



NEW PLASTICS ECONOMY

新塑料经济





TAKE
获取

MAKE
制造

DISPOSE
丢弃

CIRCULAR ECONOMY

循环经济





**ELLEN MACARTHUR
FOUNDATION**

艾伦·麦克阿瑟基金会

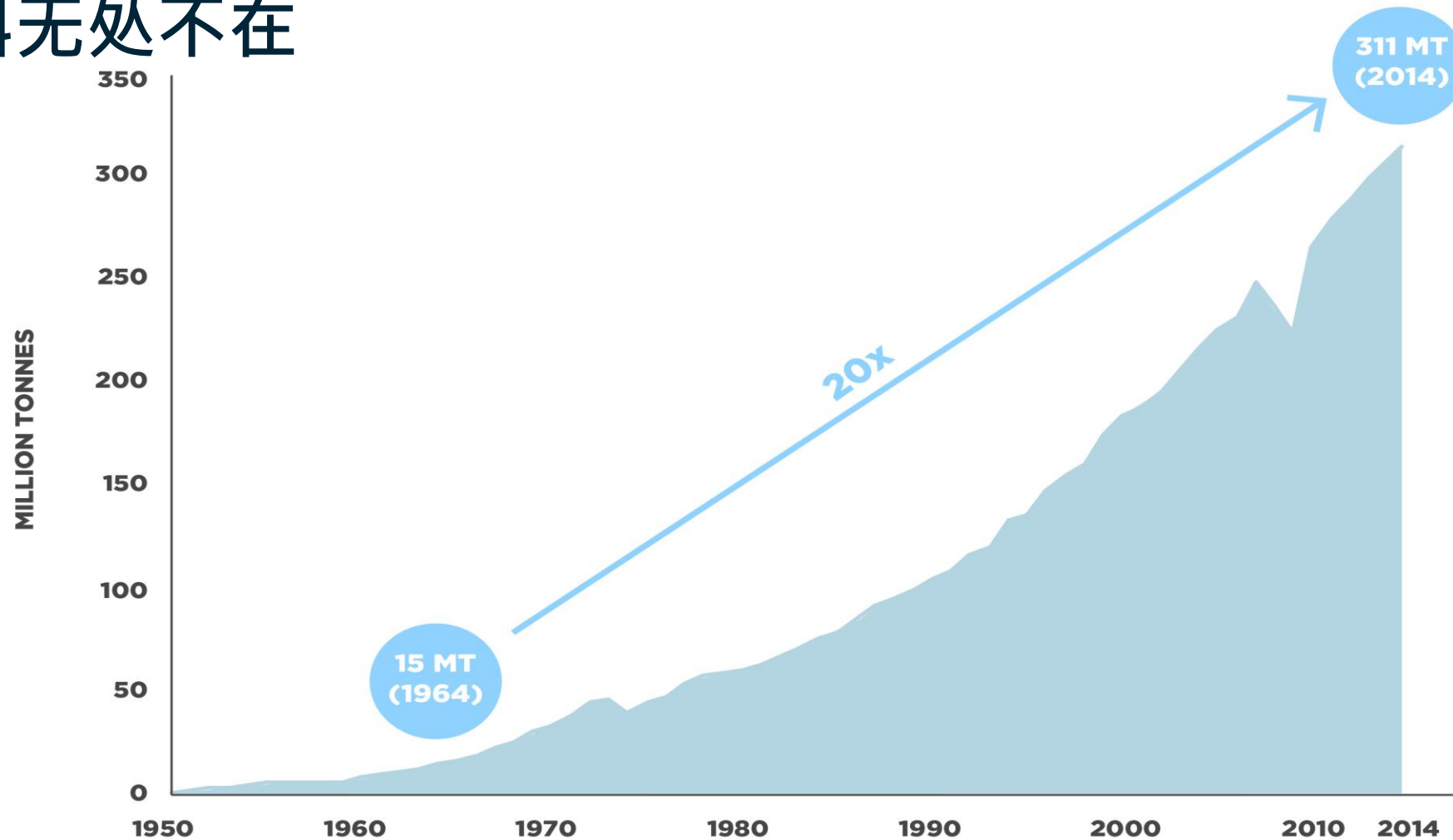


NEW PLASTICS ECONOMY

