

GEF-8 REQUEST FOR CEO CHILD ENDORSEMENT/APPROVAL

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General Child Project Information

Child Project Title

Circular Solutions to Plastic Pollution: Global Platform

Region

Global

GEF Project ID

11197

Country(ies)

Global

Type of Project

FSP

GEF Agency(ies)

UNEP

WWF-US

GEF Agency Project ID

Project Executing Entity(s)

UNEP

WWWF-US

Perpetual

WRAP

Roundtable on Sustainable Biomaterials (RSB)

Global Action Partnership on Extended Producer Responsibility

CDP

Project Executing Type

GEF Agency

GEF Agency

CSO

CSO

CSO

CSO

CSO

GEF Focal Area (s)

Multi Focal Area

Submission Date

5/23/2024

Type of Trust Fund

GET

Project Duration (Months)

84

GEF Project Grant: (a)

15,984,404.00

Agency Fee(s) Grant: (b)

1,438,596.00

PPG Amount: (c)

300,000.00

PPG Agency Fee(s): (d)

27,000.00

Total GEF Financing: (a+b+c+d)

17750000

Total Co-financing

114,210,145.00

Project Sector (CCM Only)

Mixed & Others

Rio Markers

Climate Change Mitigation	Climate Change Adaptation	Biodiversity	Land Degradation
No Contribution 0	No Contribution 0	No Contribution 0	No Contribution 0

Project Summary

Provide a brief summary description of the project, to offer a snapshot of what is being proposed. The summary should include: (i) what is the problem and issues to be addressed? ii) as a child project under a program, explain how the description fits in the broader context of the specific program; (iii) what are the project objectives, and if the project is intended to be transformative, how will this be achieved? and (iv) what are the GEBs and/or adaptation benefits, and other key expected results. (max. 250 words, approximately 1/2 page)

Plastic pollution is a global problem impacting communities, wildlife, and habitats across the world. It is intrinsically linked to the linear take-make-waste economic model and requires a systemic, transformational approach to address.

The amount of plastic waste produced globally is forecast to triple under a business-as-usual (BAU) scenario by 2060^[11]. The food and beverage sectors account for approximately 40% of this volume^[212], predominantly responsible for the utilization of Single-Use Plastics (SUPs) and short-lived plastics. This encompasses a wide array of frequently consumed fast-moving consumer goods that are disposed of after a single use, as well as plastics used in packaging and consumer products with brief average lifespans ranging from 0.5 to 3 years, making them susceptible to becoming litter^[33]. Up to 99 percent of plastics are made from polymers derived from non-renewable hydrocarbons, mostly oil and natural gas^[44].

Plastic pollution is found everywhere in our environment and affects more than 2,000 species, with negative effects such as entanglement, ingestion, smothering, and chemical pollution observed in almost 90% of assessed species^[55]. Communities with inadequate waste management are exposed to air pollution from spontaneous fires in dumps, disease, and toxins from dump site contents and their decomposition, while waste pickers in the informal sector face dangerous work and living conditions. The health implications of ingesting plastic and exposure to the chemicals they contain/collect are not yet fully understood^[66].

There is increasing recognition of the need to take a systemic, transformational approach to the plastic pollution crisis, as evidenced by the international legally binding instrument on plastic pollution currently in negotiation. Research supports that we already have the solutions needed to reduce the leakage of plastic into the oceans by at least 80% by 2040 compared to a business-as-usual scenario^[717]. However, this will require a substantial shift in investment away from the use of virgin plastic and to new delivery models, substitute materials, reuse, and collection and recycling infrastructure. So far, most commitments and investments have focused on downstream solutions such as collection and recycling, and a lot more effort is needed on upstream solutions such as reduction, substitution, reuse, and redesign^[88].

