



# Effective and efficient global and national plastic pollution prevention

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# Definitions are not limited to plastic 'products'

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Plastics consist of synthetic or semi-synthetic polymers and other chemicals, including additives, starting substances, processing aids and non-intentionally added substances (NIAS), intentionally added and non-intentionally released nano- and micro-plastics.

Primary Plastic Polymers (PPPs) are microplastic flakes, powders, and pellet) 'plastic materials made of synthetic and semi-synthetic polymers that are used for the first time to create plastic products in any form including those made from bio- and fossil-based feedstocks.



# THE PLASTIC LIFE CYCLE



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SCIENTIFIQUE  
DE MONACO

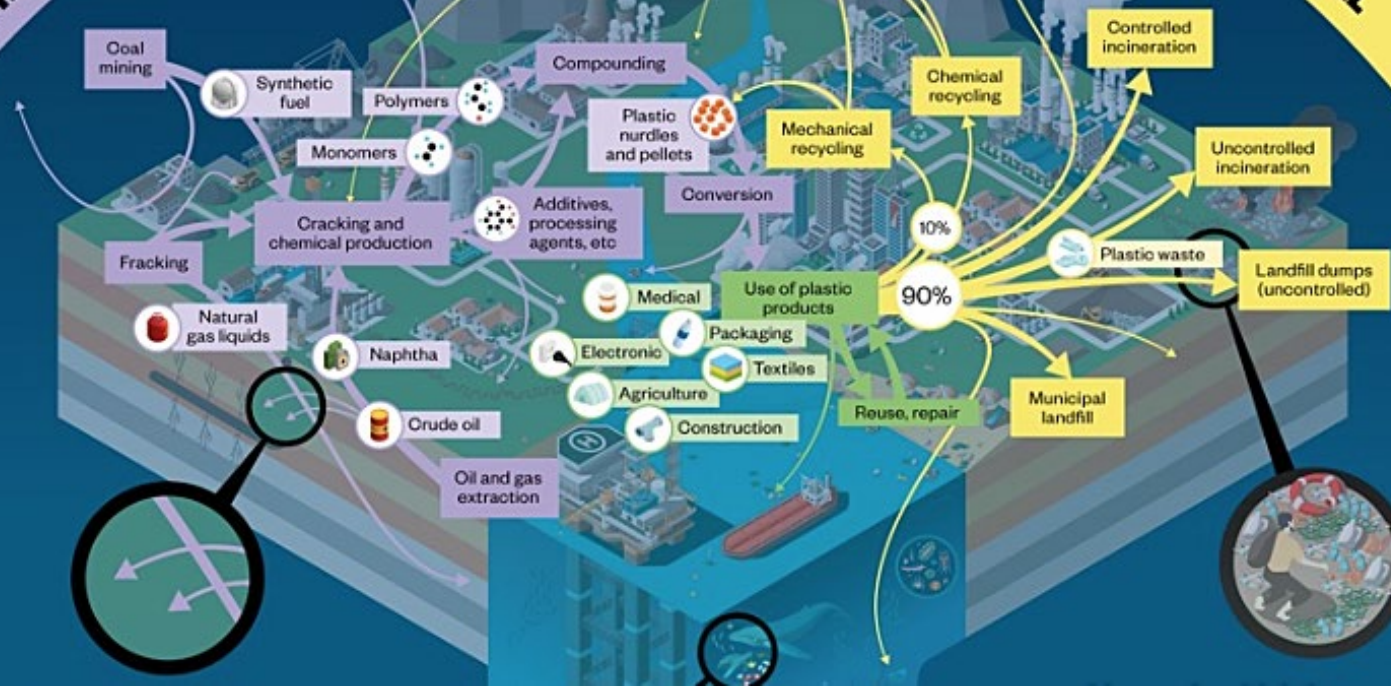


BOSTON  
COLLEGE

USE

PRODUCTION

DISPOSAL



Will  
DESIGNED  
IN 2023 BY  
WILL STAHL-  
TIMMINS





Resource extraction

Polymer production



Product manufacturing



Transport and trade



Commercial, industrial and consumer use



Waste management and recycling



Removal and remediation

# The full life cycle of plastics



Source: Safer Circular Economy Fact Sheet <https://library.sprep.org/content/safer-circular-economy-plastics-pacific-region>

**Is it essential?** Is the function of the alternative polymer or substitute material or product critical for the health, safety, and functioning of society<sup>5</sup>? If not, for example, a substitute simply replacing one single-use application for another may be a case for prohibition or restriction of the item.

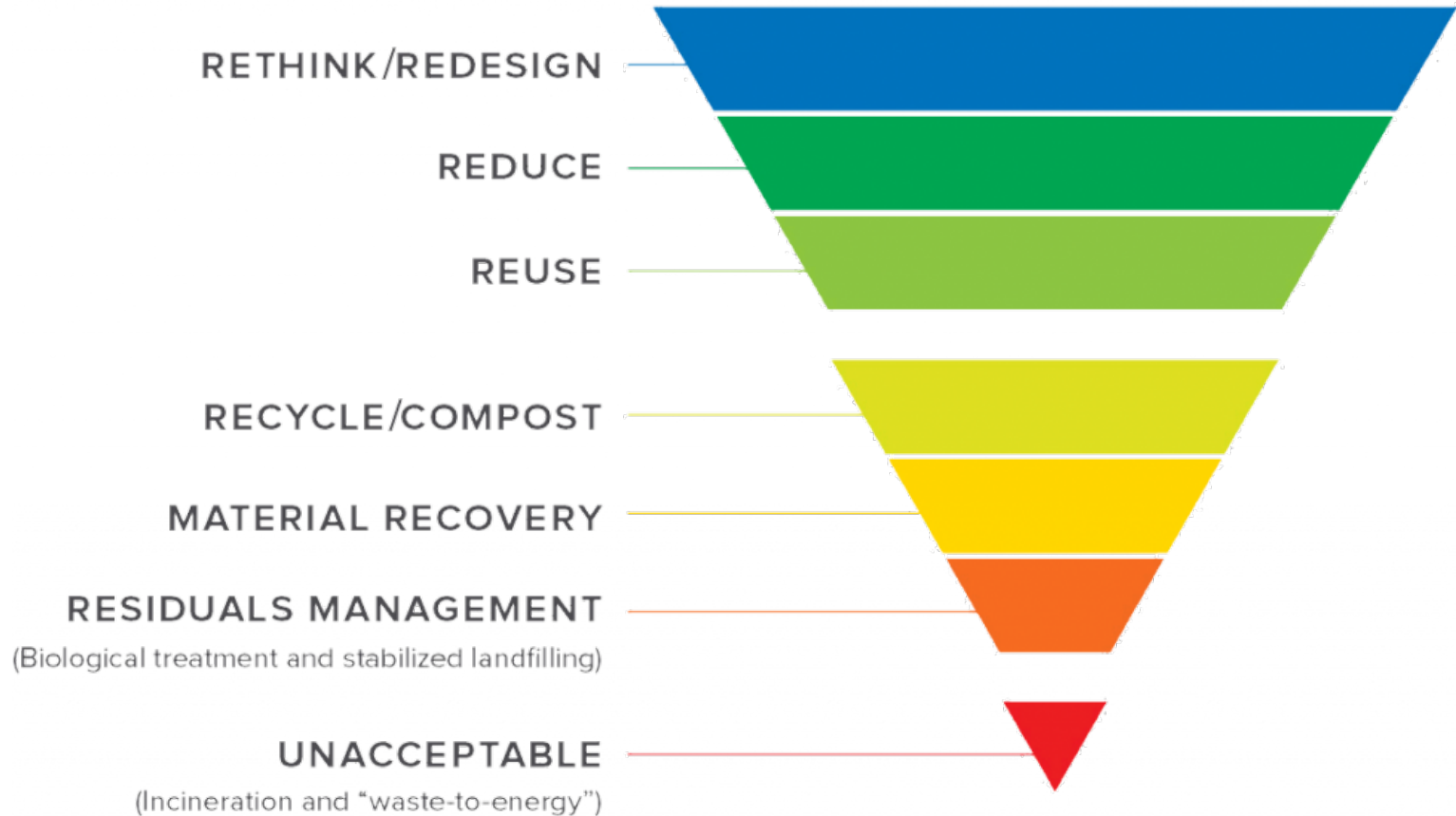
**Is it safe?** For example, is the polymer or final product toxic or otherwise hazardous in any ecosystem, or to humans, wildlife, and other organisms regardless of intended use and disposal?

