexible packaging and the scaling of infrastructure.

📄 POLICY

- More than half (53%) of reporting government signatories have quantitative targets in place to accelerate progress on reusability, recyclability, and compostability.
- Government signatories are using regulations, standards, guidelines, and awareness campaigns to drive progress towards this target.



PET closures compatible with standard PET recycling streams
- Husky Technologies

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TRENDS

While the majority (74%) of brands and retailers increased or maintained their percentage of reusable, recyclable, or compostable plastic packaging, the share of the entire group’s reusable, recyclable, or compostable plastic packaging decreased marginally (0.9pp).

Following a two-year increase, brand and retail signatories marginally decreased their share of reusable, recyclable, or compostable plastic packaging, from 65.4% in 2021 to 64.5% in 2022. Although the majority (74%) of signatories increased or maintained their recyclability rate, 26% of brands and retailers reported a decrease, with some reducing by as much as 10 percentage points, driving the overall weighted average down.

Packaging producers have increased their share of reusable, recyclable, or compostable plastic packaging, from 58% in 2021 to 60.8% in 2022. Among the packaging producers that reported an increase, their average increase was 8 percentage points.

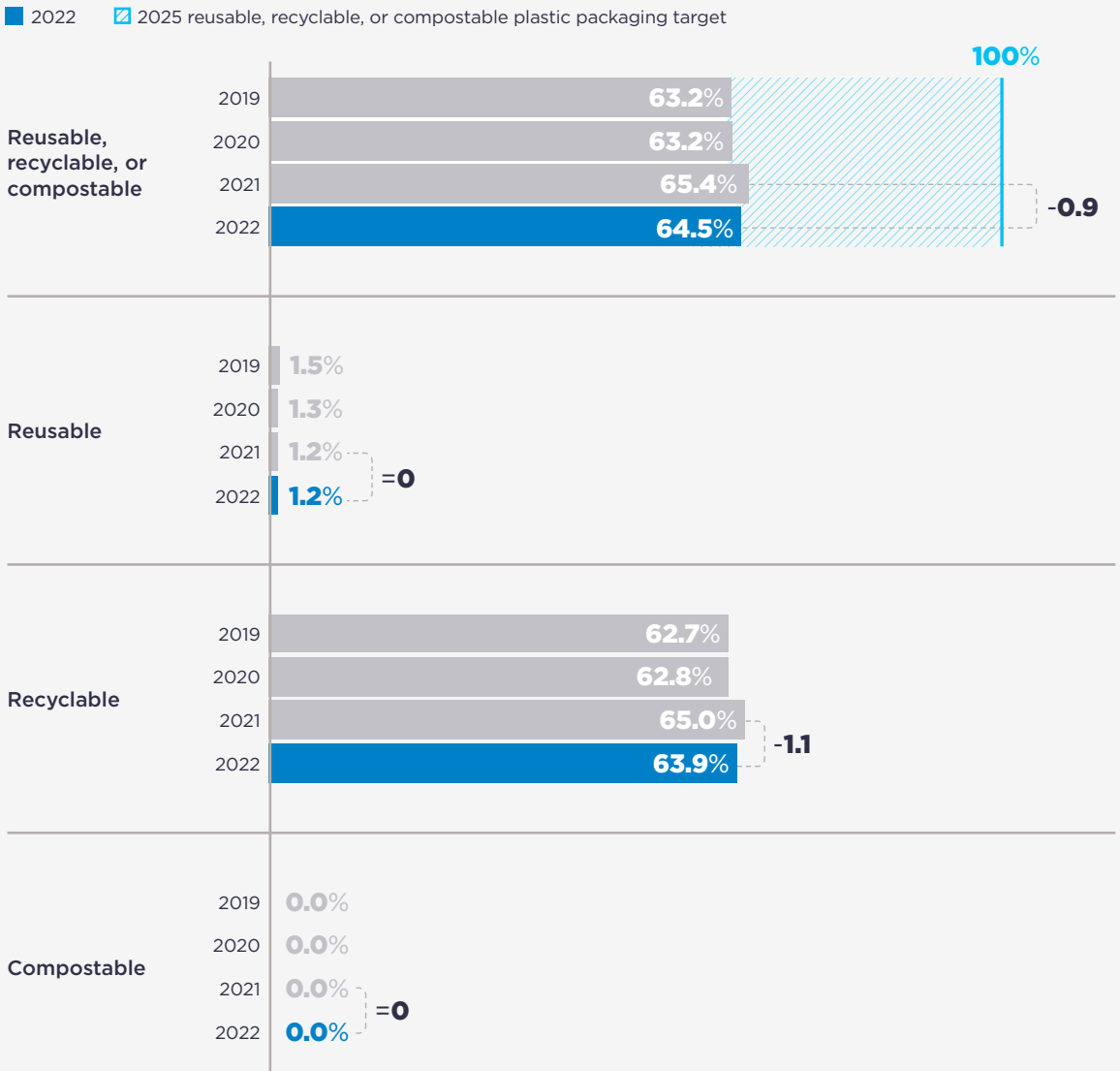
For brand, retail, and packaging producer signatories alike, the vast majority of the progress in this area is driven by recyclable packaging (62.5%), with only a fraction driven by reusable packaging (0.9%) and compostable packaging (0.04%)¹⁹ (See Figure 19).²⁰

The Global Commitment assesses recyclability as being achieved only when proven in practice and at scale. Recyclable in practice and at scale is defined in this context as a 30% recycling rate in regions that collectively have over 400 million inhabitants (for more information about how recyclability is assessed in the Global Commitment see page 34). As such, progress against this target is expected to be incremental, with big leaps forward only when entire packaging categories cross the thresholds to become recyclable in practice and at scale. As no new packaging categories have crossed these thresholds since 2021, there has been minimal change in signatories’ overall recyclability rate (+0.6pp for brands, retailers,

FIGURE 19

Following a two-year increase, brand and retail signatories marginally decreased their share of reusable, recyclable, or compostable (RRC) plastic packaging

Percentage of reusable, recyclable, or compostable plastic packaging from brand and retail signatories in total weight reporting in 2019, 2020, 2021 and 2022 (% of weight)



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and packaging producers together).²¹ Categories yet to meet these thresholds include all business-to-consumer flexible packaging; rigid packaging types, such as rigid PP packaging other than bottles, PET thermoforms; and uncommon packaging materials such as PVC, PS, and Business-to-consumer EPS and XPS packaging for FMCG.²² Lack of collection and recycling infrastructure is the main barrier to achieving recyclability in practice and at scale.

Several signatories continued innovating their packaging design to make it technically recyclable, albeit progress across the brands and retailers as a whole remained flat.

