



The Role of Plastic Credits within a Full Life-Cycle Approach to Plastic Stewardship



Image courtesy of Second Life Thailand



Introductions



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Agenda



- The Plastic Pollution Problem
- Full Life-Cycle Approach to Corporate Plastic Stewardship
- Verra's Plastic Program: A Solution for Downstream Investment
- Communication
- Plastic Program Projects
- Q&A

Any follow-up questions can be sent to: PlasticStandard@verra.org



Non-profit
organization founded in
2007

Headquartered in
Washington, DC
(with a global staff
presence)



Verified Carbon
Standard



Climate, Community
& Biodiversity Standards



Sustainable Development
Verified Impact Standard



Plastic Waste
Reduction Standard

KEY STRENGTHS

Project experience

> 3,000 projects worldwide
> 25 project types
in more than 95 countries

Convening a diverse range of stakeholders, developing workable frameworks

to drive finance to high-performing
projects/policies/actions

The Plastic Pollution Problem

The Status Quo

World generated around 385 million tonnes of plastic waste in 2019

- 14 million tonnes of plastic leak into our oceans each year
- Current commitments will only lead to a 7% reduction in plastic leakage by 2040

More than 20 million informal workers around the world

- Subjected to dangerous and unsafe working conditions
- Have been excluded from regional and global discourse

86% of plastic leakage occurs in developing countries

- Vulnerable geographies and communities are disproportionately affected by plastic pollution

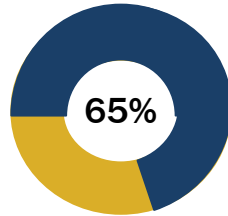
\$40 billion funding gap (by 2040) for waste management

- Corporate funding has not been appropriately channeled to waste management projects

The Need for a Full Life Cycle Approach

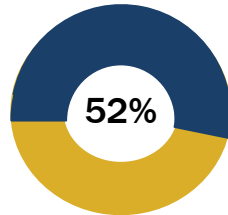
Reduction in plastic leakage via

Upstream measures alone

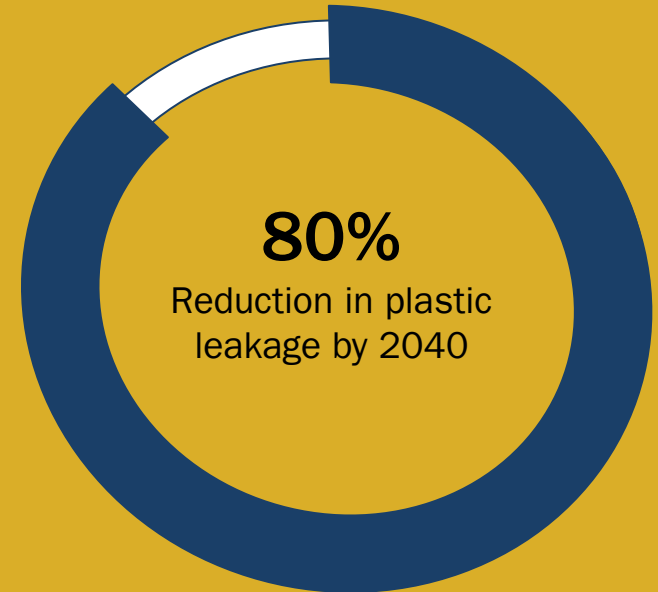


V.S.

