

# PLASTIC WASTE REDUCTION STANDARD: TERMS OF REFERENCE

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Note - The 3R Standard for Project Accounting was renamed the Plastic Recovery and Recycling Project Accounting Program in February 2020 and again to be the Plastic Waste Reduction Program in July 2020. Terminology changes have been made throughout this document, but the document has not been updated in any other way since it was originally published on 10 December 2019.

## 1. Introduction

The <u>3R Initiative</u><sup>1</sup> (3RI) was established to increase plastic waste reduction, recovery and recycling. The Initiative will be underpinned by the *Plastic Waste Reduction Standard (the Plastic Standard)*, which will enable the robust and consistent measurement and reporting of plastic waste reduction projects around the world. The Initiative supports Verra in developing the standard and will promote its use.

## 2. Governance

Verra has sole discretion regarding the development of the *Plastic Standard* and will be responsible for managing, and where appropriate developing, related project methodologies and program elements. Verra is committed to following the <u>ISEAL Codes of Good Practice</u> in the ongoing development of the *Plastic Standard*, which will be guided by a multi-stakeholder Plastic Standard Development Committee (PSDC). The PSDC includes representatives of social groups (e.g. wastepicker representatives), environmental NGOs (e.g. ocean conservation organizations), recycling and waste management experts; government representatives; complementary initiatives (e.g. <u>WWF's ReSource: Plastic</u>), potential project developers and intermediaries; end users (e.g. leading corporates) and assessment experts. The PSDC will approve the first version of the *Plastic Standard* before its release. Verra's board has ultimate approval authority of the *Plastic Standard*.

## 3. Justification, Objective and Scope

#### 3.1 Justification

Plastic packaging waste currently has minimal or zero value in most countries, leading to low collection rates. The accumulation of waste in the environment is a threat to public and environmental health, leading to issues such as river and ocean pollution. Only 14% of global plastic packaging is currently recycled and 32% of all plastic packaging leaks into ecosystems, where it may remain for hundreds of

<sup>&</sup>lt;sup>1</sup> 3R Initiative founding members include Danone, Nestle, Tetra Pak, Veolia, <u>BVRio</u> and <u>Verra</u>; <u>Conservation</u> <u>International, Natural Capital Partners, South Pole</u> and <u>SystemIQ</u> have subsequently joined.



years.<sup>2</sup> Annually, 8-20 million tons of plastic ends up in the oceans.<sup>3</sup> The low rate of recycling is largely due to the lack of investment in recycling facilities that can efficiently manage large volumes and different types of plastic waste. The low rates of plastic waste collection often result in insufficient material input for the recycling facilities to operate at scale, hindering potential growth opportunities. These connected issues are contributing to limited availability of recycled content for use by consumer goods companies, undermining the growth of the circular economy. This problem has been exacerbated now that China is rejecting waste from various countries that used to ship materials there for recycling.

Furthermore, in most developing countries, the recovery of plastic waste is being undertaken by marginalized waste pickers, often working in unsafe environments without adequate financial compensation. Their living environments and working conditions will only improve with improved social safeguards and supply chain transparency, combined with appropriate industry regulation and enforcement.

To conclude, there is a growing demand for increasing plastic recovery and recycling rates, especially from consumer goods companies. However, currently, the economics of global waste management do not adequately incentivize recycling. New incentives are required to scale up waste collection and recycling in key "hotspot" countries to establish transformative and sustainable business models that foster circularity and keep plastic out of the environment.

#### 3.2 Objective

The *Plastic Standard* aims to drive finance to projects that increase recovery from the environment and/or the recycling of plastic waste. The standard will enable new and scaled-up projects to be independently audited to determine the extent to which they have reduced plastic waste and/or increased recycling. Credits could be issued based on how much plastic is collected and recycled above baseline rates. This "plastic crediting mechanism" (the Crediting Mechanism) will provide an efficient and powerful means to drive new finance to projects and activities that verifiably reduce plastic in the environment anywhere in the world.

The Plastic Standard will enable the following:

• Robust assessment of project impact, whether undertaken within or outside a company's value chain;

<sup>&</sup>lt;sup>2</sup> World Economic Forum, 2016. <u>The New Plastics Economy: Rethinking the future of plastics</u>. Industry Agenda: p. 6 (available at <u>http://www3.weforum.org/docs/WEF The New Plastics Economy.pdf</u>.)