The Circular Solutions to Plastic Pollution Integrated Program (hereafter referred to as the 'Program') aims to trigger systems change to accelerate the transition towards a circular economy of plastics in the food and beverage sector and prevent plastic pollution through upstream solutions in the following areas:

- 1. **Elimination and Reduction:** Reduction in the amount of problematic and unnecessary plastic used in the food and beverage sector, including shift to reuse and reduction of very short-lifetime items.
- 2. **Design for Circularity:** Increase in plastic items designed for circularity, elimination of problematic design elements, shift to alternatives, and shift to use of recycled and responsibly sourced content
- 3. **Circularity in Practice:** Implementation of policies and innovative business models that ensure materials circulate in practice, including reusable systems, and incentives for circularity

The **Global Project of the Circular Solutions to Plastic Pollution** Integrated Program (hereafter referred to as the 'Global Project') aims to ensure the success of the Program's 15 National Projects and create a cohesive whole to achieve an impact that goes beyond what the National Projects can achieve alone. The Global Project provides the key function of providing cross-cutting Technical Assistance, Coordination, Knowledge Management, and Communications to the Program, across all participating 15 National Projects, creating program coherence and synergies. The Global Project will focus on key transformational levers to maximize impact while creating widely applicable or replicable assets to multiply influence beyond direct project work. It will systematically address the plastic pollution problem in the following ways by coordinating activities at the Program level:

1. **Leverage the Global Project to address barriers** that cannot be effectively tackled at the national level.
2. **Deliver technical assistance and knowledge management** to scale progress, including increasing exposure and access to tools, guidance, and programs.
3. **Leverage partnerships and coalitions**, including with the private sector, financial institutions, civil society, and global initiatives, to increase ambition and scale impact.

The Global Project will engage people through communication activities, webinars, conferences, knowledge events, technical assistance, and partnerships to build communities of practice around technical plastic sustainability topics. The existing plastics related initiatives, such as the Global Partnership on Plastic Pollution and Marine Litter (GPML) and its Communities of Practice, will be considered to facilitate multi-stakeholder collaboration to strengthen science-based monitoring and sharing of relevant data and information to address plastic pollution. Through building these networks for knowledge sharing and capacity building, the Global Project will support the implementation of activities across national projects to achieve global environmental benefits, including on the avoidance of plastic waste, greenhouse gas emissions, shared water ecosystems, persistent organic pollutants, and direct benefits to people. The Global Project is expected to provide direct benefits to 11,960 people (with an equal gender balance), aligned to GEF Core Indicator 11.

[1] Organisation for Economic Co-operation and Development (OECD). (2022) Global Plastics Outlook: Policy Scenarios to 2060, OECD Publishing

[2] Geyer, R., Jambeck, J.R. and Law, K.L. (2017) Production, use, and fate of all plastics ever made, *Science Advances*, 3(7), pp. e1700782.

[3] UNEP (2022). Intergovernmental negotiating committee to develop an international legally binding instrument on plastic pollution, including in the marine environment. (2022). Preparation of an international legally binding instrument on plastic pollution, including in the marine environment. Available at: [Plastic_Science_E.pdf \(unep.org\)](#)

[4] Center for International Environmental Law (CIEL). (2023) Fossil Fuels & Plastic.

[5] Tekman, et al. (2022) Impacts of Plastic Pollution in the Oceans on Marine Species, Biodiversity and Ecosystems

[6] Barboza, et al. (2018). Marine microplastic debris: An emerging issue for food security, food safety and human health, Marine Pollution Bulletin

[7] The Pew Charitable Trusts and SYSTEMIQ (2020). Breaking the Plastic Wave: A Comprehensive Assessment of Pathways Towards Stopping Ocean Plastic Pollution

[8] The Pew Charitable Trusts and SYSTEMIQ (2020). Breaking the Plastic Wave: A Comprehensive Assessment of Pathways Towards Stopping Ocean Plastic Pollution

Child Project Description Overview

Project Objective

The Global Project will optimize the delivery of a cohesive program across 15 countries and address global barriers to reduce plastic pollution in the food and beverage sector.

Project Components

Targeted Technical Assistance to national child projects

Component Type	Trust Fund
Technical Assistance	GET
GEF Project Financing (\$)	Co-financing (\$)
6,960,464.00	39,660,313.00

Outcome:

1.1 Improved capacity, knowledge sharing and coordination on key topics, determined based on country demand of all child projects of the Program

1.2 Improved partnerships and brokered services to increase country delivery of circular solutions for all child projects of the Program

Output:

1.1.1 A detailed annotated methodology, relevant tools, implementation support and dashboard system for countries to assess and monitor their GEBs, Program Indicators, and transformational indicators

1.1.2 Technical review and feedback on activities and outputs related to project implementation for program countries to ensure consistency and quality delivery of the Program

1.1.3 Guidelines and implementation support for gender mainstreaming and just transition in thematic topics of national child projects

