

The Global Commitment 2024 Progress Report



CONTENTS

●	Introduction	3
●	Spotlight on impact	4
●	Perspective on progress	5
●	Ambition drives action	8
●	Key progress metrics	10
●	Top FMCG performance	15
●	Government progress	17
●	Collective efforts on pivotal hurdles	18
●	About this report	23
●	Transparency	24
●	Explore the data	25
●	Appendix	26
●	Endnotes	28



INTRODUCTION

INTRODUCTION

SPOTLIGHT ON IMPACT

PERSPECTIVE ON PROGRESS

AMBITION DRIVES ACTION

KEY PROGRESS METRICS

TOP FMCG PERFORMANCE

GOVERNMENT PROGRESS

COLLECTIVE EFFORTS ON PIVOTAL HURDLES

ABOUT THIS REPORT

TRANSPARENCY

EXPLORE THE DATA

APPENDIX

ENDNOTES

Over 1,000 organisations from across the world, including businesses representing 20% of all plastic packaging produced globally and over 50 government signatories, have mobilised behind the Global Commitment’s common vision of a circular economy for plastic, in which it never becomes waste. Signatories set ambitious 2025 targets to help realise that common vision. This sixth annual progress report looks at how the signatories are faring against these targets and key lessons learned along the way. Three major insights emerge:



1

The collective ambition of the Global Commitment signatories has driven substantial progress.



2

The job is far from done. Plastic pollution is still growing and demands bold action.



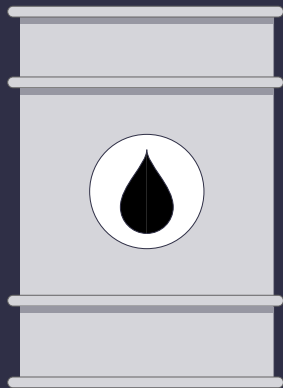
3

The road ahead is clear: binding global policy and accelerated business action are both essential to get the job done.

SPOTLIGHT ON IMPACT: GLOBAL COMMITMENT SIGNATORIES HAVE SHOWN PROGRESS IS POSSIBLE

Thanks to their efforts as part of the Global Commitment, business signatories have had substantial, collective material and climate impact, by:

Keeping
1 barrel
of oil in the
ground every
2 seconds



Avoiding
3.4
million tonnes
of CO₂ per year,
equivalent to eliminating
the carbon emissions of a
city of **750,000** people

Avoiding
9.6
million tonnes
of virgin plastic
since 2018, equivalent
to **1 trillion*** single-use
plastic bags



*Calculation based on a plastic bag weighing 8 g

INTRODUCTION

SPOTLIGHT
ON IMPACT

PERSPECTIVE
ON PROGRESS

AMBITION
DRIVES ACTION

KEY PROGRESS
METRICS

TOP FMCG
PERFORMANCE

GOVERNMENT
PROGRESS

COLLECTIVE
EFFORTS ON
PIVOTAL HURDLES

ABOUT
THIS REPORT

TRANSPARENCY

EXPLORE
THE DATA

APPENDIX

ENDNOTES

PERSPECTIVE ON PROGRESS

In this section, the Ellen MacArthur Foundation and UNEP offer a perspective on the progress seen over the reporting period.

1 The collective ambition of the Global Commitment signatories has driven substantial progress.

Over the six years since the Global Commitment launched, signatories have significantly outperformed their peers in tackling plastic waste. This shows that substantial change is possible and that businesses who haven't signed up can do, on average, much more than they are doing today.

- Business signatories have outperformed the market in all key progress metrics where comparable data exist, for example:
 - Brand and retail signatories have reduced their virgin plastics use by 3% since 2018,^{1,2} while the plastic packaging market as a whole has increased virgin plastic use by 8% over that same time period.³
 - Signatories have significantly reduced their use of some packaging items and materials commonly identified as problematic or unnecessary. Since 2020, the top quartile of brand and retail signatories have completely eliminated their use of polyvinyl chloride (PVC) and expanded polystyrene (EPS)/extruded polystyrene (XPS) in business-to-consumer packaging for FMCGs,⁴ compared with a global market 6% increase and 4% reduction respectively.
 - Brand and retail signatories almost tripled the share of post-consumer recycled (PCR) content in their plastic packaging, increasing it by 9 percentage points to 14% in 2023, compared to a 1 percentage point increase for the market as a whole.
- Global Commitment business signatories' strong collective growth in recycled plastics use, by nearly 2 million tonnes per annum, combined with keeping the overall growth in plastic packaging use below market average, has resulted in avoiding 3.2 million

tonnes of virgin plastics production in 2023 — equivalent to more than the UK's annual plastic packaging use. The total cumulative impact since 2018 is 9.6 million tonnes of virgin plastics production avoided compared to business as usual.

- The Global Commitment business signatories have collectively had a substantial impact on fossil fuel consumption and climate. The increase in recycled content alone keeps one barrel of oil in the ground every two seconds, or more than 23 million barrels of oil a year.⁵ It also avoids 3.4 million tonnes of CO₂ per year — equivalent to eliminating the carbon emissions of a city of nearly 750,000 people.⁶
- Government signatories have also driven progress by introducing mandatory targets, such as those intended to stimulate the demand for recycled plastics, and implementing bans on problematic items. They have also increased the volumes of plastic collected, sorted, and recycled by investing in infrastructure, by promoting collection, sorting, and reuse and/or recycling schemes (e.g. deposit return schemes), and by establishing or revising Extended Producer Responsibility (EPR) schemes.

The Global Commitment has provided unprecedented transparency on plastic usage and progress towards targets.

- The Global Commitment's framework has provided standardised metrics and definitions across the plastic packaging industry, as well as formalised annual reporting. These have enabled both greater progress on effective solutions and a fuller understanding of the hurdles to scaling those solutions.

- The Global Commitment is the largest-scale initiative of its kind. Businesses representing around 20% of all plastic packaging produced globally have signed up and have now been reporting annually for six years. Over that time, signatories' data systems have continued to improve and as signatories' data quality gets better, reporting accuracy continues to improve.
- The reach of the Global Commitment goes far beyond its signatories, with its metrics and definitions being deployed, for example, to thousands of organisations in CDP's plastic packaging disclosure. The Global Commitment also laid key foundations for the [Business Coalition for a Global Plastics Treaty](#) and 13 national and regional Plastics Pacts are working towards the same vision and aligned targets.

This year's data⁷ shows continued progress by signatories on virgin plastic production, PCR content, and recyclability.

- Signatories decreased their total and virgin plastic packaging weight, with the virgin weight decrease being the greatest yearly reduction since 2018.
- For the sixth consecutive year, signatories continued to increase their use of PCR content.
- Between 2022 and 2023, signatories' recyclability in practice and at scale went up 4 percentage points, mostly because the packaging category 'PP other rigid' (pots, tubes, cups, etc.) is now recognised as recyclable.⁸ There is sufficient evidence that recycling rates have grown for this packaging type in multiple regions.

INTRODUCTION

SPOTLIGHT
ON IMPACTPERSPECTIVE
ON PROGRESSAMBITION
DRIVES ACTIONKEY PROGRESS
METRICSTOP FMCG
PERFORMANCEGOVERNMENT
PROGRESSCOLLECTIVE
EFFORTS ON
PIVOTAL HURDLESABOUT
THIS REPORT

TRANSPARENCY

EXPLORE
THE DATA

APPENDIX

ENDNOTES

INTRODUCTION

SPOTLIGHT
ON IMPACTPERSPECTIVE
ON PROGRESSAMBITION
DRIVES ACTIONKEY PROGRESS
METRICSTOP FMCG
PERFORMANCEGOVERNMENT
PROGRESSCOLLECTIVE
EFFORTS ON
PIVOTAL HURDLESABOUT
THIS REPORT

TRANSPARENCY

EXPLORE
THE DATA

APPENDIX

ENDNOTES

2 The job is far from done. Plastic pollution is still growing and demands bold action.

With a large part of the plastic packaging industry not yet taking action, and signatories likely to miss key 2025 targets, the world is off track to eliminate plastic waste and pollution.

- There are now more single-use plastics than ever before. The vast majority of plastic is fossil-fuel derived, and greenhouse gas emissions from plastic production are expected to more than double by 2060.⁹
- Currently, 80% of the global plastic packaging market is not covered by the Global Commitment and performing, on average, much worse than the 20% which are participating.
- Just as it is important to acknowledge the progress made in the Global Commitment, it is important to acknowledge that its signatories will not realise all of their ambitions by 2025.
- Achieving 100% reusable, recyclable, or compostable plastic packaging has proved particularly challenging, requiring the most collaboration across the value chain.
- While a third of signatories are already on track to achieve their virgin plastic reduction target, accelerating virgin plastic reduction for the whole group will require complementing a continued increase in PCR content with an extensive reduction in total plastic packaging use.
- Some companies have already adjusted their targets based on actual progress, such as extending the ambition to reach 100% recyclable to 2030 instead of 2025, reflecting the difficulties in tackling key hurdles. This report reflects the 2025 targets that businesses signed up to as part of the Global Commitment. The key hurdles are discussed in the following section.

Data and learnings from the last six years show where more collective action is needed.

- The transparency and structure the Global Commitment created points to three main, pivotal hurdles standing in the way of further progress: (1) scaling reuse, (2) flexible plastic packaging in high-leakage countries, and (3) lack of infrastructure to collect and circulate packaging.
- A combination of bold business and government action will be needed to overcome these hurdles.
- Businesses can drive progress on overcoming each hurdle:



Reuse – Businesses should scale refill solutions and concentrate products, collaborate at scale on return models, and advocate for reuse policy in the key markets in which they operate;



Flexible packaging – Businesses should continue exploring alternative solutions for flexible plastic packaging in high-leakage markets where feasible, innovate where viable alternative solutions do not yet exist, and partner with governments and other stakeholders to ensure the flexible packaging that is still used is collected and circulated;



Infrastructure – Businesses should support and accelerate infrastructure improvements by, for example, actively advocating for well-designed, mandatory, and fee-based EPR schemes, and do so consistently across geographies, including at the international level through the [Business Coalition for a Global Plastics Treaty](#).

- Alongside business action, strong policy measures will be crucial to tackling these three key hurdles.



Reuse – Policies such as timebound, sectorial reuse targets; harmonised reuse definitions, metrics, and standards; measures to facilitate the development of shared infrastructure; and economic measures that incentivise reuse (e.g. EPR, taxes, subsidies) can play a major role in mobilising this transition.



Flexible packaging – The lack of alignment on which of the potential solutions — alternative delivery models, material substitution, recycling — will be accepted across the industry and in policy, is a key hurdle for making the major investments these solutions require. Policymakers can provide direction and supporting conditions. They can clarify what outcomes will be incentivised and how the enabling systems for those solutions will be developed together with industry.