**Is it sustainable?** For example, was the polymer or final product designed for regenerative and restorative circularity, non-toxicity, safe reuse/refill, repair, remanufacture, durability, high standards of biodegradability or compostability? Were the materials grown, harvested, extracted, or otherwise acquired sustainably and equitably?

**Is the information transparent and traceable?** Is the polymer, material, or product clearly labelled including information about content, safe use, and responsible disposal? Is it traceable/trackable throughout the supply chain?

# THE ZERO WASTE HIERARCHY 8.0

For detailed version visit [www.zwia.org/zw](http://www.zwia.org/zw)



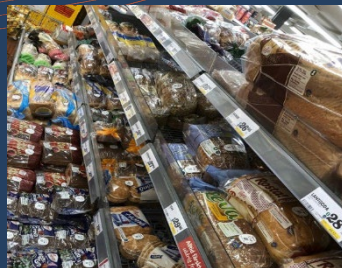




Ohio, USA

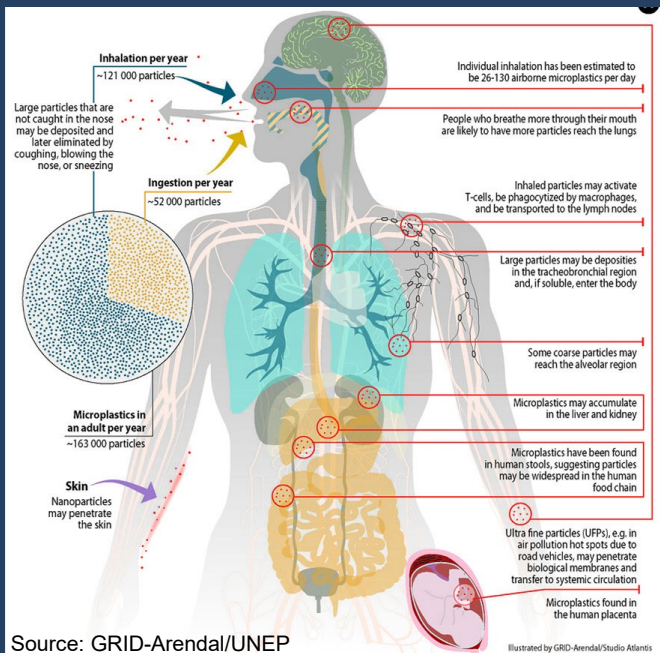


Sri Lanka

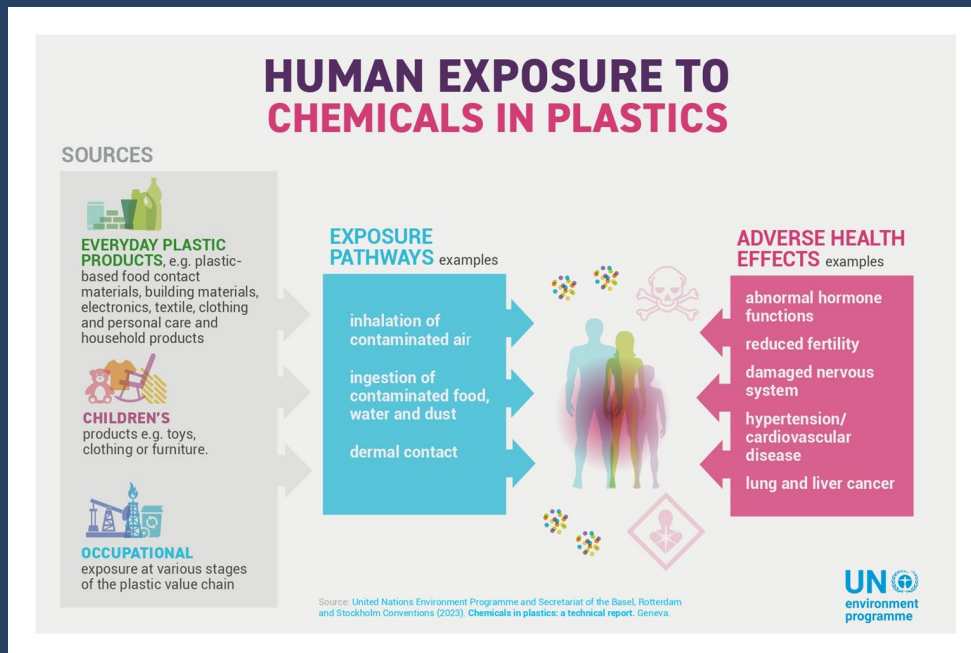


Kenya

# Effects of micro- and nanoplastics on human health



# Effects of plastics chemicals on human health

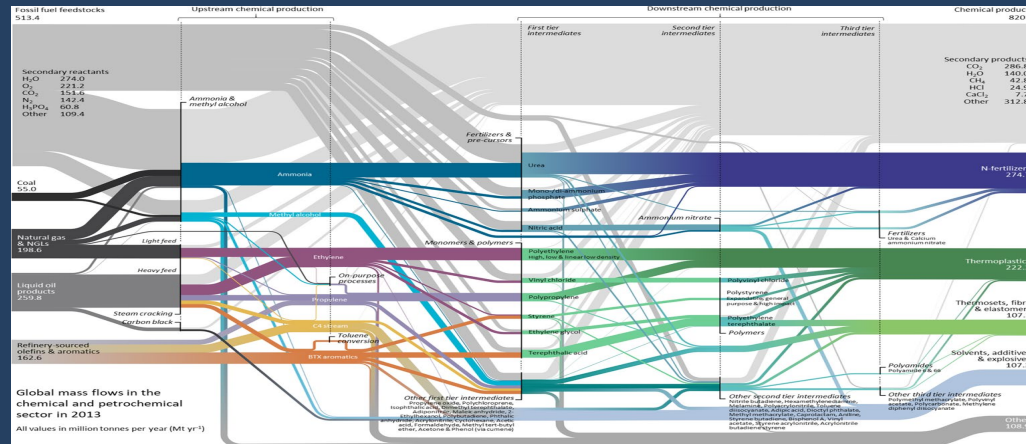




Need for **simplicity** and **transparency**

Plastic are a complex mix of **chemicals**

16,000 chemicals are used in plastics production and products, and many are **hazardous, persistent, and cumulative.**