1.1.4 Guidance, Model Law, and implementation support on national legislative and policy frameworks on circular economy

1.1.5 Guidance and implementation support for decision-making and evaluation of alternative materials

1.1.6 Guidance and implementation support on the operationalization of Extended Producer Responsibility (EPR)

1.1.7 Design guidance and implementation support on reuse and refill systems

1.1.8 Technical Assistance and implementation support for evolving needs as the Program progresses

1.2.1 Private sector engagement guidance, strategy and network to support the implementation of national child project

Addressing Global Barriers

Component Type	Trust Fund
Technical Assistance	GET
GEF Project Financing (\$)	Co-financing (\$)
1,977,810.00	38,938,150.00

Outcome:

2.1 Knowledge and tools, standards, and good practices on key topics applied at the global level

2.2 Enabling conditions for finance innovation created and adopted at regional and global level

Output:

2.1.1 Harmonized framework and implementation support for evaluating plastic footprint of governments at national and sub-national levels

2.1.2 Harmonized framework and implementation support for evaluating plastic footprint of the private sector, and guidelines for disclosure to investors

2.2.1 Assessment, modalities, partners, and co-finance identified for finance innovation to incentivize and scale up innovative solutions

Knowledge Management and Communication

Component Type	Trust Fund
Technical Assistance	GET
GEF Project Financing (\$)	Co-financing (\$)
5,792,166.00	25,343,758.00

Outcome:

3.1 Integrated communications strategy implemented, wider engagement and cooperation improved with target stakeholders, visibility and impacts of the Program generated and improved

3.2 Knowledge management strategy implemented, and new knowledge of the Program applied by target stakeholders

Output:

3.1.1 Integrated communications strategy to increase the impacts of the Program: website, branding materials, communication products, and stakeholder engagement events developed to increase connectivity of the national child projects

3.2.1 Integrated knowledge management strategy to increase the application of relevant knowledge of the Program products: Knowledge management platform, annual conferences, knowledge sharing sessions, webinars, capacity development activities organized

3.2.2 Best practices and success stories from all projects of the Program and other knowledge products developed

M&E

Component Type	Trust Fund GET
GEF Project Financing (\$)	Co-financing (\$)
473,400.00	4,932,029.00

Outcome:

Output:

Component Balances

Project Components	GEF Project Financing (\$)	Co-financing (\$)
Targeted Technical Assistance to national child projects	6,960,464.00	39,660,313.00
Addressing Global Barriers	1,977,810.00	38,938,150.00
Knowledge Management and Communication	5,792,166.00	25,343,758.00
M&E	473,400.00	4,932,029.00
Subtotal	15,203,840.00	108,874,250.00
Project Management Cost	780,564.00	5,335,895.00
Total Project Cost (\$)	15,984,404.00	114,210,145.00

Please provide Justification

The PMC is actually set at 4.9%. However due to rounding issues, it gives a record higher than 5%.

CHILD PROJECT OUTLINE

A. PROJECT RATIONALE

Describe the current situation: the global environmental problems and/or climate vulnerabilities that the project will address, the key elements of the system, and underlying drivers of environmental change in the project context, such as population growth, economic development, climate change, sociocultural and political factors, including conflicts, or technological changes. Since this is a child project under a program, please include an explanation of how the context fits within the specific program agenda.

Describe the objective of the project, and the justification for it. (Approximately 3-5 pages) see guidance here

Plastic pollution is a global crisis and a serious threat to people, wildlife, and habitats. However, plastic is also a versatile material with many useful properties that people rely on every day to keep their food fresh and ensure the hygiene and safety of various products. This means that the solution is not as simple as just phasing out plastic. Instead, a **considered approach of multiple solutions** tailored to both local context and application is necessary to avoid negative tradeoffs to social and environmental outcomes. In the food and beverage sector, an important tradeoff that must be avoided when implementing solutions to plastic waste is food waste and food loss.

The plastic pollution crisis is intrinsically **linked to our current linear take-make-waste economic model**, and current incentives are aligned such that it is both cheaper and easier to use virgin, fossil-based, and single-use plastic than to implement circular models like reusable systems, or to use recycled or responsibly sourced biobased materials. Although much attention has been put on improving waste management in recent years to contain plastic waste and prevent plastic pollution, this approach fails to address the systemic drivers of the problem and does not account for the continued growth in plastic production and consumption.

