

Ocean Alliance common vision

Towards plastic-free oceans





We share a common vision for plastic-free oceans

This vision is aligned with the Ellen MacArthur Foundation's Common Vision for Circular Economy and the Single-use Plastics Directive for EU individual signatory commitments.

1. Refuse problematic and unnecessary plastics

2. Reduce new fossil-based virgin plastics

We are aiming to reduce the amount of new virgin plastics we use in our products by 40% (by weight) by 2025 vs. 2018, and aim to completely quit the use of finite resources in our products by 2030.

3. Reuse, recycle, rot plastic packaging and products

We are working to prioritise reuse and to recycle any remaining single-use plastics by at least 75% by 2025.

4. Help restore the oceans from plastic pollution

We help prevent the leakage of plastics into the environment and restore and regenerate oceans.

By joining the Ocean Alliance, we are supporting the common vision of a world without plastic in our oceans.



Individual signatory commitments

For businesses

1. Endorse the common vision
2. Make the following individual commitments
 - a. **Packaged goods companies, retailers, food service companies, packaging producers**
 - i. Eliminate problematic and unnecessary plastic packaging by 2025
 - ii. Reduce the amount of new fossil-based virgin plastics by at least 40% (by weight) on all plastic packaging by 2025 vs. 2018 levels
 - iii. Set an ambitious % target for reuse models and reusable plastic packaging¹
 - iv. 100% of plastic packaging to be reusable, recyclable (or compostable) by 2025²
 - v. 75% of plastic packaging to be reused, recycled or composted in practice by 2025
 - vi. Set an average recycled content target of at least 30% across all plastic packaging used³ by 2025
 - b. **Raw material producers – non-compostable plastics**
 - i. Increase the use of recycled⁴ plastics⁵ by at least 30% by 2025
 - c. **Raw material producers – compostable plastics**
 - i. Increase the share of renewable content to at least 80%, all from responsibly managed sources by 2025⁶
 - d. **Collection, sorting and recycling industry**
 - i. Set an ambitious 2025 target to grow the volume and quality of recycled/composted⁷ plastics, and accordingly increase the ratio of recycled and composted over landfilled and incinerated plastic volumes
 - e. **Durable goods producers**
 - i. An absolute increase in the use of recycled content to at least 40% across all plastics used in products or components⁸ by 2025

¹ % to be decided by the individual signatory

² Recyclable and compostable: In practice and at scale, according to the Ellen MacArthur Foundation Global Commitment definition: "The suggested test and threshold to assess if the recyclability of a packaging design is proven 'in practice and at scale' is: Does that packaging achieve a 30% post-consumer recycling rate in multiple regions, collectively representing at least 400 million inhabitants? A possible alternative, especially relevant for more local players, is to check if a 30% post-consumer recycling rate is achieved in all the markets where your packaging is sold." 'Regions' are taken to mean any geographic area (country, state, province, city...) in the world.

³ Expressed as an average % of recycled content, by weight, across all non-compostable packages used.

⁴ Post-consumer recycled content, expressed as a % of total plastic packaging volume.

⁵ Expressed as an average % of recycled content, by weight, across all non-compostable resins sold.

⁶ Using a credible and recognized certification mechanism to prove responsible sourcing.

⁷ Target on volume of plastics collected for recycling (collector), sorted for recycling (sorter), or recycled/composted (recycler/composter).

⁸ Expressed as an average % of recycled content, by weight, across all products and components sold.



3. Commit to collaborate towards increasing reuse/recycling/composting rates for plastics
4. Report annually and publicly on progress towards meeting these commitments, as well as on annual volumes (tonnes) of plastics production/use (the latter will be used for aggregation purposes only, but individual public disclosure is encouraged).

For regions, municipalities and cities

1. Endorse the common vision
2. Commit to have ambitious policies and measurable targets in place well ahead of 2025 to realise and report tangible progress by 2025,
 - a. Stimulating the elimination of problematic or unnecessary plastic packaging and/or products
 - b. Stimulate the reduction of new fossil-based virgin plastics
 - c. Encouraging reuse models wherever relevant, to reduce the need for single-use plastic packaging and/or products
 - d. Incentivising the use of reusable, recyclable or compostable plastic packaging
 - e. Increasing collection, sorting, reuse, and recycling rates, and facilitating the establishment of the necessary infrastructure and relating funding mechanisms
 - f. Stimulating the demand for recycled plastics
3. Commit to collaborate with the private sector and NGOs towards achieving the commitments common vision
4. Report annually and publicly on the implementation of these commitments and progress made

For NGOs, associations, academics and others

1. Endorse the common vision
2. Encourage others to join
3. Make ambitious commitments in line with the vision
4. Report annually and publicly on the progress made

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