Infrastructure – EPR remains a particularly high-priority policy measure around the world. It is crucial for EPR schemes to be well-designed and inclusive. Governments can also implement measures to incentivise or mandate better design (including reduction, reuse, and recycling); measures to mobilise financing and investments in waste management infrastructure; and set targets and standards for the collection, sorting, reuse, and recycling of all packaging.

INTRODUCTION

SPOTLIGHT
ON IMPACTPERSPECTIVE
ON PROGRESSAMBITION
DRIVES ACTIONKEY PROGRESS
METRICSTOP FMCG
PERFORMANCEGOVERNMENT
PROGRESSCOLLECTIVE
EFFORTS ON
PIVOTAL HURDLESABOUT
THIS REPORT

TRANSPARENCY

EXPLORE
THE DATA

APPENDIX

ENDNOTES

3 The road ahead is clear: binding global policy and accelerated business action are both essential to get the job done.

Global policy is necessary: with 80% of the global plastic packaging market not covered by the Global Commitment and performing, on average, much worse than the 20% who are participating, global policy is crucial to move 100% of the market towards solutions.

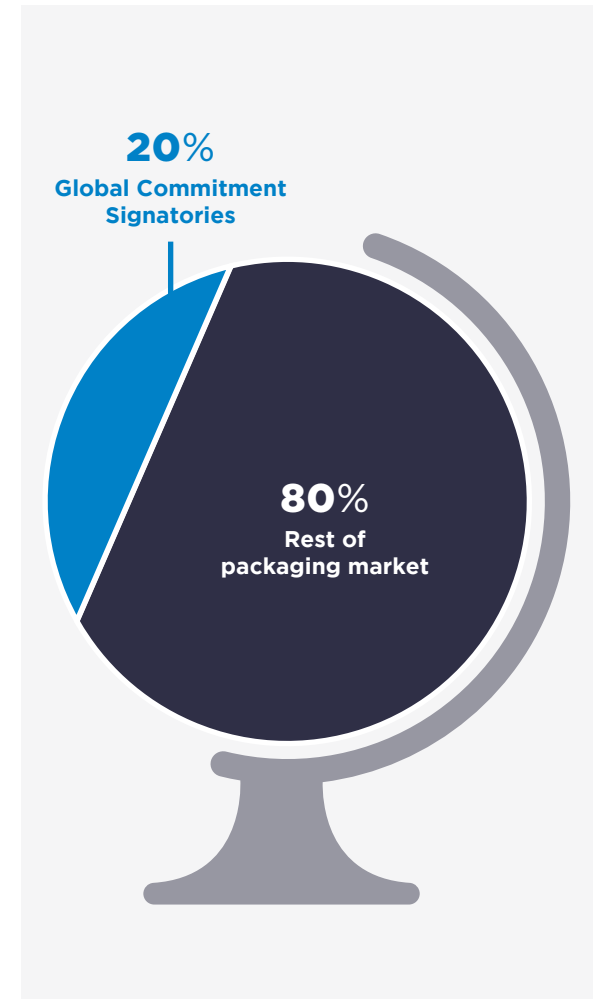
- Over the past six years, Global Commitment business signatories have made real progress, despite not meeting all the targets. If the entire plastic packaging market had followed the example of the signatory group with regards to virgin plastic reduction, virgin plastic production would be 10%,¹⁰ or 35 million tonnes, lower than it is today.
- Global policy can create conditions to help the leading 20% overcome the key hurdles to meeting their targets while simultaneously moving towards industry-wide participation, allowing proven solutions to scale much faster.

The international, legally binding instrument on plastic pollution currently being negotiated presents a once-in-a-generation opportunity to address plastic pollution at a global level.

- By putting in place global rules and measures, the international, legally binding instrument can ensure that all countries act in concert to unlock circular economy solutions and tackle plastic waste and pollution.
- Scaling reuse, tackling flexible plastic packaging waste, and establishing infrastructure require a globally coordinated approach to create the system and market conditions for value chain cooperation, infrastructure harmonisation, and economic viability.

The fastest way forward is through an ‘ambition loop’ in which government policy and business action mutually reinforce each other.

- Regulation will not solve everything, given the highly complex nature of plastic and packaging waste. Voluntary business action will continue to play a crucial role in innovating, showing what’s possible, and creating demand for solutions. Waiting for regulation cannot be an excuse for inaction — and companies leading the way will reap the rewards. Equally, businesses can play an active role in advocating for regulation that will enable change.
- We have learnt from the last six years that a concerted effort like the Global Commitment can help catalyse the ambition loop needed to tackle plastic waste and pollution.
- Looking ahead, the Global Commitment will continue to serve as a key force in driving voluntary action and openly sharing both successes and obstacles with the world to inform and complement the global policy.



AMBITION DRIVES ACTION

The latest data reinforces the knowledge that setting ambitious targets can drive accelerated action. Figure 1 shows signatory companies working towards robust goals have outperformed the rest of the market. Figure 2 shows the same holds true in the US Food and Beverage sector, with Global Commitment signatories achieving greater progress in reduction and recycling than non-signatories.

FIGURE 1

Global Commitment business signatories, and particularly the top quartile, have outperformed the market across nearly all target areas where comparable data exists, even if not all targets will be met

Target areas (brands and retailers)	2023			2025
	Global Market ¹	Global Commitment signatories ²	Top quartile Global Commitment signatories ^{2,3}	Global Commitment target ¹⁰
Virgin plastic use (% change by weight vs 2018)	↑ +8%	↓ -3%	↓ -27%	↓ -18%
Items commonly identified as problematic and unnecessary⁴ (% change by weight vs 2020)				
> EPS/XPS ^{5,6} (B2C packaging for FMCG)	↓ -4%	↓ -29%	↓ -100%	↓ -100%
> PVC ⁶	↑ +6%	↓ -1%	↓ -100%	↓ -100%
Reuse (change vs 2018)	Roughly flat	Roughly flat	Minor increase	Increase
Reusable, Recyclable, or Compostable⁷ (percentage point change vs 2018)	n/a ⁸	↑ +7pp	↑ +23pp	↑ +37pp (to 100%)
Post-consumer recycled content (percentage point change vs 2018)	↑ +1pp	↑ +9pp	↑ +21pp	↑ +21pp (to 26%)
Production of recycled plastics (in % increase vs 2018)	↑ +16% ⁹	↑ +74%	↑ +136%	↑ +290%

1 Source: WoodMacKenzie market data

2 Based on the weighted average of Global Commitment Brand and Retail signatories reporting all years of analysis

3 Quartiles selected by greatest percentage change or percentage point change (where applicable)

4 These are items and materials that a significant number of Global Commitment signatories have identified as problematic or unnecessary

5 This category includes EPS and XPS such as for takeaway and retail food packaging as well as packaging peanuts. EPS for transport packaging has been excluded from this analysis.

6 Numbers evolved with those published in 2023 'Five Years In' report because of the inclusion of six signatories who did not report item in 2020 but subsequently reported it as part of their portfolio and with sufficient historical data

7 Metric is significantly influenced by portfolio composition and sector

8 The Global Commitment developed its own definition of 'recyclability', demanding 'recyclability in practice and at scale'. Therefore no comparable market data is available. While there are indications the signatory group might be outperforming the market (e.g. signatories' substantial investments in technical recyclability and outperformance on the elimination of non-recyclable items such as PVC), there is no robust data available to validate this.

9 Numbers evolved from those published in 2023 'Five Years In' report due to updated data source from WoodMacKenzie

10 Calculated based on the weighted average of the signatories' individual targets

INTRODUCTION

SPOTLIGHT
ON IMPACTPERSPECTIVE
ON PROGRESSAMBITION
DRIVES ACTIONKEY PROGRESS
METRICSTOP FMCG
PERFORMANCEGOVERNMENT
PROGRESSCOLLECTIVE
EFFORTS ON
PIVOTAL HURDLESABOUT
THIS REPORT

TRANSPARENCY

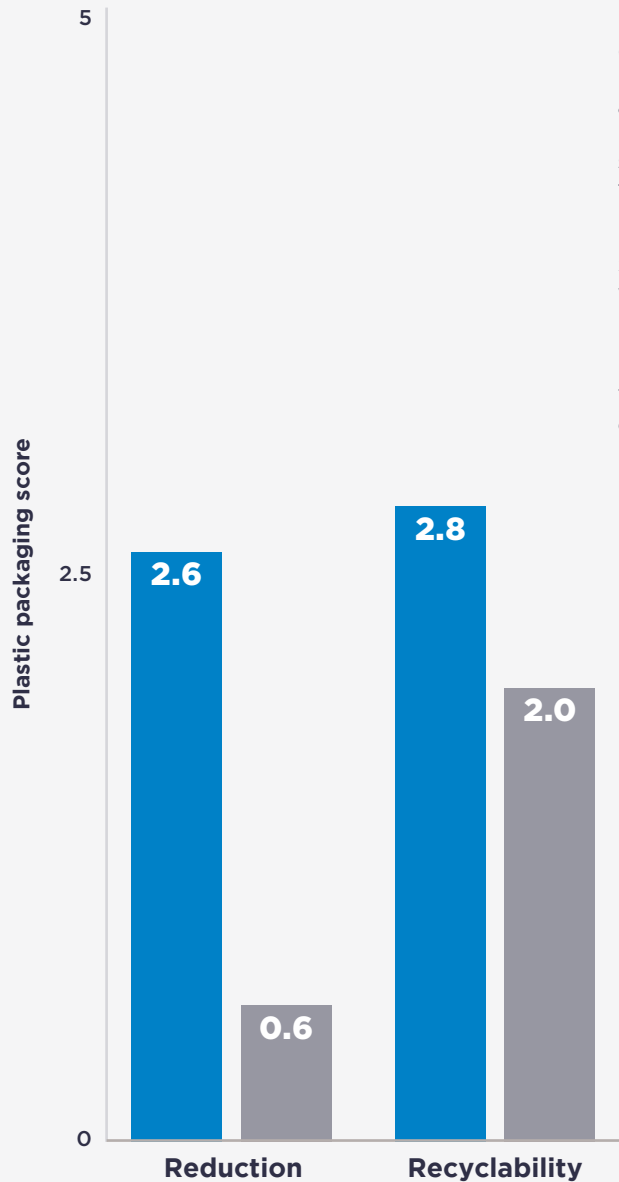
EXPLORE
THE DATA

APPENDIX

ENDNOTES

FIGURE 2
As You Sow plastic packaging scores US Food and Beverage

■ Global Commitment signatories ■ Non-Global Commitment signatories



Global Commitment Food and Beverage business signatories headquartered in the US are achieving greater progress in virgin plastic packaging reduction and recycling than non-signatories, further demonstrating ambitious targets drive action.

Figure 2 is derived from the data in the As You Sow’s 2024 Plastic Promises Scorecard report,¹¹ which, in partnership with Ubuntu, analysed US headquartered companies’ performance on plastic packaging from publicly available data.

The Plastic Promises Scorecard measures corporate ambition and action on plastic packaging and combines into an overall plastic packaging score.

