A Closer Look into the New Plastic Stewardship Initiative

Guidelines for Corporate Plastic Stewardship & the Plastic Waste Reduction Standard

25 February 2021
Webinar overview

- Introduction to Verra & the 3R Initiative
- Guidelines for Corporate Plastic Stewardship
- Plastic Waste Reduction Standard
- Q & A
Verra & the 3R Initiative
Verra organizational overview

- Non-profit organization founded in 2007
- Headquartered in Washington, DC; staff in US, Colombia, Peru, Chile, Canada and Spain

- Key strengths
  - Project experience (>1600 projects registered; 25 project types in more than 70 countries)
  - Convening diverse range of stakeholders, developing workable frameworks → drive finance to high-performing projects/policies/actions
Objective: Catalyze corporate leadership to reduce plastic waste through internal and supply chain actions and by supporting collection and/or recycling projects to mitigate plastic waste that a company cannot address directly.

Secretariat: BV RIO, VERRA

Steering Committee: Conservation International, Danone, Lloyd’s Register, McKinsey.org, Nestle, South Pole, Systemiq, Tetra Pak, Veolia
Why the *Guidelines*?

- Have a framework for corporate footprinting & action
- Establish credible plastic waste reduction leadership commitments
The plastic stewardship journey

- Account
- Identify leadership opportunities & actions
- Perform mitigation activities
- Invest beyond the value chain
- Report your performance
- Communicate a claim

Year X

Year X+1
Guidelines structure

Total footprint + Mitigation activities = Leadership commitment(s)

- Account
- Perform mitigation activities
- Invest beyond the value chain
- Identify leadership opportunities & actions
Measuring plastic pollution

Mandatory

Optional

Future
Plastic mitigation hierarchy

Actions within value chain

Redesign for reduction, reuse & recycling

Increase recycled content of products

Increase collection & recycling

Increase collection

Beyond value chain investments

Increased collection & recycling activities through direct company investment, extended producer responsibility schemes and/or plastic credit projects

Increased collection activities through direct company investment, extended producer responsibility schemes and/or plastic credit projects
Setting your targets

Total footprint + Mitigation activities = Leadership commitment(s)

Net zero plastic leakage
Net 100% recycled at end-of-life
Net circular plastic
The Guidelines are publically available!

- [Link to the Guidelines](#)
- For further information, feel free to reach out to [South Pole](#) and [Quantis](#)
Plastic Waste Reduction Standard (Plastic Standard)
Objective & benefits of the Plastic Standard

Support and scale-up activities that increase plastic waste recycling and/or collection from the environment

- Enables robust impact assessment and comparable and transparent reporting
- Addresses social risk
- Facilitates project portfolio investment decision-making and prioritization
- Drives increased availability of recycled plastic feedstocks
- Supports corporate plastic use and waste commitments and claims
- Catalyzes investment in high-impact projects
Waste Collection and Recycling Crediting

Material in nature/probable loss to nature

- Waste collection from environment
- Open ocean cleanup
- Material collection infrastructure

Material diverted or removed from nature
Waste recycled, reused or securely disposed of (e.g. in managed landfill)

- Waste picker collection from landfill
- Material sorting (e.g. MRF)
- Mechanical recycling
- Chemical recycling

Material recycled
Waste reprocessed into a product, a component incorporated into a product, or a secondary raw material

Collection projects that go on to recycle the recovered materials could generate both types of credits

Waste Collection Credit + EPRs, PROs & Waste Reduction

"Net Zero Plastic Leakage" or similar claim

Waste Recycling Credit + Product Design/Delivery Improvements

"Net 100% Recycled at End-of-Life" or similar claim
Quality assurance principles

Plastic waste collected or recycled under the Plastic Program and issued as Plastic Credits must be:

- Real
- Measurable
- Additional
- Independently Audited
- Uniquely Numbered
- Transparently Listed
- Conservatively Estimated

VERRA
## Governance & development

**Plastic Standard Development Committee (PSDC)**
- Guided development, pre-approve v1.0 of the *Plastic Standard*

**Assessment Working Group**
- Supported development of assessment reqs

**Methodology Developer(s)**
- Developed initial methodologies

**Plastic Standard Technical Advisors**
- Supported specific elements of standard development on an ad hoc basis

**Verra Board**
- Two Board members on the PSDC; approved v1.0 of *Plastic Standard*
The Plastic Program
Plastic Program methodologies

Plastic Waste Reduction Program Methodology

PWRM0001

PLASTIC WASTE COLLECTION METHODOLOGY

Version 1.0
10 February 2021

Plastic Waste Reduction Program Methodology

PWRM0002

PLASTIC WASTE MECHANICAL RECYCLING METHODOLOGY

Version 1.0
10 February 2021
24 projects piloted the Plastic Standard

- Focused on data collection & document development
- Tested project document templates
- Provided feedback on relevance and feasibility of rules & requirements
Rethinking Recycling in Bali

So Desa Kedas means "clean desa" or "clean village."
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