In 2022, 74% of brands and retailers reported their levels of technical recyclability, currently an optional metric, compared to 64% in 2021. Increased reporting transparency is key to better understanding where the main challenges lie. For brands and retailers that reported on 2022, the share of their total plastic packaging that was technically recyclable was 82% (see figure 20); for those reporting technical recyclability both for 2022 and 2021, the level remained the same.²³

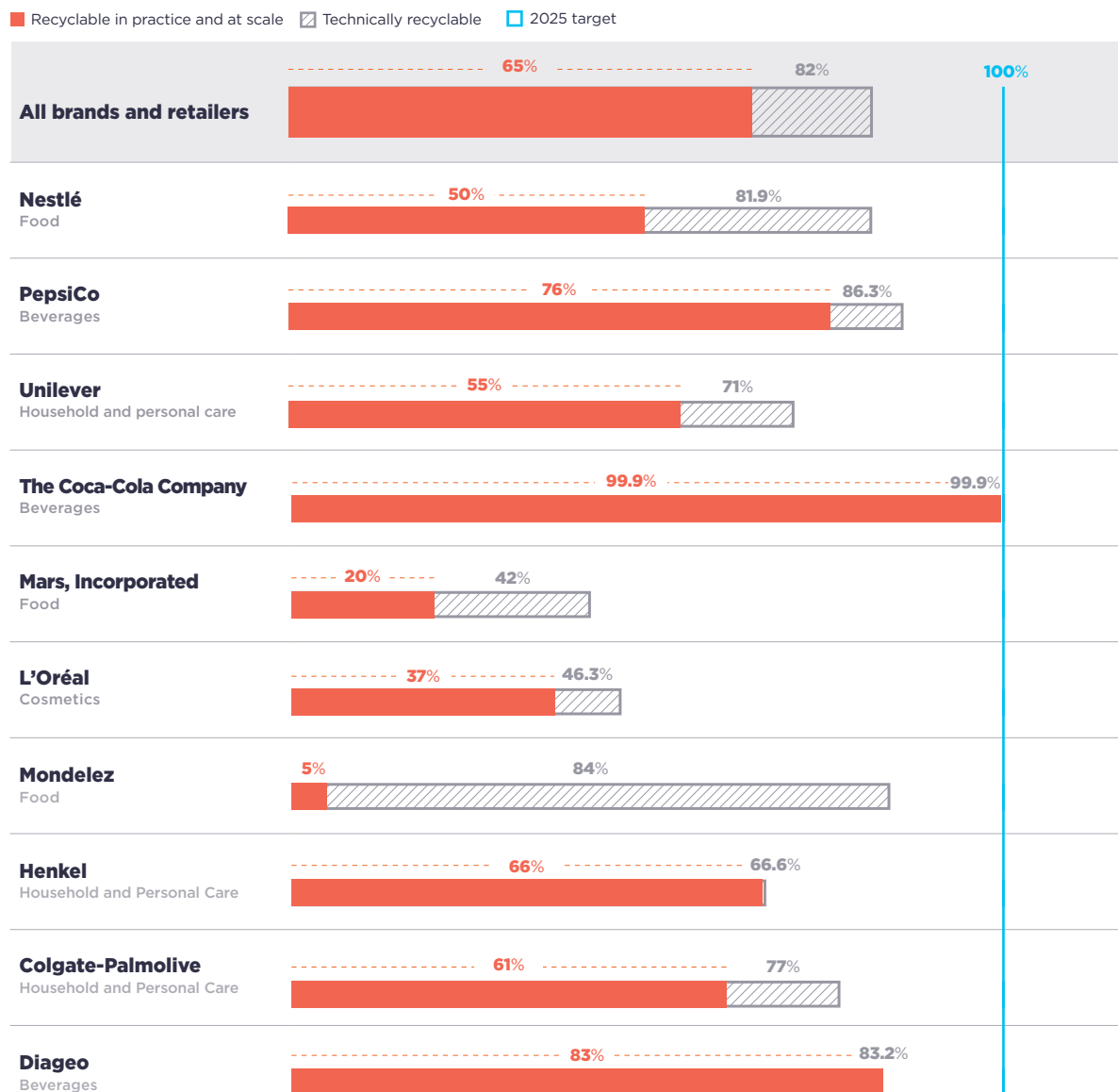
Notable examples of signatories who have increased the share of their plastic packaging that is technically recyclable include:

- South African retailer, **Woolworths Holding Limited**, which increased its share of ‘designed for recycling’ packaging by 15 percentage points, from 30% in 2021 to 45% in 2022. To drive this change, Woolworths improved the recyclability of the sleeve labels on its PET bottles, switched its branded coffee packaging from multimaterial multilayer to monomaterial multilayer, eliminating the foil layer, and also made a policy decision to eliminate foil decoration from all its packaging across the board.
- U.S. retailer **Walmart** has consistently increased its share of technically recyclable packaging over the last three years, from 53% in 2020, to 71% in 2021, and 80% in 2022.

FIGURE 20

Signatories are investing to improve the technical recyclability of their packaging but this does not necessarily mean that infrastructure exists in practice and at scale* to recycle such packaging and therefore does not always result in an increase towards the 100% target

Share of brand and retail signatories’ total packaging weight which is recyclable in practice and at scale vs. technically recyclable



* For more information on assessment of recyclability in practice and at scale, please see page 33

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Other examples of brands changing the design of their packaging to improve recyclability include:

- **Swire Coca-Cola** released its first label-less bottled waters on shelves in April 2022 with its Bonaqua mineralised water now being available in label-less, 100% recyclable PET bottles that use 52.8% less material per bottle.
- **Graham Packaging** and **Danone** were awarded the Dow Packaging Innovation Silver Award for the label-less redesign of Danone’s Danacol bottle. As part of the redesign, Graham and Danone eliminated the bottle’s PET plastic label, replacing it by embossing the bottle itself. This not only improves the recyclability of the bottle, but also reduces the overall amount of plastic used per bottle by 0.72 grams, creating an annual saving of 130,000 kilos of plastic.
- **Danone** and **The Coca-Cola Company**²⁴ are switching green bottles (Badoit, Sprite) for clear plastic. This will improve recycling of PET bottles and increase rPET supply, as clear PET can be made into a wider range of new products while green rPET has limited uses.

While designing for technical recyclability is an essential step, doing so does not always guarantee that recyclability in practice and at scale will be achieved.

