

# INVEST IN A FUTURE FREE FROM PLASTIC WASTE

## Purchase Plastic Credits to Complement Your Plastic Stewardship Goals

Despite a growing number of corporate pledges and commitments, the production of virgin plastic is increasing, while collection and recycling remain critically low and vulnerable communities are disproportionately burdened by waste.

We all want to see a future free of plastic waste. It will require businesses to employ an integrated plastic waste management and stewardship strategy, using multiple tools both upstream and downstream in the plastic value chain.

Companies have not been able to meet their plastic stewardship targets and commitments, as there is limited availability of recycled feedstock and no clear pathway to direct finance to plastic waste management projects.

Through Plastic Credits issued by **Verra's Plastic Waste Reduction Program (Plastic Program)**, companies can invest in projects collecting and recycling additional plastic waste to address the downstream factors that contribute to plastic pollution.

### Purchasing Plastic Credits from Verra-certified projects supports businesses' plastic stewardship strategies and goals by enabling the following:



Scaling downstream **plastic waste collection systems and recycling infrastructure** needed to recover and recirculate plastic within the supply chain



Generating the recycled plastic needed to meet ambitious **recycled content targets**



Providing a **credible, third-party verified** way to meet plastic waste collection and/or recycling targets



Simplifying the process of making **high-integrity investments** in waste management



Offering a mechanism that enables **uniform and transparent impact** and contribution reporting



Directing finance to activities that **improve livelihoods** across the waste management sector



**ONE  
PLASTIC  
CREDIT**



**ONE TONNE OF  
PLASTIC WASTE  
COLLECTED  
OR RECYCLED**  
above baseline rates.

There are **two types of Plastic Credits** that allow buyers to make specific investments into infrastructure relevant to their targets and goals:



**WASTE COLLECTION CREDITS (WCCS)**

are based on the volume of plastic waste collected and appropriately managed above what would have happened in the absence of a Plastic Program project.



**WASTE RECYCLING CREDITS (WRCS)**

are based on the volume of plastic waste recycled above what would have happened in the absence of a Plastic Program project.

**Plastic Credits complement upstream plastic reduction initiatives needed to support the transition to a circular economy.** A company’s integrated plastic waste management strategy could include the following steps:

**1 MEASURE**

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

This is the foundation of plastic stewardship.

**2 REDUCE (UPSTREAM)**

**Reduce or eliminate** unnecessary plastic.  
**Redesign** for reuse and recycling.  
**Increase** recycled content.

**MANAGE (DOWNSTREAM)**

**Finance** plastic waste collection and recycling infrastructure to increase the likelihood that plastic remaining in the value chain will be managed appropriately.

**3 ENGAGE**

**Communicate** about waste management efforts and share best practices.



**VIEW PLASTIC CREDITS AND PROJECTS**  
registered with Verra’s Plastic Program at [registry.verra.org](https://registry.verra.org)



**SCAN TO LEARN MORE**  
about Verra’s Plastic Program or go to [verra.org/programs/plastic-waste-reduction-standard](https://verra.org/programs/plastic-waste-reduction-standard)