新塑料经济

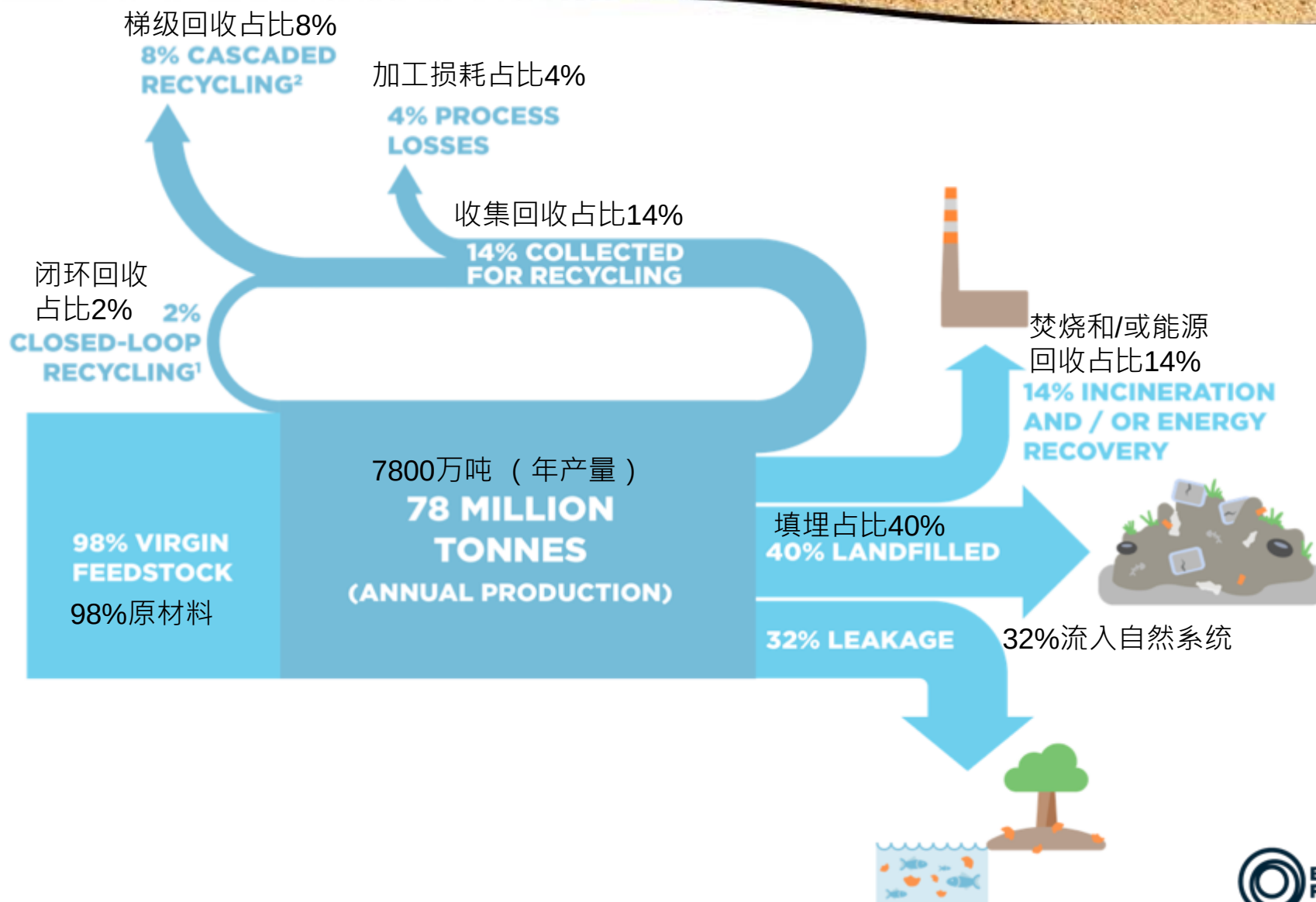
Plastics are now everywhere

塑料无处不在



Plastic packaging: Ironically linear

塑料包装：
线性经济

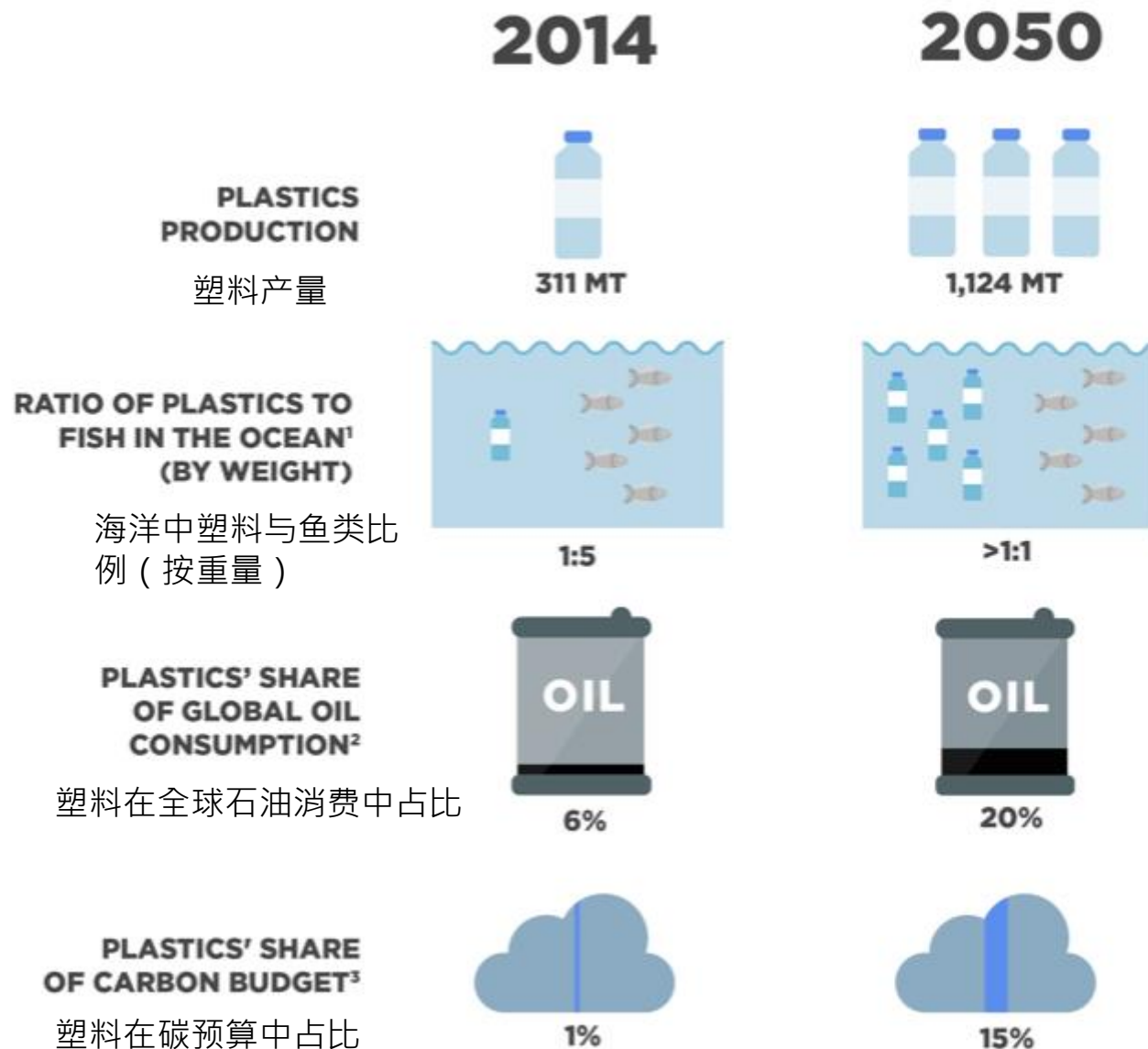


Significant negative externalities