For some packaging categories – such as most rigid plastic packaging – in some geographies, designing technically recyclable plastic packaging is a crucial first step to facilitate the scaling of the necessary infrastructure to collect, sort, and recycle these packages in practice. Design changes such as removing undetectable carbon black pigment, and removing or redesigning components such as caps, lids, pumps, and trigger sprays have the potential to not only increase the overall recyclability of the signatory group by up to 4 percentage points (see figure 21) but also stimulate the scaling of essential infrastructure.

In other instances – such as flexible packaging²⁵ in emerging economies – there is much more uncertainty around whether an effective system for collection and recycling can be put in place, and in what timeframe, even if the packaging were to be technically recyclable. One of the crucial barriers is the small size of these items, which makes them difficult to collect and handle within automated systems. Additionally, flexible packaging has limited economic value after use, and is, therefore, less likely to be recovered by informal waste collectors, resulting in high volumes ending up in the environment. While technical recyclability can help enable recyclability in practice and in scale, it is crucial to also invest in innovating away from these packaging types – through elimination, reuse, and other upstream packaging or delivery models – wherever possible.



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ACTION

On top of the important elimination and reuse actions detailed in previous chapters, reaching the 100% reusability, recyclability, or compostability target will require scaling solutions that have been demonstrated by leading signatories. It will also require overcoming pivotal hurdles regarding flexible packaging, and the scaling of infrastructure.

As highlighted in last year’s report, most signatories will almost certainly miss the 2025 target of 100% reusable, recyclable, or compostable plastic packaging. Yet, efforts towards this goal are still worthwhile. The efforts needed to improve recyclability can be broken into four categories:

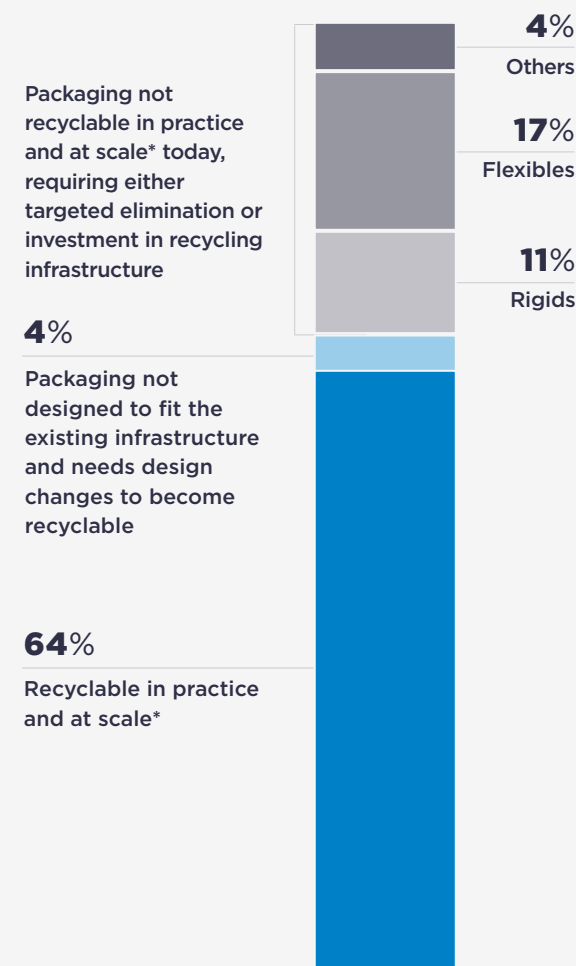
- The first two have largely been demonstrated by leading signatories to be possible, and should be replicated and scaled:
 - Change the design of packaging to ensure it ‘fits’ existing recycling systems: As highlighted above, up to 4 percentage points (see figure 21) can be gained by incremental design changes to certain packaging items for which recycling infrastructure is in place in practice and at scale. The examples highlighted above, and in previous years, show that many signatories have invested in significantly improving the technical recyclability of their packaging.
 - Move away from certain formats or materials for which there is no scaled system for recycling: The signatory group has reduced the use of some packaging items and materials commonly identified as problematic or unnecessary (e.g. reducing EPS packaging by 36% from 2020 to 2022). Of those that were using these materials in the first place, the top quartile have proved that it is possible to eliminate problematic packaging (reducing PVC by 92% and EPS by 100%).²⁶

- For the other categories, two pivotal hurdles to finding solutions for flexible packaging and scaling infrastructure will need to be overcome:
 - Scaling infrastructure: Businesses and policymakers should support the acceleration of collection, sorting, and recycling infrastructure development. If recycling infrastructure were to scale for rigid plastic packaging types that are not recyclable in practice and at scale today, but could become so in the near term (such as rigid PP packaging for non-bottle products and PET thermoforms), this could result in an additional 7 percentage points increase towards the 100% reusable, recyclable, or compostable target.
 - Flexible plastic packaging: While most rigid packaging types that are not currently considered recyclable at least have a pathway to becoming so in the coming years, this is not the case for flexibles. In markets that lack formal collection systems, small-format flexibles tend not to get collected by informal waste pickers either, due to their low value. Even when collected, their format and design make them particularly challenging – technically and economically – to recycle at high quality and yield. Addressing this challenging issue will require a combination of policy and business action across different solution pathways, including shifting away from flexible plastic packaging where alternatives exist, innovating for applications where viable alternatives do not yet exist, and collecting and circulating the flexibles that remain in use in the interim. This is covered in more detail in [*The Global Commitment Five Years In: learnings to accelerate towards a future without plastic waste or pollution*](#) and in the report titled – [*Flexible packaging: the urgent actions needed to deliver circular economy solutions*](#).

FIGURE 21

Increasing the proportion of recyclable plastic packaging will require improving technical recyclability for all packaging, scaling recycling infrastructure where relevant, and moving away from problematic materials and flexible plastic packaging wherever possible

Share of brand and retail signatories’ total packaging weight that is recyclable and not currently recyclable as a % of total packaging weight



* For more information on assessment of recyclability in practice and at scale, please see page 33.

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POLICY

More than half (53%) of reporting government signatories have quantitative targets in place to accelerate progress on reusability, recyclability, and compostability. Government signatories use regulations, standards, guidelines, and awareness campaigns to drive progress towards this target.

9 governments have set quantitative targets linked to their overarching commitment, for example Australia and the United Kingdom are aiming to ensure that 100% of plastic packaging will be recyclable, reusable, or compostable by 2025.

Over the last reporting period, governments have continued their efforts to accelerate progress on the 100% reusability, recyclability, and compostability target through regulations, standards, guidelines, and awareness campaigns.