INTRODUCTION

SPOTLIGHT ON IMPACT

PERSPECTIVE ON PROGRESS

AMBITION DRIVES ACTION

KEY PROGRESS METRICS

TOP FMCG PERFORMANCE

GOVERNMENT PROGRESS

COLLECTIVE EFFORTS ON PIVOTAL HURDLES

ABOUT THIS REPORT

TRANSPARENCY

EXPLORE THE DATA

APPENDIX

ENDNOTES

KEY PROGRESS METRICS

1 Decrease the use of virgin plastic in packaging

As of 2021, brand and retail signatories have set targets to reduce plastic or virgin plastic use in packaging

FIGURE 3*
Weight of brand and retail signatories' virgin plastic packaging in million metric tonnes (MMT)**

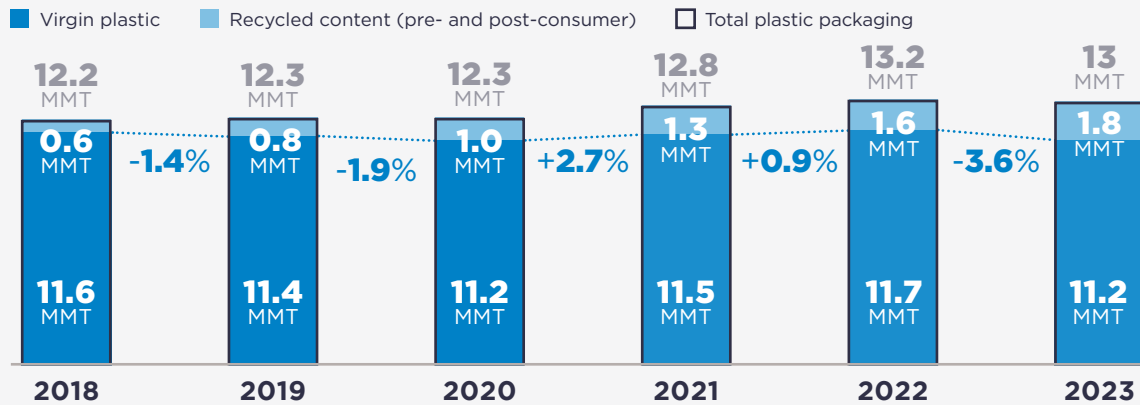
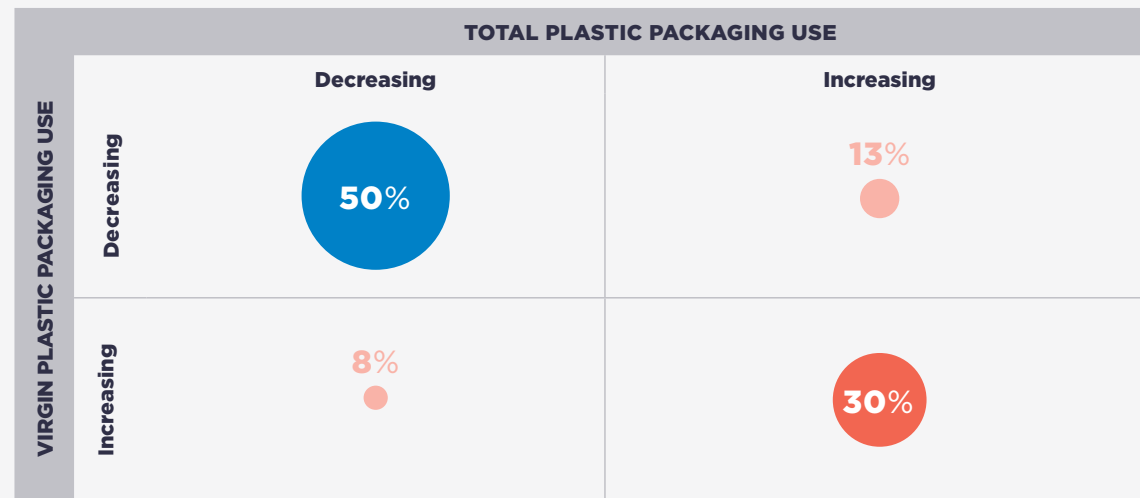


FIGURE 4*
Percentage and number of brand and retail signatories in each category



- **Brand and retail signatories' virgin plastic use decreased more notably than in other years (4% between 2023 and 2022), driven by a continued increase in PCR and a decrease in total plastic used due to market conditions.** Virgin plastic packaging demand decreased globally by 3% in 2023, driven by inflation and compounded by overstocking in 2022.¹²
- Collectively, brand and retail signatories have reduced their virgin plastics use since 2018 by 3%, performing better than the plastic packaging market as a whole, which has increased virgin plastic use by 8% over that same time.¹³
- Although brand and retail signatories' total plastic packaging use has decreased this year, it has increased since 2018 by 7%. PCR remains the key driver of virgin plastic packaging reduction.
- The majority of brand, retail, and packaging producer signatories (60%) reduced their virgin plastic use between 2018 and 2023, but only 32% of signatories with a virgin plastic reduction target have either achieved or are on track to meet their target. While significant progress has been made, accelerating virgin plastic reduction will require complementing a continued increase in PCR content with an extensive reduction in total plastic packaging use.

*The values in the visuals are rounded to a single decimal point or unit. As a result, the sum of the shares may not always match the total values shown.
**Every year, signatories have the option to update their previous years' data. Reasons for updating include acquisitions, divestments, and improving data quality. This can result in variation in data published in each annual progress report.

- INTRODUCTION
- SPOTLIGHT ON IMPACT
- PERSPECTIVE ON PROGRESS
- AMBITION DRIVES ACTION
- KEY PROGRESS METRICS**
- TOP FMCG PERFORMANCE
- GOVERNMENT PROGRESS
- COLLECTIVE EFFORTS ON PIVOTAL HURDLES
- ABOUT THIS REPORT
- TRANSPARENCY
- EXPLORE THE DATA
- APPENDIX
- ENDNOTES

2 Increase the share of post-consumer recycled content target across all plastic packaging used

Plastics producer, packaging producer, brand, and retail signatories set PCR content targets ranging from 2% to 100%

FIGURE 5* **Percentage (of total weight) of PCR content in brand and retail signatories' plastic packaging**

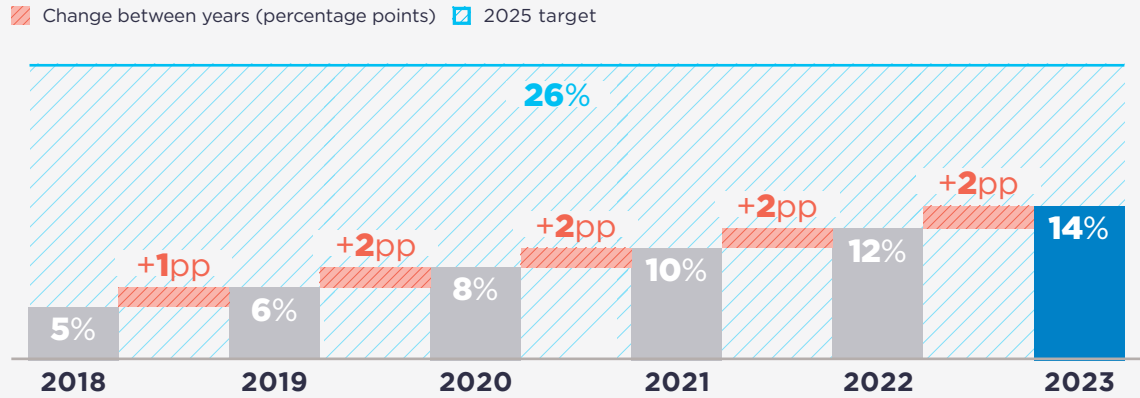
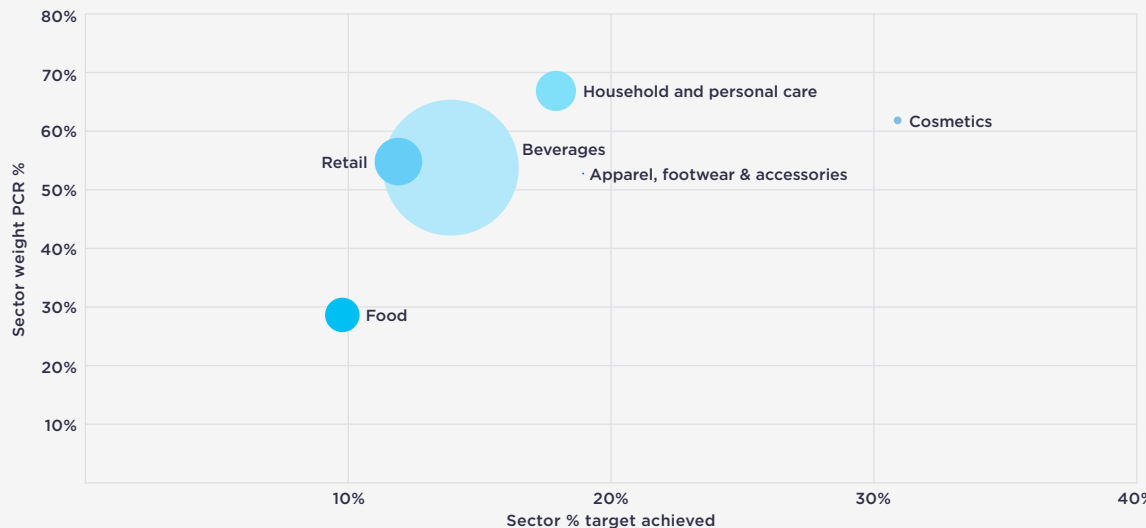


FIGURE 6** **Brand and retail signatories' recycled content targets vs PCR content in plastic packaging across sectors**



- **PCR has shown consistent growth. Brand and retail signatories grew by 2 percentage points (from 12% in 2022 to 14% in 2023),** driven by business commitments, significant investments in recycling facilities coming to fruition, and legislative changes in some geographies.
- Brand and retail signatories have made significant progress, collectively almost tripling their use of PCR content since 2018 (from 5% to 14%), with the top quartile increasing their use of PCR content by 5 percentage points compared to 2022.
- Despite signatories reporting barriers of supply, cost, and regulation, as a group, brand and retail signatories' progress remains steady, increasing by 2 percentage points per year, but are off track to reach their aggregate target of 26% on average.
- There are major sectoral differences between PCR use amongst brand and retail signatories (see Figure 6). Cosmetic sector signatories are leading with 31% PCR use on average in 2023, whilst food sector signatories' use of PCR is much lower at 10% on average in 2023. Regulations on the use of recycled content significantly impact sectors' performance, with the food sector facing strict food-contact regulations.¹⁴
- Recycler signatories continue to increase volumes of plastics recycled with a 14% increase compared to 2022, bringing their recycled content production to nearly 2 million metric tonnes (MMT) this year.