<sup>&</sup>lt;sup>3</sup> Ibid, p. 7.



- Ability to report plastic waste reduction contributions in a credible and transparent way to compare and prioritize plastic waste recovery and recycling project opportunities across the world;
- Elimination of social risk and possibility to improve livelihoods through recycled material supply chains; and,
- Increased availability of recycled plastic feedstocks in key production regions.

#### 3.3 Scope

The *Plastic Standard* will set out accounting methods for plastic recovery and/or recycling and establish social and environmental safeguards for stakeholders (i.e. waste pickers and others involved in project implementation and surrounding communities). It will be used for assessment, verification, reporting and the generation of credits associated with each project's measured plastic waste recovery and recycling impacts. The claims that can be made using credits will be explored as a part of the standard development process.

Project activities could include, inter alia, the recovery of recyclable materials by waste pickers, collection of waste from the environment, development of new municipal infrastructure, and the development of new recycling technologies. The *Plastic Standard* will be applicable to projects of any size located anywhere in the world.

While the *Plastic Standard* is currently focused on recovery and recycling activities, the 3R Initiative is exploring whether it makes sense to also cover reduce and/or reuse activities, and if so how best to incorporate such activities into the Standard and existing or new credit types.

## 4. Stakeholder Groups

The needs and gaps experienced by the stakeholder groups affected by plastic waste and the role that the *Plastic Standard* could play in addressing these are outlined in the table below. Further details on stakeholder engagement and stakeholder identification can be found in Appendix 1 of this document.

Stakeholder Group	Needs and Gaps	Use of the Plastic Standard
Recycling and Waste Management Experts	Investment in technology for improved material separation and processing.	Credits sold from their recycling efforts could be used to finance recycling technology.



Project Developers	Access to financial support to recycle plastic at scale.	Project developers would receive direct financing through the sale of credits from their projects to end users to fund new investments. These investments would increase the availability of affordable post-consumer plastic to manufacturers/ consumer goods companies.
	Transparent, low-cost means of trading credits.	The Crediting Mechanism, with its registry and transaction platform, would enable the affordable, international trade of credits. This would allow for the market to determine the price of credits in a transparent manner.
Marginalized and Vulnerable Communities	Increased income (for waste pickers and recyclers)	Waste pickers and other informal collectors could generate plastic waste recovery (and recycling) units by increasing the amount of waste they collect (and separate for recycling). The sale of these units (e.g. by individuals or cooperatives), either after they have been generated or potentially on a forward basis, would provide additional income for these collectors.
	Improved livelihoods (for waste- pickers and other stakeholders affected by waste pollution and plastic/waste producing infrastructure)	The standard would ensure no net harm for all stakeholders involved in waste recovery and recycling as well as those affected by waste pollution. This would be ensured through improved health care and education interventions to reach a status of no net harm, as well as ensuring that groups that are currently protected are not worse off.
Social and Environmental NGOs	Safeguard human health, reasonable living and working conditions for all stakeholders	The standard would embed safeguards to ensure that all stakeholders (especially waste pickers/collectors) have safe and healthy living



		and working conditions, fair wage and experience no net harm.
	Address ocean/river based pollution, air pollution and impacts on biodiversity from plastic production, use and improper disposal.	The standard would embed safeguards to ensure that plastic manufacturing, use, disposal and recycling cause no net harm to the environment (ocean/river, air, biodiversity). The standard and the Crediting Mechanism would reduce plastic contamination in the environment by incentivizing increased recovery and recycling of plastic, leading to increased availability of recycled plastic content.
	Increased producer responsibility for recovery of plastic waste from the environment, reduced plastic use and increased use of recycled content.	The standard would provide corporates with an avenue to fund plastic waste recovery and recycling efforts through the purchase of credits from waste collectors and recyclers. This would result in corporates financing recycling technology development, that would eventually ensure that they have access to good quality recycled content for product manufacturing.
Corporates and other end users of plastic	Increased access to affordable, good quality recycled plastic to increase the amount of recycled content in their packaging.	The standard would help set up and professionalize social businesses that provide the needed raw materials to recycling processors.