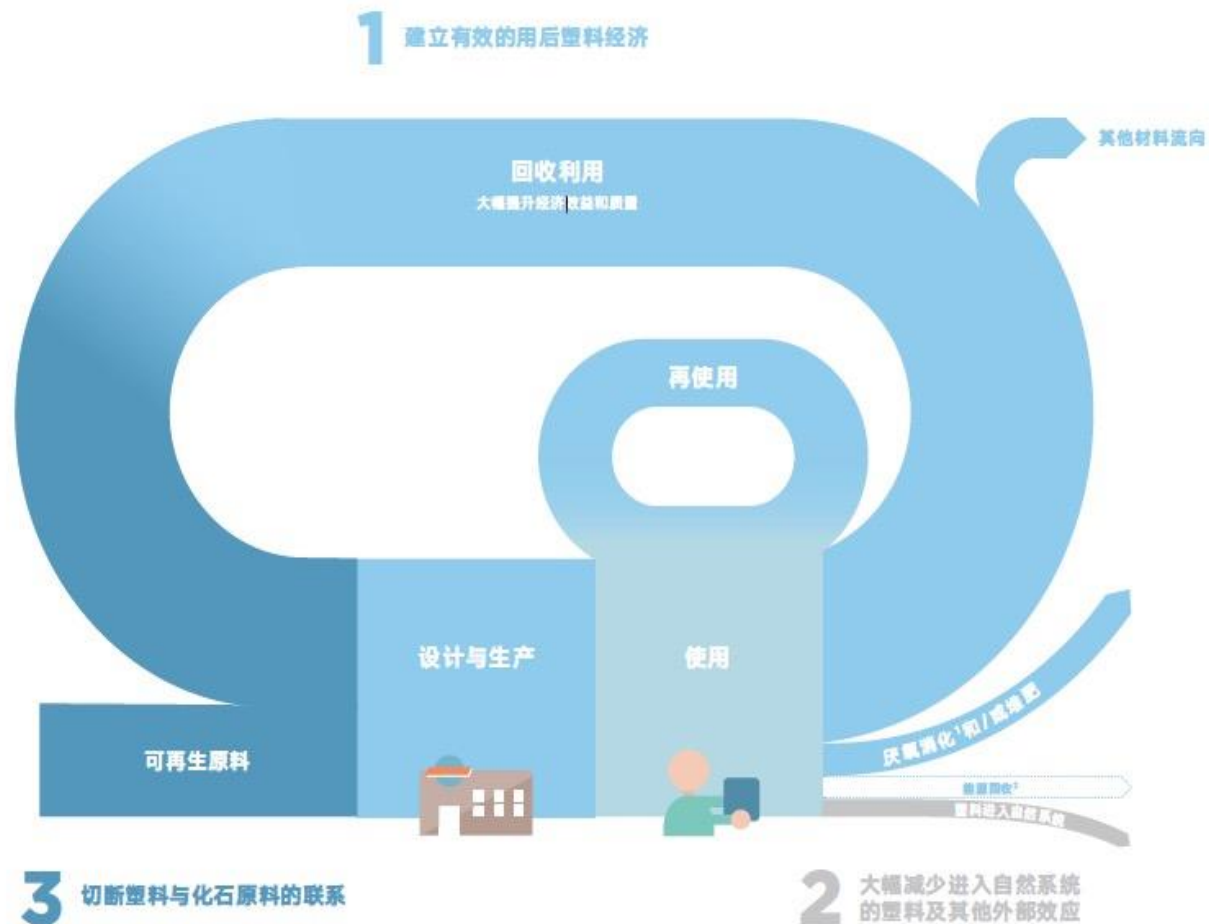
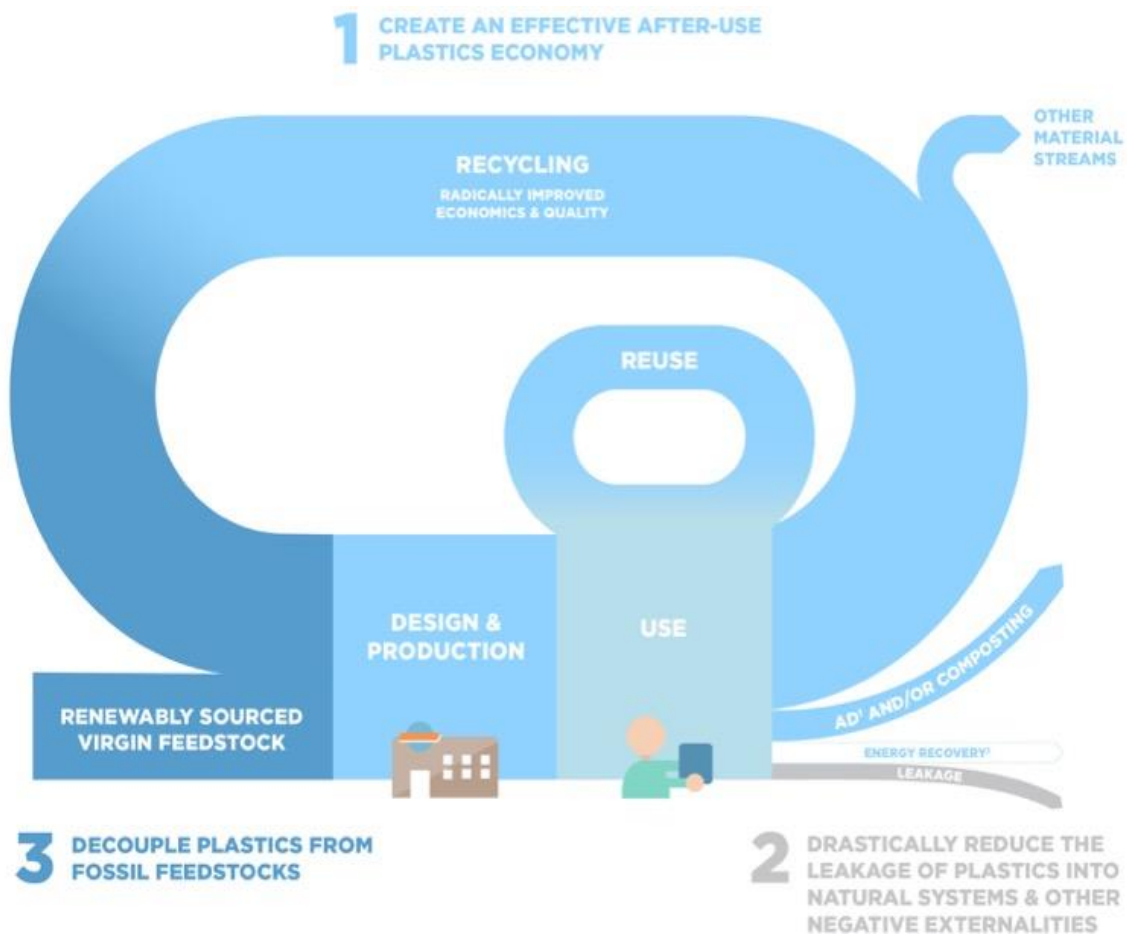
严重的负面外部效应