*The values in the visuals are rounded to a single decimal point or unit. As a result, the sum of the shares may not always match the total values shown.
 **The size of each bubble is relative to the collective PCR volume of each sector

INTRODUCTION

SPOTLIGHT ON IMPACT

PERSPECTIVE ON PROGRESS

AMBITION DRIVES ACTION

KEY PROGRESS METRICS

TOP FMCG PERFORMANCE

GOVERNMENT PROGRESS

COLLECTIVE EFFORTS ON PIVOTAL HURDLES

ABOUT THIS REPORT

TRANSPARENCY

EXPLORE THE DATA

APPENDIX

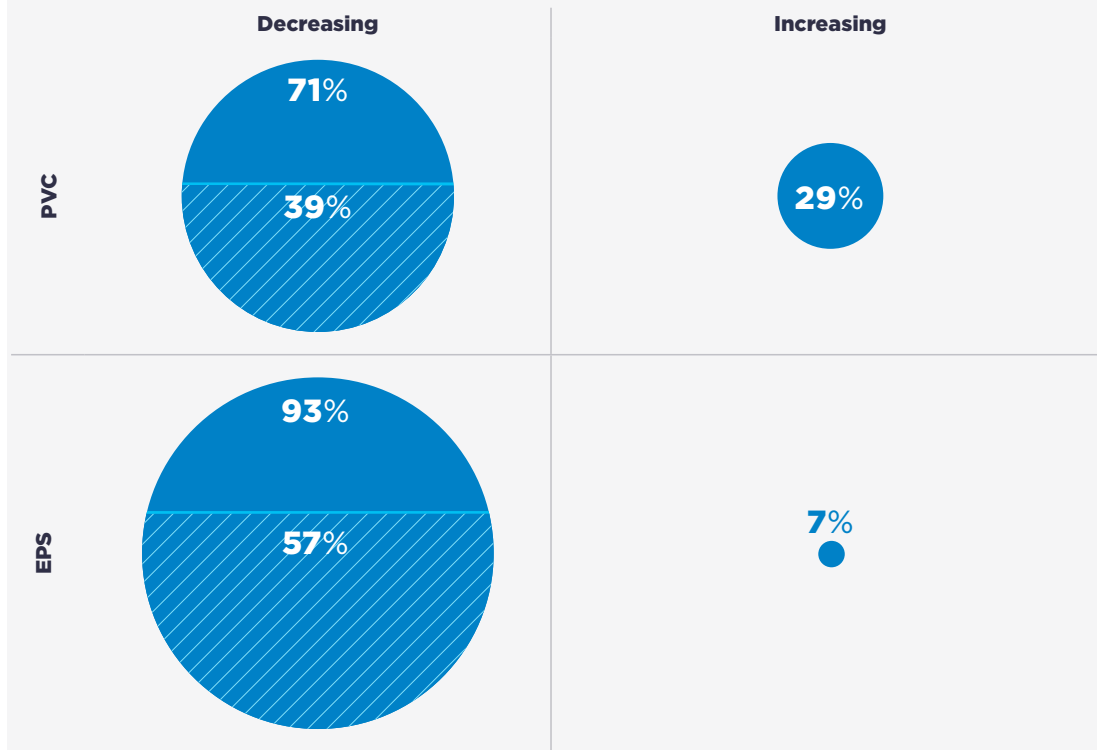
ENDNOTES

3 Eliminate problematic or unnecessary plastic packaging

Qualitative target committed to by packaging producer, brand, and retail signatories

FIGURE 7
Percentage of brand and retail signatories having decreased, increased or fully eliminated their use of EPS and PVC

■ Percentage of signatories decreasing or increasing PVC or EPS use
 ■ Percentage of signatories who have eliminated PVC or EPS use



- In 2023, signatories have continued to eliminate plastic packaging types that are most commonly identified as problematic or unnecessary, with 380 examples, totalling 131,000 tonnes of plastic reported.¹⁵
- The examples were mostly material change (68%), such as substituting another material or lightweighting. Other changes, such as direct elimination and switching to reuse models, remain less popular as they require fundamental changes to customer experience and business models.¹⁶
- Since 2020, polyvinyl chloride (PVC) and expanded polystyrene (EPS)/extruded polystyrene (XPS) in business-to-consumer packaging for FMCGs has been reduced by brand and retail signatories by 1% and 29% respectively, outpacing global market progress, as shown in Figure 1.
- Along with innovation, regulation plays a role: PVC has not been eliminated to the same extent as EPS/XPS in business-to-consumer packaging for FMCGs due to regulatory barriers on blister packs for medical use limiting alternative materials.

INTRODUCTION

SPOTLIGHT ON IMPACT

PERSPECTIVE ON PROGRESS

AMBITION DRIVES ACTION

KEY PROGRESS METRICS

TOP FMCG PERFORMANCE

GOVERNMENT PROGRESS

COLLECTIVE EFFORTS ON PIVOTAL HURDLES

ABOUT THIS REPORT

TRANSPARENCY

EXPLORE THE DATA

APPENDIX

ENDNOTES

4 Take action to move from single use towards reuse models where relevant

Qualitative target committed to by packaging producer, brand, and retail signatories

FIGURE 8

Percentage (of total weight) of brand and retail signatories' plastic packaging that is reusable

Change between years (percentage points)



- **The implementation of reusable plastic packaging remains niche, with brand and retail signatories' share of reusable plastic packaging constituting 1.3% of their total packaging.**¹⁷
- Some signatories have grown their use of reuse models, with top quartile signatories increasing their share of reusable packaging from 1.4% in 2020 to 3.1% in 2023.
- Since 2020, 64% of brand, retail, and packaging producer signatories have launched reuse pilots, however this has not translated into scaled use of reuse models. The reasons for this vary by context and reuse type. For some models, achieving favourable economics and a satisfactory customer experience hinges on a critical mass of companies embracing reuse and working together, as well as a supportive policy environment.
- In addition, the current reuse metric does not show the full picture of reusable packaging. A more comprehensive reuse metric to better reflect the successes and challenges is currently being developed.

INTRODUCTION

SPOTLIGHT
ON IMPACT

PERSPECTIVE
ON PROGRESS

AMBITION
DRIVES ACTION

KEY PROGRESS
METRICS

TOP FMCG
PERFORMANCE

GOVERNMENT
PROGRESS

COLLECTIVE
EFFORTS ON
PIVOTAL HURDLES

ABOUT
THIS REPORT

TRANSPARENCY

EXPLORE
THE DATA

APPENDIX

ENDNOTES

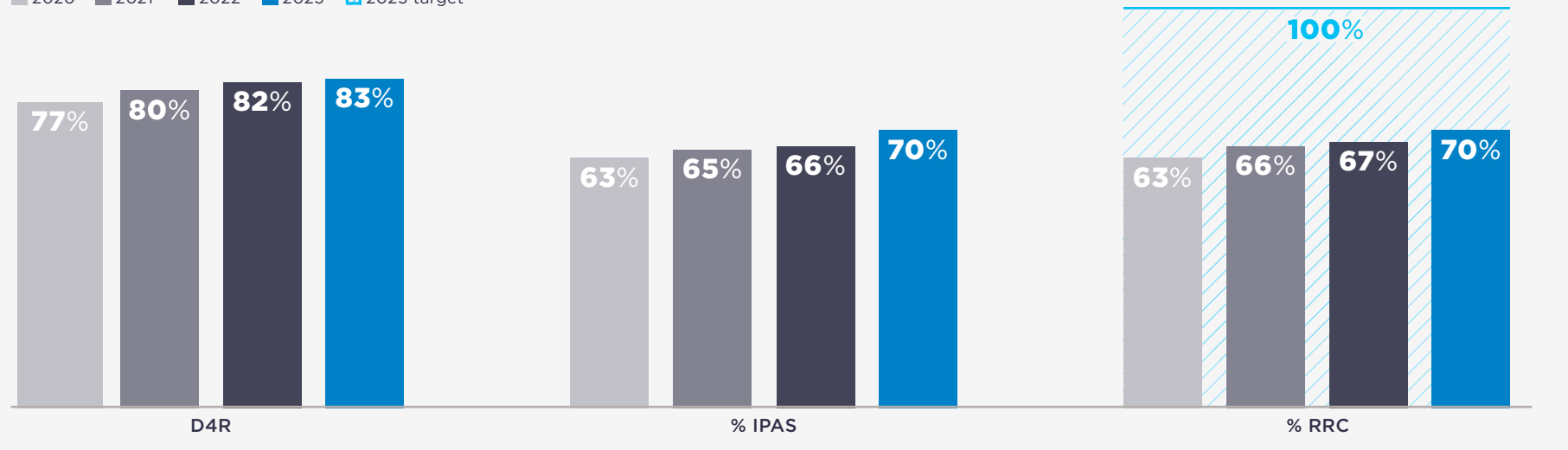
5 Ensure 100% of plastic packaging is reusable, recyclable, or compostable

Committed by all packaging producer, brand, and retail signatories

FIGURE 9

Percentage (of total weight) of brand and retail signatories' plastic packaging that is designed for recycling (D4R), recyclable in practice and at scale (IPAS) or reusable, recyclable, or compostable (RRC)

■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2025 target



- **Brand and retail signatories increased their share of reusable, recyclable, or compostable plastic packaging by nearly 4 percentage points in 2023, to 70%.**

- The growth was driven by recyclability, which increased by 4 percentage points, with polypropylene (PP) other rigid¹⁸ packaging being reclassified as recyclable in practice and at scale as the key lever. There is now sufficient evidence that the PP other rigid recycling rate has grown and is being recycled in the same stream as PP bottles in multiple regions.¹⁹
- The use of reusable (1.3% in 2022 and 2023) and compostable plastic packaging (0.1% in 2022 and 2023) remained relatively unchanged and niche.²⁰

- Signatories' share of packaging that is designed for recycling²¹ has continued to increase (by 1 percentage point, from 82% in 2022 to 83% in 2023), but at a decreasing rate (see Figure 9) as businesses now face the most challenging materials and formats.
- Relatively minor design enhancements, such as removing undetectable carbon black pigment, and removing or redesigning components such as caps, lids, pumps, and trigger sprays, could improve the overall recyclability in practice and at scale of the signatory group by up to 4 percentage points, from 70% currently to 74%.

- Increasing the other 26 percentage points will require significant improvements in infrastructure and/or major packaging portfolio shifts.
- Signatories' recyclability is hampered by small format flexible packaging, such as wrappers, pouches, and sachets. Brand and retail signatories' use of small-format (<A4) flexibles has increased by 17% since 2020, accounting for 13% of their total portfolio. Without tackling small format flexible packaging, the target of 100% reusable, recyclable, or compostable cannot be reached.

