

Plastic Pollution Mitigation Action Framework (PAF)

The 2 levers to mitigate plastic pollution

The 3 pillars of the mitigation framework

Reduce plastic leakage entering the environment

Recover leaked plastic from the environment

Pillar A **REDUCE** leakage in my scopes 1,2 & 3 - attributional reductions

Pillar B **AVOID** leakage by influencing other systems - consequential reductions

Pillar C **RECOVER** leaked plastic from the environment

WITHIN MY VALUE CHAIN

OUTSIDE MY VALUE CHAIN

Material Flow Reduction

Product & Material Design Improvement

Operational Infrastructure Improvement

Systemic Infrastructure Support

A1a Reduce Quantity of Plastic in Products & Portfolios
(e.g., product phase-out, lightweighting)

A1b Reduce Quantity of Activities Responsible for Leakage
(e.g., less driving)

A2 Product Redesign to Improve System Fit
(e.g., mono-material packaging)

A3 Infrastructure Improvement to Reduce Leakage in Own Operations
(e.g., implementation of collection schemes in own stores, pellet loss prevention)

A4 Fund Value Chain Waste Systems
(e.g., funding waste infrastructure development)

B1 Develop Products / Services that Enable System-wide Leakage Reduction
(e.g., develop reusable packaging)

B2 Material Sourcing to Drive Circularity
(e.g., commit to recycled content)

B3 Develop Technologies to Prevent Leakage
(e.g., develop advanced filtration)

B4 Fund Infrastructure for System-wide Plastic Reduction
(e.g., fund community reuse hubs)

C1 Direct Cleanup of Facility-Origin Plastic Leakage
(e.g., factory surroundings)

C3 Fund Plastic Recovery Activities
(e.g., verified credits, NGO programs)

C4 Fund Emerging Recovery Technologies
(e.g., fund microplastic capture)