- **Chile** and **Greece** are revising their EPR schemes in order to increase eco-modulation (using fees to incentivise recyclable packaging, while penalising options commonly identified as problematic or unnecessary).
- In **Peru**, the Technical Regulation for Biodegradable Plastic Bags was approved. Four proposals for Technical Regulations for reusable plastic bags, and reusable, recyclable,

and biodegradable cutlery/tableware were prepared. During 2023, work has continued on a proposal for a Peruvian technical standard (voluntary) measuring the recyclability potential of containers and packaging.

- The majority of governments have also implemented initiatives to foster public awareness and education. Several governments have launched communication campaigns to help citizens better recycle. In **New Zealand**, The Ministry is developing a national communications campaign to support recently announced changes to New Zealand’s kerbside recycling system, which includes standardising the materials collected in kerbside recycling and food scrap collections.
- Governments are also introducing labelling schemes to help citizens better recycle. In **New Zealand**, The Ministry supports industry adoption of the Australian Recycling Label, which is an on-pack label that helps consumers in Australia and New Zealand to correctly recycle their household packaging. **Chile** has launched the #ElijoReciclar Seal, which supports citizens in identifying highly recyclable containers.

Looking forward, almost half of governments reporting in 2022 also have plans to develop or revise regulations, standards, or guidelines (e.g. standards for on-pack recyclability claims).

- **New Zealand** plans to draft a third set of regulations to phase out certain plastic packaging by 2025. This targets all other PS and PVC food and beverage packaging not already covered by earlier bans. This will incentivise the use of recyclable and reusable packaging.
- In **Australia**, environment ministers agreed to reform the regulation of packaging by 2025 to ensure all packaging available in Australia is designed to be recovered, reused, recycled, and reprocessed safely, in line with circular economy principles.
- In the **United Kingdom**, planned reforms to EPR for packaging will see material quality incentivised across the packaging value chain. Modulated fees based on recyclability will be introduced to incentivise producers to use packaging and packaging materials that can be recycled. This will lead to improved material quality, and will help meet the demand for recycled content.

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HOW ARE RECYCLABILITY AND COMPOSTABILITY ASSESSED IN THE GLOBAL COMMITMENT?

The definitions used by Global Commitment signatories to assess the proportion of recyclable or compostable packaging in their portfolios are more stringent than most other definitions.

The commitment to 100% reusable, recyclable, or compostable plastic packaging by 2025 is based on definitions that ask signatories to go beyond designing packaging for the technical possibility of recycling or composting, and require that recycling or composting is proven to work ‘in practice and at scale’ for any given packaging design. The threshold to prove recycling or composting works ‘in practice and at scale’ is a 30% recycling/composting rate achieved across multiple regions, collectively representing at least 400 million inhabitants. To support reporting on recyclability, the Ellen MacArthur Foundation has for the last two years conducted a global survey of organisations with expertise on recycling rates with the aim of filling gaps in data required to provide evidence of where the threshold is being met. The results of this exercise are available [here](#).

The ‘in practice and at scale’ requirement and suggested threshold result in some signatories reporting low or moderate recyclability percentages today. The threshold also means that progress towards 2025 targets can be expected to follow a ‘lumpy’ trajectory (e.g. if infrastructure to collect and recycle certain high-volume categories of packaging reaches the threshold scale requirement, recyclability scores would increase significantly). However, these definitions set a clear 2025 ambition level. Working towards this level of ambition and creating transparency on current recyclability percentages demonstrates the commitment of signatories to driving change at scale.

It should be noted that recyclability and compostability percentages reported as part of the Global Commitment are not comparable to assessments and claims of recyclability using different definitions or methodologies. The definitions of recyclability and compostability used in the context of the Global Commitment are designed to be applied at a global level and are not linked to any specific geographical area, local context, or regulations, or on-pack recyclability or compostability labels.

Full details of the definitions and suggested assessment methodology for Global Commitment signatories are available in the Global Commitment reporting guidelines document [here](#).

To ensure full transparency, signatories were asked to explicitly confirm if they had strictly followed the suggested methodology. If they hadn’t, they were asked to explain any deviations from the suggested methodology and provide evidence used to support this decision. All of this information is available on a business-by-business basis [here](#).



5

REUSE, RECYCLING, AND COMPOSTING IN PRACTICE

KEY INSIGHTS

TRENDS

- Recycler signatories continue to increase (+12%) the quantity of recycled plastics they produce.
- The share of recycled plastic sold by resin producer signatories remained flat (+0.2pp).

ACTION

- Businesses are encouraged to collaborate with all actors in the value chain to improve collection, sorting, and recycling systems, and drive collective investments into recycling technologies and infrastructure, particularly for packaging that is not yet recyclable in practice and at scale, such as PP pots, tubs, and trays, and PET thermoforms.
- It is now widely recognised that a global rollout of well-designed and implemented Extended Producer Responsibility (EPR) schemes for packaging is essential to meaningfully scale collection and recycling infrastructure. Businesses can support and accelerate this by actively advocating for mandatory EPR schemes, and do so consistently across geographies.

POLICY

- The majority (88%) of reporting governments this year have set quantitative targets to increase volumes of plastic collected, sorted, and recycled.
- Governments are continuing to invest in collection and recycling infrastructure, and are promoting collection, sorting, reuse and/or recycling schemes (e.g. Deposit Return Schemes).
- More than a third of governments reporting in 2023 have established or revised EPR schemes.

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Recycling reverse vending machines - Pick n Pay

TRENDS

Recycler signatories continue to increase their quantity of recycled plastics produced (+12% in 2022).

The volume of plastics recycled by collecting, sorting, and recycling signatories was around 1.7 million metric tonnes (MMT) in 2022 — a 12% increase compared to 2021. While some good progress has been made, as 2025 draws closer, it is clear that the current pace has to be accelerated for the group as a whole to reach the aggregated 2025 target. Indeed, a 28% annual growth rate would be needed over the next three years to reach the target of 3.5 MMT²⁷ plastics recycled by collecting, sorting, and recycling signatories by 2025. However, the picture varies widely across the signatory group, with some signatories, such as **ALPLA**, already exceeding their 2025 target.

As in previous years, PET remains the most recycled plastic (36%) by total weight, albeit in a smaller share compared to 2021 (44%). PP (23%) and LDPE (19%) have the next largest share, and have both slightly increased (by 3pp and 1pp respectively) compared to 2021.²⁸

For the first time, HDPE was the most commonly processed polymer by the signatory group

(overtaking PET), with 76% of recyclers now reporting processing HDPE compared to 62% in 2021.