INTRODUCTION

SPOTLIGHT ON IMPACT

PERSPECTIVE ON PROGRESS

AMBITION DRIVES ACTION

KEY PROGRESS METRICS

TOP FMCG PERFORMANCE

GOVERNMENT PROGRESS

COLLECTIVE EFFORTS ON PIVOTAL HURDLES

ABOUT THIS REPORT

TRANSPARENCY

EXPLORE THE DATA

APPENDIX

ENDNOTES

FIGURE 10

Top 10 FMCG companies by revenue: key progress metrics on plastic packaging, 2018–2023

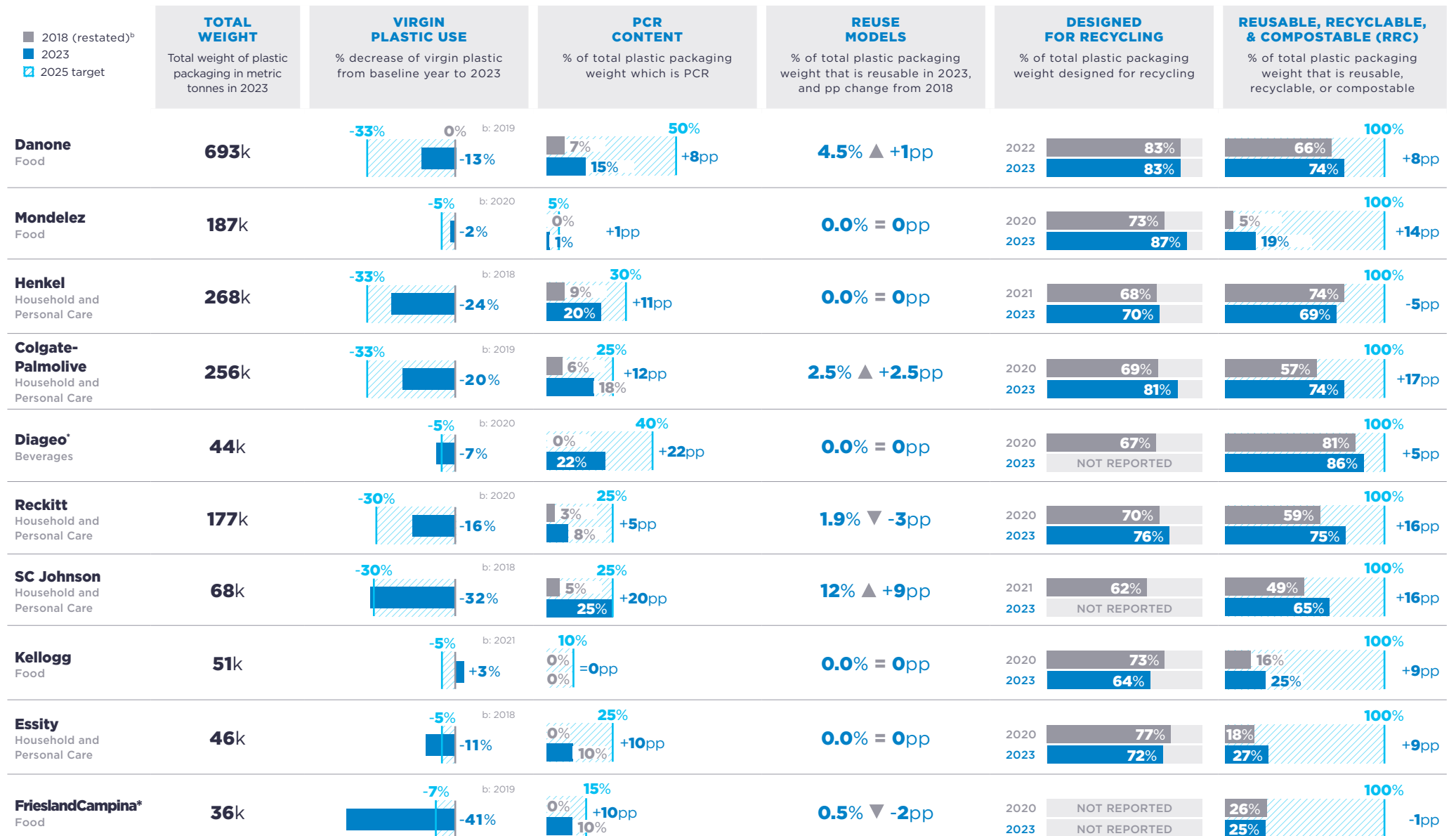


Notes:

- a) Signatories are ranked according to their revenues as of the beginning of the Global Commitment in 2018
- b) Where applicable, 2018 data and other prior year data have been restated to reflect the current business portfolio (following divestments and acquisitions), allowing comparison with today's data. Original data for these years can be found in prior year progress reports
- c) Year-on-year growth is calculated in percentage for virgin weight and using percentage points for all other metrics
- d) All quantitative data are provided for the latest year reported, in most cases for the relevant company's financial year ending 2022. Details of the reporting timeframe for each signatory are provided in their individual reports online.
- e) To find more information about individual plastic reduction targets, baseline years, and baseline weight, please look at the online reports
- * Designed for recycling is one of the two recyclability metrics tracked in the Global Commitment. An overview of recyclability metrics can be found on page 26 of the report
- ** Unilever's reporting scope is limited to primary and secondary plastic packaging in 27 markets, representing approximately 84% of the plastic footprint
- *** The Coca-Cola Company's reporting scope is limited to consumer-facing primary plastic packaging, which covers approximately 90% of total plastic usage

FIGURE 11

Other large FMCG companies by revenue: key progress metrics on plastic packaging, 2018–2023



Notes:
 a) 'Other large FMCGs' refers here to those with the highest revenues after the Top 10 displayed on page 15, as of beginning of the Global Commitment in 2018
 b) Where applicable, 2018 data and other prior year data have been restated to reflect the current business portfolio (following divestments and acquisitions), allowing comparison with today's data. Original data for these years can be found in prior year progress reports.
 c) Year-on-year growth is calculated in percentage for virgin weight and using percentage points for all other metrics
 d) All quantitative data are provided for the latest year reported, in most cases for the relevant company's financial year ending 2023. Details of the reporting timeframe for each signatory are provided in their individual reports online.
 e) To find more information about individual plastic reduction targets, baseline years, and baseline weight, please look at the online reports
 * Diageo has a reduced PCR scope and target, reported figure refers to PET bottles which cover 50% of total plastics portfolio

GOVERNMENT PROGRESS

INTRODUCTION

SPOTLIGHT
ON IMPACTPERSPECTIVE
ON PROGRESSAMBITION
DRIVES ACTIONKEY PROGRESS
METRICSTOP FMCG
PERFORMANCEGOVERNMENT
PROGRESSCOLLECTIVE
EFFORTS ON
PIVOTAL HURDLESABOUT
THIS REPORT

TRANSPARENCY

EXPLORE
THE DATA

APPENDIX

ENDNOTES

30 national, sub-national, and local governments across four continents participate in the Global Commitment, with 26 additional governments expressing interest in joining. Between 2023 and 2024, the Government of the Rocha Department (Uruguay) officially joined the Global Commitment. With concrete policy efforts such as bans on plastic packaging types that are most commonly identified as problematic or unnecessary, economic incentives, changes to public procurement, and the establishment of EPR schemes, governments are working alongside businesses to maintain momentum for lasting solutions to the plastic pollution crisis. This section provides insights from the 16 governments that reported in 2024.

Significant progress is being made by governments to eliminate problematic and unnecessary plastic packaging. 63% of reporting governments established or revised economic incentives (e.g. subsidies, funding schemes to encourage innovation and research into alternative materials or designs) or disincentives (e.g. tax, charges) while 63% have introduced legal measures to drive the elimination of problematic packaging formats. **Scotland** has rolled out economic incentives to promote reusable alternatives and discourage the use of single-use beverage cups. In the **Netherlands**, a surcharge has been applied for take-away single-use food packaging since 1 July 2023.

To stimulate the demand for recycled plastics, 75% of governments reporting in 2024 have set quantitative targets to achieve a minimum threshold of recycled content in specific packaging (e.g. all PET bottles should contain at least 25% recycled plastic by 2025). A quarter of reporting governments have also introduced economic incentives or disincentives, such as the

UK's Plastic Packaging Tax,²² on packaging that does not contain at least 30% of recycled plastic or stimulated demand for products containing recycled plastics through public procurement. In the **City of Ljubljana**, public procurement officials at the public water and waste management company, JP VOKA SNAGA, can only purchase waste collection bags and containers made of recycled plastic.

Governments are encouraging reuse models with around half promoting collaboration with the private sector and delivering awareness campaigns. In **Australia**, the Australian Packaging Covenant Organisation (APCO) published a report — *Scaling Up Reusable Packaging* — which outlines the importance of reuse and how businesses and users can benefit from reusable packaging models. About 40% of government signatories reported establishing economic incentives or piloting reuse models. The **Basque Country**, in collaboration with The Basque Culinary Center Foundation, launched a pilot to test a technological solution (vending machine and app) for the distribution of reusable containers in catering establishments.

Governments have been increasing collection, sorting, and recycling rates with more than half of government signatories reporting infrastructure investments in 2023. Almost half of governments have also been promoting collection, sorting, reuse, and recycling schemes (e.g. deposit return schemes) while a third have established or are revisiting economic incentives (e.g. subsidies) or disincentives (e.g. taxes, charges) to encourage the circulation of plastics. In Chile, The Ministry of the Environment developed a Recycling Fund²³ to finance projects carried out by local governments to prevent waste generation and promote its reuse, recycling, or recovery.

GOVERNMENTS REPORTING IN 2024

The Ministry of Infrastructure and Water Management, the Netherlands

City of Austin, Texas, US

City of Buenos Aires (Gobierno de la Ciudad de Buenos Aires), Argentina

Ministry for the Environment, New Zealand

The City of Ljubljana, Slovenia

Government of the United Kingdom

Ministry of Environment and Climate Action, Portugal

Scottish Government, United Kingdom

Mexico City Government, Mexico

Norwegian Ministry of Climate and Environment

The Australian Government

Hellenic Ministry of Environment and Energy

City of San Miguel de Allende, Mexico

Basque Government, Kingdom of Spain

Government of Chile

The Government of France

COLLECTIVE EFFORTS ON PIVOTAL HURDLES

Learnings from the past six years of the Global Commitment point to three pivotal hurdles that are crucial to overcome to address plastic packaging waste and pollution: scaling reuse, flexible plastic packaging in high-leakage countries, and lack of infrastructure to collect and circulate packaging. Overcoming these requires bold collective business action and policy changes. Several Global Commitment signatories are already driving collaborative action on these. This section highlights some of the initiatives. Many more actors need to get behind initiatives like this and more, larger-scale collaborative action and advocacy are needed to truly overcome these pivotal hurdles.



REUSE:

Moving from single use to reuse models presents one of the biggest opportunities to reduce plastic pollution and is crucial to reducing virgin plastic use. While certain refill models can be scaled by individual companies, scaling returnable packaging requires new, shared infrastructure and systems to be designed and built. The projects below are key efforts in developing such shared infrastructure or enabling standards.