	Account for plastic management efforts in their value chains. Require different mechanisms to reduce plastic consumption in their value chains.	Plastic consumption, reduction and recovery efforts in the value chain could be accounted for using the <i>Plastic Standard</i> . Credits could be purchased for plastic used in the value chain beyond a company's scope of control and/or to meet Extended Producer Responsibility requirements. Additionally, waste recovery and recycling units associated with projects that generate compelling social benefits to waste pickers and other marginalized or vulnerable communities could be labeled as such. This could enable buyers of units to identify and prioritize such "exceptional social value" projects if desired, thereby increasing the flow of funds to these communities.
Governments and municipalities	Increased recycling of plastic waste to reduce the burden on landfills. Market mechanisms for private entities to manage their plastic footprint, reducing the need for public expenditure on the same.	Investment from the sale of credits would direct finance towards technologies, supporting the growth of recycling. The Crediting Mechanism would ensure that the private market leads to financial value generation and increased reduction, recovery and recycling of plastic.

## 5. Similar Standards and Initiatives

The following are standards and initiatives that either operate similarly to the *Plastic Standard* or have similar objectives/scope/scale. The following and similar efforts have been or will be accounted for and engaged during the development of the Standard to ensure complementarity.

#### 5.1 Verra standards

• <u>Sustainable Development Verified Impact Standard</u>: A flexible framework to assess and report on the sustainable development benefits of project-based activities, helping unlock new sources of finance to support and scale up high-impact efforts. There is potential for 3RI projects to also use the framework to report on their sustainable development benefits.



• <u>Verified Carbon Standard</u>: A voluntary GHG program for public and private entities to address carbon in their value chains that is outside their scope of control. The *Plastic Standard* will follow a similar structure in terms of developing methodologies and facilitating the issuance and trade of credits.

#### 5.2 Plastic standards

• <u>Plastic Standard</u>: An approach which makes use of an assessment using twelve metrics, including ones related to economics, ecosystem effect, amount, destination, toxicity and longevity of plastics in the environment, to assess the impact avoided from collected plastic (its "plastic detrimental value") instead of a weight-based system.

#### 5.3 Entities generating plastic credits

- <u>Plastic Bank Social Plastic Collection Credits</u>: Plastic Bank is part of the Initiative's Plastic Standard Development Committee. The program uses plastic neutral (financial) contributions from the general public to ensure the recovery of ocean-bound plastic at an amount equivalent to their contribution. Plastic Bank provides a consistent, above-market rate for plastic waste, thus incentivizing its collection. Individuals who gather plastic can trade it in for money, items or services. Plastic collected through the bank is recycled and sold at a premium as Social Plastic. Producers purchasing this Social Plastic can use the organization's mark on their packaging and in marketing materials.
- <u>rePurpose</u>: rePurpose is part of the Initiative's Plastic Standard Development Committee. They are a social enterprise working towards building a community of conscious consumers, brands and businesses that measure, reduce and offset their plastic footprints to reach plastic neutrality. rePurpose also creates opportunities for the empowerment of impoverished waste workers in this process. By creating economic incentives for collection and recycling of low value, single use plastics, rePurpose facilitates interception of plastic waste from ocean streams and landfills.

#### 5.4 Plastic (waste) assessment

- <u>WWF ReSource-Plastic</u>: WWF is a part of the Initiative's Plastic Standard Development Committee. ReSource works with its member companies to maximize, measure, and multiply their impact on solving the plastic pollution crisis. The following are the three components of the ReSource approach: (1) prioritize activities that will yield the greatest impact; (2) implement those activities along with an innovative methodology to measure progress, and; (3) collaborate with other companies, stakeholders and governments to incite new solutions and investments.
- <u>Quantis and EA's Plastic Leak Project</u>: Under this project, methodological guidelines were developed for assessing plastic leakage. Participants use smart metrics that will help industries and governments forecast and map leakages along a product's lifecycle. The metrics will enable



producers to identify and prioritize actions, ensure that communication of progress is standardized and allow for disclosure and benchmarks.