Downstream measures alone



While upstream and downstream could lead to an

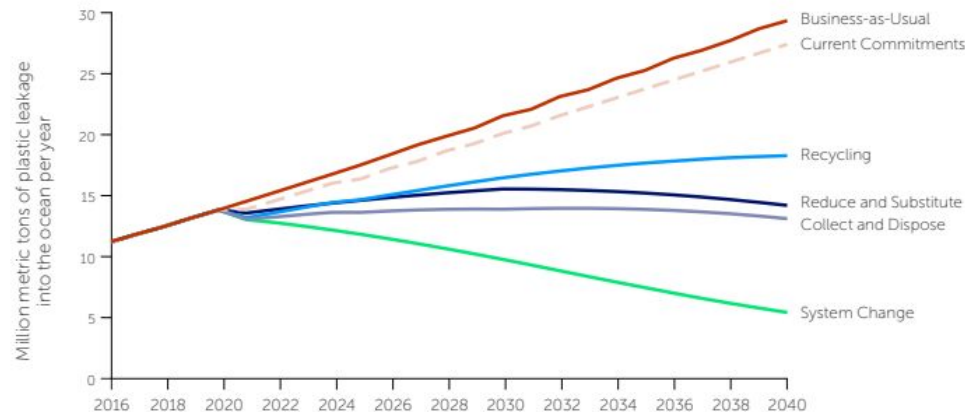


Full Life-Cycle Approach to Corporate Plastic Stewardship

Translating Global Goals Into Corporate Action

What is Corporate Plastic Stewardship?

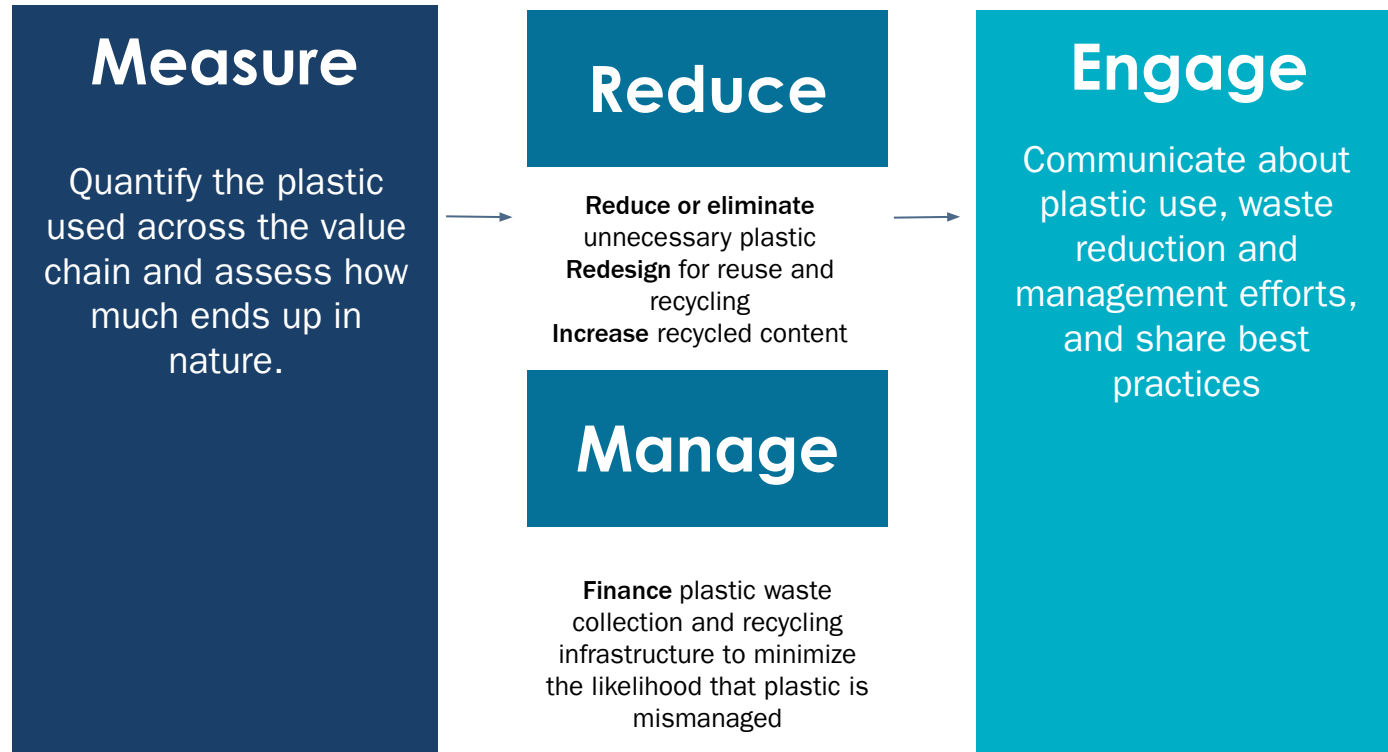
- Is an **integrated approach** to plastic use and leakage reduction encompassing both upstream and downstream activities
- Translates global and regional plastic waste reduction commitments into concrete, measurable corporate action