High complexity  
Low transparency

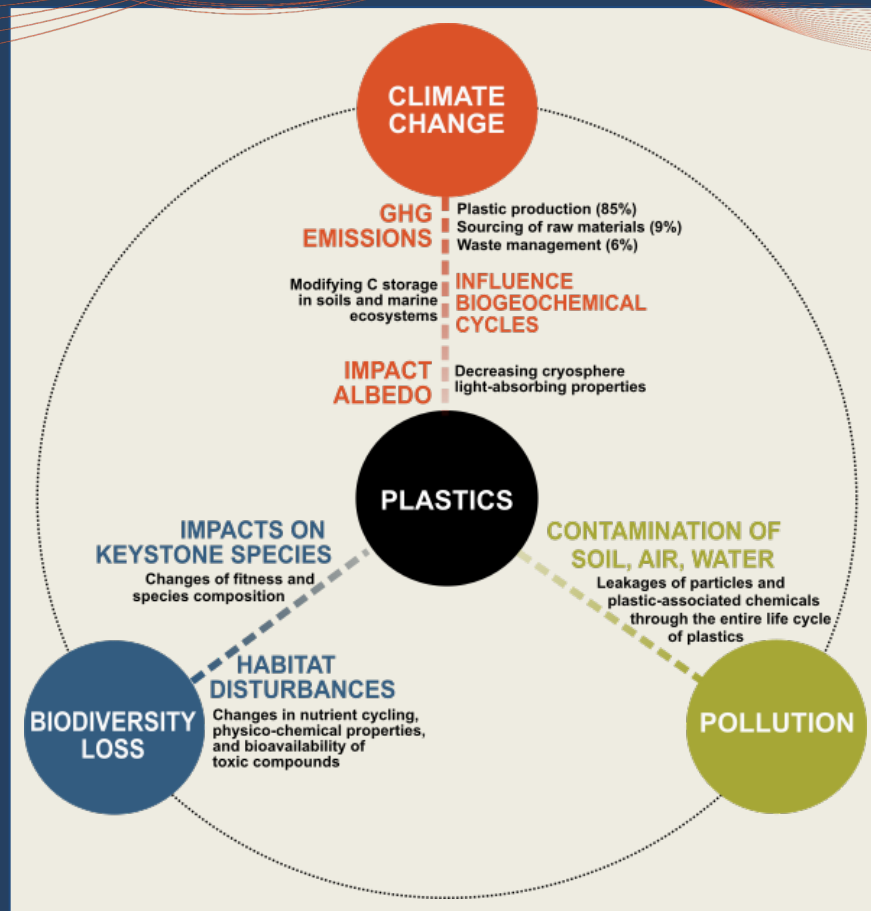
(Levi and Cullen, 2018)



Threat multipliers

Planetary boundaries

Need for vertical and horizontal policy integration

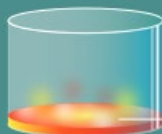


“...global production of primary plastics generated about 2.24 gigatonnes of carbon dioxide equivalent (GtCO<sub>2</sub>e) in 2019, representing **5.3% of total global GHG emissions ...**”



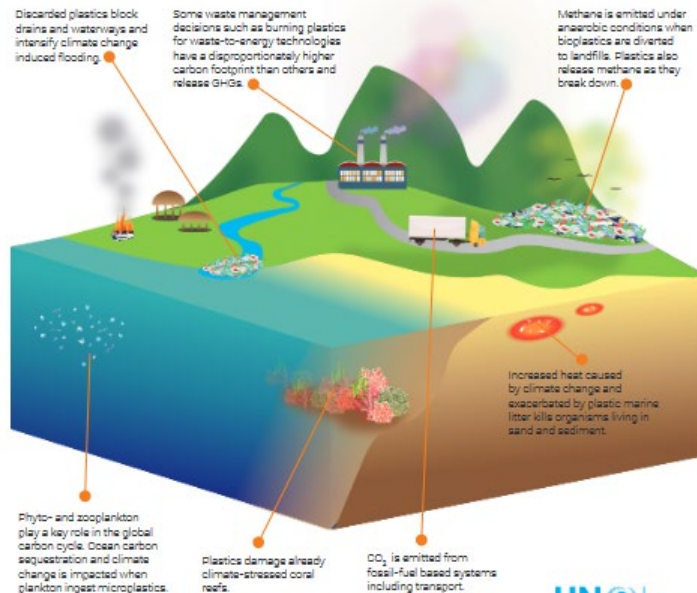
# Plastics, Marine Litter, and Climate in the Pacific Region

Global plastics production is a significant contributor to climate change impacts in the Pacific Islands region. Ninety-nine percent of plastics come from fossil fuels, and plastics production is estimated to produce >400 million tonnes of greenhouse gases (GHGs) per year. This figure does not include emissions from waste management (including transport), mismanagement, and degradation of plastic products. Plastics pollution, including marine litter, magnifies climate impacts in the Pacific region and threatens the right to a safe, clean, healthy and sustainable environment.



## CARBON BUDGET 2050

By 2060, it is estimated that GHG emissions from plastics could reach over 66 gigatons: 10–18 percent of the entire remaining carbon budget.





## RECOMMENDATIONS

An urgent and coordinated global response is needed that reflects the needs of the Pacific Islands as one of the regions most affected by climate change. The priority is for the world's major producers to cease the production of unnecessary and toxic fossil-fuel based plastics. Pacific Islands countries can also protect themselves by developing robust plastic pollution prevention policy frameworks which

Restrict the importation of problematic plastics including pre-production pellets and plastic products

Shorten plastics supply chains within the region

Legislate container return schemes (prioritising reuse/refill)

Regulate the 'light weighting' of plastics<sup>1</sup>

Legislate reverse logistics such as backhauling within the region

Legislate extended producer responsibility schemes that repatriate post-consumer plastics back to site of production for responsible management outside the region

Strengthen compliance and enforcement of waste dumping (including lost and discarded fishing gear)

Ban waste-to-energy incineration

<sup>1</sup> 'Light weighting' becomes a false solution when it involves reducing the weight of each packaging unit while increasing overall production units. Light weighting can undermine the reusability and recycling and can distract from the need to scale refill and reuse models.

