

Plastic Footprint Network

Plastic Footprint Mitigation Accounting

Plastic Pollution Mitigation Action Framework (PAF)

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Convened by EA - Earth Action • www.plasticfootprint.earth



Setting the Stage for Credible Plastic Pollution Mitigation Accounting

Plastic pollution is one of the defining environmental challenges of our time. While companies are increasingly measuring their plastic footprints, a major gap remains: the ability to credibly account for mitigation actionswhat is actually being done to reduce plastic leakage into the environment.

PFI

This framework is a first step toward filling that gap. It provides a structured methodology to help companies categorize and quantify their interventions, from plastic reduction and infrastructure improvements to cleanups and recovery innovations.

But this is just the beginning. Plastic mitigation accounting is an evolving field, and this framework will need to adapt as new data, methodologies, and regulatory landscapes emerge. At Earth Action and the Plastic Footprint Network, we believe that transparent, science-based accounting is key to accelerating meaningful action. By applying and refining this framework, we can move toward a future where plastic mitigation is measurable, comparable, and scalable-just as carbon accounting has evolved for climate action.

We invite companies, researchers, and policymakers to contribute, challenge, and improve this methodology so that together, we can drive real, lasting change in the fight against plastic pollution.

Julien Boucher & Sarah Perreard Co-Founders of the Plastic Footprint Network & Co-CEOs of Earth Action





Introduction of the Plastic Footprint Network

Leading organizations have united within the Plastic Footprint Network to chart a new, more effective **path toward plastic pollution** mitigation.

The network's first priority was **unifying the framework** for measuring plastic leakage into a **single**, **science-based methodology** for organizations to accurately assess the environmental impact of their plastic use. Over 100 professionals from 40+ organizations collaborated to establish the **methodology**, consisting of 11 modules, all optimized for usability and delivery of actionable results.





Objectives

Unifying the methodologies and perspectives of leading scientists, experts, and global practitioners. PFN enables organizations to understand the full impact, or footprint, from the use of plastic in their companies, products, and services.





What will you find in this module?

The objective of this module is to introduce a structured approach to reducing plastic pollution through targeted mitigation actions. It provides a framework to assess, categorize, and measure interventions that help prevent plastic leakage into the environment.



At the end of this module, users will understand how to structure and measure plastic mitigation efforts, ensuring actions contribute meaningfully to reducing plastic pollution.

or



Guidance

Where does this module fit in the PFN landscape?

Strategic Cro	oss-cutting o	r specific issu	e			
Introduction to plastic footprinting	Scope Alignment with en	s and boundaries vironmental reporting standards		Data governan	ce Current module	Plastic Pollution Mitigation Action Framework (PAF)
Technical						
Technica	lintroduction to plasti	c leakage			Glossary	
Inventory: Macro	plastics		Inv	entory: Microp	lastics	Impact
Packaging	Textile	Fishing gears	N	licro tire dust	Micro textile fibres	new Impact MariLCA
Leakage from export	Release rates	Automotive		Micro pellets	Micro paint	
				Micro agriculture		
Construction						
Construction			-			



Structure of the module



Why this framework exists. Where it fits. What inspired this framework.

Target audience: busy reader, scientific journalist

Framework Logic

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What is the overall approach of the framework. What is the scope of the framework.

Target audience: scientist, expert

Detailed Guidance per Action Type

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How should each action be implemented and accounted for? What are the eligibility criteria, examples, and accounting links for each action type?

Target audience: practitioners aiming to assess a plastic footprint.

Reading keys:

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Supporting information





Part.1

Context

Why does this framework exist? Where does it fit? What inspired this framework?





Supporting information

The Missing Piece in Corporate Plastic Pollution

The Plastic Pollution Crisis

Over 11 million tons of plastic enter the ocean each year – set to triple by 2040 without intervention.

Pollution spans the full lifecycle: production, use, and end-of-life.

Leakage (plastic escaping managed systems into the environment) causes irreversible harm to ecosystems and communities.

Microplastics are now found in air, water, food, and even human blood – becoming a direct health threat.

The Missing Piece – The Gap in Corporate Accounting

- Companies already track carbon footprints and set science-based climate targets.
- Many also track circularity through frameworks like the Ellen MacArthur Foundation (EMF) Global Commitment, which focuses on recycled content, reuse, and designing for recyclability.
- But no consistent framework exists to account for how corporate actions directly reduce plastic leakage.
- This accounting blind spot means:
 - Leakage reduction is under-reported and undervalued.
 - Companies lack clear methodologies to set credible leakage reduction targets.
 - Investors, regulators, and stakeholders cannot compare or evaluate performance consistently.



Supporting information

The Role of the Plastic Pollution Mitigation Action Framework (PAF)

- First-ever structured guide for companies to categorize, account for, and report plastic leakage mitigation actions.
- Provides a clear taxonomy of actions so companies know what counts, how to account for its impact, and what to prioritize.
- Fully compatible with PFN Plastic Footprint methodology so mitigation is directly linked to footprint results.
- Enables credible, science-based target setting for plastic leakage reduction closing the accounting gap.

How the PAF framework supports Corporate Stewardship and Risk Management

- Leakage mitigation is not just operational it's part of corporate risk management, regulatory compliance, and license to operate.
- Investors increasingly demand fullspectrum environmental disclosure.
- With the UN Treaty and overall regional regulatory increase, corporate plastic leakage accounting will likely become mandatory this framework helps companies get ahead of regulation.



Where the PAF framework takes inspiration from

In **climate action**, companies have access to a well-developed ecosystem of accounting and targetsetting tools:

Inspiration	What we borrowed	How it applies to plastic leakage	
GHG Protocol	Scope 1, 2, 3 logic	Adapting for plastic leakage (inside/outside value chain)	
Net Zero Initiative (NZI)	Direct vs systemic action	Inside vs outside value chain logic	
PFN Plastic Footprint	Leakage measurement	Ensuring direct compatibility	
Waste Hierarchy	Reduce first	Core prioritization logic	
WWF Blueprint	Credibility principles	Transparency, ambition, accountability	

Circularity vs. Leakage Reduction Complementarity and Difference

Bridging the Gap: How Circularity & Leakage

Reduction Work Together

- Circularity keeps plastic within a managed system, reducing demand for new plastic.
- Leakage reduction ensures that even existing plastics do not escape into the environment.
- Both are necessary-circularity conserves resources, while leakage reduction conserves nature.

How PAF Complements EMF Global Commitments:

- The EMF Global Commitments are widely used for corporate circularity targets.
- PAF provides the missing piece: an accountability framework to track and measure leakage reductions alongside circularity goals.