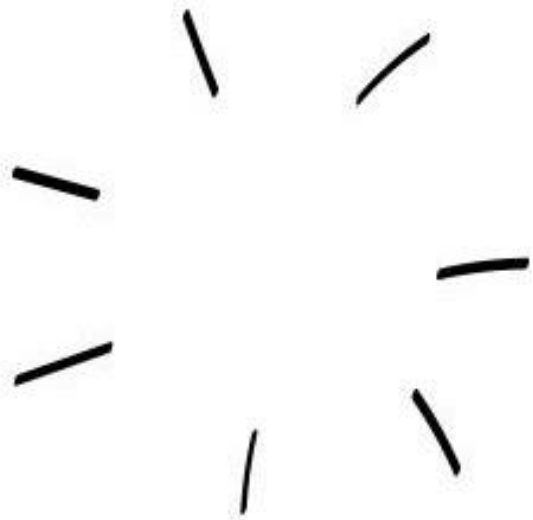
And an \$80-120 billion annual material value loss

每年800-1200亿美金的材料价值损失

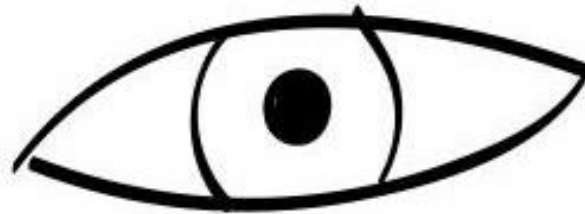


New Plastics Economy 新塑料经济

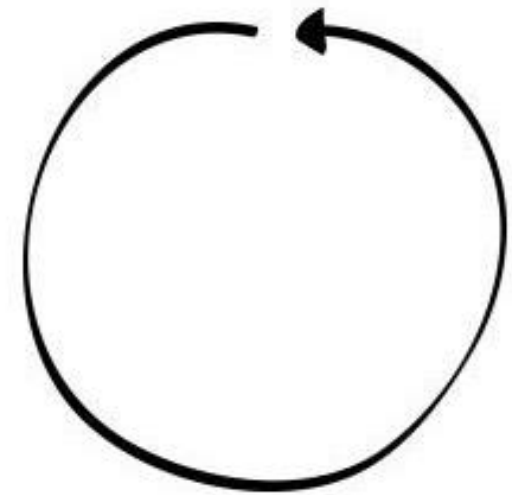




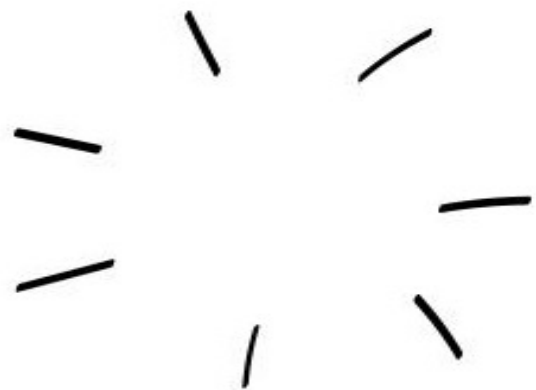
ELIMINATE
淘汰



INNOVATE
创新

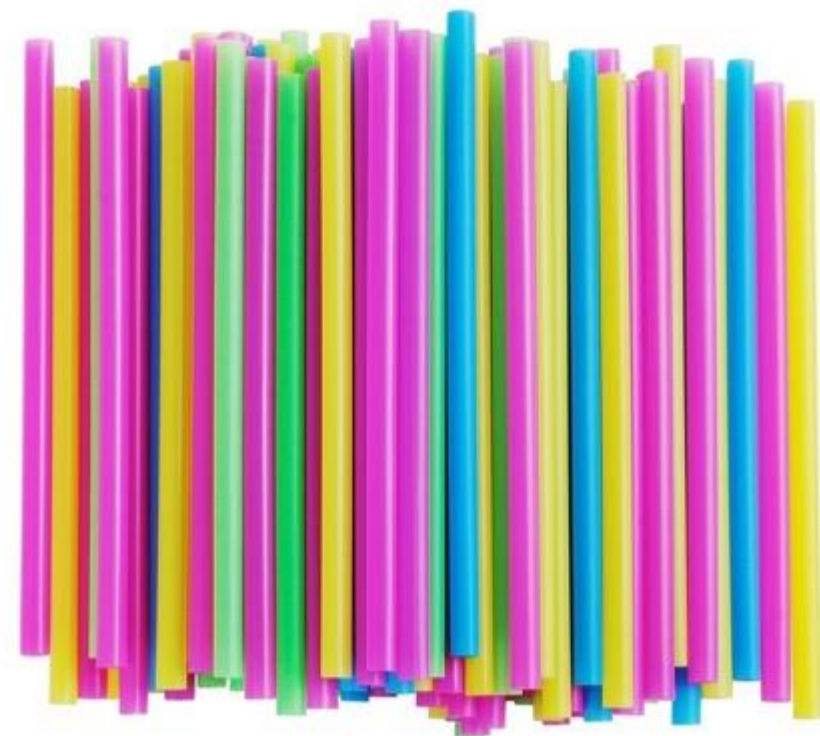


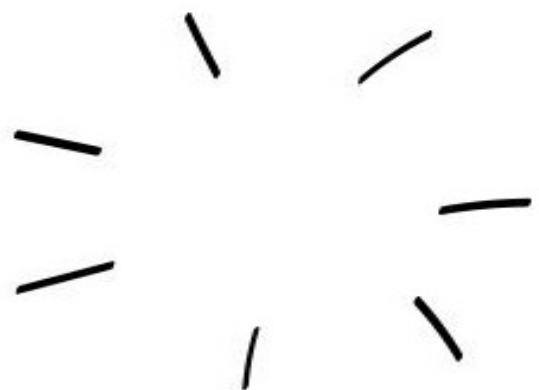
CIRCULATE
循环



ELIMINATE

淘汰

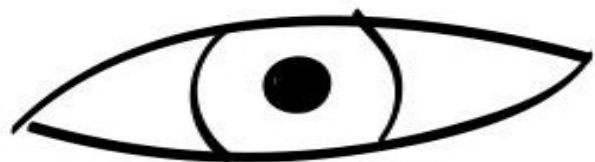




ELIMINATE

淘汰

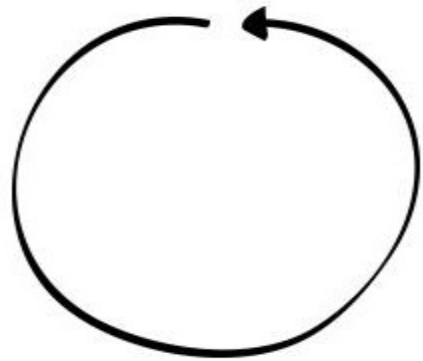




INNOVATE

创新





CIRCULATE

循环

FORMAT DESIGN

形式设计



POLYMER CHOICE

聚合物选择



染色选择

PIGMENT CHOICE



ADDITIVE CHOICE

添加剂选择



Global Commitment

#LINEINTHESAND



#NewPlasticsEconomy

Global Commitment

350+

signatories

签署方

20%

of industry

产业

16

Governments

政府

4.2

\$trillion AuM

\$万亿

资产管理规模

Global Commitment

Robust framework to guarantee credibility 稳固的框架支撑确保可信度

Common vision 共同愿景

Common 2025 targets by signatory type

针对不同签署类别的2025年共同目标

Common definitions

共同定义

Annual public reporting on progress (October)

年度进展公示 (10月)

Open-ended

开放式

企业行动举例：联合利华 Example of company action: Unilever

到2025年采取措施消除有问题或不必要的塑料包装

Take action to eliminate problematic or unnecessary plastic packaging by 2025

- 已经淘汰99%的PVC；在> 600 Ben & Jerry冰淇淋店中淘汰了塑料吸管和勺子
Already eliminated 99% of PVC; eliminated plastic straws and spoon in >600 Ben & Jerry ice cream shops
- 用于解决有问题的包装的材料计划将于2019年出版
Material palette and plans to tackle problematic packaging to be published in 2019