## Further reading:

The Clean Seas Campaign on Marine Litter (UNEP)

Global Partnership on Marine Litter (UNEP)

Plastic and Climate Change: The Hidden Costs of a Plastic Planet (DIEL)

UNEP's Best Pollution Campaign

## Virgin plastics or Primary Plastic Polymers (PPP):

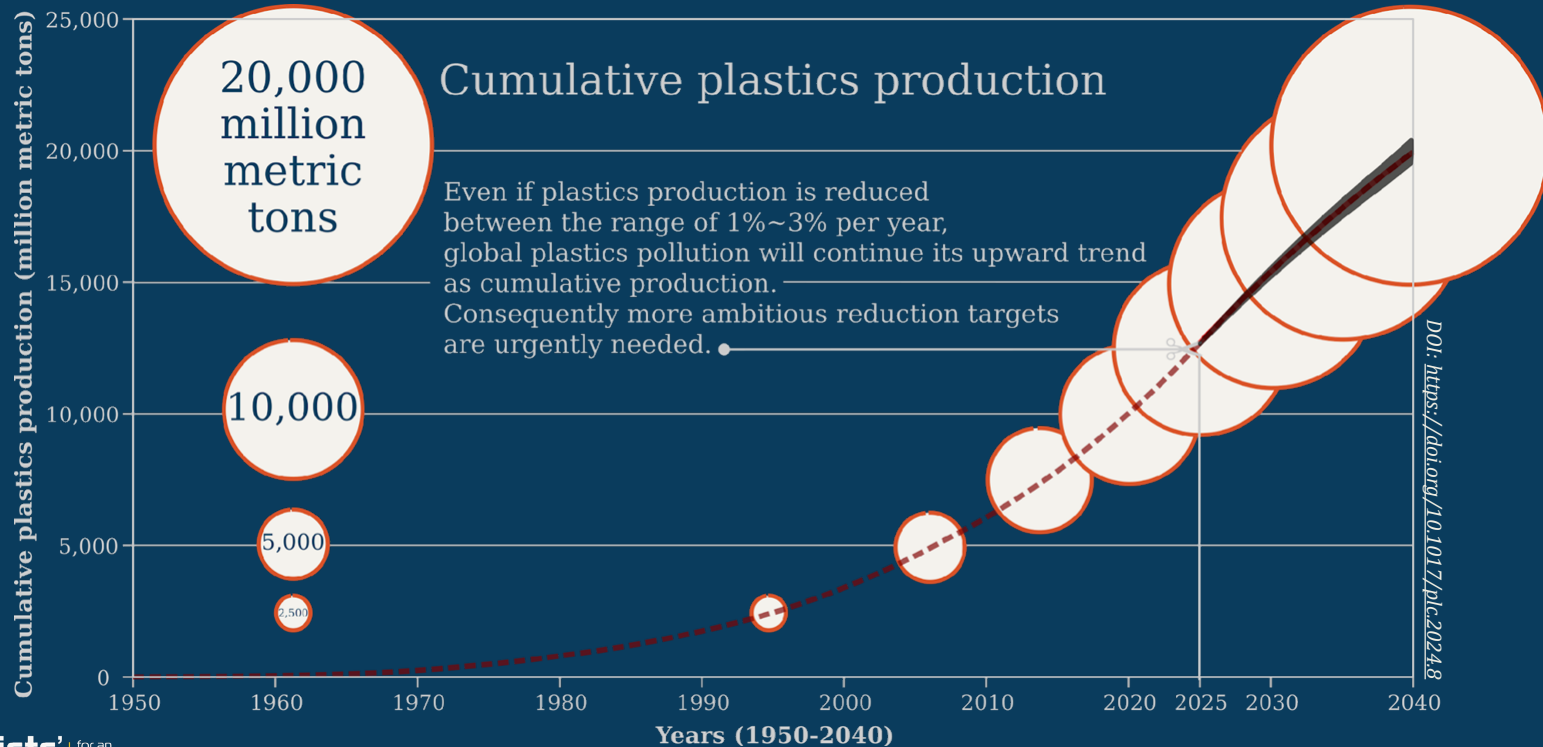
‘Plastic materials made of synthetic and semi-synthetic polymers that are used for the first time to create plastic products in any form.’ This ...includes ...[all PPPs] made from bio-based and fossil-based feedstocks.

*(Scientists' Coalition Response to the Revised Zero Draft, 21 March 2024)*

The plastic pollution crisis can only ever be addressed if countries collectively commit to dramatically reducing the global supply of **hazardous** and **unsustainable** plastic chemicals, polymers, and products.



# The challenges we face for INC-5



# The challenges we face prior to INC-5

- A global binding PPP reduction target supported by mandatory **national PPP reduction targets** to reduce the complexity and overall global volume of plastics produced.
- initial targets to stop growth, followed by legally binding **national reduction targets**. *Financial, capacity, and technical* support will be required.
- Mechanisms to evaluate targets, and progress towards them, by a body of scientists and experts, **free of Conflicts of Interest**.
- **Start from the essential use criteria** and then applying an integrated safety, sustainability, essentiality, and transparency criteria, assessments and associated comprehensive regulatory framework to support reduction.

The top half of the slide features a series of thin, wavy, golden-yellow lines that create a sense of movement and depth against the dark blue background.

## Essential use concept

1. The use of a plastic is necessary for health or safety or is critical for the functioning of society.
2. There are no acceptable alternatives.

*“A fundamental shift in regulatory thinking from “risk” to “hazard” and from “safety” to “essentiality”.*

*“Great potential to speed up the regulation of harmful substances [and plastic products]”*

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## **Simplification**

**plastic chemicals (hazardous chemical families)**

**polymers (e.g. non-essential thermosets)**

**products (potentially categorized by use  
e.g., beverage containers)**





## Precautionary principle

Where there are threats of serious or irreversible damage, lack of full scientific certainty shall not be used as a reason for postponing cost-effective measures to prevent environmental degradation.