The overall growth in recycling output was largely driven by two signatories, accounting for 60% of the overall increase between 2021 and 2022 and for a third of the total of plastics recycled (0.56 million metric tonnes out of 1.7 million metric tonnes):

- In 2022, **ALPLA** outperformed their 2025 target of 130,000 metric tonnes per annum by recycling 187,000 metric tonnes of plastic (a 47% increase compared to 2021). This was mainly achieved by a significant increase in the production capacity of PET and HDPE across their existing recycling plants in Germany, Italy, Romania, and Mexico, and by bringing new plants into production.
- **Gemini Corporation** has made significant efforts to improve its infrastructure for collection and recycling by developing a blockchain-based application, which resulted in a 30% increase in recycled weight, from 282,827 metric tonnes in 2021 to 368,259 metric tonnes in 2022. HDPE, LDPE, and PP account for around 84% of the total weight of material that they have recycled.

Recyclers continue to report investments and initiatives to improve collection and recycling facilities, notably:

- **Bell Holding** launched a new pilot ‘TO-KA’ in Istanbul in November 2022 to improve collecting rates. TO-KA is a system for collecting empty packaging products directly onsite across several locations in the city using reverse vending machines. In addition, TO-KA’s staff picks up used packages from houses, workplaces, hotels, and cafes via an appointment created by users in a dedicated mobile application. Collected packaging is sorted, recycled, and reused within the group.
- **Logoplaste** intends to acquire two new optical sorting machines based on a connected singularity system. The system contains digital watermarking technologies, enabling more precise sorting streams, and monitoring of recycled material, with a high level of traceability. The barcode on bottle prototypes can be read by cameras that were developed specially for this purpose, which should be able to identify with high efficiency, at high speed, the patterns engraved on the packaging wall. With these new systems in place, Logoplaste aims to increase the

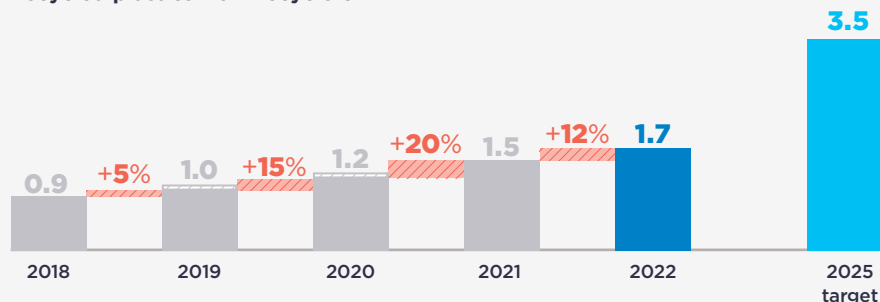
FIGURE 22

Production of recycled plastics increased for recyclers and remained steady for resin producers but further acceleration is needed to reach 2025 targets

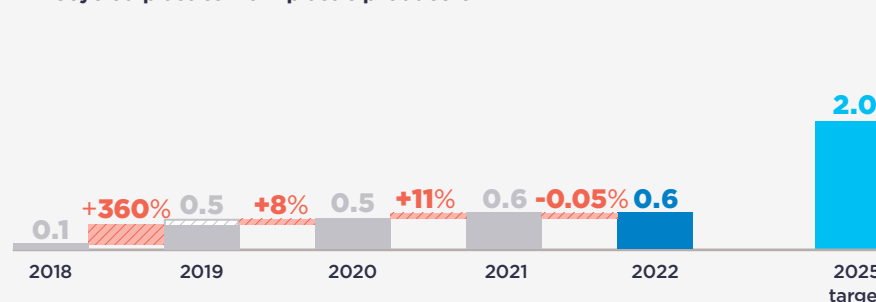
Weight of recycled plastics produced by recycler and plastic producer signatories, in million metric tonnes (MMT)

▨ Weight change from organic growth ▨ Weight change from new signatories joining

Recycled plastics from recyclers



Recycled plastics from plastic producers



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average recycled content in the Logoplaste portfolio to 30% by 2025, and to increase recycled PET identified as food grade.

- The recycler **Guolong** plans to expand its plastics recycling and processing business up to five times its size by 2025. The expansion will be driven by building new plastic sorting and recycling infrastructure and increased investment in existing production facilities in order to increase recycling capacity.
- **TC Transcontinental** has made significant investments in its ‘ASTRA centre’ – an R&D facility comprising an advanced Compost Lab, an Applications and Packaging Development Lab, an Analytical and Physical Testing Services Lab, and the Recycling Technology Lab.

The share of recycled plastic sold by resin producer signatories remained flat.

Overall, the share of recycled plastic sold by resin producer signatories was steady (+0.2pp) accounting for 3% of total plastic sold by these signatories in 2022. There was a decrease in both total plastic sold (-8%) and recycled plastics sold in 2022 but this had a minimal impact on the share of recycled content sold. A major expansion of recycling capacity would be required over the next three years, for resin producer signatories to meet their 2025 targets.

Over the last reporting cycle, resin producer signatories committed more than USD 400 million in investments. For example:

- Plastic producer **Indorama** committed USD 1.5 billion in investments to increase its recycling capacity to 50 billion PET bottles per year by 2025, and 100 billion bottles per year by 2030. In June 2023, **Indorama Ventures** and **Carbios** announced the signing of a non-binding Memorandum of

Understanding (MOU) to form a joint venture for the construction of the world’s first PET biorecycling plant in France. Indorama Ventures plans to mobilise about EUR 110 million for the joint venture in equity and non-convertible loan financing, pending final engineering documentation and economic feasibility studies. Subject to the successful performance of this first plant in France, Indorama Ventures has confirmed its intention to expand the technology to other PET sites for future developments.

ACTION

Businesses are encouraged to collaborate with all actors in the value chain to improve collection, sorting, and recycling systems. In addition, they should drive collective investments in recycling technologies and infrastructure, particularly for packaging that is not yet recyclable in practice and at scale, such as PP pots, tubs, and trays, and PET thermoforms.

Some signatories have shown that it is possible to drive progress in this area:

- Between April 2022 and early 2023, Schwarz Group expanded its PET bottle recycling plant in Übach-Palenberg, and improved collecting rates. Around 12,000 additional metric tonnes of PET regranulate will be produced at the site per year, and, as a result of this expansion, the total amount of PET regranulate produced in-house at Schwarz Production will increase to around 54,000 metric tonnes per year. The bottles coming out of the recycling plant consist entirely (except labels and lids) of recycled material, and are made exclusively from the used disposable bottles returned to Lidl and Kaufland. Given the structure of the German deposit-return scheme, this also includes bottles from other manufacturers.