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Aspect	Circularity	Plastic Footprinting
Initiatives focus	Ellen MacArthur Foundation's Global Commitment, CTI, MCI	Plastic Footprint Network's plastic footprint methodology & PAF
Primary Goal	Reduce virgin plastic use, promote reuse, and recyclability	Prevent plastic from leaking into the environment
Key Strategies	Increase recycled content, reuse models, eco-design	Waste prevention, infrastructure improvements, legacy pollution resolution
Accounting Focus	Material flow (e.g., % recycled content, recyclability rates)	Environmental impact (e.g., leakage reduction, plastic recovery)
Measurement Gap	Does not track whether plastic stays in the system or leaks	Provides accountability for leakage outcomes



Connection to Existing Systems

How the PAF Framework Complements Existing Plastic Work

The PAF framework is designed to complement, not duplicate existing plastic and circularity tools. It fills the missing link: a structured, transparent, and science-based method for companies to account for and report on their plastic leakage mitigation actions.

- **PFN Plastic Footprint Methodology:** the PAF framework defines the action layer how to account for reductions in plastic leakage after calculating a baseline footprint.
- MCI (Material Circularity Indicator) and CTI (Circular Transition Indicator): These indicators focus on circularity, meaning they measure how well plastic stays in the loop through recycled content, reuse, and recycling rates.

PAF adds the missing focus on leakage reduction – ensuring that circular plastic is actually staying in the loop rather than leaking into the environment.

- Waste Hierarchy: the PAF framework reinforces the waste hierarchy prioritizing reduction first, followed by reuse, recycling, and only then recovery.
- UN Plastic Treaty (in development): While the treaty will set national leakage reduction targets, PAF provides companies with a practical approach to demonstrate credible contribution to those future targets.



Climate and Plastic – A Parallel

In **climate action**, companies have access to a well-developed ecosystem of accounting and targetsetting tools:

Climate Action	Plastic Action
GHG Protocol – Defines how to calculate a carbon footprint across Scopes 1, 2, 3.	PFN Plastic Footprint Methodology – Defines how to calculate a plastic footprint across Scopes 1, 2, 3*.
Science-Based Targets initiative (SBTi) – Provides methods for companies to define and implement science-based emission reduction targets in line with climate science.	No equivalent science-based target-setting framework exists yet for plastic leakage. The PAF framework provides a structured approach to categorizing actions, but further development is needed to establish quantitative reduction targets aligned with science. Future iterations should define measurable pathways for leakage reduction, similar to sectoral pathways in climate action.
Net Zero Initiative (NZI) – Defines inside vs outside value chain actions, and distinguishes between direct reduction measures and those enabling systemic change.	The PAF framework adapts this logic to plastic leakage, providing companies with clear rules for categorizing actions and distinguishing between direct (attributional) and indirect (consequential) reductions.

* Plastic Footprint Network Scope & Boundaries module, PFN 2023



Pre-print. Module under open consultation.

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Framework Logic

What is the overall approach of the framework? What is the scope of the framework?





What the PAF framework does

From Actions to Accounting

At its core, the PAF framework gives companies a structured way to:

- Categorize plastic leakage mitigation actions.
- Link actions to the company's plastic footprint.
- Track progress over time.
- Report using a clear, standardized logic.



What type of action is it?



How much leakage does this action prevent or remove?



How much leakage reduction has been achieved?



Enabling comparability across companies and sectors



Plastic Pollution Mitigation Action Framework (PAF)





The 3 Pillars – Different Types of Mitigation Actions

Pillar	What it means	Example of actions
Pillar A – Reduce leakage in my scopes 1, 2 & 3	Attributional reductions: Actions taken within the company's value chain to reduce plastic leakage directly. Reduce plastic flows, improve product design and infrastructure to lower leakage risks directly.	 Reducing the quantity of plastic in products (lightweighting, material substitution). Reducing the quantity of leakage-prone activities (e.g., reduced washing of textiles). Product redesign to fit better into collection systems. Infrastructure improvements within own facilities (e.g., better waste segregation, improved wastewater treatment). Developing reuse or refill offerings to reduce plastic use in own products
Pillar B – Avoid leakage by influencing other systems	Consequential reductions: Actions outside the company's direct value chain, aimed at influencing external systems to prevent plastic leakage. This can involve offering new products/services, financing system improvements, or driving policy change.	 Fund system-wide reuse infrastructure. Acting as a market incentive for more recycled content. Supporting the development of improved waste management technologies (sorting, filtration). Financing external infrastructure (waste collection, recycling).
Pillar C – Recover plastic already leaked	Actions that remove plastic already leaked into the environment. This does not prevent leakage but helps remediate past leakage.	 Financing clean-up activities. Organizing direct cleanups. Funding third-party cleanup programs/technologies. Funding innovations in capture technologies.

PFN

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What differences between Pillar A and B?

Pillar A (Reduce Leakage in My Scopes 1, 2, 3) → "Attributional" Actions

- ✓ Directly reducing the plastic leakage risk of the company's own products, operations, or supply chain.
- ✓ These actions change the footprint of the company itself-i.e., they show up in the company's plastic footprint.

Pillar B (Avoid Leakage by Influencing Other Systems) → "Consequential" Actions

- ✓ These actions don't reduce the company's direct footprint but instead shift the overall system.
- ✓ The company's product may stay the same, but it influences other players, consumers, or infrastructure in a way that reduces plastic leakage overall.

Key Distinction:

- If it improves systems that handle **your** plastic → it's Pillar A.
- If it improves systems that reduce plastic leakage overall, even for other products → it's Pillar B.
- If an action has both direct & system-wide effects

 (e.g., a brand offering reuse/refill for its own products
 vs. investing in a city-wide refill infrastructure) → it
 may be split between Pillar A (own footprint) and Pillar
 B (broader system impact).

Example: Reuse/Refill System

Pillar A (Direct Reduction):

• By introducing refill stations in its stores, the company cuts its packaging footprint, with plastic savings in company-controlled settings counted under Pillar A

Pillar B (System Impact):

• By partnering with cities and retailers, the company scales refill solutions beyond its stores, with system-wide impacts counted under Pillar B.

Since some actions have overlapping impacts, companies can apply a ratio or weighting method to determine how much of the plastic leakage reduction belongs to each pillar. The most appropriate approach can be chosen between:

Approach	How It Works	Example
Volume- Based Attribution	Measure how much of the reduction happens within the company's system vs. the broader market.	If 60% of refill usage comes from the company's products and 40% from third parties, allocate 60% to Pillar A and 40% to Pillar B .



Inside vs Outside the Value Chain

PAF recognizes that companies act at different levels:

Action Type	What it means	Example
Within my value chain	Direct operational control – actions related to products, operations, or supply chains.	Redesign product to remove unnecessary plastic.
Outside my value chain	Systemic influence – supporting wider change outside direct operations through financing, advocacy, and partnerships.	Fund municipal waste systems in key leakage hotspots.