Hazard-based safety  
criteria

**Risk = Hazard x Exposure**

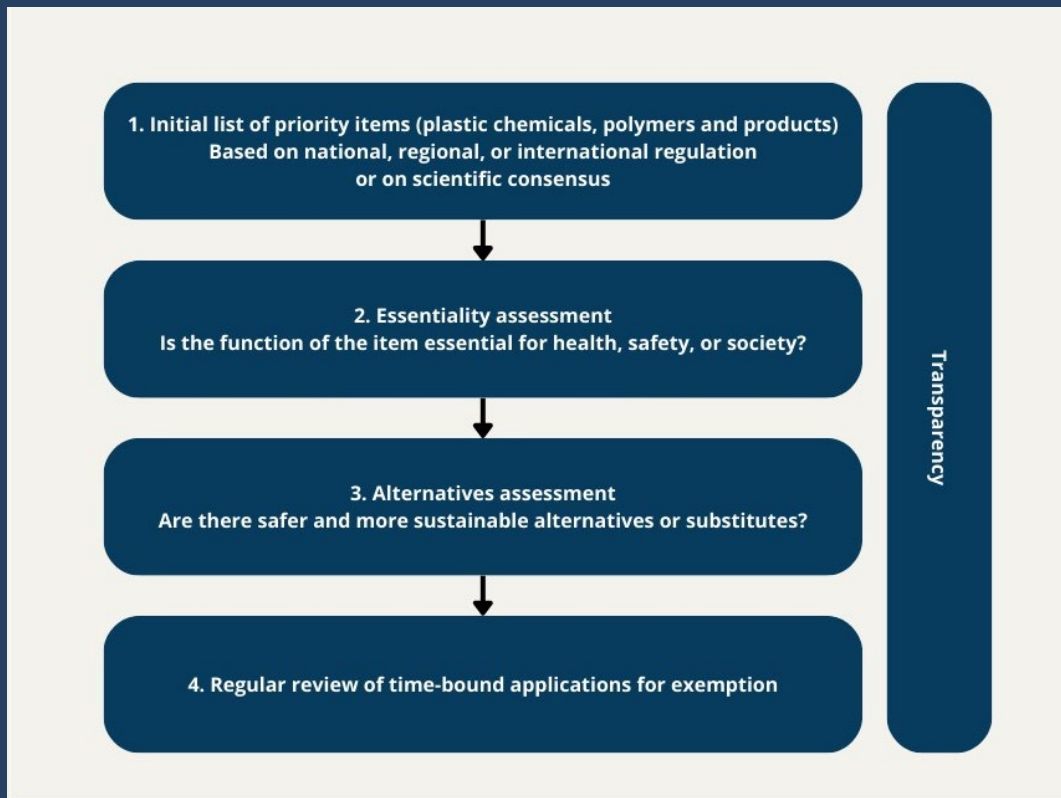


# Sustainability standards

- Three pillars of sustainability
- Waste hierarchy
- Full life cycle.
- Sustainable design
- Guides incentives for safe and sustainable alternatives and substitutes.



# A Start and Strengthen Approach





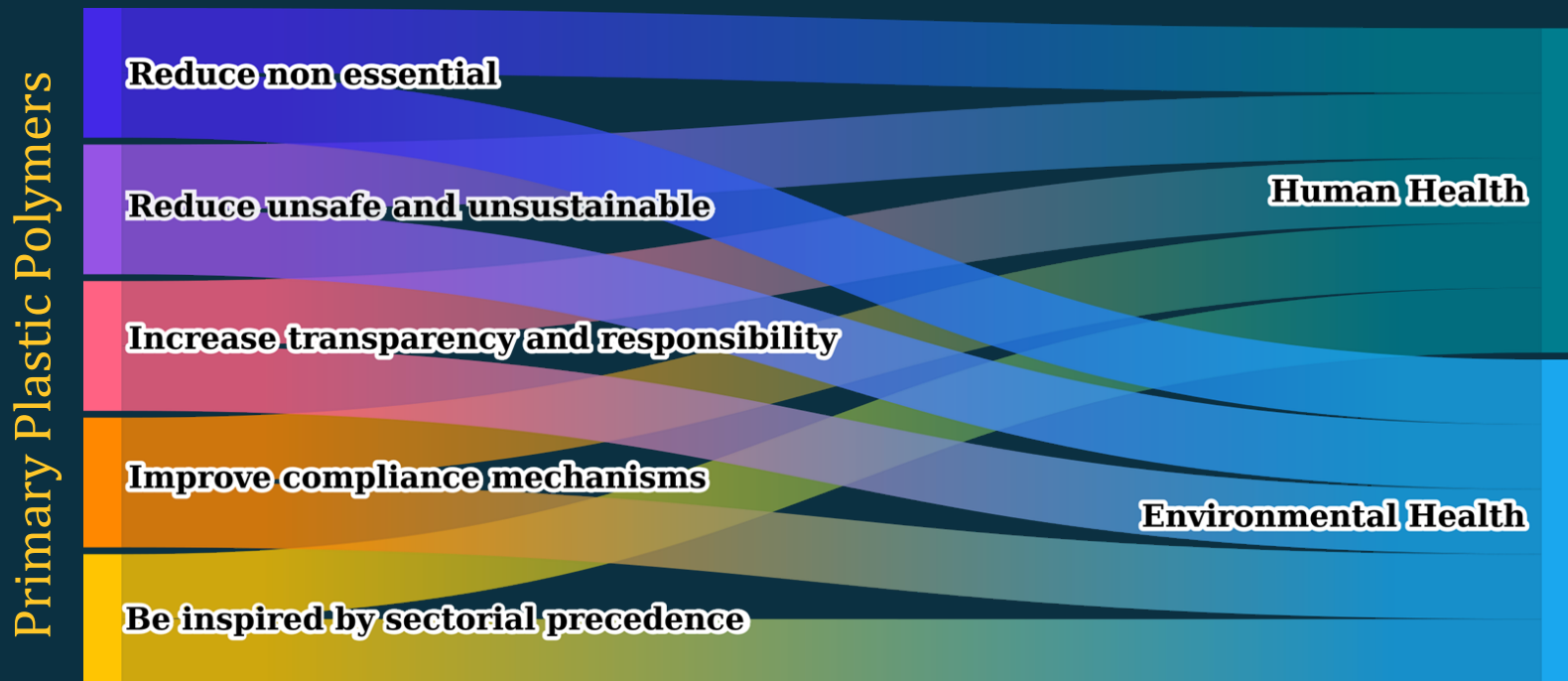
# PRINCIPLES OF JUST TRANSITION

“Just Transition” is a principle, a process and a practice. The principle of just transition is that a healthy economy and a clean environment can and should co-exist. The process for achieving this vision should be a fair one that should not cost workers or community residents their health, environment, jobs, or economic assets.



**Just Transition Alliance**

# The Scientists' Coalition position - The path forward



# Dedicated scientific body

*essential use, hazard-based safety, and sustainability criteria* for plastic chemicals, materials and products and the assessment of non-plastic substitutes

approaches to group chemicals of concern as well as plastic products

*initial lists* of groups of chemicals and products of concern for the annexes of the treaty

procedures for *reviewing and amending annex lists*

recommendations to the COP for amending those annexes

*guidelines* to facilitate national implementation

*assessments* for exemption requests

## Fact Sheet

# A Global Plastics Treaty Guided by Indigenous Pacific Wisdom

Some important Indigenous Pacific Islands Peoples' contributions INC negotiations:

- Ensure ecosystems thrive so humans can survive.
- Strengthen culture, well-being, livelihoods, and resilience.
- Respect long-term intergenerational knowledge in place.
- Ensure intra- and intergenerational equity and justice.
- Promote integrated, relational, and holistic worldviews (systems approach).
- Share Indigenous science, knowledge and practices with free, prior, and informed consent.
- Support equitable and inclusive processes, practices, and outcomes.
- Protect the rights and concerns of diverse Indigenous Pacific Islanders.
- Promote zero-waste, safe, restorative materials, products and systems.
- Boost local economies supportive of safe, sustainable, and essential substitutes for plastics.
- Halt harmful and non-essential plastics trade and manufacturing in the region.
- Reject unsafe and unsustainable waste management technologies.

Indigenous Pacific Islanders' roles are vital in shaping and implementing the GPT and they will greatly contribute to science-policy interfaces. However, they will need support to secure their full, meaningful and empowering participation in the INCs, intersessional, and the COPs.

