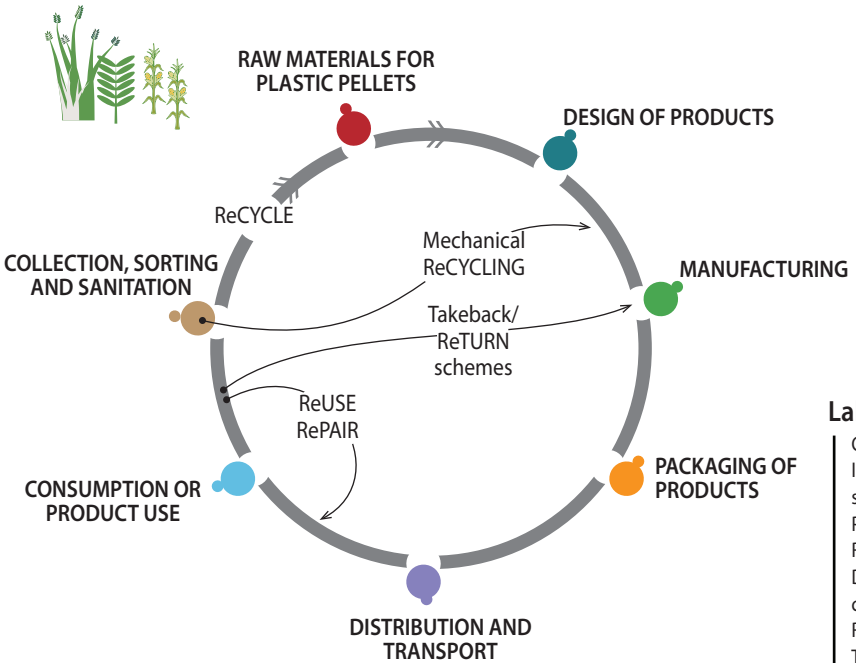

Design - *for a longer life*

- Fewer raw materials and greater use of recyclates
- Fewer resin types
- Non toxic additives
- Use of bio-materials
- Easy to recycle and repurpose
- Durable
- Reuse and refill
- Traceability
- Low carbon emissions

Labelling - *Combine technology and simplicity*

- Clear labelling for all users
- Include information linking to advanced national sorting systems
- Products contain intentionally added micro-/nanoplastics
- Recycled content (types of plastic, additives)
- Durability (is product modular or repairable and can components be easily replaced)
- Recyclability
- Traceability (origin, transport miles)
- Freedom of information: List ALL product constituents

Governance - *Aim high*

- Eliminate unnecessary, avoidable and problematic plastics
- Regulate production (e.g. mandated % recycled material)
- Regulate labelling: Label all plastic chemicals known to harm human health in the same manner as alcohol and tobacco
- Incentivise responsible product design
- Extended Producer Responsibility Schemes and Product Stewardship: provide financial incentives to drive bio- and eco- benign product design
- Taxes and penalties (e.g. R&D tax credits, tax on virgin resin etc.)
- Eco-levies are highly effective particularly where these are fed into Environmental Funds
- Subsidies (e.g. extended life / recycled products)

Education - *Be smart*

- Awareness raising campaigns (e.g. municipal, NGOs, schools)
- Vocational training of stakeholders (e.g. product designers, manufactures, etc.)
- Clear direction to lead industry innovation
- Ask "where does it go?" for every product bought and packaging thrown away

Source: UNEP 2021