采取行动从2025年开始从一次性使用模式转向适用的重复使用模式

Take action to move from single-use towards reuse models where relevant by 2025

- 投资可再填充和可重复使用的包装
Invest in refillable and reusable packaging
- 九个品牌正在参与Loop™，这是一种用于耐用包装的创新型交付模式
Nine brands are participating in Loop™, an innovative new delivery model for durable packaging

到2025年，100%的塑料包装可以重复使用，可回收或可堆肥

100% of plastic packaging to be reusable, recyclable, or compostable by 2025

- 在相关应用场景中，在印度的复合材料将转换为单一材料包装
Switch from multi-material into mono material packaging in India in relevant applications
- 投资技术（例如Creasolv）以回收目前不可回收的材料
Investing in technology (e.g. Creasolv) to recycle currently non-recyclable materials

到2025年，消费后回收物占25%

25% post-consumer recycled content by 2025

- 一些品牌已经使用100%的再生成分（例如南非的Sunlight）
Some brands already use 100% recycled content (e.g. Sunlight in South Africa)
- 与政府合作制定促进收集和回收的政策，包括EPR
Working with governments to develop policies that facilitate collection and recycling, incl. EPR

Example of
action at
national level
各国行动举例

PLASTICS
塑料公约 PACT



政策行动示例：欧盟循环经济行动计划下的欧洲塑料战略

Example of policy action: European Strategy for Plastics under the EU Action Plan for a Circular Economy

- 到2030年，所有塑料包装都可以以具有成本效益的方式**重复使用或回收利用**
All plastic packaging to be **reusable or recyclable** in a cost-effective manner by 2030

- 到2030年，**回收**欧洲产生的50%以上的塑料废弃物

Recycling of over 50% of plastics waste generated in Europe by 2030

- 分拣和**回收能力**提高四倍，到2030年提高分类收集

Four-fold increase in sorting and recycling **capacity**, improved separate collection by 2030

- 更多地使用**创新材料**

Greater use of innovative **materials**

- 增加使用循环解决方案以促进塑料废物的**预防**，例如包装的逆向物流和一次性塑料的替代品

Increased use of circular solutions to promote plastic waste **prevention**, such as reverse logistics for packaging and alternatives to disposable plastics

- “急剧”减少塑料**泄漏**到环境中

A ‘drastic’ decrease in the **leakage** of plastics into the environment

- **全球**背景下欧盟在处理塑料废物和污染的主导作用

A leading role for the EU in the **global** context of dealing with plastic waste and pollution

政策行动示例：欧盟关于一次性塑料的立法倡议

Example of policy action: EU legislative initiative on single-use plastics

- 欧盟范围内禁止使用一次性塑料，包括棉花芽，稻草，盘子和餐具（豁免至2023年），饮料搅拌器，气球棒，氧化降解塑料和发泡聚苯乙烯食品容器和杯子

EU-wide ban of single-use plastic including cotton buds, straws, plates and cutlery (with exemptions until 2023), beverage stirrers, balloon sticks, oxo-degradable plastics and expanded polystyrene food containers and cups

- 欧盟国家有义务采取措施，使食品容器和饮料杯的消费量减少**25%**

An obligation for EU countries to adopt measures to achieve a **25% reduction of the consumption of food containers and cups for beverages**

- 有义务分类收集**90%**的饮料容器，并确保在**2025年之前**它们是由**35%**的再生成分生产的

An obligation to separately **collect 90% of beverage containers** and ensure they are produced from **35% recycled content by 2025**

- 对烟草制品滤嘴，渔具，提高认识，危险化学品的行动

Actions on tobacco product filters, fishing gear, awareness raising, hazardous chemicals

Thank you!