Solving this crisis requires shifting economic incentives towards safe, efficient, and circular uses of plastic in the economy – acknowledging that some applications and products cannot be made circular and may need to be eliminated from the economy unless they are essential. **The root causes** leading to the unsustainable consumption and production of plastic products, increasing generation of plastic waste, and insufficient management that causes plastic pollution are the following:

1. **Linear plastics economy with increasing plastic consumption** driven by population growth, urbanization, and economic development, the fundamental cause of plastic pollution is the linear “take-make-dispose” pattern of the current plastics economy, intensified by misaligned pricing and incentives, as well as low oil prices, making the production of virgin plastics much cheaper and economically more attractive than using recycled content or other alternative materials. State aid and other economic incentives provided by governments for fossil fuels can lead to growth in plastic production^[19], due to the reduced price for producing virgin plastics and an increased price gap between recycled and virgin plastics which ultimately decreases the economic viability of the recycled plastics market^[210].
2. **Hazardous additives and chemicals used in plastic products reduce circularity:** Food packaging can contain hazardous chemicals like PFAS and PVC, posing health risks. PFAS, used for water resistance, can leach into food, causing health issues and environmental contamination. PVC, found in flexible packaging, releases harmful chemicals like phthalates and dioxins into food,

leading to hormone disruption and cancer risks^{[3]11}. Avoiding these materials is crucial for health protection and environmental safety. The chemicals used to make plastics affect men and women differently so women exposed to these compounds often have higher concentrations of stored chemicals in their bodies than men with similar exposure^{[4]12}.

3. **Policy design, waste management, and awareness are unfit for current rates of plastic production growth and are challenged by weak monitoring:** Most of the global population now lives in urban areas, but 2 billion people worldwide lack access to solid waste collection, and 3 billion lack access to controlled waste disposal and infrastructure. Plastic waste is being generated at such a pace that far exceeds the ability of existing policies, infrastructure, and awareness-raising campaigns to deal with it. Existing waste reporting and monitoring systems are inadequate to provide data on waste generation and leakages. Food and beverage packaging contribute approximately 40% of this volume globally, so it is critical to address these sectors.
4. **Alternative materials, reuse and refill solutions, technologies, and business models needed for a more circular plastic economy are not widely tested or financially viable.** Many reuse solutions, which might perform well in pilots, still need to test their operational and economic viability at scale. In turn, this has made it significantly cheaper for manufacturers to produce plastic goods from virgin, fossil-based materials than to use recycled plastic materials. The economic viability of the global plastics recycling market is presently under significant pressure^{[5]13}. The food and beverage sectors are among the most challenging for which to implement alternative packaging, due to health, safety, and product longevity concerns.
5. **The low production cost of plastics is not reflective of the externalities of plastic pollution.** The production cost of recycled plastics is often still higher than that of virgin plastics as the social, economic, and environmental externalities of plastic pollution are not factored into the costs²⁷. The problem of plastic pollution is transboundary, cross-cutting, and context-specific, and there are notable barriers in various aspects to solving the problem.

Global plastic consumption and production have grown exponentially since the 1950s. Annual global production of plastics doubled from 234 million tonnes (Mt) in 2000 to 460 Mt in 2019. **It is forecast to triple under a BAU scenario in 2060**^{[6]14}. The food and beverage sector accounts for approximately 40% of plastic use, predominantly responsible for the utilization of SUPs and short-lived plastics. This encompasses a wide array of frequently consumed fast-moving consumer goods that are disposed of after a single use, as well as plastics used in packaging and consumer products with brief average lifespans ranging from 0.5 to 3 years, including single-use plastic products and packaging made from LDPE (e.g., bags, containers, food packaging film), containers made from HDPE (e.g., bottles, shampoo bottles, ice cream tubs), and PET (e.g., bottles for fluids)^{[7]15}. Up to 99 percent of plastics are made from polymers derived from non-renewable hydrocarbons, mostly oil and natural gas^{[8]16}. Between 2019 and 2060, non-OECD countries are projected to triple their plastics use, with the largest increases expected in emerging economies in Sub-Saharan Africa and Asia^{[9]17}.