The graphic shows expected levels of plastic leakage into the ocean over time across different scenarios. The graphic shows that although upstream-focused pathways (Reduce and Substitute Scenario) and downstream-focused pathways (Collect and Dispose Scenario and Recycling Scenario) reduce annual leakage rates relative to BAU, they do not reduce leakage below 2016 levels. Only the integrated upstream-and-downstream scenario (System Change Scenario) can significantly reduce leakage levels.

Breaking the Plastic Wave, 2020

Integrated Approach to Corporate Plastic Stewardship

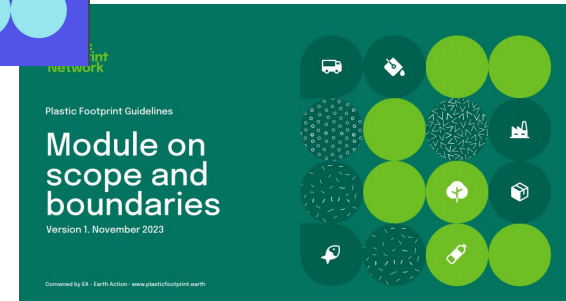
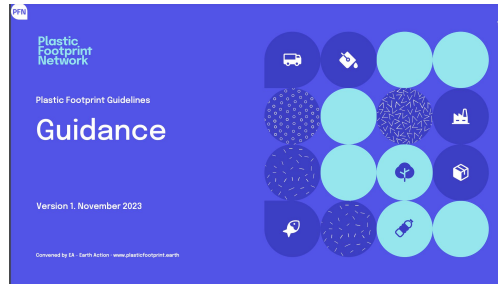


Achieving Credible Corporate Plastic Stewardship

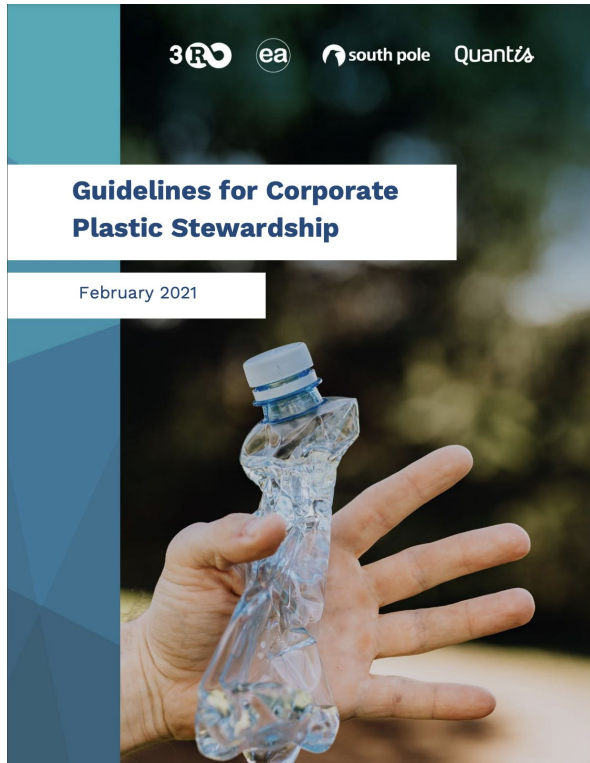
Measure

Quantify the plastic used across the value chain and assess how much ends up in nature.