PR3:

Advancing reuse standards to empower the move away from single-use packaging

Launched in 2019 by Resolve, an environmental NGO, PR3 aims to promote reuse solutions by developing reuse standards to support the shift away from single-use packaging, unlocking investment and consumer confidence. Reuse standards are necessary to align returnable packaging — regardless of producer — with shared infrastructure for collection, washing, and transport. PR3 builds partnerships to activate reuse ecosystems using the standards as an economic development tool. It also catalyses critical relationships between unlikely allies in government, FMCG companies, small reuse service providers, health and environmental advocates, and social justice activists.

In 2021, early drafts were published for extensive review with global stakeholders and PR3's Reusable Packaging System Standards Panel began formalising the standards in 2023. By 2026, PR3 aims to publish and deploy seven standards around the world, with the first four due in 2025. At the same time, PR3 will run a global design contest to select a global reuse symbol. PR3 has also partnered with the [Green Sports Alliance](#) and [Upstream](#) to bring reuse to stadiums during the 2026 World Cup.

Global Commitment organisations involved:

Organisations represented on the Standards Panel: Ahold Delhaize, Australian Packaging Covenant Organization, Mars, Incorporated, Nestlé, PAC worldwide, Target Corporation, The Clorox Company, Tomra, Unilever



The Global Alliance to Advance Reuse

Image: Resolve

INTRODUCTION

SPOTLIGHT ON IMPACT

PERSPECTIVE ON PROGRESS

AMBITION DRIVES ACTION

KEY PROGRESS METRICS

TOP FMCG PERFORMANCE

GOVERNMENT PROGRESS

COLLECTIVE EFFORTS ON PIVOTAL HURDLES

ABOUT THIS REPORT

TRANSPARENCY

EXPLORE THE DATA

APPENDIX

ENDNOTES

INTRODUCTION

SPOTLIGHT ON IMPACT

PERSPECTIVE ON PROGRESS

AMBITION DRIVES ACTION

KEY PROGRESS METRICS

TOP FMCG PERFORMANCE

GOVERNMENT PROGRESS

COLLECTIVE EFFORTS ON PIVOTAL HURDLES

ABOUT THIS REPORT

TRANSPARENCY

EXPLORE THE DATA

APPENDIX

ENDNOTES

The ReUse Initiative: Brands and retailers aim at scaling up reusable packaging for food products in France

Launched in May 2023, Citeo's ReUse initiative aims to establish a functional national reuse system for food packaging. The project is currently focused on developing the key operational components to establish a regional pilot, including product selection, customer experience, logistics (both forward and reverse), traceability through IT solutions, and overall cost management. By May 2025, Citeo and its partners will begin the pilot programme across four regions in France, collaborating with 25 brands and four retailers to roll out the system in over 1,000 stores. The insights gained from this pilot will pave the way for the national implementation of a reuse system for food packaging in 2026.

Global Commitment organisations involved:
Carrefour, Nestlé²³



Image: Citeo

ReUse City Canada: Facilitating retailer-manufacturer collaboration for reuse systems

ReUse City Canada, launched in 2024 by the Consumer Goods Forum, is an on-the-ground initiative to design and implement a scalable multi-brand/multi-retailer reuse system tailored to consumer and industry needs. The project, which is currently being designed and will launch in 2025, is expected to include home care, personal care, and packaged food categories. Eight brands and retailers will participate in the first city pilot in Ottawa. Learnings and blueprints from the pilot could eventually support the extension of the project to other markets, including essential insights for achieving consumer uptake.

Global Commitment organisations involved:
Colgate-Palmolive, L'Oréal, Mars, Incorporated, SC Johnson²⁴

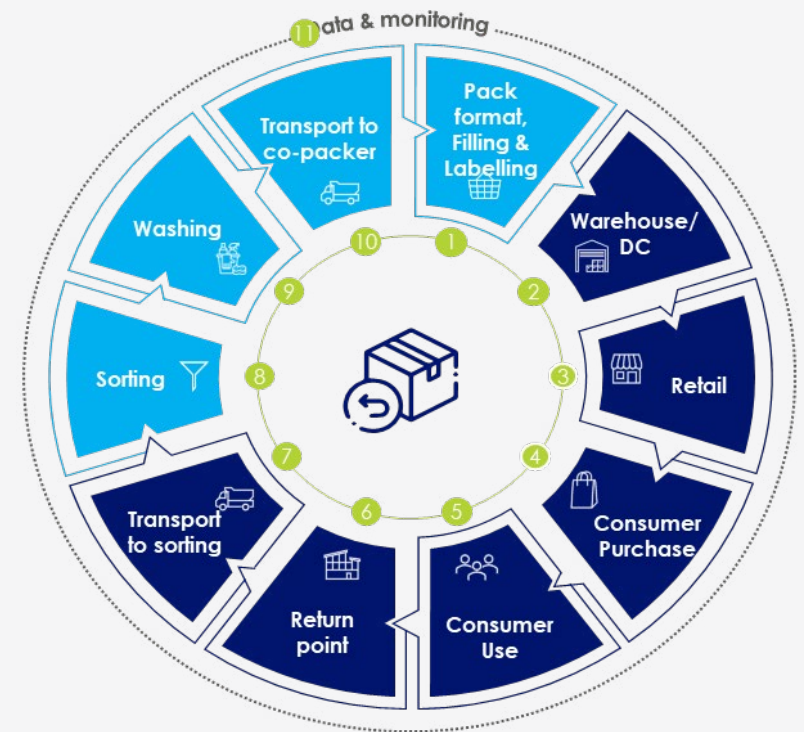
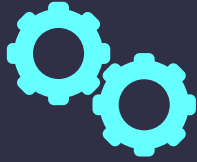


Image: Consumer Goods Forum



INFRASTRUCTURE:

Infrastructure to collect, sort, and reuse or recycle packaging is fundamental to safely circulate materials in our economy and keep them out of the environment. Several signatories of the Global Commitment are involved in, and are voluntarily funding, various initiatives to improve infrastructure, especially in high-leakage regions. These projects help keep some packaging out of the environment, demonstrate what's possible, and generate valuable learnings. The level of voluntary funding is insufficient compared to the necessary investments for a financially sustainable system, which must be significantly larger and paired with the establishment of EPR policy — the only proven method to secure dedicated and ongoing funding for effective packaging collection and recycling.

INTRODUCTION

SPOTLIGHT
ON IMPACTPERSPECTIVE
ON PROGRESSAMBITION
DRIVES ACTIONKEY PROGRESS
METRICSTOP FMCG
PERFORMANCEGOVERNMENT
PROGRESSCOLLECTIVE
EFFORTS ON
PIVOTAL HURDLESABOUT
THIS REPORT

TRANSPARENCY

EXPLORE
THE DATA

APPENDIX

ENDNOTES

Project STOP: Tackling plastic leakage in Indonesia

Project STOP, co-founded by Borealis and Systemiq in 2017, tackles mismanaged waste in Indonesia. The project collaborates with national and local governments to implement affordable circular waste systems accessible to all households and institutions. The programme keeps plastics out of the environment and fosters their recycling. Since its inception, Project STOP has provided waste collection services to nearly 450,000 people in Indonesia, created close to 300 full-time jobs in the waste management sector, and collected over 72,000 metric tonnes of waste, including nearly 10,000 metric tonnes of plastic, creating socio-economic benefits for local communities. Three city projects have been successfully transferred to local governments, and Project STOP is now expanding its efforts across the entire Regency of Banyuwangi, East Java. Ultimately, Project STOP aims to provide a blueprint that can be further replicated across Indonesia and beyond.

Global Commitment organisations involved:

Governments: Norway. Private sector: Borealis, Nestlé, Schwarz Group, Systemiq



Image: Borealis and Systemiq

INTRODUCTION

SPOTLIGHT
ON IMPACTPERSPECTIVE
ON PROGRESSAMBITION
DRIVES ACTIONKEY PROGRESS
METRICSTOP FMCG
PERFORMANCEGOVERNMENT
PROGRESSCOLLECTIVE
EFFORTS ON
PIVOTAL HURDLESABOUT
THIS REPORT

TRANSPARENCY

EXPLORE
THE DATA

APPENDIX

ENDNOTES

Delterra: Developing circular economies in the Global South

Launched in May 2023, this [Delterra](#) partnership aims to reduce environmental impacts from waste by implementing scalable, sustainable waste management and recycling systems in the Global South. Over five years (2023-2028), the initiative seeks to demonstrate that effective circular economies can be developed, putting waste materials back into productive use. Key achievements to date or near term across Delterra's projects include: establishing self-sustaining circular waste systems in seven cities across Argentina, Brazil, and Indonesia; creating new markets for low-value plastics in Argentina; lowering methane emissions from organic waste; and connecting 8 million people to improved waste and recycling systems. The project has also enhanced the livelihoods of and improved working conditions for over 900 waste workers, many of whom are marginalised women. In the coming year, the initiative plans to scale efforts to more cities in Argentina and Brazil, expand an integrated waste management approach in Indonesia, and enhance plastics traceability and recycling market development.

Global Commitment organisations involved:
AMCOR, Mars, Incorporated



Image: Delterra

CleanStream: Turning PP packaging waste into new products using innovative technology

Polypropylene (PP) other rigids was recognised as recyclable in practice and at scale this year. An example of progress is Berry Global's [CleanStream](#) project, which set out to provide a fully closed loop route for post-consumer, rigid PP packaging using mechanical recycling technologies to turn this into new packaging, even for food products. With the capacity to recycle nearly 40% of all PP waste collected from domestic recycling bins in the United Kingdom, the innovative CleanStream technology offers the UK's first domestically collected, mechanically recycled, contact-sensitive, recycled PP at scale. The output products have been developed in close partnership with signatory brands to the Global Commitment, including L'Oréal who conducted materials trials and testing throughout the development and are now using recycled PP in a range of their products. The project has been in development for three years and operations started in 2023. To date, 30,000 tonnes of kerbside-collected, PP packaging has been recycled, or an estimated 600 million pieces of packaging.