Plastic waste^{[10]18} is forecast to rise, with the packaging sector as the largest generator, from an estimated 353 Mt/yr of plastic waste in 2019 to 1,014 Mt/yr in 2060 under a BAU scenario^{[11]19}. **More plastic waste is mismanaged than collected for recycling with global projections for recycling remaining low.** Globally, 46 percent of plastic waste is landfilled, 22 percent is mismanaged and becomes litter, 17 percent is incinerated, and 15 percent is collected for recycling resulting in less than 9 percent recycled, after losses^{[12]20}^{[13]21}. Plastic pollution from uncollected and mismanaged waste largely occurs in the most impoverished urban areas, where local governments and formal service providers struggle to offer a basic waste collection service. **An estimated 60 to 99 million tonnes of mismanaged plastic waste was produced in 2015 with a 2.5 time increase projected by 2040^{[14]22}.** Further, an estimated 23 and 37 million tonnes per year of plastic waste could enter the oceans by 2040 under a BAU scenario^{[15]23}. Especially SUPs and short-lived packaging are prone to becoming litter, therefore they represent particularly serious problems in the context of marine litter, pose a severe risk to marine ecosystems, biodiversity, and to human health, and damage activities such as tourism, fisheries, and shipping. They add to the serious plastic problem of marine littering^{[16]24}.

Furthermore, to date, 85% of investment in solutions to plastic pollution has gone to waste management and recycling improvement, while upstream measures like reuse and refill models received only 5%^{[17]25}. Focusing solely on waste management is an incomplete strategy which leaves out upstream and midstream solutions which have the potential to trigger true transformation of material and product systems, and to reduce the amount of single use plastic flowing through our global material systems.

To effectively address plastic pollution, it is necessary to **take a systemic and transformational approach** that both reduces the amount of plastic flowing through the system and creates circular systems to recapture and reuse the smaller amount of remaining plastic. To achieve this, the incentives of actors throughout the plastic supply chain must be realigned to prioritize minimization and circularity.

Specifically, by comparing the existing actions to tackle plastic pollution, **barriers** to be addressed include:

- a) Lack of regulations and conducive fiscal policy instruments from governments to incentivize sustainable consumption and production by households and businesses, and trade policy to promote circular plastic products as well as pollution reduction. This is linked to Root Causes 1, 2, 3, and 5, and addressed in outputs 1.1.6 of the Global Project.
- b) Lack of cohesive policy frameworks that address the upstream drivers of plastic waste and create effective incentives for the establishment of circular systems (linked to Root Cause no. 1, 2, 3, 5). This is addressed by output 1.1.4 of the Global Project
- c) Lack of harmonized and standardized definitions, data, metrics, methodologies, and tools for both companies and governments (linked to Root Cause no. 2,3 and 4). This is addressed by outputs 2.1.1 and 2.1.2 in the Global Project.
- d) Insufficient knowledge of innovative finance mechanisms and de-risking solutions that are applicable and scalable (linked to Root Cause no. 2,3,4). This is addressed by output 2.2.1 of the Global Project.

- e) Lack of practical examples from a wide range of geography (linked to Root Cause no. 4). Output 3.2.2 will collect and disseminate examples from National Projects to fill this gap.
- f) Lack of investment and financing on circular alternatives, products, business models, technologies, and infrastructure to support transformation towards a circular plastics economy. This is linked to Root Causes 1, 2, 4, and 5. This is addressed through output 2.2.1 in the Global Project.
- g) Lack of knowledge, awareness, ambitions, and capacity to enable governments, businesses, and other stakeholders to learn and adopt best practices at city, national, and regional levels. This is linked to Root causes 1, 2, 3, and 4. This is addressed by outputs 1.1.5 through 1.2.1 in the Global Project.