#### 5.5 Materials management

- <u>Circular Plastics Alliance</u>: The Circular Plastics Alliance gathers public and private stakeholders in the plastics value chains to promote voluntary actions and commitments for more recycled plastics. The Circular Plastics Alliance wants to ensure that 10 million tonnes of recycled plastics are used to make products in Europe in 2025.
- <u>Oceanworks</u>: This initiative partners with local plastic waste collection and processing agents around the world to bring ocean plastic materials to consumers. The chain of custody of materials is tracked from shore to store and labelled with their OCEANSMADE label for authenticity and transparency.
- <u>Plastics for Change</u>: By engaging aggregators to accumulate the plastic and reduce the risk of prices falling, this program aims to stabilize the price of recycled plastic in order to provide fair and consistent payments to waste pickers. All transactions are logged in an app that allows brands to track progress toward the Sustainable Development Goals.
- Plastic Bank: See above

#### 5.6 Plastic recovery and recycling projects

- <u>Catadores Cooperatives in Rio de Janeiro (BVRio)</u>: The program is coordinated by BVRio Institute, a
  member of the Secretariat of the Initiative. It supports cooperatives of catadores (waste pickers) in
  Rio de Janeiro to recover plastic waste from various sources and ensure the most appropriate
  disposal option available for this waste. An online management system helps the cooperatives keep
  track of the volumes of waste received and recyclable materials sold. BVRio's reverse logistics
  system is then used to issue credits (bought by companies) corresponding to the amount of
  material recycled.
- <u>Project STOP</u>: The program is led by SystemIQ, one of the Initiative's Steering Committee members and Plastic Standard Development Committee members, and Borealis. It is working towards designing, implementing and scaling circular economy solutions to marine plastic pollution by creating partnerships with city governments in Indonesia to launch a "zero leakage" circular waste management system with a sustainable operating model, higher plastic recycling rates and socioeconomic benefits.
- <u>Plastic Collective</u>: The Plastic Collective is a partner of one of our Steering Committee members, South Pole, that works with communities that are directly affected by plastic waste pollution. The organization provides these communities with education programs on recycling waste plastic, machinery and training to operate a sustainable plastic recycling micro-enterprise and a marketplace for communities to sell recycled plastic.



## 6. Expected Outcomes and Theory of Change

#### 6.1 Expected Outcomes

The *Plastic Standard* will enable interested entities to assess, verify and report on the impacts of projects that increase plastic recovery and/or recycling. In coordination with the Crediting Mechanism, which includes a registry and transaction platform, the *Plastic Standard* will facilitate plastic credit generation from such projects.

The Crediting Mechanism will make project reports (project descriptions, monitoring reports and assessments by third-party, independent auditors) and credit issuance records publicly available. One of the aims of such transparency is to drive funds into activities and projects in regions positioned to most efficiently and/or effectively reduce plastic waste at scale.

The Plastic Standard will ensure that projects' operations do no environmental or social harm.

#### 6.2 Theory of Change

The outcomes described in Section 6.1 above are part of a greater theory of change (see Figure 1 below) by which the 3RI aims to achieve the reduction of plastic leakage into the environment, improved recovery and recycling of plastic waste and improved lives and livelihoods of waste pickers by driving finance towards projects that demonstrate additional plastic recovery and recycling activities while meeting environmental and social safeguard requirements.





Figure 1: Theory of Change for the Plastic Standard

## 7. Development Timeline

Development of the Plastic Standard will follow the timeline set out below.

Activity	Start Date	Due Date
Pilot Plastic Standard	March 2019	December 2020
Convene Plastic Standard Development Committee	September 2019	December 2020
Develop Plastic Standard	July 2019	December 2020



1st Public Consultation	February 2020	April 2020
2nd Public Consultation	July 2020	August 2020
Finalize Plastic Standard and documents for release	November 2020	November 2020
Release final Plastic Standard	December 2020	December 2020

# 8. Risk and Mitigation Strategies

The key risks that the *Plastic Standard* is likely to face as well as mitigation measures for each risk factor, have been listed in the following table.

