



THE UN-PLASTIC COLLECTIVE



THE INITIATIVE

The Un-plastic Collective (UPC) is co-founded by the Confederation of Indian Industry (CII), United Nations Environment Programme (UNEP) and WWF-India.

The Collective seeks to minimise externalities of plastics on the ecological and social health of our planet. The word 'un-plastic' specifically refers to moving all types of plastics in a circular economy and removing unnecessary plastic in the long run, while using sustainable alternative materials.

THE NEED FOR THE UN-PLASTIC COLLECTIVE

The increasing use of plastics and limited recycling has led to an exponential rise in the quantum of plastic waste. Globally, over 8.3 billion tonnes of plastic has been produced since the early 1950s and about 60% of that has ended up in landfills or in the natural environment^[1].

India generates 9.46 million tonnes^[2] of plastic waste annually, of which 40%^[3] remains uncollected; 43% is used for packaging, most of which is single-use^[4]. However, India has also announced its commitment to eliminate all single-use plastic by 2022, one of the most ambitious targets in the world, across 60 countries that have made commitments to address this issue.

Businesses, in particular, have a vital role to play in this paradigm shift from a plastic dependent ecosystem, towards a more sustainable, circular economy^[5]. They have the ability to influence change at the micro and macro level and can help address this issue at every step of the economic value chain, rapidly and at scale.



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DID YOU KNOW?



An average person could be ingesting approximately 5 grams of plastic per week — the equivalent of one credit card, according to WWF.



Nearly 700 animal species, including endangered ones, are affected by ingesting plastics, and one million sea birds are killed by plastic pollution each year. According to WEF, it is estimated that there will be 'More Plastic than Fish in the Ocean by 2050'.



Plastic production and incineration will contribute greenhouse gases equivalent to 850 million tons of carbon dioxide (CO₂) to the atmosphere in 2019. As per CIEL, annual emissions will grow to 1.34 Gt CO₂ eq. by 2030 and 2.80 Gt CO₂ eq. by 2050.

^[1] Production, use, and fate of all plastics ever made, *Science Advances* 19 Jul 2017; Vol. 3, no. 7, e1700782

^[2] Calculated from data in September 2017 report by the CPCB, India (25,940 MT plastic waste generation per day)

^[3] September 2017 report by the CPCB, India

^[4] Fact Sheet on plastic waste in India by TERI, released in 2018

^[5] UNEP, 2018 Report 'Single-use plastics: A Roadmap for Sustainability'

OBJECTIVES

UPC members seek to:



Eliminate unnecessary use of plastic



Reuse plastics and reduce plastic leakage, circulate plastic within the economy



Reduce and replace plastic with sustainable alternative materials, in the long term



Set time-bound, public commitments to reduce plastic externalities



WHY JOIN THE UN-PLASTIC COLLECTIVE?

The Un-plastic Collective will help you become part of a global movement for scaling your efforts to minimise the externalities of plastics through time-bound commitments, which are impactful, actionable, accountable and help realise systemic change, foster innovation, and build circularity in the plastics value chain. CII, UNEP and WWF- India welcome stakeholders that are interested in being part of UPC.

This entails:

Competitiveness: Champion the Un-plastic cause, demonstrating leadership, while reducing risks by staying ahead of compliance

Capacity Building: Understand the business case for eliminating, reusing, recycling and substituting plastics through webinars, newsletters, tools, boot camps, etc.

Member Networking: Peer-to-peer knowledge exchange to improve the speed and scale of shared solutions

EPR Implementation: Facilitate EPR best practices; demonstrate pilots to showcase solutions beyond company's own supply-chain

Global Connect: Linking with global plastics platforms for exchange of best practices on circularity, science-based material alternatives and innovation models

Technical Expertise: Access to a consortium of technical experts for translating commitments into action

MEMBERSHIP

UPC is a voluntary, multi-stakeholder initiative to eliminate plastic pollution in nature and move towards a circular economy, where no materials are wasted, through commitments translating into meaningful and measurable action.

As part of the initiative, members set time-bound, public targets* to:

- Eliminate unnecessary use of plastic
- Reuse and circulate plastics through the economy
- Replace with sustainable alternative or recycled plastics
- Implement EPR and improvements in materials management and recovery
- Undertake plastic inventORIZATION, baseline assessment**
- Report annual progress

**In line with Ellen MacArthur Foundation global commitments*

***Methodology under development*

Please reach out with any questions or to express interest in collaborating to:

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