- Undertake **regular and consistent accounting of plastic** use and leakage, which relies **on quality data sources**
- Refer to industry guidance for plastic footprint and accounting, such as:



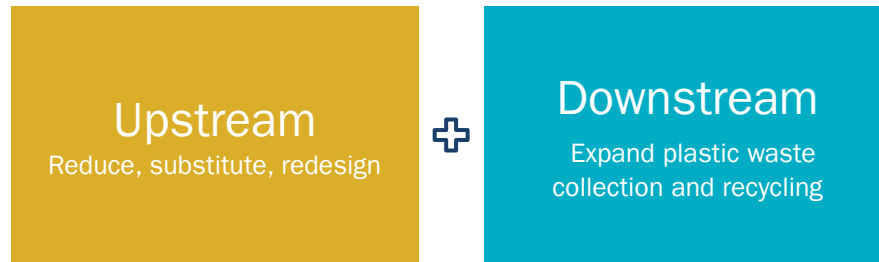
Guidelines for Corporate Plastic Stewardship



- The Guidelines for Corporate Plastic Stewardship were released alongside the Plastic Standard in 2021
- Offer best practices for responsible plastic stewardship, including guidance on how Plastic Credits can be used to make credible commitments and goals
- The Plastic Footprint Network plans to update these Guidelines in 2024 to align them with the most current thinking around plastic pollution target setting and mitigation

Achieving Credible Corporate Plastic Stewardship

Reduce & Manage



- ✓ Set targets in alignment with latest available science and adjust them as globally harmonized target setting and mitigation frameworks emerge
- ✓ Implement both upstream and downstream solutions and strive to achieve circularity as a part of your integrated plastic stewardship strategy
- ✓ Account for the activities within and beyond a company's value chain separately and disclose them regularly

Verra's Plastic Program

Supporting Corporate Stewardship through Verified
Investment into Downstream Solutions

Introduction to Verra's Plastic Program



Plastic Standard

The Plastic Standard and its supporting methodologies provide a uniform framework for measuring and monitoring project impacts, and incorporate social and environmental safeguards.



Plastic Credits

Plastic Credits are issued to third party audited projects certified with Verra's Plastic Program. They finance projects that establish or scale up plastic waste collection and/or recycling infrastructure globally.

How Does Verra's Plastic Program Catalyze and Scale Plastic Waste Collection and Recycling?

Credible investment scales the impact of plastic waste collection and recycling projects.

Businesses purchase Plastic Credits to make credible investments in plastic waste management.

Verra certification gives businesses confidence that they are contributing to verifiable and traceable collection and recycling outcomes.

Verra sets the standard for collection and recycling projects.

Projects certified with Verra's Plastic Program reduce the amount of plastic waste that ends up in nature, remediate legacy waste, develop collection and recycling infrastructure, and support dignified livelihoods.



Compliance with Plastic Program requirements is assessed via third-party auditors.

Accredited auditors assess compliance with Verra's Plastic Program requirements and verify collection/recycling outcomes.

Verra issues Plastic Credits, which are transparently displayed on the Verra Registry.

Verra reviews the project documents, audits reports, and issues one Plastic Credit for each tonne collected/recycled above baseline rates.

Verra's Plastic Standard

Certifies the Most Impactful Projects



Global standard for measuring the impact of waste collection and recycling activities.



Projects certified with the Plastic Standard can issue Plastic Credits.