- PreZero (a company part of The Schwarz Group) finalised the expansion of the Kunststoff Grünstadt recycling facility in February 2022. EUR 32 million was invested in sophisticated recycling technologies in order to improve the recycling of thermoplastics (including HDPE, PA, PP, other rigids and PET thermoforms – pots, tubs, trays, cups, jars, etc.). At full capacity, the plant will recycle up to 55,000 metric tonnes of plastic per year. The high-quality HDPE recycled material is used as packaging for detergents, hygiene products, and cosmetics.

A global rollout of Extended Producer Responsibility (EPR) policies for packaging is essential to meaningfully scale collection and recycling infrastructure. Businesses can support and accelerate this by actively advocating for mandatory EPR schemes, and do so consistently across geographies.

It is widely recognised that EPR schemes are the only proven mechanism to deliver the ongoing and dedicated funding at the level required to cover the net cost of packaging recycling, and make the economics of packaging recycling work.²⁹ As such, while on its own not enough to scale the infrastructure required, it is a necessary part of the solution. Making the economics work creates viable and significantly de-risked investment opportunities, which can trigger a step change in investments in infrastructure.

There has been an increase in EPR policies and also the pace of new EPR policy developments is accelerating. Yet, many parts of the world are still uncovered by such regulation. Businesses can support and accelerate this by actively advocating for such policies, including at international level through the [Business Coalition for a Global Plastics Treaty](#).

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POLICY

The majority (88%) of reporting governments this year have set quantitative targets to increase the volumes of plastic collected, sorted, and recycled.

Setting targets and tracking data around collection, sorting, and composting rates for plastic packaging or products is particularly important due to the current lack of data on this area, and the need to scale up infrastructure. More governments have been setting targets this year:

- **Australia** has set quantitative targets, and aims at recycling or composting 70% of all plastic packaging by 2025, from a baseline of 16% recovered in Australia in 2019–2020. Current recovery encompasses recycling, composting, and a small percentage of waste-to-energy.
- **Greece** aims to recycle 50% of all plastic packaging by 2025, from a baseline of 37.6% in 2019.

Governments continue to invest in collection and recycling infrastructure, and are promoting collection, sorting, reuse and/or recycling schemes (e.g. deposit return schemes).

- **Rwanda** established 18 PET collection centres in collaboration with the Private Sector Federation.
- In **Northern Ireland**, the Household Waste Recycling Collaborative Change Programme provides GBP 23 million to councils to help them make improvements to their recycling services. To date, a total of GBP 4.9 million in funding has been allocated to six councils, for nine projects. All nine projects have recently been completed, and the projected tonnages diverted from landfill for the nine completed projects is around 11,000 metric tonnes.

- The **Basque Country of Spain** has introduced the 'SEPARA Project', which uses digitalisation to improve the management and treatment of plastic, can, and brick packaging waste at sorting plants.
- The **Scottish Government** has allocated more than GBP 56 million of its GBP 70 million Recycling Improvement Fund. This provides capital funding to local authorities to invest in recycling infrastructure and services to accelerate progress towards 2025 waste and recycling targets, and Scotland's net-zero carbon commitment. By strengthening and improving local authority recycling infrastructure, there will be increased consistency of collection, and improvements to the quality and quantity of material collected.
- The **City of Ljubljana** implemented collective public procurement for the purchase of hygienic paper from recycled Tetra Pak; 39 organisations from City administration departments and institutions were included. Separate public procurement was carried out for City public companies (five in total). As a result of this policy, a cumulative 303 metric tonnes of Tetra Pak was recycled in the period August 2022 to May 2023.
- In the **City of Austin**, The Zero Waste Advisory Commission approved recommended amendments to the Universal Recycling Ordinance that will require composting access at multifamily properties (apartment blocks) in Austin. These proposed amendments are scheduled to be considered by the City Council on 21 September 2023, for an implementation date starting 1 October 2024.

Over a third of governments reporting in 2023 have established or revised EPR schemes.

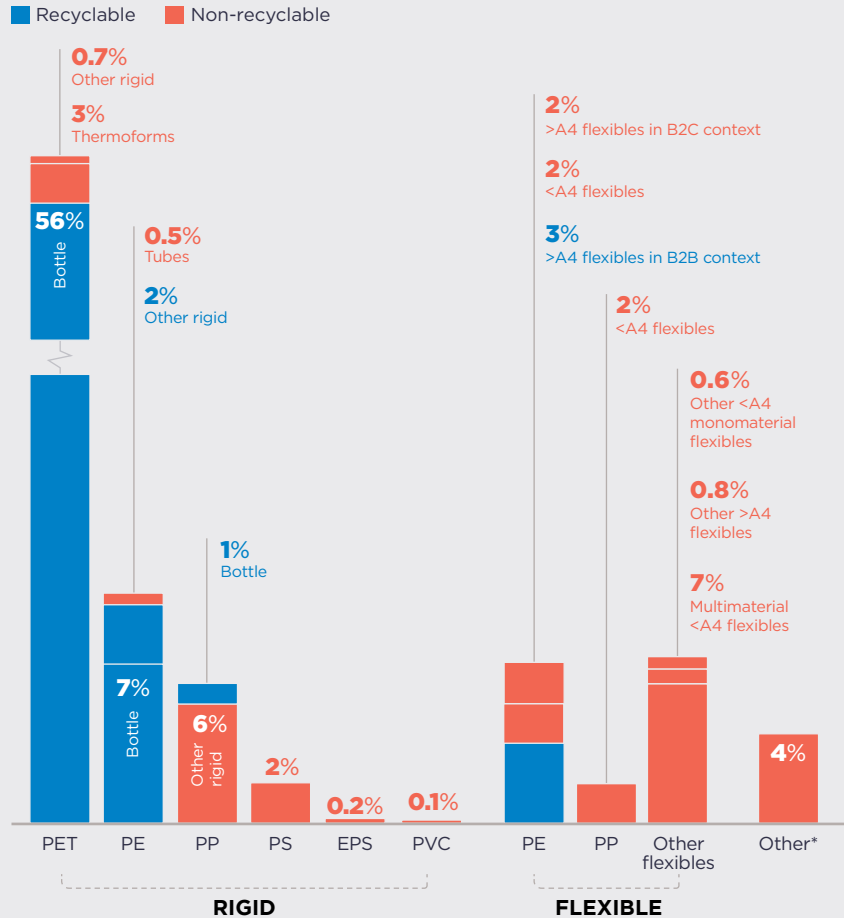
- In **Chile**, The Ministry of the Environment developed the Recycling Fund contest 2022, which was created as a support mechanism for Extended Producer Responsibility. It seeks to finance projects carried out by local governments to prevent waste generation, and promote reuse, recycling, and other types of recovery. Projects may include the acquisition and installation of equipment for the pretreatment of packaging waste.
- **Peru** expects to establish EPR at the national level for packaging, including plastics. Goals and targets will be set for producers to take responsibility for these goods at the post-consumer stage. This regulation will encourage companies to increase collection, sorting, and recycling rates, as well as promote reuse.
- Since January 2023, in the **Netherlands**, the scope of the existing EPR scheme for plastic packaging has been extended to align with the EU Single-Use Plastics (SUP) guidelines. Producers of certain single-use plastic packaging and products will now contribute to the collection of waste, and the cleaning up of litter. Targeted products include single-serve food packaging, disposable cups, and bags and wrappers.

