



The directive

How well aligned are you with the SUP?

Baseline assessment

Do you know what kinds of plastics you use directly or indirectly throughout your operations/supply chain/value chain?

The plan

How well-defined is your roadmap towards sustainable use of plastics? Does it include:

- Elimination of unnecessary single-use plastics?
- Increased reuse of plastic products rather than disposal?
- Increased material recovery and material recycling of plastic products?
- Making informed material choices based on the circulation of resources and planetary impact?
- Designing for the long-term use of plastic resources with no waste?

Mindset shift

Would you take a larger responsibility as a company to make it easier for the end-user of the product you produce, sell or provide to make the right choices?

"Totally!"

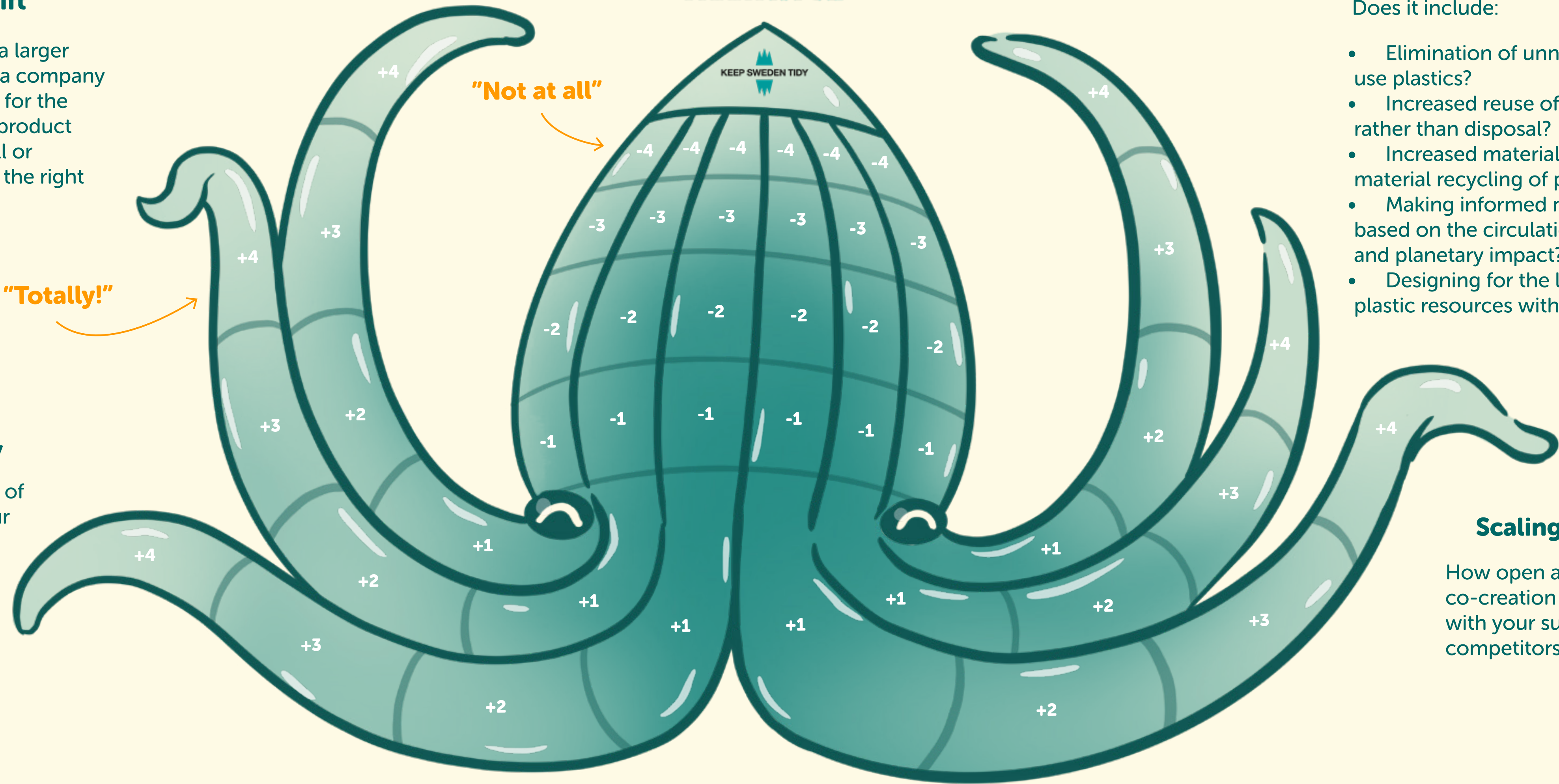
"Not at all"

Accountability

How aware are you of the true cost of your plastic use?

Scaling up

How open are you to co-creation together with your supporters, competitors and critics?



RAPID SQUID CHECK