Key Principle – Leakage reduction is a combination of both.

Every credible corporate leakage reduction strategy will need a **mix** of:

- Direct interventions in products and processes (inside value chain).
- Support for systemic change in markets and waste infrastructure (outside value chain).



Advocacy & Policy as an Enabler

Advocacy and policy engagement play a critical role in scaling plastic mitigation actions. While not a direct intervention in this framework, advocacy supports systemic change by:

- Strengthening EPR schemes and regulatory incentives for waste management.
- Promoting bans or taxes on high-risk plastic products.
- Standardizing eco-design and recyclability requirements.
- Encouraging government and industry-wide commitments to leakage reduction.
- Supporting global regulatory frameworks, such as engagement in the Business Coalition for a UN Plastic Treaty to align corporate action with emerging international policies.

Why is advocacy not part of this framework?

While essential, advocacy is not directly measurable in terms of plastic leakage reduction, and its outcomes depend on external policy decisions. This framework focuses on measurable, direct interventions with quantifiable impact. However, advocacy remains a key enabler by shaping the regulatory, financial, and market conditions necessary for scaling corporate mitigation efforts.



Pre-print. Module under open consultation.

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Part.3

Detailed Guidance per Action Type

How do we use plastic footprint?





Prioritizing High-Impact Plastic Mitigation Actions

To maximize impact, corporate actions should align with their contribution to reducing plastic pollution. Scientific research (Breaking the Plastic Wave (BTPW) and Towards Ending Plastic Pollution) highlights that the most effective measures focus on reducing plastic use and improving waste management. While these reports analyse system-wide impacts, the Plastic Action Framework (PAF) categorizes actions based on who implements them and whether they reduce a company's footprint or drive broader systemic change. Despite this distinction, science provides clear guidance for prioritizing corporate efforts.

BTPW estimates that 47% of total reductions in plastic pollution come from reducing plastic use and new material needs.

43% comes from preventing mismanagement through improved waste capture, sorting, and infrastructure.

10% comes from recovering plastics that have already leaked.



This breakdown informs corporate mitigation efforts: companies should first focus on direct reduction, contribute to system-wide improvements and allocate only a limited portion to post-leakage recovery.



First, reduce plastic use & need for new material (Pillar A & B)

Impact: Eliminating unnecessary plastics, scaling reuse models, and improving product design can cut global plastic pollution by up to 45% by 2040, preventing over 140 Mt of plastic waste annually.

Outcome: Corporate actions should prioritize direct reduction, material substitution, and infrastructure for reuse, refill, and alternative materials.

Solution contribution: ~47% of total reduction in plastic pollution (30% eliminate/reuse + 17% substitute), or ~60-100 Mt annually.

Then, prevent leakage (Pillar A, B & C)

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Impact: Expanding collection, sorting, and containment infrastructure can prevent up to 80% of plastic waste from becoming mismanaged, reducing over 110 Mt of annual plastic leakage risk.

Outcome: Companies should support interventions that prevent mismanagement within their supply chain and contribute to broader system improvements.

Solution contribution: ~43% of total reduction (20% recycle + 23% disposal) , or ~50-80Mt annually.

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Finally, recover leaked plastic (Pillar C)

Impact: Even with full mitigation efforts, 7 Mt of plastic leakage per year is projected by 2040, requiring targeted recovery efforts.

Outcome: Plastic cleanup and remediation efforts are necessary to address past leakage but should not be prioritized over prevention.

Solution contribution ~ 10% of total reduction (mismanaged waste recovery), or ~ 10-20 Mt annually.

Source: Breaking the Plastic Wave (Pew & SYSTEMIQ, 2020), Towards Ending Plastic Pollution (Systemiq, 2023)



Ensuring Additionality in Plastic Mitigation Actions

What is additionality?

Additionality ensures that a plastic mitigation action leads to reductions beyond what would occur anyway. An action is additional if it would not have happened without specific intervention or funding.

Key Criteria for Additionality:

- ✓ Beyond regulatory compliance: The action must go beyond what is legally required (e.g., funding voluntary cleanup efforts vs. mandatory waste fees).
- ✓ Not already captured in the plastic footprint baseline: The action must represent a new intervention, not something already factored into footprint calculations.
- ✓ Drives real systemic change: Investments must create new capacity, infrastructure, or incentives that enable leakage prevention, rather than just shifting responsibility.
- ✓ Independently verifiable: Actions should have measurable, documented impact (e.g., proven leakage reductions, waste recovery volumes).

Examples of additional actions:

- ✓ Investing in new infrastructure to capture previously uncollected plastic.
- \checkmark Developing refillable packaging models that displace single-use plastics.
- \checkmark Funding third-party cleanups in high-leakage regions where no formal systems exist.

Examples of non-additional actions:

 Paying standard Extended Producer Responsibility (EPR) fees that fulfil compliance requirements but do not lead to demonstrable improvements in collection

Outcomes. (* If a formal, manda tory EPR system is in place, paying EPR fees alone is regulatory compliance and does not qualify as additional. Where voluntary EPR contributions exist, additionality depends on whether the funding demonstrably improves collection and waste management outcomes beyond the baseline requirement.)

- Claiming recycled content use when it does not incentivize new recycling capacity.
- × Reporting cleanups already required by compliance obligations.

The Role of Impact Accounting in Additionality

- Verifiable impact matters Whether funding activities directly (e.g., supporting an NGO) or purchasing recovery credits, companies must apply impact accounting methodologies to prove additionality. This ensures that actions are measurable, transparent, and not double-counted in compliance-based systems.
- **Credit-based approaches** If using plastic recovery or recycling credits, companies must ensure thirdparty verification and proof of additional impact, ensuring the credit represents genuine new plastic recovery beyond what would happen otherwise.

Note: Additionality checks apply primarily to beyond value chain interventions, ensuring investments lead to real system-wide improvements. Corporate footprint reduction actions are inherently accounted for in plastic footprint exercises and do not require separate additionality proof.



Mapping Actions to the Pillars

Pillar A - Reduce Leakage in My Scopes 1, 2 & 3 (Attributional Reductions)

Action Box	Whatitmeans	Example
A1a - Volume Reduction	Reduce the quantity of plastic in products and portfolios.	Lightweighting packaging; eliminating unnecessary plastic components.
A1b - Activity Reduction	Reduce the frequency or intensity of leakage-prone activities - especially processes that lead to microplastic emissions or system losses.	Reduce washing cycles for textiles; reduce transport distances to lower tyre wear.
A2 - Product Redesign	Product redesign to improve system fit	Switch to mono-material packaging; improve textile design for lower shedding
A3 – Own Infrastructure Improvement	Improve internal processes and waste infrastructure to reduce leakage risk from operations.	Upgrade wastewater filtration at production sites; improve pellet containment and internal waste segregation.
A4 — Fund Value Chain Waste Systems	Invest in better waste or wastewater infrastructure directly linked to your supply chain or product markets – ensuring plastic from your products has a safe post-use pathway.	Fund new sorting equipment at a supplier's facility or co- finance wastewater microplastic filters in supplier regions.