In the words of a Vanuatuan oral tradition: "Let's draw our bows back to the past to better reach toward our target in the future".



### Direct health impacts

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Journal of Internal Medicine 247: 395–401

1.  $\frac{1}{2}$  cup of

the 1990s, the number of children in the United States with mental health problems has increased by 50 percent, according to the National Mental Health Association. The number of children with emotional and behavioral problems has increased by 100 percent, according to the same organization. The number of children with mental health problems has increased by 100 percent, according to the same organization. The number of children with mental health problems has increased by 100 percent, according to the same organization.

© 2000 Blackwell Science Ltd *Journal of Internal Medicine* 247: 399–406

Small-scale, short-term, and highly visible projects are the most effective means of raising funds and awareness, and are also the most likely to be successful. When implemented in a strategic way, the project strategy can have a significant impact on the overall success of the campaign. The most successful projects are those that are well-planned, well-executed, and well-promoted. They are also those that are well-timed, well-targeted, and well-supported. The key to success is to plan ahead, to execute well, and to promote effectively. This means that you need to have a clear vision of what you want to achieve, and to have a plan of action that is realistic and achievable. You also need to have a budget, and to have a team of people who are committed to the project. Finally, you need to have a good understanding of the needs and interests of the target audience, and to be able to communicate effectively with them. If you can do all of these things, you will be well-placed to succeed in your fundraising efforts.

[illegible]

being a public institution, the university has to be able to respond to a wider range of needs for justice.

**Background:** Public-private contracting is becoming an increasingly popular choice among governments and private providers of health services. The growing private provision of health care is raising many issues. This study gained information from the private sector on contractors' first results and their views on contracting with the government.

### The impacts of plastics pollution on human rights in the Pacific Region

These two distinct subpopulations with a great health impact of size 100. The 100000 cells are not in themselves dangerous to a normal cell, as they do not produce a great toxic or carcinogenic concentration of particles and a multiplication factor is diminished. I would not and could not recommend to the public that they use or avoid certain food supplements, products, manufacturing, preparation, packaging and use of the standards, but rather emphasize the need for a general organic products, and chemical industry.

This complex machinery for the construction of knowledge, however, is not a panacea for all problems and solutions are not uniform across all social, technological, cultural, and/or group settings. Solutions, including those that are non-technological, are not universal and are often not self-evident. They are often developed by which individuals, teams, or groups and domestic technologies are chosen to meet their specific rights responsibilities to particular those relatively strongly concerned.

100

All nation states will protect citizens from if they allow plastics manufacturing corp health of the Pacific

Global fusion production is a significant contributor to climate change mitigation in the Pacific Islands region. This technology can provide a significant portion of electricity for the region, and provide a sustainable and secure energy source for the future. The fusion process is a clean and safe energy source, and the technology is being developed to provide a sustainable and secure energy source for the future. The fusion process is a clean and safe energy source, and the technology is being developed to provide a sustainable and secure energy source for the future.

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the 1990s, the number of people in the United States who are obese has increased by 50 percent. In the United Kingdom, the number of obese people has increased by 100 percent. In the United States, the prevalence of obesity among children has increased from 7 percent in 1980 to 14 percent in 1994. In the United Kingdom, the prevalence of obesity among children has increased from 4 percent in 1980 to 10 percent in 1994. In the United States, the prevalence of obesity among adults has increased from 15 percent in 1980 to 25 percent in 1994. In the United Kingdom, the prevalence of obesity among adults has increased from 10 percent in 1980 to 20 percent in 1994.

Some were disappointed because neither turning left for water to drink for three days, nor participating in a tug-of-war, nor other a



bioRxiv preprint doi: <https://doi.org/10.1101/2020.05.14.243811>; this version posted May 14, 2020. The copyright holder for this preprint (which was not certified by peer review) is the author/funder, who has granted bioRxiv a license to display the preprint in perpetuity. It is made available under aCC-BY-NC-ND 4.0 International license.

Specific targets guide horticulturists to re-landscape the hillside with grasses, tall shrubs with green flower spikes and some flowering ferns and other plants that are hardy, non-invasive and that have important drought-tolerant traits. For example, these trees, shrubs and tall grasses support honeycreepers, warblers and other migratory birds. These plants and trees have raised the reputation of the light as a healthy environment.

The large-scale research, which compares eight countries, has found that management does not use specific financial ratios, being able to "take a more fundamentalist method" instead. In contrast, smaller firms in the large-scale subsidiaries of major firms use the range of ratios, with the sole exception of ratios based on profitability.

The success of the *grassroots* approach in Pacific islands will also depend upon health and family resources, atmosphere, and societal movements to change behaviors. This requires the adoption of a *transdisciplinary* (social, environmental, economic) and *community* (involving, involving, involving) approach.

## ter and

Source: U.S. Environmental Protection Agency, 1997.

Source: *U.S. Census Bureau, Current Population Reports, 1990*

- **Interference** – water and nitrogen levels in the soil are both high, the water is preventing the nitrogen from being absorbed by the plant
- **nutrient stress** – plants that are adapted to nitrogen and phosphorus levels and nutritional treatments, producing the nutrient stress is a highly abundant

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## PREVENTION

**Eliminate hazards along the entire life cycle of plastics.** All plastics policy should draw explicit links between plastics pollution and

- climate change
- biodiversity loss
- microplastics
- toxic chemicals
- human rights

**Restrict importation of pre-production pellets and plastic products, and packaging including the following:**

- Best practice on pellet handling
- National reduction targets, caps, and graduated taxes on imports of pre-production pellets and problematic plastic products
- Incentives for traditional and plastic-free reusable and refillable alternatives and systems.

**Regulate domestic manufacturing of plastic products and tourist services including the following:**

- Caps on virgin plastics
- National targets for recycled content
- Toxic additive restrictions
- Eco levies for tourist services
- Incentives for durability, reuse, refill, repurpose, repair, and eco-design



# MANAGEMENT

- Invest in reduce, reuse, refill, repurpose, and repair infrastructure
- Establish safe(r) recycling alternatives
- Develop sustainable financial mechanisms
- Legislate extended producer responsibility
- Standardise monitoring, evaluation, and reporting of plastics imports, plastics manufacture, and plastics pollution and marine litter (including impacts on economic development)
- Safely remove, retrieve, and repatriate plastics, including marine litter supported by mandatory backloading/reverse logistics

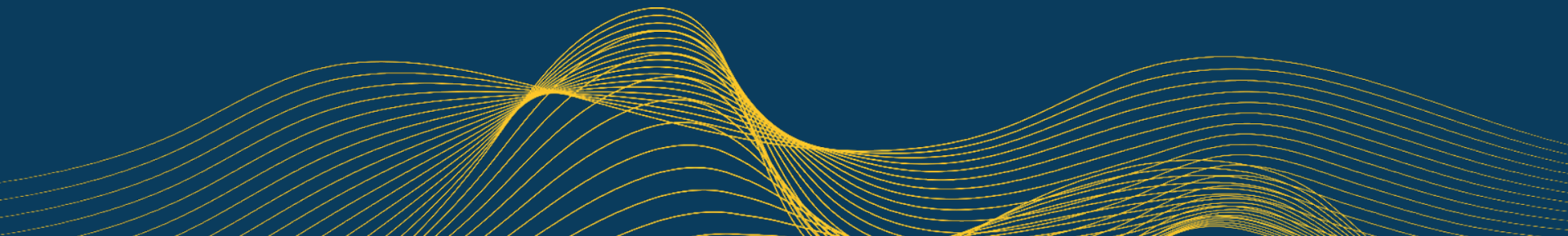


# Vinaka vakalevu

**Scientists'**  
**Coalition** | for an  
Effective  
Plastics  
Treaty

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*scientists.coalition@ikhapp.org*