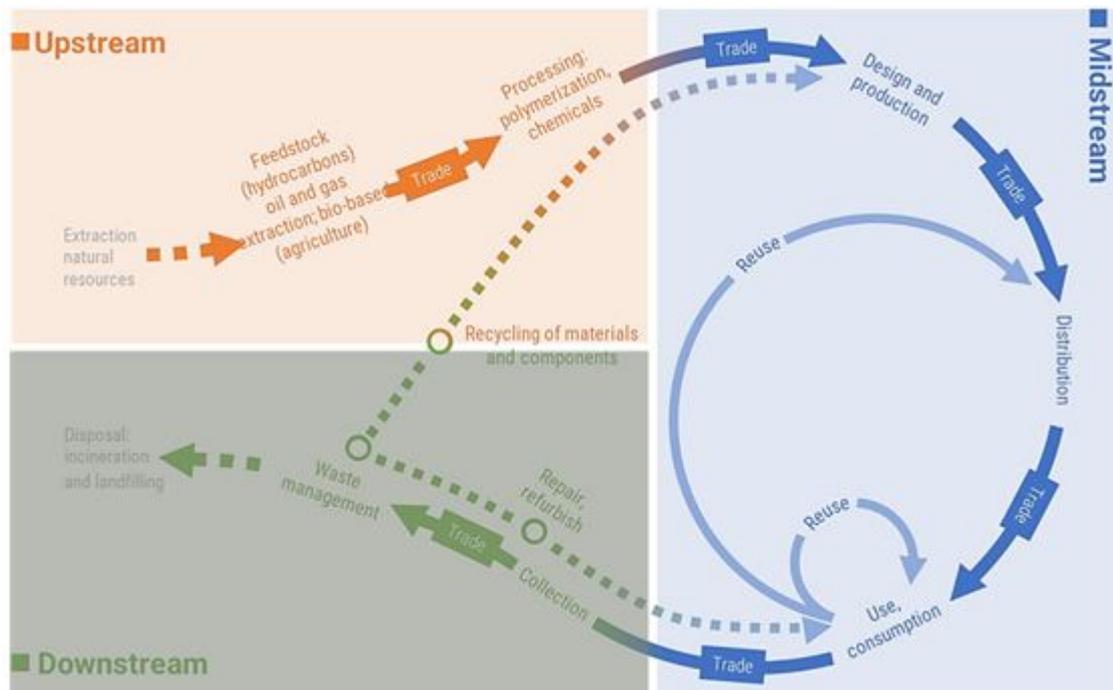
The **objective of the Global Project** is to optimize the delivery of a cohesive program across 15 countries to reduce plastic pollution in the food and beverage plastic packaging sector to close the identified gaps and barriers. As defined by the scope of the Program, as well as following the waste hierarchy, **the Global Project will focus primarily on the upstream and midstream interventions** to address the identified barriers.

a. Upstream: Upstream measures will help eliminate unnecessary, avoidable, and problematic plastic products and hazardous additives, shift to sustainable alternatives, and use recycled plastics as feedstock for plastic production.

b. Midstream: Midstream measures will support innovation to extend the life of products where plastics are necessary, by creating reusable or recyclable products & by creating circular systems (reuse, refill, repair, resell, repair, repurpose); as well as reducing unnecessary consumption of plastics by consumers and commercial users, especially for single-use plastic products;

c. Downstream: The Global Project (and the Program) will not directly fund downstream activities (including collection, segregation, recycling, incineration, landfill, disposal of residues, and clean-ups of legacy plastics in the environment), but they may be included through in-kind and co-financing activities to complement upstream and midstream activities aimed at circularity.

Figure 1 - Life cycle of plastic products and focus of the Global Project on upstream and midstream intervention (Source: INC-1 document: UNEP/PP/INC.1/7 Plastics science)



The Integrated Program, supported by the Global Project, aims to achieve the expected outcomes to enhance the circularity of plastics through the following three priorities. Through the activities organized in these 3 action areas, it is expected that the achievement of intermediate outcomes is contingent on the way governments, businesses, and individuals will adopt systems and upstream and midstream circular solutions to reduce plastic pollution in the food and beverage industry. This will be concretely reflected in the results as follows:

- **Elimination and Reduction:** reduction in the amount of problematic and unnecessary plastic used in the food and beverage sector, including a shift to reuse and the reduction of very short-lifetime items.
- **Design for Circularity:** Increase in plastic items and business models designed for circularity (design for reuse, recyclability, elimination of problematic chemicals and items), shift to sustainable alternatives, and shift to use of recycled and responsibly sourced content with better performance.
- **Circularity in Practice:** Implementation of policies and innovative business models that ensure materials and products circulate in practice, through reuse systems, recycling, and recovery systems (the latter two activities on recycling and recovery will be complemented by co-finance and in-kind contribution from other projects and partners).

Figure 2 below illustrates the relationship between the Root Causes of the examined problem, the barriers that trigger the Core Problems, which the Global Project aims to address, and how these factors are interconnected with the central issue of inefficient plastic production and consumption patterns. This, in turn, contributes to its overarching detrimental impact on both people and the environment. The solutions to the core problem delivered by the Global Project address plastic over its life cycle through circular thinking.