Globally
Applicable



Additional



Robust
Development &
Governance
Process



Third-party
Verified



Social and
Environmental
Safeguards

Plastic Credits

A Downstream Mechanism for High-Integrity Investments

Plastic Credits

1 Plastic Credit



**1 tonne of additional
plastic waste**

collected from nature and/or recycled

**Plastic Credits are an investment
mechanism that**

- Finance plastic waste collection and recycling activities globally
- Strengthen waste management through infrastructure development and expansion
- Complement upstream targets and actions
- Enable projects to improve livelihoods and workers' health and safety

Two Types of Plastic Credits

Waste Collection Credits (WCCs)



- ✓ Issued based on the amount of plastic waste collected and appropriately managed above what would have happened in the absence of a Plastic Program project
- ✓ By purchasing WCCs, organizations directly contribute to collecting plastic waste from nature and establishing systems to prevent further pollution

Waste Recycling Credits (WRCs)



- ✓ Issued based on the amount of plastic waste recycled above what would have happened in the absence of a Plastic Program project
- ✓ By purchasing WRCs, organizations help scale recycling infrastructure and generate recycled plastic feedstock that can replace virgin plastic

Value of Verra's Plastic Program

Increase Availability of Recycled Feedstock

“We have a target to double post-consumer recycled content, (PCR) in our plastic packaging by 2030. How can Plastic Program support with this goal?”

- Plastic Credits drive finance to projects that set-up or scale collection and recycling infrastructure needed to produce recycled feedstock
- Increased availability of recycled feedstock enables you to meet ambitious recycled content targets and drives down virgin plastic production

Invest in Verified Plastic Waste Management Projects

“We have been investing directly in collection and recycling activities in priority regions. Why should we use the Plastic Program?”

Supporting projects certified with Verra’s Plastic Program simplifies the process of making high-integrity investments in waste management. It:

- **Reduces the due diligence** efforts associated with vetting investments
- **Is less resource intensive**
- Allows you to **claim immediate impacts** through purchase of verified credits
- **Safeguards against operational and performance risks** associated with direct investments
- Enables **tracking of impacts** transparently in a public registry
- Provides an **established framework** to measure and compare the impact of your investments

Safeguard your Investment against Social Risks

*“We want to **identify and mitigate any social or reputational risks** associated with plastic waste management projects we support.”*

- Plastic Program projects must identify vulnerable stakeholders that may be impacted by the project
- Stakeholder consultation ensures these stakeholders are involved in the project’s design and implementation process
- Mandatory social safeguards support fair and equitable compensation and preventative health and safety practices for workers
- VVB audits assess the project’s conformance with program requirements over the project’s lifetime

Take Action Now

“Shouldn’t we wait for EPR regulations to take responsibility for our downstream plastic waste?”

A combination of voluntary and regulatory levers are required to achieve an **80% reduction in plastic leakage by 2040**

- Even with a regulation, EPR implementation can take years, while the environmental and reputational risks of plastic pollution persist
- The Plastic Program provides a pathway for immediate and continued voluntary action, while regional and global policies are being formulated
- The Plastic Program can help direct large scale investments into collection and recycling infrastructure to regions that need it the most

Advance Regional Priorities

“How can we use the Plastic Program in regions with EPR in consideration or in force?”

The Plastic Program can be leveraged both as a voluntary and a policy tool.

- In regions with EPR in consideration, continue to use Verra Plastic Credits as a mechanism to drive ongoing impact
- In regions with EPR in force, use Verra Plastic Credits to demonstrate your commitment over and beyond mandatory targets
- In regions where Plastic Credits are recognized as a pathway for meeting compliance, use Verra Plastic Credits to demonstrate commitment to high quality impact

Align with a Best in Class Program

“Why should we use the Plastic Program as opposed to other plastic crediting programs or mechanisms?”

- Independent program with publicly available standard and methodologies
- Robust development and governance process
- Verra is independent from project development and the sale of credits
- Transparent, public registry
- Alignment with ISEAL best practices
- Proven framework, used by projects across the world

Communication

Disclosure of Plastic Waste Management
Contributions

Responsible Communication with Plastic Credits

Engage

Communicate about plastic use, waste reduction, and waste management efforts and share best practices

Plastic Credits allow companies to credibly communicate about their investments in waste management, as part of their broader plastic stewardship strategy

In doing so, companies should always:

- Use clear and transparent language to convey the contributions made through their purchase of Plastic Credits
- Be specific and accurate about the projects they are supporting through Plastic Credits

Responsible Communication with Plastic Credits

Example of a Company Financing Plastic Action with Verra's Plastic Credits

We have implemented X, Y and Z activities to reduce the use of plastic upstream. In addition, we have purchased 400 Waste Collection Credits and 600 Waste Recycling Credits certified with Verra's Plastic Standard in 2023.