Global Commitment organisations involved:
Berry Global, L'Oréal

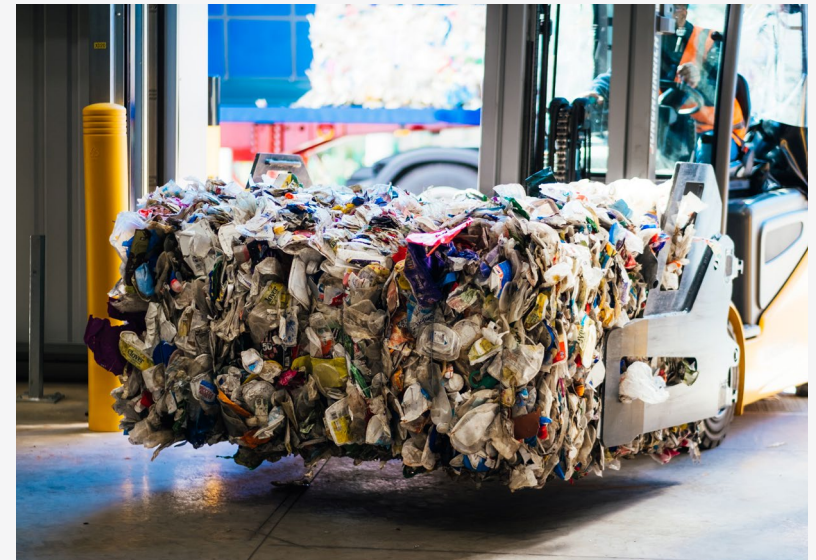


Image: Berry Global

INTRODUCTION

SPOTLIGHT
ON IMPACTPERSPECTIVE
ON PROGRESSAMBITION
DRIVES ACTIONKEY PROGRESS
METRICSTOP FMCG
PERFORMANCEGOVERNMENT
PROGRESSCOLLECTIVE
EFFORTS ON
PIVOTAL HURDLESABOUT
THIS REPORT

TRANSPARENCY

EXPLORE
THE DATA

APPENDIX

ENDNOTES

The Fair Circularity Initiative: Respecting human rights in the informal waste sector

Support for the informal sector must be a key consideration when scaling and formalising the infrastructure for a circular economy. The Fair Circularity Initiative was convened in 2022 by Tearfund to help ensure the human rights of workers within the informal waste sector are respected and their critical role in circular value chains is recognised. Founding members of the initiative include The Coca-Cola Company, Nestlé, PepsiCo, and Unilever. The initiative agreed to the [Fair Circularity Principles](#) in 2022 with an initial core focus on plastics, and developed — in partnership with Systemiq — the [Living Income Study](#). The study calls for a 'living income' for informal waste pickers in Brazil, Ghana, and India, highlighting the gap between their current earnings and a decent local standard of living. It also offers a practical method to assess waste workers' living income in the context of the International, legally binding instrument on plastic pollution.

Global Commitment organisations involved:

The Coca-Cola Company, Nestlé, PepsiCo, Systemiq, Unilever



Fair Circularity Initiative

Image: The Fair Circularity Initiative



FLEXIBLE PACKAGING IN HIGH LEAKAGE COUNTRIES:

Flexible plastic packaging, such as wrappers, pouches, and sachets, are the most challenging plastic packaging category from a waste and pollution perspective, particularly in high-leakage regions. To date, broad stakeholder alignment on the direction forward is lacking, and large-scale collaboration is limited. As such this section doesn't include specific collaborative effort examples. It will be important to see stakeholders across industry, government, and civil society align on a common direction and mobilise collective action and advocacy in order to address this pivotal hurdle at scale.

ABOUT THIS REPORT

INTRODUCTION

SPOTLIGHT ON IMPACT

PERSPECTIVE ON PROGRESS

AMBITION DRIVES ACTION

KEY PROGRESS METRICS

TOP FMCG PERFORMANCE

GOVERNMENT PROGRESS

COLLECTIVE EFFORTS ON PIVOTAL HURDLES

ABOUT THIS REPORT

TRANSPARENCY

EXPLORE THE DATA

APPENDIX

ENDNOTES

This document is the sixth in a series of annual Global Commitment progress reports. It provides insight into the trajectory of progress being made by leading businesses and governments to tackle plastic waste and pollution.

REPORTING SIGNATORIES

In this report, 124 businesses that produce, use, and recycle large volumes of plastic packaging (representing 95% of the business signatories eligible to report through the Ellen MacArthur Foundation) and 16 governments across four continents have reported on progress against public targets to align to a circular economy vision for plastics.

They have all been asked to report against a common set of commitments, using the same definitions, with the aim of driving transparency and consistency in data sharing on plastics across a significant group of businesses and governments.

REPORTED DATA

This report should be read alongside the individual progress reports submitted by business and government signatories. These are available via an online platform which allows users to browse individual signatory data and offers a downloadable version of the full set of data. Data accessibility is vital to maximise transparency on the progress of individual signatories via the reporting process.

This report provides a quantitative and qualitative assessment of progress made by signatories towards their 2025 commitments and targets over the last year. Due to the timing of reporting cycles, most quantitative data provided by business signatories in this reporting cycle is for 2023. Aggregated statistics are therefore referred

to throughout the report as 2023 data, with data submitted in the 2023 reporting cycle referred to as 2022 data, and so on; any notable exceptions are clearly marked as such. References throughout the report to “% of signatories” refer to the percentage of reporting signatories.

EXITING SIGNATORIES

In the last year, three businesses left the Global Commitment signatory group. This was as a result of being unwilling to fulfil mandatory requirements for participation, which include setting quantitative targets in line with the Global

Commitment framework and common definitions and publicly reporting progress on them annually through the Ellen MacArthur Foundation.

THESE BUSINESSES ARE:

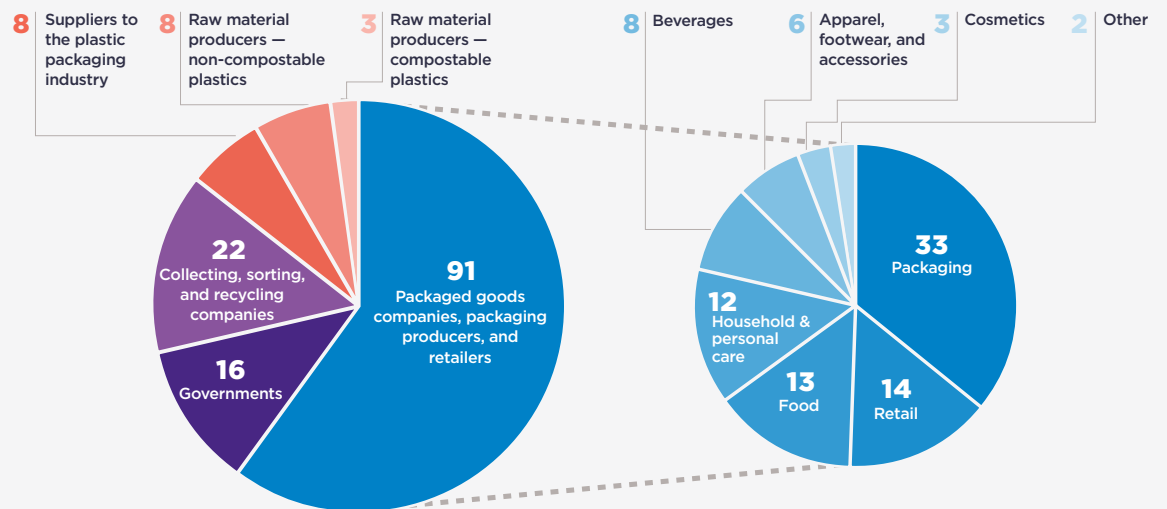
Suppliers to the packaging industry:
Sidel

Packaged goods companies:
Tupperware

Retailers:
El Corte Inglés, S.A.

FIGURE 12

Breakdown of reporting signatories, by commitment category



*Some signatories have committed in two different categories. As a result, the sum of signatories in the left pie chart is higher than 124 businesses.

TRANSPARENCY

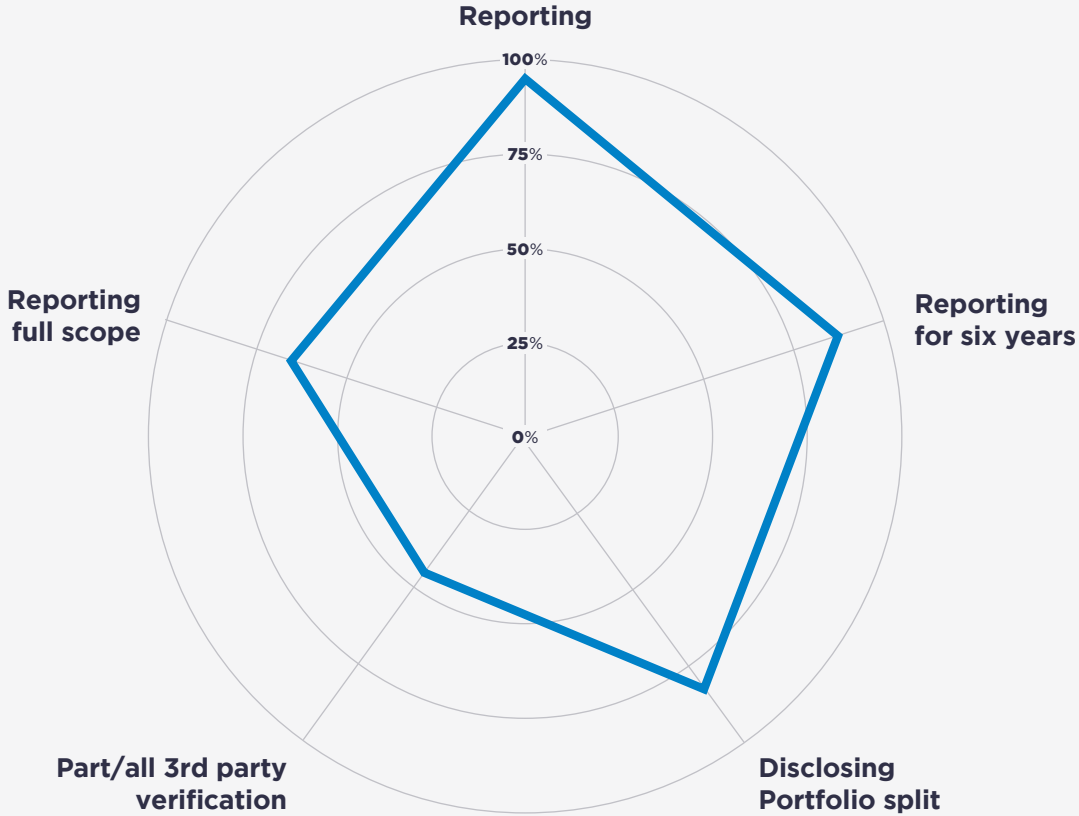
Providing transparency on signatories' commitments, as well as the actions they take and their progress towards achieving them, sits at the heart of the Global Commitment. This transparency is crucial for signatories to take more informed and targeted actions, for investors and societal organisations to hold signatories accountable, and to drive the transition to a circular economy. Transparency is achieved not just through the public disclosure of targets — both qualitative and quantitative — and progress towards them, but also through providing common definitions and clear and consistent presentations of data.

In 2023, transparency continued to sit at the heart of the Global Commitment:

- The vast majority (87%) of original signatories have consistently reported progress against the targets over six years, bringing greater transparency to the overall trends.
- Across all signatories, significant progress in third-party verification of data was made over the last two years, with nearly half (45%) now having third-party data verification measures in place.
- The number of signatories publicly disclosing their portfolio breakdowns — a key metric to foster transparency — has continued to increase slightly, with 82% of brands, retailers, and packaging producers now providing public details of which categories of plastics are present in their portfolios.

The public data provided by these signatories offers valuable information on the types of packaging being used today, helping to shed light on the lessons learned, pivotal hurdles to be overcome, and potential solutions as signatories work towards the Global Commitment's common vision to stop plastic becoming waste.