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FIGURE 23

Breakdown of plastic packaging reported by Global Commitment signatories

Percentage of total plastic packaging (weight) reported by brand and retail signatories



Notes: Recyclability is assessed according to the Global Commitment definition — which requires that recycling is proven to work ‘in practice and at scale’ — and using the suggested thresholds and outputs of the 2023 Plastics Initiative Recycling Rate Survey. For more information see Chapter 4 (“Reusable, recyclable, or compostable: by design”).

Percentages exclude two signatories who did not report their portfolio breakdown to the Ellen MacArthur Foundation or used the Recyclability Assessment Tool as specified.

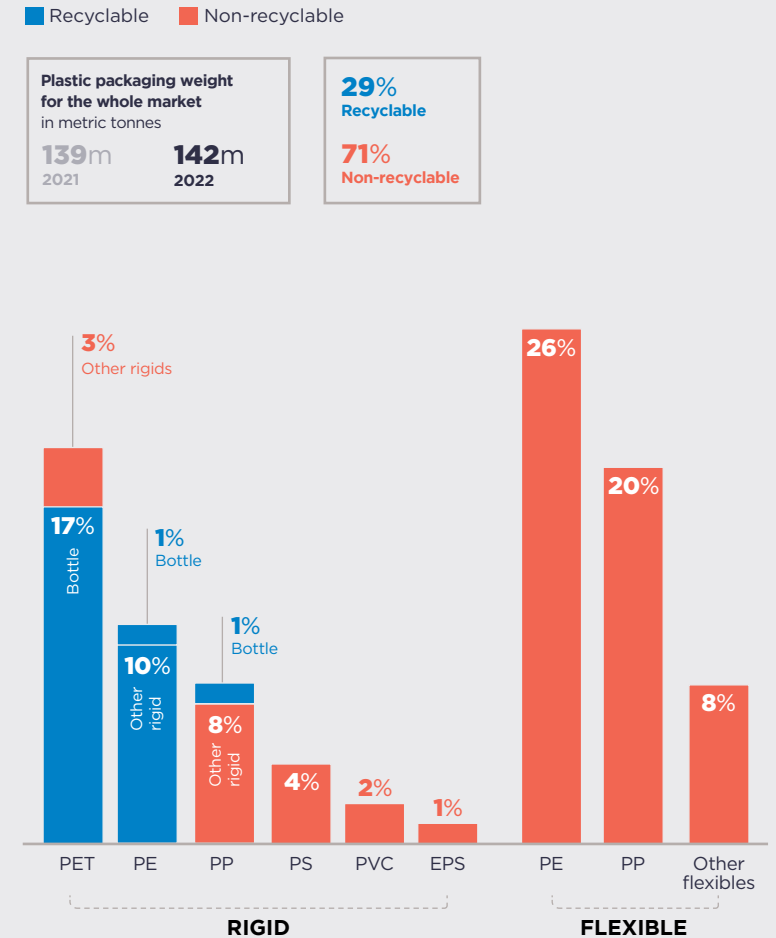
The aggregate percentage recyclable in this Figure differs from Figure 19 (63.9% recyclable) because (1) it includes the % of packaging for which a system for recycling exists but the actual packaging design makes the packaging unfit for the system, as this analysis only looks at packaging type, not at detailed packaging design and (2) it excludes 2% which is not recyclable according to the Ellen MacArthur Foundation’s assessment, but which was reported as recyclable by businesses who chose to deviate from the Foundation’s assessment methodology for some categories of packaging.

*Packaging categorised as ‘other’ represents packaging not classified by signatories under any predefined categories but could include rigid or flexible packaging. This packaging was not assessed as recyclable in practice and at scale.

FIGURE 24

Breakdown of global plastic packaging market

Percentage of total global plastic packaging market (by weight)



Notes: Source of plastic packaging weight data: Wood MacKenzie.

Recyclability is assessed according to the Global Commitment definition — which requires that recycling is proven to work ‘in practice and at scale’ — and using the suggested thresholds and outputs of the 2023 Plastics Initiative Recycling Rate Survey. For more information see Chapter 4 (“Reusable, recyclable, or compostable: by design”).

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PLASTIC PACKAGING REDUCTION TARGETS IN THE GLOBAL COMMITMENT

In 2020, it became mandatory for brand and retail signatories to set targets to reduce total plastic packaging or use of virgin plastic in packaging by 2025. Plastic packaging reduction targets can manifest in a variety of ways. Below is an overview of different types of reduction targets that can be set, and the specific requirements for reduction targets to be accepted within the Global Commitment, aimed at maximising their transparency and consistency.

To be accepted in the Global Commitment, targets must be formulated as an absolute reduction in the total weight of plastic packaging by 2025, or as a reduction in the total weight of virgin plastic in packaging by 2025. They should be set against a recent, historical baseline, and expressed in line with the following structure:

“By 2025, we will reduce our total annual [plastic packaging / virgin plastic in packaging] by [xx] % compared to [xx] mln tonnes in 20[xx]”