Pillar A	Pillar B	Pillar C	Pre-print. Module under open consulta
Reduce Leakage	Avoid Leakage	Recover Leaked Plastic	Case Study: Single-Use Plastic Elimination
			Company: Large Sports Equipment Producer
			Project: Phase-out of all single-use plastic components across product lines.
Action code	Ala		Actionable Metric Outcome:
Action name	Reduce Quantity of Plastic in Product	ts & Portfolios	 4% of total plastic output eliminated by removing unnecessary plastic.
Description	Reducing the overall amount of plastic used in products and		Plastic Leakage Outcome:
	light weighting, or shifting to more ma	aterial-efficient designs.	 Depending on the type of plastics phased out and their leakage rate with respect to the whole portfolio of the company, this may mean
Why it matters	Less plastic used means lower plastic leakage across the product's lifecyc	c footprint and reduced risk of le, from production to disposal.	a leakage reduction in the range of 2%-6%.
Examples	Lightweighting packaging to use less	plastic per unit.	Case Study: Material Optimization for Reduction
	films, or shrink sleeves).		Company : Large Sports Equipment Producer
	Redesigning products to require less compromising function.	plastic overall without	Project: Refining production processes to reduce plastic content per unit.
Eligibility criteria	Reduction must be quantifiable (mea	sured in kg of plastic saved).	Actionable Metric Outcome:
, j			 4% reduction in plastic use per product, ensuring sustainability without compromising quality.
Evidence required	Product specifications showing before-and-after material intensity. Procurement or production data verifying the amount of plastic avoided.		 Improved material efficiency, reducing raw plastic demand.
			Plastic Leakage Outcome:
Accounting link	Direct reduction in plastic footprint, upstream and downstream emission:	contributing to lower Scope 3 s.	• Depending on the type of plastics phased out and their leakage rate with respect to the whole portfolio of the company, this may mean a leakage reduction in the range of 2%-6%.
Connection to PFN footprint methodology	Reducing the volume of material user plastic footprint under the PFN meth	d directly results in a lower odology.	Source: Evaluating Progress on Plastic Pollution Mitigation: Circularity & Plastic Footprint – A Case Study. Earth Action, 2024.
Common pitfalls	Replacing virgin plastic with recycled action, not a leakage reduction actio Removing plastic but increasing prod unintended environmental conseque Eco-design changes that reduce plas potentially increasing leakage rates	d plastic – this is a circularity on. duct failure rates, leading to ences. stic use but hinder recyclability, (e.g., moving to multilayer films	26
	that reduce thickness but make pack	kaging non-recyclable).	

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Pillar A Reduce Leakage	Pillar B Avoid Leakage	Pillar C Recover Leaked Plastic	Pre-print. Module under open consultation.
Action code Action name Description Why it matters	A1b Reduce Quantity of Activities Respo Reducing plastic leakage by minimiz plastic loss, such as washing, trans processes that generate microplas Certain activities increase leakage	onsible for Leakage zing activities that contribute to portation, or friction-intensive stics. risk through wear, abrasion, or	Case Study: Localizing Supply Chains to Reduce Transport-Related Plastic Leakage Company : Global Electronics Manufacturer Project: Optimizing the supply chain to reduce transport distances, limiting the generation of microplastics from tire wear.
Examples	waste generation. Reducing these a leakage. Reducing industrial washing cycles release. Optimizing logistics to minimize tire emissions. Modifying production processes to	activities directly lowers plastic to reduce microplastic fiber wear and microplastic reduce friction-related	 Actionable Metric Outcome: 30% reduction in transport kilometers by shifting to regional suppliers for key components, thus decrease in tire wear particle emissions, a major contributor to microplastic pollution. In addition, this leads to reduced logistics-related emissions, improving sustainability metrics beyond plastic mitigation.
Eligibility criteria	microplastic shedding. Action must demonstrably reduce p activities. Impact must be quantifiable and tie	plastic leakage from operational ed to specific activity changes.	 It is estimated that around 323 mg of microplastics are released per km from heavy goods transport (see PFN methodology and data). This means that for every 3,000 km reduced, we would be
Evidence required	Operational adjustments that show Monitoring data on microplastic rel intervention.	reduced plastic loss over time. lease rates before and after	preventing 1 kg of microplastics from entering the environment. Source: fictional
Accounting link	Reduces Scope 1 and 3 leakage foo plastic emissions.	tprint by lowering activity-based	
Connection to PFN footprint methodology	Directly linked to microplastic leaka calculations.	age factors in PFN footprint	
Common pitfalls	Shifting leakage elsewhere rather t replacing washing with another hig Claiming efficiency gains without p	han truly reducing it (e.g., h-leakage process). roof of actual reduction in plastic	27

Pillar A Reduce Leakage	Pillar B Pillar C Avoid Leakage Recover Leaked Plastic	Pre-print. Module under open consulta
Action code Action name Description Why it matters Examples	A2 Product Redesign to Improve System Fit Redesigning plastic products and packaging to ensure they are better suited for collection, sorting, and recycling within existing waste management systems. Plastic products that are incompatible with recycling systems are often mismanaged and leaked into the environment. Optimized design reduces this risk and enhances material recovery. Switching to mono-material packaging to improve recyclability. Removing problematic additives that hinder plastic processing. Designing products to align with standard collection & sorting infrastructure. Changes must reduce the risk of plastic mismanagement (not just improve recouldbility)	 Case Study: Eco-Design for Recyclability Company : Large Sports Equipment Producer Project: Ensuring product recyclability by transitioning to monomaterial designs and improving labeling. Actionable Metric Outcome: Increase the share of recyclable products from 25% of portfolio designed for recyclability in 2023 to 80% by 2040. Aligns with waste sorting and recycling system capabilities to enhance circularity. Plastic Leakage Outcome: Higher recyclability reduces misman agement rates, limiting potential leakage to the environment.
Evidence required	Modifications should align with real-world waste infrastructure (not just theoretical improvements). Product design documentation and material composition data. Waste system compatibility assessments showing improved collection or sorting potential.	Source: Evaluating Progress on Plastic Pollution Mitigation: Circularity & Plastic Footprint – A Case Study. Earth Action, 2024. Read the report <u>here</u> .
Accounting link	Reduces Scope 2 downstream mismanagement rates, contributing to lower overall plastic leakage.	
Connection to PFN footprint methodology	Directly influences post-consumer waste fate modeling in PFN footprint calculations.	
Common pitfalls	Assuming recyclability equals mitigation—if infrastructure cannot process it, the redesign does not reduce leakage. Focusing only on recycled content—this is about design improvements for system fit, not just material sourcing.	2

en consultation.

