



4 Implement activities

...to eliminate the leakage and increase circularity of products and materials.



5 Time for plastic crediting

Now you will look at inseting/offsetting any use of fossil-based virgin plastics or leakage that's not yet mitigated (which goes beyond the value chain). This is where plastic crediting comes into the picture.



3 Define commitments

...and in that, understanding what you need to do to stay aligned with the common vision for eliminating the leakage.



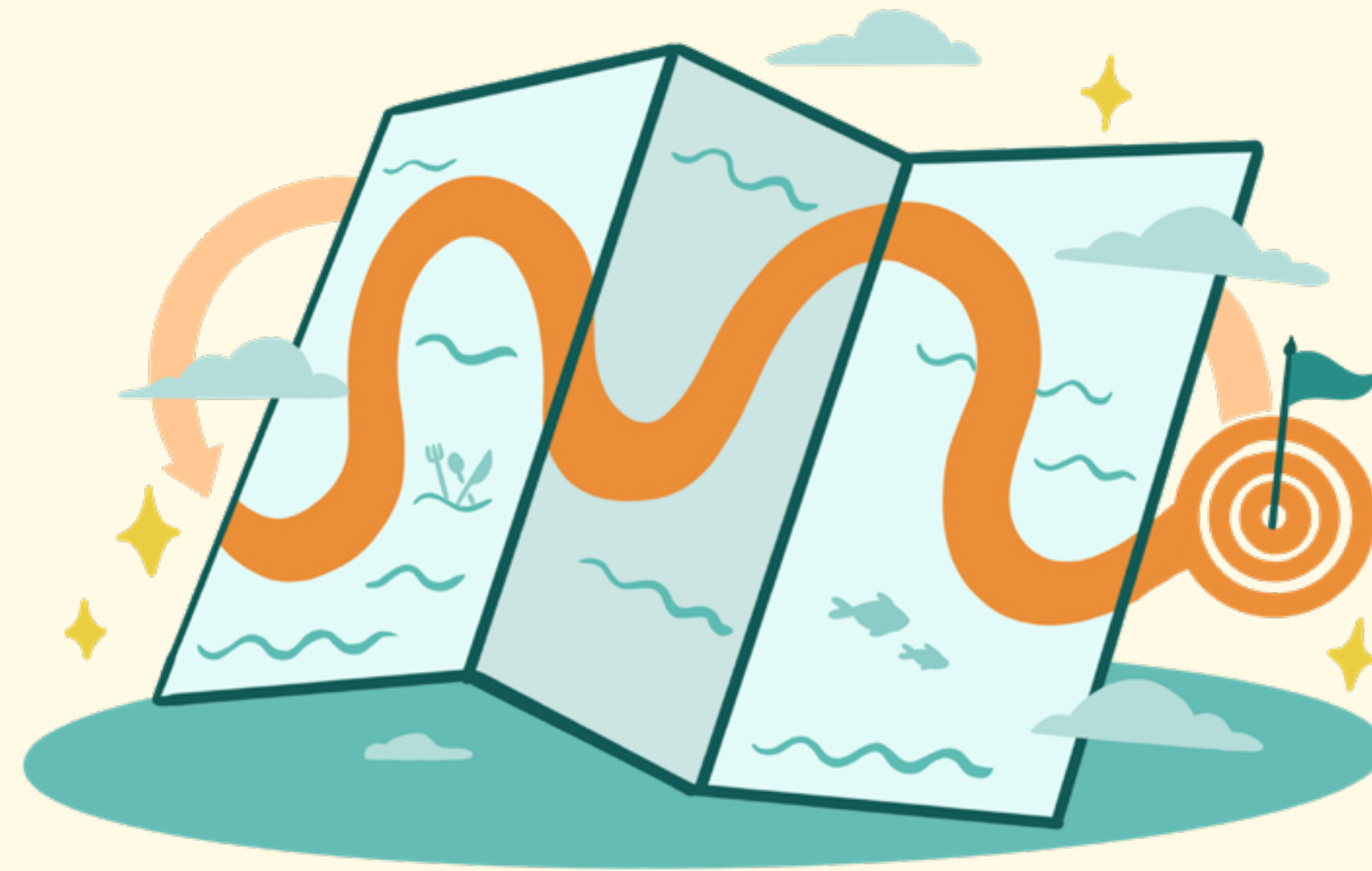
2 Join us

Then, as you have your baseline, apply to join the Ocean Alliance.



1 Assess your total plastic footprint

Map up what plastics you use and where. This is your baseline, which you'll use for monitoring your progress.



ROADMAP



6 Evaluate and learn

When you've done your inseting/offsetting it's time to evaluate and learn.



7 Gather insights and report

Gathering your key insights makes you ready to also report your performance.



8 Keep it up!

And then lastly, iterate as needed.