FIGURE 13
Reporting and transparency



- INTRODUCTION
- SPOTLIGHT ON IMPACT
- PERSPECTIVE ON PROGRESS
- AMBITION DRIVES ACTION
- KEY PROGRESS METRICS
- TOP FMCG PERFORMANCE
- GOVERNMENT PROGRESS
- COLLECTIVE EFFORTS ON PIVOTAL HURDLES
- ABOUT THIS REPORT
- TRANSPARENCY**
- EXPLORE THE DATA
- APPENDIX
- ENDNOTES

EXPLORE THE INSIGHTS AND DATA

INTRODUCTION

SPOTLIGHT
ON IMPACT

PERSPECTIVE
ON PROGRESS

AMBITION
DRIVES ACTION

KEY PROGRESS
METRICS

TOP FMCG
PERFORMANCE

GOVERNMENT
PROGRESS

COLLECTIVE
EFFORTS ON
PIVOTAL HURDLES

ABOUT
THIS REPORT

TRANSPARENCY

EXPLORE
THE DATA

APPENDIX

ENDNOTES

This annual progress report provides an overview of signatories' progress based on the latest (2023) reported data at aggregate level. Further information is available:

BY INDIVIDUAL SIGNATORY

Access the progress of Global Commitment signatories, grouped into the following categories, via the online data platform.

- Plastics producers
- Packaging producers and users
- Collecting, sorting, and recycling companies
- Suppliers to the plastic packaging industry
- Governments

[Access here](#)

Access the individual progress reports submitted by the signatories whose data is used in this report, sort and filter by key metrics in summary tables, or download the full dataset.

LOOKING FOR RESOURCES TO SUPPORT YOU WITH DRIVING CHANGE IN YOUR ORGANISATION?

Access our [Upstream Innovation Guide](#) and [workshop resources](#).



APPENDIX

WHAT THE METRICS MEAN: RECYCLABILITY IN THE GLOBAL COMMITMENT

	Designed for recycling	Recyclable in practice and at scale
Definition	Packaging that meets technical guidelines so that it can be recycled with current technologies. Does not consider the scale at which these technologies and broader systems for collection and recycling exist.	Packaging that is designed for recycling AND for which there is real-world proof of recycling “in practice and at scale.” This is currently defined as a 30% recycling rate achieved across multiple regions, collectively representing at least 400 million inhabitants. ¹
Responsibility	In direct control of packaging producers, FMCGs, and retailers.	Shared responsibility across value chain: plastic producers, packaging producers, FMCGs, retailers as well as governments, citizens, and waste management companies. Those who put packaging on the market can influence this metric through (a) design for recycling; (b) moving away from unrecyclable formats; (c) advocating for EPR and other key policies, and (d) investing in infrastructure.
Current average % rate across signatories	83%	70%

1 These thresholds were defined in 2019, based on what was thought to be an ambitious yet realistic target to reach by 2025

- INTRODUCTION
- SPOTLIGHT ON IMPACT
- PERSPECTIVE ON PROGRESS
- AMBITION DRIVES ACTION
- KEY PROGRESS METRICS
- TOP FMCG PERFORMANCE
- GOVERNMENT PROGRESS
- COLLECTIVE EFFORTS ON PIVOTAL HURDLES
- ABOUT THIS REPORT
- TRANSPARENCY
- EXPLORE THE DATA
- APPENDIX**
- ENDNOTES

APPENDIX

PLASTIC PACKAGING REDUCTION TARGETS IN THE GLOBAL COMMITMENT

In 2020, it became mandatory for brand and retail signatories to set targets to reduce total plastic packaging or use of virgin plastic in packaging by 2025. Plastic packaging reduction targets can manifest in a variety of ways. Below is an overview of different types of reduction targets that can be set, and the specific requirements

for reduction targets to be accepted within the Global Commitment, aimed at maximising their transparency and consistency.

To be accepted in the Global Commitment, targets must be formulated as an absolute reduction in the total weight of plastic packaging or in the

total weight of virgin plastic in packaging by 2025. They should be set against a recent, historical baseline and expressed in line with the following structure: ***“By 2025, we will reduce our total annual [plastic packaging / virgin plastic in packaging] by [xx] % compared to [xx] million tonnes in 20[xx].”***

	Accepted in the Global Commitment	Not accepted in the Global Commitment
What is being reduced?	<p>✓ Total weight of plastic packaging or virgin plastic in packaging</p> <p>Signatories are permitted to express targets either as a reduction of total plastic packaging weight, or as reduction of total virgin plastic (from both finite and renewable sources) in packaging. Given the need for reduction in the overall amount of plastic packaging, as well as the amount of virgin plastic in packaging, virgin reduction targets are expected to be underpinned by efforts on reuse and elimination, and not exclusively based on increasing recycled content.</p>	<p>✗ Virgin fossil-based plastic in packaging</p> <p>Targets to reduce virgin fossil-based plastic include efforts to increase renewable content as well as those on recycled content and reducing plastic packaging volumes overall. These types of targets are not accepted to avoid shifting focus from efforts on overall reduction — delivered through elimination and reuse — by incorporating an overly broad set of contributing measures.</p> <p>✗ Reduction of packaging made from other materials and other products</p> <p>There is a need to reduce overall packaging volumes, regardless of material. However, the focus of the Global Commitment is specifically on plastic packaging.</p>
How is the reduction calculated?	<p>✓ ‘Absolute’ reduction</p> <p>To build an economy that can thrive long term, there is a need for absolute — not relative — decoupling from fossil fuels, and an absolute reduction in the negative impacts on the world’s natural systems. As a result, reduction targets in the Global Commitment must be calculated in absolute terms against the total amount of plastic packaging (or virgin plastic in packaging) in the baseline year.</p>	<p>✗ ‘Relative’ reduction</p> <p>Reduction targets measured relative to sales (e.g. ‘intensity’ per dollar of revenue or units sold), or a future estimated scenario (e.g. versus a projected total for a year under ‘BAU’) or any other ‘relative’ benchmark are not accepted. Dependent on levels of actual or assumed organic growth, these types of targets can result in widely varying levels of actual reduction and, in some cases, growth in absolute levels of plastic packaging or virgin plastic use.</p>
What baseline is used?	<p>✓ Published total weight for a recent year (2017 or later)</p> <p>Reduction should be calculated against a recent, historical base year for which the total weight of plastic packaging has been calculated. This baseline weight must be reported publicly to ensure transparent measurement of progress, and will be used to show how much progress has been made against targets through annual progress reporting as part of the Global Commitment.</p>	<p>✗ Baselines that aren’t published</p> <p>Transparency on the baseline weight is critical to measure progress against the target set, and as such ensure credibility of the commitment.</p> <p>✗ Baselines for any year before 2017</p> <p>This is aimed at ensuring similar timelines across signatories and focusing measurement on recent efforts and progress achieved since the launch of the Global Commitment, in line with other commitments made.</p>
What is the timeline for achievement?	<p>✓ 2025</p> <p>Reduction targets must be set to be delivered by 31 December 2025. This reflects the need to start acting now, and is aligned with all other commitments signatories have made as part of the Global Commitment.</p>	<p>✗ Any timeline beyond 2025</p> <p>While some signatories may have separately set 2030 targets and communicated these elsewhere, the Global Commitment requires that at least an intermediary 2025 milestone is set.</p>

INTRODUCTION

SPOTLIGHT ON IMPACT

PERSPECTIVE ON PROGRESS

AMBITION DRIVES ACTION

KEY PROGRESS METRICS

TOP FMCG PERFORMANCE

GOVERNMENT PROGRESS

COLLECTIVE EFFORTS ON PIVOTAL HURDLES

ABOUT THIS REPORT

TRANSPARENCY

EXPLORE THE DATA

APPENDIX

ENDNOTES

ENDNOTES

INTRODUCTION

SPOTLIGHT ON IMPACT

PERSPECTIVE ON PROGRESS

AMBITION DRIVES ACTION

KEY PROGRESS METRICS

TOP FMCG PERFORMANCE

GOVERNMENT PROGRESS

COLLECTIVE EFFORTS ON PIVOTAL HURDLES

ABOUT THIS REPORT

TRANSPARENCY

EXPLORE THE DATA

APPENDIX

ENDNOTES

- 1 All aggregated data presented in this report pertains exclusively to signatories who submitted data in the current reporting cycle
- 2 For signatories where data on key metrics was lacking for 2018, 2019, 2020, 2021, or 2022, data was extrapolated based on the metric average for the group
- 3 Source: WoodMacKenzie market data
- 4 Based on comparing the amount of fossil resources (in oil equivalent) for the production of virgin plastics (feedstock material and energy in production process) with the amount for producing recycled plastics (energy in collection, sorting, recycling processes)
- 5 Based on comparing the amount of fossil resources (in oil equivalent) for the production of virgin plastics (feedstock material and energy in production process) with the amount for producing recycled plastics (energy in collection, sorting, recycling processes)
- 6 Based on a global average CO₂ emissions of 4.6 tonnes per person per year
- 7 Due to the timing of reporting cycles, quantitative data provided by business signatories in this reporting cycle is for 2023
- 8 More information about the 2024 recycling rate survey can be found [here](#)
- 9 OECD, [Global Plastics Outlook: Policy Scenarios to 2060 \(2022\)](#)
- 10 Based on all total virgin fossil-based plastics production of 352 million tonnes (PlasticEurope, [Plastics - The Facts 2022 \(2022\)](#))
- 11 As You Sow, [2024 Plastic Promises Scorecard](#)
- 12 Source: WoodMacKenzie market data
- 13 Source: WoodMacKenzie market data
- 14 For example: Regulation (EU) No 2022/1616 – Regulating recycled plastics for food contact
- 15 The full tonnage of eliminated plastic packaging is likely to be significantly higher as elimination questions in the Global Commitment's reporting framework are optional
- 16 More information about eliminating plastic packaging, including inspiring case studies and actionable frameworks for approaching packaging design decisions, can be found in the Ellen MacArthur Foundation's [Upstream Innovation Guide](#)
- 17 Previous progress reports showed a small variation between years (from 1.2%-1.5%). Revised data for previous years now more accurately reflect that the use of reusable packaging has remained flat at 1.3% since 2020.
- 18 'PP other rigids' include packaging such as pots, tubes, cups, etc.
- 19 More information about the 2024 recycling rate survey can be found [here](#)
- 20 Individual percentages for reusable, recyclable, compostable, and 'not reusable, recyclable, or compostable' will not sum to 100% for all individual signatories or the group as a whole, as a large proportion of reusable packaging is also recyclable
- 21 Designed for recycling is one of the two recyclability metrics tracked in the Global Commitment. An overview of recyclability metrics can be found on page 28 of the report.
- 22 GOV.UK, [Plastic Packaging Tax: steps to take](#)
- 23 ECONOMÍA CIRCULAR, [Fondo para el Reciclaje \(FPR\)](#)
- 24 More signatories are involved, but the project is in early stage discussions

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