Pillar A Reduce Leakage		Pillar B Avoid Leakage	Pillar C Recover Leaked Plastic	
Action code	А3			
Action name	Infrastructure Improvement to Reduce Leakage in Own Operations			
Description	Upgrading internal facilities and processes to prevent plastic leakage within company-owned operations.			
Why it matters	Prevents direct leakage from manufacturing sites, wastewater discharge, or internal waste handling.			
Examples	Installing wastewater microplastic filters in company-owned factories. Improving on-site plastic waste segregation to minimize mismanagement. Implementing pellet loss prevention measures in production sites.			
Eligibility criteria	Action must directly prevent plastic leakage from company operations. Solutions must be implemented within company-controlled facilities.			
Evidence required	Documentation of infrastructure upgrades and operational changes. Leakage prevention calculations (e.g., expected plastic retention rates).			
Accounting link	Reduces Scope 1 or 2 leakage footprint from operations.			
Connection to PFN footprint methodology	Direct impact on operational leakage factors (e.g., pellets, microplastics).			
Common pitfalls	Claiming general was te handling improvements that do not explicitly prevent leakage. Relying on external facilities rather than fixing interna <u>l weaknesses</u> .			

Case Study: Upgrading Infrastructure to Reduce Microfiber Leakage

Company: A global fashion retailer

Project: Installing wastewater microplastic filters in company-owned factories.

Actionable Metric Outcome:

• Capture rate of microfiber leakage of 95-98% thanks to advanced wastewater filtration systems installed in production facilities.

Plastic Leakage Outcome:

• For a facility producing **100 kilotons** of synthetic clothes, this would mean a **reduction in microfiber leakage to the environment from around 30 tons to around 5 tons**.

Case Study: Partnerships with recycling companies

Company: A luxury watchmaker

Project: Securing partnerships with local recycling companies to manage waste from own facilities.

Actionable Metric Outcome:

 Increase the recycling rate of plastic materials used in direct operations by 300%.

Plastic Leakage Outcome:

 Because of the higher recycling rate, less plastic is managed by national waste management systems, reducing the risk of mismanagement by 60%.

Source: Inspired by client's projects

Pillar A Reduce Leakage	Pillar B Pillar C Avoid Leakage Recover Leaked Plastic	Pre-print. Module under open consultation.
Action code	A4	A4 vs. B4 – Key Difference
Action name	Fund Value Chain Waste Systems	A4 - Fund Value Chain Waste Systems
Description	Investing in waste and wastewater management infrastructure to ensure proper collection, sorting, and treatment of plastic waste within the company's value chain.	 Fixing waste infrastructure to properly handle plastic waste (e.g., expanding sorting, collection, or wastewater treatment capacity).
Why it matters	Expands and improves plastic waste handling capacity in supplier or consumer regions, reducing mismanagement and leakage risks.	 B4 - Fund Systemic Plastic Reduction Shifting away from plastic dependency by investing in reuse, refill or alternative distribution models (e.g., community reuse)
Examples	Funding new waste sorting or treatment facilities. Investing in improved wastewater treatment to prevent microplastic leakage. Expanding collection coverage to capture more plastic waste from supply chain operations.	 Automatic distribution models (e.g., community reduce hubs, returnable packaging systems). Quick Check: If it improves waste collection/treatment → A4 If it replaces plastic use entirely → B4
Eligibility criteria	Must enhance waste systems in regions directly linked to the company's plastic footprint. Must increase capacity, efficiency, or effectiveness in handling plastic waste.	
Evidence required	Infrastructure project documentation (e.g., funding records, operational impact reports). Measurable improvement in plastic waste collection, sorting, or treatment.	Using Outcome-Based Financing to strengthen waste systems Investments in waste collection and treatment infrastructure can be tied to measurable reductions in mismanaged plastic using
Accounting link	Can reduce Scope 1 and 2 leakage by improving plastic waste management in key markets.	Outcomes-Based Waste Prevention (OBWP). By linking funding to verifiable improvements in waste system
Connection to PFN footprint methodology	May improve regional waste mismanagement factors, leading to more accurate footprint modeling.	performance, companies ensure their contributions lead to real leakage prevention. Example:
Common pitfalls	Claiming general industry-wide waste system improvements (this would fall under B3 or B4). Funding projects with no clear link to managing the company's own plastic waste.	A company funds waste treatment facility upgrades, with payments contingent on measured reductions in plastic leakage from the system.



Mapping Actions to the Pillars

Pillar B - Avoid Leakage by Influencing External Systems (Consequential Reductions)

Action Box	What it means	Example
B1 – Product/Service to Avoid Leakage	Develop products or services that reduce leakage risk at market level.	Launch a reusable packaging scheme to replace single-use plastic in key markets.
B2 – Material Sourcing to Drive Circularity	Integrate more recycled content into products, stimulating demand for recycling infrastructure.	Commit to using high-quality post-consumer recycled content in packaging.
B3 – System Innovation and Infrastructure Development	Contribute to the development of improved waste management technologies and infrastructure.	Support development of advanced sorting technologies; invest in microplastic filtration technology for wastewater.
B4 – Financing External Leakage Prevention	Invest in reuse, refill, or other plastic-free systems that reduce plastic demand across the whole market – not just for your own products, but to enable system-wide change.	Support avoidance-focused infrastructure in coastal areas.



Participation in mandatory EPR schemes does not qualify as a voluntary mitigation action under this framework. EPR fees reflect the regulatory baseline, and their effectiveness (or lack thereof) is already factored into the plastic footprint baseline. However, voluntary financing of additional system improvements – or advocacy to improve regulatory effectiveness – can qualify under B4 and B5, respectively.

Pillar A Reduce Leakage	Pillar B Avoid Leakage	Pillar C Recover Leaked Plastic		
Action code	B1			
Action name	Develop Products & Services that Ena Reduction	ble System-wide Leakage		
Description	Developing and promoting products of leakage alternatives in the market, sh solutions that inherently reduce plas	or services that replace higher- ifting consumption toward tic leakage risks.		
Why it matters	Leakage risk is not only linked to a company's own operations but also to the broader system of plastic use. By offering alternatives, companies can reduce leakage beyond their own value chain.			
Examples	Developing reusable or refillable packaging systems that replace single-use plastic. Providing packaging-free delivery models that reduce plastic waste. Introducing product-as-a-service models that minimize plastic use in consumer goods.			
Eligibility criteria	Must demonstrate a real shift from higher-risk plastic usage to a lower-risk alternative. Must provide clear market-based impact, not just an optional offering.			
Evidence required	Market penetration data showing disp plastic products. Verification that the alternative actua plastic leakage.	placement of conventional ally reduces system-wide		
Accounting link	Reduces Scope 3 downstream leakag baselines toward lower-leakage optic	e factors by shifting market ons.		
Connection to PFN footprint methodology	Aligns with consequential modeling, e of alternative products.	stimating system-wide impact		
Common pitfalls	Providing an alternative but failing to products dominant. Claiming circularity benefits (e.g., rec actual leakage reduction.	scale it, leaving high-leakage yclability) without evidence of		

Pre-print. Module under open consultation.