The purchase of these credits enabled the ABC Project [project ID] to collect 400 tonnes of plastic waste. Our investment in this project also supported the expansion of recycling infrastructure in the region by funding the recycling of an additional 600 tonnes of plastic waste. The associated Plastic Credits represent the verified collection and recycling of [list polymer types] during the period [insert vintage dates] and were retired on the Verra Registry on [retirement date].

Enhanced Credibility of Plastic Credit Investments

PROJECT SEARCH

ID

NAME

▶ PROJECT TYPE

▶ UNIT TYPE

▶ COUNTRY/AREA

▶ ADDITIONAL CERTIFICATION

ISSUANCE STATUS

-Select-

SERIAL NUMBER BLOCK START

SERIAL NUMBER BLOCK END

Search Clear Search

Name	Coun...	Project Type	Total Vintage Quant...	Quantity Issued	Serial Number
Conceptos Plásticos - The WaY Cote d'Ivoire	Cote D'Ivoire	Plastic Waste Collection	227	103	15634-891-993-PWRP-WCC-4196-VER-CI-3113-16062020-24022022-FLEX-EOL9-0
Conceptos Plásticos - The WaY Cote d'Ivoire	Cote D'Ivoire	Plastic Waste Collection	227	124	15633-767-890-PWRP-WCC-4196-VER-CI-3113-16062020-24022022-RIGID-EOL9-0
Far North Queensland Farm Plastics Project	Australia	Plastic Waste Collection	32	32	15118-735-766-PWRP-WCC-1403-VER-AU-2718-30082019-29082020-FLEX-EOL7-0
Second Life Thailand: Ocean-Bound & Land Plastic Recovery, Recycling and Reuse	Thailand	Plastic Waste Collection; Plastic Waste Recycling	59	11	12713-724-734-PWRP-WRC-4196-VER-TH-2513-02012020-31122020-OTHER-EOL2-0

1 - 26 of 26 items

All Verra Plastic Credits have a unique serial number that contains detail about the specific project activity.

Enhanced Credibility of Plastic Credit Purchases

VERRA Standards for a Sustainable Future

NEWS PUBLIC REPORT OPEN AN ACCOUNT LOGIN

PROJECT SEARCH

ID:

NAME:

PROJECT TYPE: Plastic Waste Collection, Plastic Waste Recycling

UNIT TYPE:

COUNTRY/AREA:

ADDITIONAL CERTIFICATION:

ISSUANCE STATUS: -Select-

SERIAL NUMBER BLOCK START:

Search Clear Search

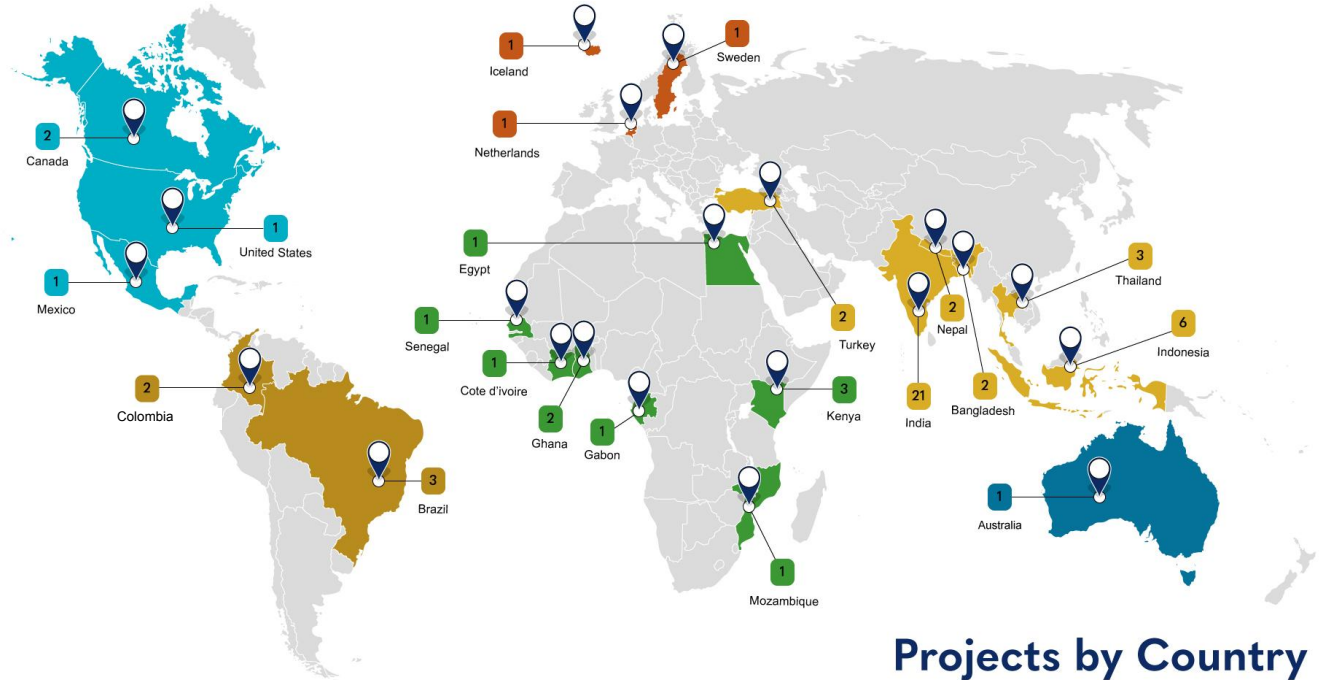
Quantity Issued	Serial Number	Retirement/Cancellation Date	Retirement Beneficiary	Retirement Reason	Retirement Detail
30	12709-143-172-PWRP-WCC-4196-VER-TH-2513-02012020-31122020-RIGID-EOL2,EOL6,EOL7-0	21/11/2023	Escape travel	Environmental Benefit	Escape travel
11	12709-132-142-PWRP-WCC-4196-VER-TH-2513-02012020-31122020-RIGID-EOL2,EOL6,EOL7-0	20/09/2023	Bentley Motors	Environmental Benefit	Retired on behalf of Bentley Motors Ltd - 2022
30	12709-102-131-PWRP-WCC-4196-VER-TH-2513-02012020-31122020-RIGID-EOL2,EOL6,EOL7-0				
139	12709-191-329-PWRP-WCC-4196-VER-TH-2513-02012020-31122020-RIGID-				

- Retirement certificates provide evidence for communications
- Companies know the exact tonnage of verified material that has been collected and/or recycled as a result of their financing

Plastic Program Projects

Plastic Program Projects at a Glance

Program Launched In	Feb 2021
Total Listed Projects	50+
Total Registered Projects	6



Data as of Feb 22 2024

Expanding Local Capacities and Infrastructure Development

Location: Senegal

Project Activities:

- Abates proliferation of plastic waste in streets, public places, and marine ecosystems
- Recycle plastic into chips, which replaces virgin plastic in regional manufacturing
- Creates household level plastic waste separation system

Collected **3,171** tonnes of plastic waste

Recycled **4,296** tonnes of plastic waste



Image courtesy of Deekali Plastic Waste Recovery West Africa



Image courtesy of Deekali Plastic Waste Recovery West Africa

Empowering Female Waste Pickers & Building Local Schools with Reprocessed Plastic Waste



Location: Cote d'Ivoire

Project Activities:

- Works with female waste pickers to collect plastic waste from the local community
- Produces plastic bricks to build schools as part of UNICEF's school-building initiative
- Develops and implements health and safety programs to prevent hazards and reduce risks associated with collecting plastic waste
- Pays above the regionally prevailing industry wage, creating reliable income opportunities for waste pickers

Collected 227 tonnes of plastic waste

Collection of Agricultural Waste from Banana Farms

Location: Australia

Project Activities:

- Collects agricultural waste from farmers, reducing the instances of burying, burning or leaving the plastic waste to enter the Great Barrier Reef or surrounding waterways
- Delivers the collected agricultural waste to mechanical recyclers or landfills

32 tonnes plastic waste collected



Image courtesy of Far North Queensland Farm Plastic Project

Collection and Recycling of Plastic Waste on Hard-to-Reach Islands



Location: Thailand

Project Activities:

- Pays a premium to collect plastic waste from hard-to-reach islands
- Funds the sorting of collected fishing nets to be recycled
- Provides training, transportation, and PPE for collectors/recyclers
- Invests in regional initiatives to boost the recycling of materials

3,876 tonnes plastic waste collected

306 tonnes of plastic waste recycled

The Cost of Waiting

- Today, only **71% of plastic produced is formally collected**, and less than 15 per cent is actually recycled.
- Without action, the **annual flow of plastic into the ocean will nearly triple** by 2040, to 29 million metric tons per year
- Delaying implementation of the system interventions from 2020 to 2025 would add an **additional 80 million metric tons of plastic to the ocean.**



Taking Action

- **Review the Plastic Program projects on the Verra Registry** to assess which align with your investment priorities (e.g., region, type of materials managed, impacts on local communities)
- **Connect with projects**, either directly or through market intermediaries, to discuss current and future investment needs and opportunities
- **Reach out to the Plastic Footprint Network (PFN)** to learn more about their work and the opportunity to **pilot an integrated approach to plastic stewardship**

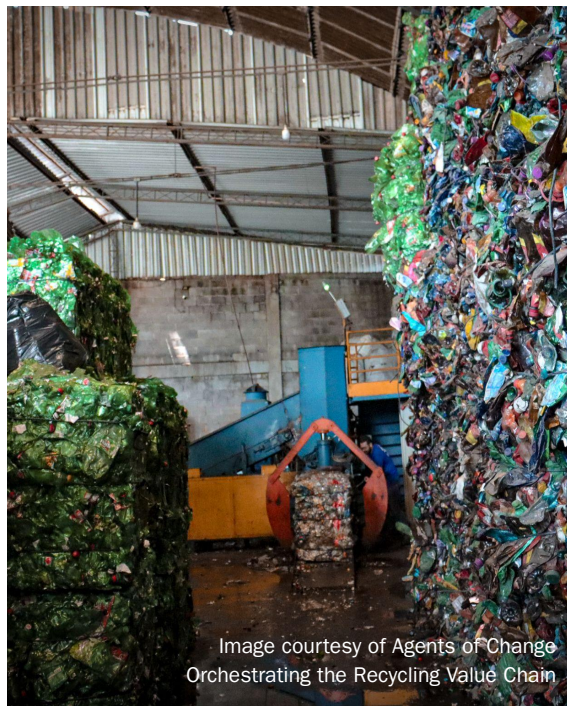


Image courtesy of Agents of Change
Orchestrating the Recycling Value Chain

Questions?

Please submit any questions through the Q&A function below

Contact Details



To enquire about [Verra's Plastic Program](#),
email PlasticStandard@verra.org

To view Plastic Credits and projects
registered with Verra's Plastic Program, visit
the [Verra Registry](#).



Appendix

Price of Plastic Credits

Verra does not track the prices of Plastic Credits.

We expect the price to vary based on many factors, such as:

- Location of the project
- End destinations of the plastic waste
- Material type and format
- Project activity
- Social impact of the project

Ultimately, the price will be determined by the market.



Image courtesy of The VeryNile Project