Plastic alternatives and non-plastic substitutes

(including supportive systems, services and technologies)



A simple and easy way to distinguish between these two categories is as follows:

- Plastics alternatives = ‘better plastics’
- Plastics substitutes = ‘non-plastic’ materials

<sup>1</sup>Art. 1 (4) Convention for the Protection of the Ozone Layer defines ‘alternative substances’ as those which reduce, eliminate, or avoid adverse effects to the ozone layer.

<sup>2</sup>See Plastics 101 fact sheet.

<sup>3</sup>See Bioplastics 101 fact sheet.



## The distinction between plastic substitutes and plastic alternatives

Plastics substitutes are natural materials that have similar properties to plastics, while plastic alternatives include bioplastics or biodegradable plastics.

### Plastic substitutes

Mineral, plant, marine or animal

Recyclable, reusable, biodegradable, compostable, or erodable

Should have lower environmental impact along their life cycle

Should not be hazardous for human, animal or plant life

### Non-plastics

VS

### Plastic alternatives

ORIGIN

Bioplastics or Biodegradable plastics

PROPERTIES

Recyclable, biodegradable, or compostable (end of life)

IMPACT

Should have lower GHG lifecycle emissions when compared to plastics

SAFETY

Should not be hazardous for human, animal or plant life

### Better plastics

Source: UNCTAD Vivas Eugui & Pacini (2022). UNCTAD, based on presentation on plastic substitutes HS codes, Life-cycle analysis and tariffs considerations. WTO Dialogue on Plastics.



## Key Terms

There is a lack of consistency regarding the use of the terms below which can result in considerable confusion.

**Bioplastics** is a term that includes plastic materials made of biodegradable polymers (including those from fossil carbon sources) and plastics composed of bio-based polymers (*Fig 1- in blue and green*).<sup>[1]</sup> The term is not used consistently leading to confusion; therefore, its use is not recommended.<sup>[8]</sup>

**Bio-based plastics** are composed or derived, (entirely or partially), from renewable, biological products (including plant/forestry, animal, and marine biomass). They are not necessarily biodegradable or compostable (*Fig 1-in green*).<sup>[6]</sup>

**Biodegradable plastics** can be made from renewable or fossil carbon sources and are intended to biodegrade more rapidly than conventional plastics but require specific conditions (*Fig 1- in blue*).<sup>[1]</sup>

**Biodegradation of plastics** is a 'system property' requiring a) material properties that allow for microbial conversion into methane or carbon dioxide, water, mineral salts, new microbial biomass, and b) suitable conditions in the receiving environment (microorganisms, temperature, pH, moisture etc.) such that biodegradation can take place.<sup>[1]</sup>

**Compostable plastics** are a subset of biodegradable plastic (*Fig 1- in purple*). While some are intended to be 'home compostable', most need to be collected and transferred to appropriate industrial facilities.<sup>[7]</sup>

This distinction may not be adequately labelled on products.

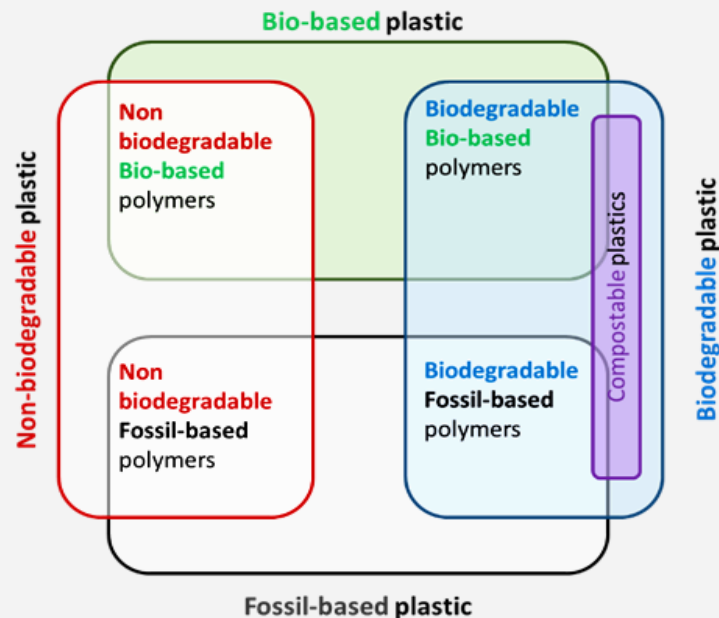


Fig 1. Categories of bio-based, fossil-based, biodegradable, and non-biodegradable plastics. The conflated term 'bioplastics' comprises i) fossil-based biodegradable polymers, ii) bio-based biodegradable polymers and iii) bio-based non-biodegradable polymers.<sup>[1]</sup>



## Substitute Products

The terms plastics alternatives and plastics substitutes can be applied to materials but exclude final whole products.

Concerns have been raised that some substitute products may contain harmful substances.

The main material of a substitute product may be non-plastic such as new and recycled paper and board food contact materials but still contain toxic substances including some per- and polyfluoroalkyl substances (PFAS), organophosphate esters (OPEs), and plasticizers<sup>4</sup>.



## Why it is important for the Global Plastics Treaty to address this topic?

**Absence of consistent definitions and product labelling:** The terms “bioplastics”, “bio-based”, “biodegradable” and “compostable” plastics are inconsistently applied due to a lack of universally adopted definitions. This results in ambiguous product descriptions and/or labelling, and confusion relating to material properties, disposal pathways, and potential benefits.<sup>[9-11]</sup>

**Ecological effects:** As with conventional plastics, bio-based and biodegradable plastics may contain a variety of chemicals including those shown to adversely affect human health and the environment.<sup>[12-14]</sup> If biodegradable plastics accumulate in the environment, they may generate microplastics and/or release chemical additives more rapidly than non-biodegradable plastics.<sup>[15]</sup>

**Reducing plastic production is crucial and cannot be achieved by substituting fossil-based carbon with bio-based sources**<sup>[5]</sup> as high use of bio-based sources would also result in increased demand for monocropping leading to biodiversity loss, increased use of synthetic pesticides and fertilizers, water, GHGs, and potentially land diversion from food production.