Case Study: Eco-Design for Recyclability

Company : Large Sports Equipment Producer

Project: Increasing product modularity to allow dismantling, repair, and reassembly.

Actionable Metric Outcome:

- Portfolio share of repairable products rises from **25% in 2023 to 80% by 2040.**
- Supports consumer adoption of repair services, **reducing** premature disposal.

Plastic Leakage Outcome:

• Leakage is reduced by extending product life cycles, preventing plastic from entering waste streams too soon.

Case Study: Repair Business Model

Company: Large Sports Equipment Producer

Project: Providing repair services for a range of consumer products, including non-company brands, to extend lifespan and prevent unnecessary disposal of plastic-based goods.

Actionable Metric Outcome:

- Expansion of repair services across global retail locations
- Delays product end-of-life, reducing overall plastic demand.

Plastic Leakage Outcome:

• Leakage is reduced by extending product life, avoiding premature disposal and leakage risks.

Source: Inspired by *Evaluating Progress on Plastic Pollution Mitigation: Circularity & Plastic Footprint - A Case Study. Earth Action, 2024.* For more details and to see an example with explicit numbers, read the report <u>here</u>.

Pillar A Reduce Leakage	Pillar B Avoid Leakage	Pillar C Recover Leaked Plastic			
Action code	B2				
Action name	Material Sourcing to Drive Circularity				
Description	Integrating recycled plastic into products as a demand signal for the recycling industry, increasing collection incentives and reducing mismanaged plastic.				
Why it matters	Recycling systems function only if there is demand for recycled content. Increasing this demand strengthens the entire value chain, preventing plastic from being discarded or leaked.				
Examples	Commitments to use a high percentage of recycled content in packaging. Redesigning products to ensure compatibility with existing recycling streams. Encouraging suppliers to prioritize secondary plastics over virgin materials.				
Eligibility criteria	Must increase demand for post-consumer recycled plastic, not just industrial scrap. Must be tied to increased collection or reduced waste mismanagement.				
Evidence required	Material procurement records showing recycled vs virgin plastic use. Supply chain assessments verifying waste diversion through recycling integration.				
Accounting link	Reduces Scope 3 leakage by diverting plastic into functioning recovery pathways.				
Connection to PFN footprint methodology	Aligns with waste fate modeling, reinforcing demand-side interventions in plastic recovery.				
Common pitfalls	Focusing only on recycled content percentages without ensuring real-world recovery of plastic waste. Using materials that are technically recyclable but la <u>ck collection</u>				

infrastructure, leading to continued leakage.

Case Study: Increasing Recycled Input

Company : Large Sports Equipment Producer

Project: Progressively increasing recycled content in products, from **30% in 2023 to 80% by 2040**.

Actionable Metric Outcome:

- **50 percentage point increase** in the proportion of **recycled inputs** across product lines.
- Strengthens supply chain circularity by increasing demand for post-consumer recycled (PCR) plastics.

Plastic Leakage Outcome:

- Reduces dependence on virgin plastic, mitigating upstream extraction impacts.
- Contributes to reduction in plastic mismanagement risk due to enhanced recyclability.

Case Study: Implementing Take Back Programs

Company : Large Sports Equipment Producer

Project: Establishing an industry-wide take-back program that accepts multiple brands' end-of-life products, improving overall waste recovery infrastructure.

Actionable Metric Outcome:

- Increased collection rate of used products, ensuring more effective recovery
- Stronger partnerships with recyclers to guarantee closed-loop processing

Plastic Leakage Outcome:

• Leakage is reduced thanks to the reduction of product mismanagement risk by ensuring a controlled end-of-life pathway.

Source: Inspired by *Evaluating Progress on Plastic Pollution Mitigation: Circularity & Plastic Footprint - A Case Study. Earth Action, 2024.* For more details and to see an example with explicit numbers, read the report here. 33

Pillar A Reduce Leakage	Pillar B Avoid Leakage	Pilla Recover Lea	ar C aked Plastic	Case Study: Al-Powered Waste Sorting for System-Wide Plastic Leakage Prevention
Action code Action name Description	B3 Develop System-wide Waste Prevent Creating or advancing new technolog	ion Technologies gies that prevent	Pre-print. Module under open consultation	 Company : Waste Management Company & Recycling Facilities Project: Implementing Al-powered waste sorting technology to improve plastic recovery and prevent mismanagement. Actionable Metric Outcome: Increased accuracy of plastic waste sorting by +30%, improving recyclability and reducing plastic loss.
	management ecosystem.	titing the entire w	/aste	Enabled the diversion of plastic from landfills into effective recycling streams.
Why it matters	Even if a company manages its own p a system level due to outdated wast technologies. Developing new solutio reduce plastic loss.	lastic well, leakag e handling or miss ons helps the enti	ge happens at ing re industry	 Plastic Leakage Outcome: By diverting plastic from conventional disposal pathways into effective recycling streams, this intervention helps prevent mismanagement and supports a more circular waste system. The exact impact depends on
Examples	Al-powered waste sorting innovation Open-source microplastic filtration s Advanced plastic tracking & leakage	s. systems. detection tools.		regional waste management efficiency and disposal infrastructure. Source: Adapted from <u>Greyparrot</u> AI case study, a real-world AI-driven waste tracking and sorting solution.
Eligibility criteria	Must not be limited to the company's technology must be usable by extern Must include quantifiable data on ho leakage and supports plastic waster	s own operations- nal stakeholders. w the technology reduction.	reduces	B3 vs. A3 – Key Difference
Evidence required	Documentation of technology develo Adoption or partnerships with extern	opment & intende nal waste actors.	d application.	 • Upgrading infrastructure in your own value chain to prevent plastic loss.
Accounting link	No direct footprint reduction, but en Indirect impact on plastic leakage ra Impacts must be measured, monitoro practices from Verra's methodologie	ables system-wid tes in regions whe ed, and verified fo ss on waste preven	e mitigation. ere adopted. Ilowing best ntion.	 Example: Installing wastewater microplastic filters in company- owned factories. B3 - Develop System-wide Waste Prevention Technologies Creating new technologies that prevent leakage at an industry-
Connection to PFN footprint methodology	Not accounted as direct mitigation, I mismanagement factors over time.	but could improve	waste	 Wide level. Example: Developing wastewater microplastic filters for widespread adoption across industries.
Common pitfalls	Claiming improvements without prop verification-actions should be aligne Verra's Waste Collection and Recycli	er measurement o ed with existing fra ng Methodologies	or ameworks like 3.	 Quick Check: If it improves your own operations → A3 If it's a scalable technology for the whole system → B3

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Pillar B Avoid Leakage

Pillar C **Recover Leaked Plastic**

Pre-print. Module under open consultation.

