

RETHINK PLASTIC



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Break Free From Plastic Europe
Rethink Plastic alliance

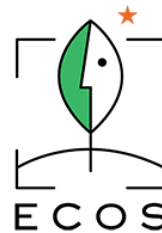
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We are...

- 10 leading European NGOs representing thousands of active groups, supporters and citizens in every EU Member State, and bringing together policy and technical expertise all along the plastic value chain



- The EU policy arm of *Break Free From Plastic*, the global movement envisioning a future free from plastic pollution, representing more than 1400 NGOs from across the world

[#breakfreefromplastic](https://www.breakfreefromplastic.org/)



Where EPR has not helped circular economy

- Single-use over reusable
- Lightweighting
- Recycling over reduction



Where EPR can help circular economy

- Implementation of the waste hierarchy
- Modulated fees according to ecodesign criteria
- Dialogue between the actors of the sector to phase out toxics and build the trust in the recycled plastic market
- Coverage of the cleanup and waste management costs

And beyond Europe?

- End double standards
- Take responsibility for the plastic pollution
- Include the informal sector in the discussion towards new EPR schemes





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