**The infrastructure needed for the industrial degradation of bio-based and biodegradable plastic waste is lacking** in most locations including across the Pacific Islands region. Separating biodegradable from non-biodegradable plastics can be challenging. Poor separation leads to contamination which can compromise the recycling of conventional plastics. In addition, industrial degradation seldom hold plastics with biodegradable properties long enough at optimal conditions for complete biodegradation.<sup>[16, 17]</sup>

### ***Specific considerations relating to biodegradable and compostable plastics:***

**In certain applications, the property of biodegradability could offer advantages over conventional plastics**, provided that complete mineralization is achieved within an appropriate product-specific timescale, and that chemical additives do not result in environmental harm. Any benefits of biodegradability must be assessed and prioritized according to the zero-waste hierarchy.<sup>[19, 20]</sup>

**Standards for biodegradability and compostability:** Biodegradation is an essential part of natural biogeochemical cycles, and degradation rates vary considerably depending on the physical, chemical and biological properties of the receiving environment (e.g., soils or oceans compared to industrial facilities).<sup>[21]</sup> Most plastic biodegradation standards rely on laboratory tests and/or relate to degradation in industrial facilities which may not be relevant where the plastics are used or disposed of in natural environments.

## *How the Global Plastics Treaty can most effectively address this topic:*

**Regulate all plastics (regardless of carbon source)**

**Establish an independent, multidisciplinary expert body** to develop safety, sustainability, and essentiality criteria for all plastics, including the extraction of feedstocks intended for bio-based plastics production, and chemicals associated with bio-plastic polymers and products.

**Mandate clear, consistent definitions** for bio-based, biodegradable and compostable plastics, and **accurate labelling** based on international independent standards including information on renewable feedstock content, transparency regarding associated chemicals, and disposal.

**Promote the use and development of comprehensive, inclusive, and harmonised life cycle assessment (LCA)** tools to evaluate the environmental, health, and socio-economic impacts of bio-based and biodegradable plastics throughout their life cycles, including associated chemicals and persistent particles.<sup>[24-26]</sup>

**Require international biodegradation standards appropriate to the potential end-of-life environment:** Standard tests should demonstrate environmentally relevant biodegradability without the release of toxic chemicals, across environments (e.g., in different soil types, at the sea surface, marine and freshwater sediments), and waste management (e.g., sewage, digester, and home and industrial composters).

**Design products for reduction, reuse, repair, remanufacture, repurpose, and recycling** while ensuring they do not interfere with existing recycling schemes.

**Plastics Alternatives** are plastics not made with conventional fossil-fuel based **polymers**<sup>2</sup> In other words, plastics alternatives are bioplastics<sup>3</sup>. Despite UNCTAD's definitions below, bioplastics are not necessarily 'better plastics'.

**Plastics Substitutes** are all other non-plastic materials that may be used to replace synthetic fossil fuel-based polymers and bioplastics. Some examples are glass, leather, wood, silk, paper, cotton, wool, stone, ceramic, and aluminum.



## **Safety, Sustainability, Essentiality, and Traceability Criteria for Plastic Alternatives and Substitutes**

Any substitute or alternative should be assessed for its essentiality and demonstrably safer and more sustainable than conventional plastics. When considering alternatives and substitutes, delegates may consider the need to assess alternative polymers and substitute materials, products, and approaches against the following set of criteria. These criteria should be grounded in the prevention and precautionary principles and guided by a toxic-free zero-waste hierarchy. These criteria will need to be developed by an independent body of experts including independent scientists, Indigenous rights holders, and community experts.

# Limitations of standards

- Variations across standards
- Testing requirements may not reflect real world contexts (such as access to industrial composting infrastructure).
- The existence of a standard does not mean this is the right approach to take in all circumstances (there may be options higher up the waste hierarchy)
- Packaging standards does not assess the product itself.
- May not include integrated and holistic life cycle approach assessment including sustainable biomass extraction
- May not assess for hazardous plastic chemicals
- May not assess for the three pillars of sustainability in a balanced manner.
- May not assess for transparency.

# Hazard-based safety standards

‘Hazard’ generally denotes inherent properties of substances, materials or activities known to cause direct damage or harm to the environment and human health, particularly in the context of chemicals.

It is, therefore, distinct from sustainability, *which is primarily concerned with designing sustainable circular systems, including carbon and material footprints.*

# Transparency and traceability standards

Data disclosure required for

- accurate hazard-based safety assessments and sustainability assessments
- baseline assessments, monitoring, and reporting
- all stakeholders and consumers
- Accurate labeling
- Customs control
- Compliance, enforcement, accountability, compensation for loss and damage

## Limitations of labels for biodegradability and compostability

- Most problematic labelling
- Consumers prefer compostable plastics but access to industrial composting facilities extremely limited.
- Confusion between home and industrial composting
- Labels for marine, soil, or water biodegradability risk giving consumers the impression that it is acceptable to dispose of plastic packaging in those environments.





## RELIABILITY

Build your claims on a reliable basis

- Accurate and scientifically true
- Robust and consistent
- Substantiated data and assumptions



## RELEVANCE

Talk about major improvements, in areas that matter

- Significant aspects ('hotspots') covered
- Not masking poor product performance, no burden shifting
- Genuine benefit which goes beyond legal compliance



## CLARITY

Make the information useful for the consumer

- Exclusive and direct link between claim and product
- Explicit and easy to understand
- Limits of claim clearly stated



## TRANSPARENCY

Satisfy the consumer's appetite for information, and do not hide







- Developer of the claim and provider of evidence published
- Traceability and generation of claim (methods, sources, etc.) published
- Confidential information open to competent bodies



## ACCESSIBILITY

Let the information get to the consumer, not the other way around

- Clearly visible: claim easily found
- Readily accessible: claim close to the product, and at required time and location

Label	Name & Description	Geographic Relevance	Net Assessment	Rationale
	<p><b>OK biobased by TÜV Austria</b> – certifies products on the basis of the determined percentage of renewable raw materials (percentage Biobased) (TÜV AUSTRIA 2019a).</p>	<p>EU</p>	 Negative	<ul style="list-style-type: none"> <li>– <b>Relevance:</b> Does not address sustainability of feedstocks</li> <li>– <b>Clarity:</b> use of ‘chasing arrows’ misleading</li> </ul>
	<p><b>USDA Certified Biobased</b> – the label displayed on a product certified by USDA is designed to provide useful information to consumers about the biobased content of the product, though it does not certify whether the biobased content was sustainably sourced. ASTM D6866 compliant (United States Department of Agriculture [USDA] 2019).</p>	<p>North America</p>	 Mixed	<ul style="list-style-type: none"> <li>– <b>Relevance:</b> Does not address sustainability of feedstocks</li> <li>+ <b>Clarity:</b> specifies that it refers to the product</li> </ul>
	<p><b>Roundtable on Sustainable Biomaterials (RSB) Excellence in Biomass and Biofuel Certification</b> – verifies that biomaterials, biofuels and biomass are socially responsible, environmentally sustainable and credibly sourced (Roundtable on Sustainable Biomaterials [RSB] 2019).</p>	<p>Global</p>	 Positive	<ul style="list-style-type: none"> <li>+ <b>Relevance:</b> Addresses sustainability of feedstocks</li> <li>+ <b>Reliability:</b> Credible multi-national organisation</li> </ul>

# Alternatives & Substitutes



Setting the scene for day three