Action code Β4

Action name	Fund Infrastructure for System-wide Plastic Reduction.
Description	Investing in reuse, refill, or other plastic-free systems that reduc plastic demand across entire markets, enabling a long-term shift away from plastic use.
Why it matters	Even if a company reduces its own plastic use, system-wide plast dependency remains high. Funding solutions that replace single-u plastic at scale helps avoid plastic generation in the first place.
Examples	Fund community reuse hubs to reduce single-use plastics. Invest in alternative packaging distribution models, such as refill returnable systems. Support the development of standardized reusable packaging fo industry-wide adoption. Finance pilots for material systems that reduce dependence on disposable plastics.
ligibility criteria	Must demonstrate additionality-the intervention should enable n plastic reduction outcomes that would not have occurred otherwise.
dence required	Documentation of investment in systemic plastic reduction initiatives. Evidence of scalability & long-term reduction potential.
Accounting link	Funding should support quantifiable system-wide plastic reduction Tracking methodologies should align with Verra's waste reduction MRV principles.
nnection to PFN	No direct impact on footprint calculations, but complements upstream material footprint modeling.

Common pitfalls Funding waste systems without tracking how much plastic is prevented from leakage.

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Aligning Financial Incentives with Plastic Avoidance

Scaling reuse, refill, and alternative distribution models requires sustainable financing models that reward tangible reductions in plastic use. Outcomes-Based Waste Prevention (OBWP) ensures investments support real reductions in single-use plastic dependency, driving systemic change.

Example:

A company funds a network of reuse hubs, with financial returns tied to measurable decreases in plastic packaging use within a region.



B4 vs. A4 - Key Difference

A4 - Improve Value Chain Waste Systems

Fixing waste infrastructure to properly handle plastic waste (e.g., expanding sorting, collection, or wastewater treatment capacity).

B4 - Fund Systemic Plastic Reduction

• Shifting away from plastic dependency by investing in reuse, refill, or alternative distribution models (e.g., community reuse hubs, returnable packaging systems).

Ouick Check:

- If it improves waste collection/treatment → A4
- If it replaces plastic use entirely → B4



Mapping Actions to the Pillars

Pillar C - Recover Plastic Already Leaked (Plastic Recovery)

Action Box	What it means	Example
C1 – Direct Cleanup of Facility- Origin Plastic Leakage	Recovery of leaked plastic from company operations	Cleanups near company sites or facilities
C3 — Fund Plastic Waste Recovery	Financially supporting plastic waste recovery through direct investment in cleanup projects or by purchasing verified recovery credits.	Funding community-led cleanup programs or purchasing third-party certified plastic recovery credits
C4 – Fund recovery innovation	Fund Innovation in Recovery Technologies	Fund new plastic capture tech (e.g., floating barriers)

Pillar A Reduce Leakage	Pillar B Avoid Leakage	Pillar C Recover Leaked Plastic	Pre-print. Module under open consultation.
Action code Action name Description	C1 Direct Cleanup of Facility-Origin Plas Recovering plastic waste from areas facilities, including production sites, and supplier locations. This ensures company's value chain does not com pollution.	tic Leakage s directly surrounding company warehouses, logistics hubs, that plastic generated within a tribute to environmental	Case Study: Verified Cleanup of Pellet Losses at Industrial Facilities Company : Global Petrochemical and Plastics Manufacturer Project: Implementation of a verified pellet recovery initiative at production plants, transport hubs, and supplier sites. The project
Why it matters	Plastic waste can accumulate near of losses, handling inefficiencies, or in Conducting direct cleanups mitigate ensures corporate responsibility for	operations due to production adequate waste management. Is immediate pollution risks and I plastic leakage within	ensures that leaked plastic resin pellets are systematically collected, traced, and responsibly disposed of before they can contribute to microplastic pollution. Actionable Metric Outcome:
Examples	controlled zones. Removing plastic waste from factory zones. Conducting cleanups near logistics i	/ perimeters and industrial hubs and supplier sites.	 Recovered 5 metric tons of plastic pellets in the first year across production and logistics sites. Geotagged and timestamped cleanup records ensured transparency and compliance.
Eligibility criteria	Cleanups must be conducted near c sites. Collected plastic must be prop and disposed of responsibly.	ompany-owned or controlled oerly measured, documented,	 Partnered with third-party waste handlers for responsible disposal, preventing re-release. Plastic Leakage Outcome:
Evidence required	Reports on collected plastic volume Geotagged and timestamped cleanu	, type, and fate. p records.	 Removed leaked plastic pellets from natural ecosystems before they could reach waterways and oceans.
Accounting link	Directly reduces plastic leakage nea prevent new leakage.	r company sites but does not	 Cleanups conducted under independent third-party monitoring, ensuring traceability and impact reporting.
Connection to PFN footprint methodology	Mitigate past plastic losses within a direct responsibility for its leaked pl with plastic recovery credits and co	company's operations, ensuring astic. These actions can align rporate account ability efforts.	Source: fictive
Common pitfalls	Lack of tracking-cleaned plastic mu disposed of. Not addressing root causes-cleanu leakage risk.	st be properly recorded and o alone does not eliminate	37