	Accepted in the Global Commitment	Not accepted in the Global Commitment
What is being reduced?	<p>✓ Total weight of plastic packaging or virgin plastic in packaging</p> <p>Signatories are permitted to express targets either as a reduction of total plastic packaging weight, or as reduction of total virgin plastic (from both finite and renewable sources) in packaging. Given the need for reduction in the overall amount of plastic packaging, as well as the amount of virgin plastic in packaging, virgin reduction targets are expected to be underpinned by efforts on reuse and elimination, and not exclusively based on increasing recycled content.</p>	<p>✗ Virgin fossil-based plastic in packaging</p> <p>Targets to reduce virgin fossil-based plastic cover efforts to increase renewable content as well as those on recycled content and reducing plastic packaging volumes overall. To avoid detracting focus from efforts on overall reduction — delivered through elimination and reuse — by incorporating an overly broad set of contributing measures, these types of targets are not accepted.</p> <p>✗ Reduction of packaging made from other materials and other products</p> <p>There is a need to reduce overall packaging volumes, regardless of material. However, the focus of the Global Commitment is specifically on plastic packaging.</p>
How is the reduction calculated?	<p>✓ ‘Absolute’ reduction</p> <p>To build an economy that can thrive long term, there is a need for absolute — not relative — decoupling from fossil fuels, and an absolute reduction in the negative impacts on the world’s natural systems. As a result, reduction targets in the Global Commitment must be calculated in absolute terms against the total amount of plastic packaging (or virgin plastic in packaging) in the baseline year.</p>	<p>✗ ‘Relative’ reduction</p> <p>Reduction targets measured relative to sales (e.g. ‘intensity’ per dollar of revenue or units sold), or a future estimated scenario (e.g. versus a projected total for a year under ‘BAU’) or any other ‘relative’ benchmark are not accepted. Dependent on levels of actual or assumed organic growth, these types of targets can result in widely varying levels of actual reduction and, in some cases, growth in absolute levels of plastic packaging or virgin plastic use.</p>
What baseline is used?	<p>✓ Published total weight for a recent year (2017 or later)</p> <p>Reduction should be calculated against a recent, historical base year for which the total weight of plastic packaging has been calculated. This baseline weight must be reported publicly to ensure transparent measurement of progress, and will be used to show how much progress has been made against targets through annual progress reporting as part of the Global Commitment.</p>	<p>✗ Baselines that aren’t published</p> <p>Transparency on the baseline weight is critical to measure progress against the target set, and as such ensure credibility of the commitment.</p> <p>✗ Baselines for any year before 2017</p> <p>This is aimed at ensuring similar timelines across signatories and focusing measurement on recent efforts and progress achieved since the launch of the Global Commitment, in line with other commitments made.</p>
What is the timeline for achievement?	<p>✓ 2025</p> <p>Reduction targets must be set to be delivered by 31/12/2025. This reflects the need to start acting now, and is aligned with all other commitments signatories have made as part of the Global Commitment.</p>	<p>✗ Any timeline beyond 2025</p> <p>While some signatories may have separately set 2030 targets and communicated these elsewhere, the Global Commitment requires that at least an intermediary 2025 milestone is set.</p>

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- 1 All data for each individual signatory can be found [here](#) on our website.
- 2 Only taking into account the signatories who had this type of plastic packaging in their portfolio in 2020.
- 3 Weighted averages in this report take into account the total plastic packaging weight of each signatory. Weighted averages are regularly used throughout this report to analyse the scale of progress of the signatories as a collective.
- 4 The increase reported here refers to that seen for signatories reporting in both of the last two years (i.e. new examples from signatories reporting for the first time in 2022 are not counted as part of the increase).
- 5 The increase reported here refers to that seen for signatories reporting in both of the last two years (i.e. new examples from signatories reporting for the first time in 2022 are not counted as part of the increase).
- 6 Materials or items most commonly identified as problematic or unnecessary include: PS, XPS and EPS, PVC, PVdC, carbon black pigment, single-use carrier bags, single-use cutlery/sereware, and single-use straws. XPS and EPS includes packaging such as for takeaway and retail food, as well as packaging peanuts. It excludes EPS packaging used for insulation (e.g. fish boxes), or for the protection of large items (e.g. white goods or furniture), for which we have not assessed the recyclability as these represent less than 0.1% of our signatories' portfolios.
- 7 For signatories where data on key metrics was lacking for 2019 and/or 2020 and/or 2021, data was extrapolated based on the metric average for the group.
- 8 The change reported here refers to that seen for signatories reporting in both of the last two years (i.e. new examples from signatories reporting for the first time in 2022 are not counted as part of the increase).
- 9 Every year, signatories have the option to update their previous years' data. Reasons for updating include acquisitions, divestments, and improving data quality. This can result in variation in data published in each annual progress report.
- 10 For signatories where data on key metrics was lacking for 2018, 2019, 2020 or 2021, data was extrapolated based on the metric average for the group.
- 11 For signatories where data on key metrics was lacking for 2018, 2019, 2020 or 2021, data was extrapolated based on the metric average for the group.
- 12 Renewable content refers to the proportion, by mass, of renewable material in a product or packaging. Renewable material in this context refers to material that is composed of biomass from a living source, and that can be continually replenished.
- 13 Source: Wood MacKenzie market data and Charles D & Kimman L, Minderoo Foundation, Plastic Waste Makers Index (2023).
- 14 Source: Wood MacKenzie market data and Charles D & Kimman L, Minderoo Foundation, Plastic Waste Makers Index (2023).
- 15 Source: Wood MacKenzie.
- 16 Based on all total virgin fossil-based plastics production of 352 million tonnes (PlasticsEurope, *Plastics - The Facts 2022* (2022)).
- 17 Ellen MacArthur Foundation and UNEP, *The Global Commitment Five Years In: learnings to accelerate towards a future without plastic waste or pollution* (2023).
- 18 LEY 21.368 | Chilean Regulation on the use of single-use plastics.
- 19 Individual percentages for reusable, recyclable, compostable, and 'not reusable, recyclable, or compostable' will not sum to 100% for all individual signatories or the group as a whole, as a large proportion of reusable packaging is also recyclable.
- 20 For signatories where data on key metrics was lacking for 2020 (i.e. new signatories reporting for the first time in 2022), data was extrapolated based on the metric average for the group.
- 21 The full results of the 2023 Plastics Initiative Recycling Rate Survey can be accessed [here](#).
- 22 This category includes XPS and EPS, such as for takeaway and retail food packaging, as well as packaging peanuts. We have not assessed the recyclability of EPS packaging used for insulation (e.g. fish boxes), or for the protection of large items (e.g. white goods or furniture) as these represent less than 0.1% of our signatories' portfolios.
- 23 Although this is the same result as 2021, it does not represent the progress correctly, as the average of those disclosing their technical recyclability for the first time brought the group average down.
- 24 Several companies phased out the green pigment from the Sprite bottles, including Coca-Cola FEMSA, Swire Coca-Cola, and packaging producer ARCA Continental.
- 25 In this report, 'flexible packaging' specifically refers to business-to-consumer flexible packaging only. This is in line with the language used in the report titled – [Flexible packaging: the urgent actions needed to deliver circular economy solutions](#).
- 26 Only taking into account the signatories who had this type of plastic packaging in their portfolio in 2020.
- 27 This overall target is the sum of all individual targets. The decrease compared to last year's stated target is due to two companies failing to report this year.
- 28 Signatories sharing data on the share of their recycling output by polymer accounted for 88% of total output from recycler signatories.
- 29 The Ellen MacArthur Foundation, [Extended Producer Responsibility - a necessary part of the solution to packaging waste and pollution](#) (2021).

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