Risk	Description	Mitigation Strategy
Insufficient funds to fully develop and operationalize the Crediting Mechanism in a timely manner	With corporate and NGO partner contributions (financial and staff time) and potential external funding, Verra would have sufficient resources to fully develop and operationalize the Crediting Mechanism by December 2020. The risk would materialize without the support of external funding.	If no external philanthropic funding comes through, Verra would have to secure additional paying 3RI members.
Competition from other standards and/or investor comfort with plastic "offsetting" mechanisms that don't use standards	Initiatives that are marketing their waste recovery efforts as "offsets" and that are not backed by real standards are not receiving significant uptake and lack meaningful use/claims. In addition, plastic waste accounting and crediting mechanisms similar to the <i>Plastic Standard</i> are being developed (albeit with different scopes and capacities) by other	3RI is taking a "big tent" approach and is engaged with the other initiatives in this space, making the case for why 3RI's independent, robust standards would support (rather than compete with) these other efforts. The feedback from the other initiatives has been positive and the standard development process will take into consideration their work to avoid the creation of competitive



	organizations.	dynamics. The market would benefit best from being based on a single, fungible asset (based on the <i>Plastic</i> <i>Standard</i> )
Insufficient high- quality waste- reduction projects using the <i>Plastic</i> <i>Standard</i> and generating credits	There is currently a strong pipeline of prospective high-quality waste reduction projects seeking to use the <i>Plastic Standard</i> and Crediting Mechanism.	If some of the top projects do not end up becoming 3R pilots, other interested projects will be engaged.
Too few corporates supporting projects and/or buying credits to catalyze the creation of a robust market	There are currently four major corporate partners in the 3RI who are committed to supporting projects and/or buying credits, with many other companies in the wings who have expressed similar interest.	If there is insufficient credit demand from current and expected future corporate partners, the mechanism would be promoted to other corporates as well as smaller companies, which South Pole and Natural Capital Partners are already committed to helping with.
Consumer/NGO questioning of credibility of projects and/or the Crediting Mechanism	Given what a hotbed and polarizing issue plastic waste is, and how many groups would like to see the elimination of plastic use (rather than more effective waste management and recycling), this risk is very likely to materialize.	The <i>Plastic Standard</i> will be developed with an independent Standards Development Committee, comprising a broad range of stakeholders, and ensuring that the resulting projects, assessments and credits generated will be high-quality and credible. The Initiative is working with leading environmental and social NGOs to build support for the 3RI and the Crediting Mechanism.



Inability to maintain the Crediting Mechanism and update the Plastic Standard to meet evolving needs/knowledge

The Crediting Mechanism and supporting standards would be financially selfsustaining, applying the same non-profit business model (with small levies on credits update the Plastic Standard and issued) Verra has successfully used to manage the VCS (carbon) Program. These fees would be used to manage and maintain the program and update the standards as needed over time.

If the proposed revenue model is found insufficient to properly manage and Crediting Mechanism, the fee structure would be revised or increased. This has been done successfully with the VCS Program.



## Appendix 1: Standard-Setting Procedure

#### 1.1 Introduction

The standard-setting procedure forms the basis of the development process of the *Plastic Standard*. The development process for this standard aims for consistency with the <u>ISEAL Standard-Setting Code of</u> <u>Good Practice Version 6.0</u>, which defines effective standard-setting processes, increasing the credibility of the resulting standard.

#### 1.2 Terms of Reference and Summary of Standard

The *Plastic Waste Reduction Standard* (to which this standard-setting procedure is appended) describes what the standard aims to achieve and why it is needed. These Terms of Reference (including appendices) shall be reviewed and revised if necessary at all future revisions to the standard.

#### 1.3 Stakeholder Engagement

#### 1.3.1 Stakeholder Identification

*Plastic Standard* stakeholders are individuals and groups that have interest in decisions or activities related to the development and use of the standard. Key stakeholder groups include those directly affected or impacted by the implementation of the standard, and may include those indirectly affected e.g., through causal links. The following have been identified as key stakeholder groups for the standard.

- Recycling and waste management experts
- Project developers
- Marginalized and vulnerable communities: waste pickers, other groups affected by waste pollution and plastic/waste producing infrastructure
- Social and environmental NGOs
- Corporates and other end users of plastic
- Governments and municipalities

As the standard evolves, these stakeholder groups will be reviewed, engaged with as appropriate and updated at every instance of standard review and revision.