Dillar A	Dillar B	Piller C	Pre-print. Module under open consultation.
ReduceLeakage	Avoid Leakage	ecover Leaked Plastic	Case Study: Deekali Plastic Recycling Project in
			Senegal
			Company : Deekali Project, in collaboration with local partners like Proplast
Action code	C3		Project: Engaging plastic pickers to remove waste from communities and repurpose it into valuable goods and commodities
Action name	Fund Plastic Waste Recovery		Actionable Metric Outcome:
Description	Providing financial support for plastic was remove leaked plastic from the environme	te recovery efforts that ent through verified	 From 2016 to 2022, the project collected 3,171 tonnes of plastic waste and recycled 4,296 tonnes.
Why it matters	Even with strong prevention measures, pla	astic leakage occurs.	 Local recyclers processed the collected plastic into recycled materials for manufacturing products like chairs, buckets, and bins.
, The second	Funding certified recovery efforts ensures	s proper collection, d plastic, preventing long-	Plastic Leakage Outcome:
	term environmental harm.		 Significantly reduced environmental plastic pollution by diversion of plastic waste from landfills and natural habitats.
Examples	Extracting plastic waste from unregulated divert to formal waste management syste Partnering with certified organizations to recovery programs.	d or open dump sites and ms. scale plastic waste	Source: Verra, <u>www.verra.org</u>
	standards (e.g., Verra).	verified third-party	Case Study: Purchasing verified plastic recovery
Eligibility criteria	Recovery projects must be certified unde	r an independent,	credits
	auditable impact accounting methodolog is diverted from unregulated disposal site formal waste management systems.	y. Must ensure that plastic s and integrated into	Company : Earth Animal, a premium pet food and wellness company, in collaboration with re ^p urpose Global.
			Project: Fund plastic recovery efforts in Colombia.
Evidence required	I hird-party verification of responsible was	ste handling.	Actionable Metric Outcome:
Accounting link	Must follow standardized collection and d	lisposal methodologies.	 Funded the recovery of plastic equivalent to its annual plastic consumption, by directly financing waste recovery projects in high-
Connection to PFN	Provides a compensatory mechanism for a	addressing historical	leakage regions.
methodology	one ensure traceability and credibility, alig Bank's recommended frameworks for plas	gning with the World stic recovery.	 Supported infrastructure and waste worker communities to enhance collection and processing capacity.
0			Plastic Leakage Outcome:
Common pittalls	Lack of Verification - cleanups must be do properly managed to be credible.	claim cleanup impacts	 Prevented 7.6 metric tons of plastic waste from entering the Pacific Ocean through a cleanup initiative in Buenaventura, Colombia.
	already reported under other programs.		Source: rePurpose Global <u>www.repurpose.global</u> , Earth Animal, www.earthanimal.com

Pillar A Reduce Leakage	Pillar B Avoid Leakage	Pillar C Recover Leaked Plastic	
Action code	C4		
Action name	Fund Innovation in Recovery Technologies		
Description	Investing in new technologies that improve the efficiency, scalability, and traceability of plastic waste recovery efforts.		
Why it matters	Many cleanup efforts are limited by inefficient collection methods, high costs, and a lack of traceability. Funding recovery technology can enhance the effectiveness of plastic removal and ensure collected materials are properly processed.		
Examples	Develop of fund technologies for microplastic removal from water bodies (post-leakage), plastic capture systems for surface waters, bioremediation for plastic waste removal, sand and soil plastic cleanup technologies.		
Eligibility criteria	Investments must target innovative recovery methods with scalable impact. Technologies must contribute to measurable improvements in plastic removal efficiency.		
Evidence required	Documentation of technology development and implementation. Measured impact on plastic recovery efficiency (e.g., % increase in capture rates).		
Accounting link	Facilitates more effective plastic removal but does not directly quantify leakage reduction.		
Connection to PFN footprint methodology	No direct link-focuses on recovery technology, not footprint-driven flows.		
Common pitfalls	Lack of proven impact-technologies must demonstrate effectiveness. No immediate reduction-investments may take time to translate into measurable results.		

Pre-print. Module under open consultation.

Case Study: Textile Industry's Investment in Microplastic Removal from Water Bodies

Company: Leading Global Textile Manufacturer

Project: Funding and deploying microplastic filtration technology in a pilot lake to mitigate long-term pollution from textile production.

Actionable Metric Outcome:

- Invest €2 million into a pilot and its testing to allow proof of concept.
- Establish a research collaboration with environmental scientists to assess effectiveness.

Plastic Leakage Outcome:

- If successful, the technology would allow 5 tons of capture microplastic per system annually.
- Estimated cost of €10'000-20'000 per ton of microplastic removed, helping define scalability potential.
- Potential to scale up deployment across other polluted water bodies linked to textile production.

Source: fictive



C4 - Fund Innovation in Recovery Technologies

Tying Innovation Investments to Measurable Impact

New plastic recovery technologies must demonstrate real improvements in plastic capture rates. Outcomes-Based Waste Prevention (OBWP) ensures that funding for innovative recovery solutions is linked to verified increases in plastic retrieval and processing efficiency.

Example:

A company funds the deployment of sand filtration technology to remove microplastics from beaches, with payments tied to measured volumes of microplastics collected per site.



Pre-print. Module under open consultation.

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Acknowledgment



The Path Forward – Towards Target Setting

- The PAF framework categorizes mitigation actions but does not yet define how much plastic must be reduced per pillar.
- Setting reduction targets per intervention type (similar to NZI's sectoral pathways for climate) is the logical next step.
- The Plastic Footprint Network will continue evolving this methodology, ensuring that companies:
 - Have clear reduction roadmaps aligned with science.
 - Can compare performance transparently.
 - Align their actions with global plastic reduction goals (e.g., UN Treaty on Plastic Pollution).

Final Thought:

A mitigation framework is only useful if it helps drive meaningful action. The next challenge is defining clear targets for how much plastic must be reduced, where, and by when. Target-setting will be key to scaling corporate action.



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Our commitment to continuous improvement

The Plastic Footprint Network's successful collaboration is built on pillars of:

- Open
- Non-competitive and productive dialog
- Leveraging science and supporting ongoing research
- Broadly empowering global stakeholders (product manufactuers, brand owners, treaty negotiators, regulators, consultants, NGOs, etc) to effectively do their part to address the plastic pollution crisis.

Given corresponding commitments to transparency and continuous improvement, we welcome and encourage your feedback and input on this document so that the methodology can continue to be enhanced and refined.

Thank you for supporting the work of the Plastic Footprint Network.

Contact us at: contact@plasticfootprint.earth



Our mission is to continuously advance Plastic Footprint Methodology, ensuring it remains at the forefront of sustainable practices and promoting its widespread adoption. By empowering companies to rigorously assess, enhance, and transparently report their plastic footprints, we aim to make significant strides in mitigating the plastic pollution crisis.



Plastic Footprint Network

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The Plastic Footprint Network is convened by EA – Earth Action



This working group was established to develop a scientifically robust and practical methodology for accounting and categorizing mitigation actions. It follows PFN's structured process, ensuring scientific integrity, peer review, and alignment with global standards.

Working group lead (Responsible for developing the methodology, ensuring scientific rigor, and managing the working group)

> earth action

PFN secretariat lead

(Management of stakeholder engagement, working group coordination, and ensures transparency in PFN's collaborative process)



PFN Technical Committee

(Chaired by Dr. Elena Corella; validates and approves all methodologies before publication to ensure they meet the highest scientific standards and align with PFN's framework)



Pre-print. Consultation currently open to PFN members and partners.

Feedback can be sent to

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