Plastics touch everyone - Exponentially

![Graph showing the exponential increase in plastics production from 1950 to 2014. The graph illustrates a significant rise in million tonnes, marked by points from 15 MT in 1964 to 311 MT in 2014, indicating a 20x increase over 60 years.]
Plastic packaging is iconically linear.
Significant negative externalities
Three strategies to transform the global plastic packaging market:

- **Fundamental Redesign & Innovation**: 30%
- **Reuse**: 20%
- **Recycling with Radically Improved Economics & Quality**: 50%
New Plastics Economy initiative – 5 building blocks

1. Innovation Moonshots
2. Evidence Base
3. Global Plastics Protocol
4. Dialogue Mechanism
5. Stakeholder Engagement

NEW PLASTICS ECONOMY