#### 1.3.2 Plastic Standard Development Committee

The standard will be developed with the support of a multi-stakeholder standard development committee, including representatives of social groups (e.g. wastepicker associations), environmental NGOs (e.g. ocean conservation organizations), recycling and waste management experts; government representatives; complementary initiatives (e.g. <u>WWF's ReSource: Plastic</u>), potential project developers and intermediaries; end users (e.g. leading corporates) and assessment experts. The standard development process will be further supported by technical working groups, who will be contacted on an ad hoc basis to provide their expert advice on specific issues.

#### 1.3.2.1 Conflict of Interest

The members of the Plastic Standard Development Committee shall abide by the requirements as set out below to avoid or mitigate conflicts of interest in the standard setting process. The requirements have been set out based on ISEAL best practices.

- All members of the Plastic Standard Development Committee shall make a full disclosure of any actual or perceived interest in an action that would result in or would have the appearance of resulting in personal, organization, or professional gain. This disclosure shall happen at the formation of the PSDC and shall be updated if anything changes.
- Members are required to make clear whether an engagement is on behalf of their organization or in a private capacity.
- It is expected of members that they will seek advice from Verra when facing uncertainties or actual or potential conflicts of interest.
- Verra will operate with the aim of ensuring transparency around potential conflicts, detecting and mitigating any actual conflicts.

#### 1.3.3 Public Consultation

Two rounds of public consultation will be held during the initial development of the standard, a first round of 60 days and a second round of 30 days. Where substantive, unresolved issues persist after consultation rounds, or where insufficient feedback was received, Verra may carry out additional rounds of consultation, as necessary. Participations in consultations will be open to all stakeholders, and will aim to ensure representative participation in the process. Verra will identify stakeholder groups that are not adequately represented and proactively seek their contributions.

Upon the conclusion of each consultation, Verra will:

• Compile all comments received during a public consultation period;



- Make comments received during the consultation period publicly available;
- Prepare a publicly available written synopsis of how each material issue has been addressed in the standard revision; and
- Send the synopsis to all parties that submitted the comments.

#### 1.4 Feasibility Assessment and Pilot Applications

Pilot projects will play a critical role in the development of the *Plastic Standard* and jumpstart the supply of waste reduction credits. Verra aims to have initiated at least six pilots that can test concepts to be addressed under the *Plastic Standard* by the end of 2020. The Initiative will provide technical support to the pilot projects until the launch of the standard. This interaction will ensure that the *Plastic Standard* suits the needs of existing and to-be-developed projects' technologies and before- and with-project collection and recycling rates.

#### 1.5 Program Documents and Future Review

The *Plastic Standard* will be publicly available for free in English, and likely other languages in the future, on the <u>Verra website</u>. Hard copies of the standard and program documents will be available upon request. The standard and program documents will each include relevant contact information and the status of the document.

The standard will be reviewed at least once every five years for continued relevance and effectiveness in meeting its stated objectives. The subsequent review date will always be included in the current, publicly available version of the standard.

Formal review and revision is required when substantive changes are proposed. Where urgent substantive revisions are necessary (e.g., to ensure compliance with new international standards), the standard or associated program documents may be updated without a formal review and revision process, pending approval of the Verra Board. Any substantive revisions made without a formal review and revision process must be identified in the subsequent review and revision process.

Proposals for revisions or clarifications to the *Plastic Standard* may be sent at any time to Secretariat@verra.org. Confirmation of input received will be communicated to the submitter, and the input will be documented and considered in the next review process. Verra will keep the following records related to each standards development or revision process on file for at least five years following the conclusion of the relevant process:

• Policies and procedures guiding the standard-setting activity (i.e., this procedure);



- Lists of stakeholders contacted;
- Stakeholders involved at each stage of the process;
- Comments received and a synopsis of how those comments were taken into account;
- All draft and final versions of the standard; and,

Guidance for standards interpretation and claims will be developed in different documents.

These records will be available to stakeholders upon request.

#### 1.6 Resolution of Procedural Complaints

Procedural complaints related to standard-setting or implementation should be submitted per <u>Verra's</u> <u>Complaints and Appeals policy</u>.



# Appendix 2: Plastic Standard Development Committee Terms of Reference

The Terms of Reference created for the members of the Plastic Standard Development Committee can be found <u>here</u>.