Problem Analysis – GEF Plastics IP -Global Project

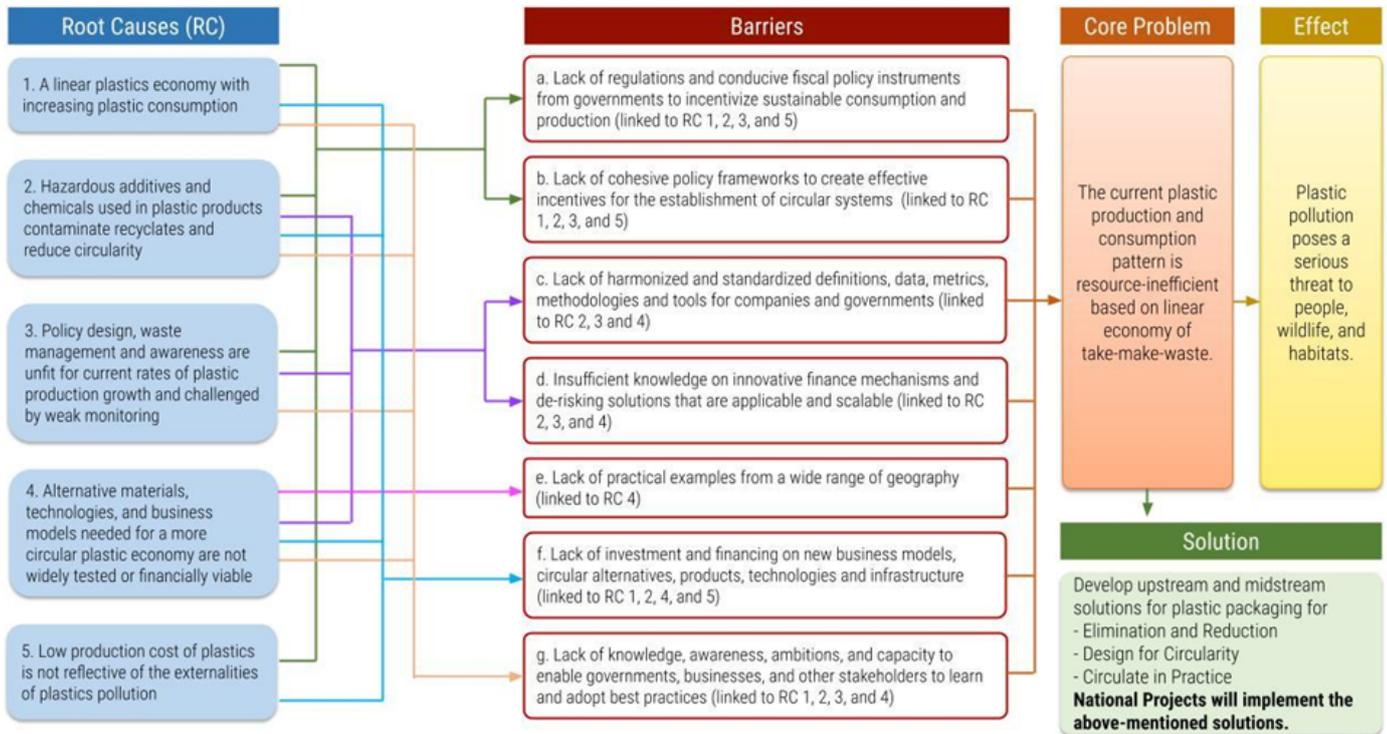


Figure 2- Problem Analysis

The integrated approach for the Global Project is designed to support the Program’s Theory of Change through best practice program management and coordination of the Program, and by creating the crosscutting enabling conditions needed to scale the impact beyond what the child projects would be able to achieve individually.

Because the Program, and by extension the Global Project is designed to transform how plastic is used in the food and beverage system, there are macroeconomic and fiduciary uncertainties that pose risks to the longevity of the project outcomes. Global economic drivers disincentivize models that disrupt the status quo for the distribution of food and beverages or undermine support for policy changes that would enable a more circular system. In the short term, these new models may increase costs for businesses to produce more circular materials and products, set up reuse and refill systems, and create markets for recycled content.

The Global Project seeks to avoid these pitfalls and create lasting sustainability of results by focusing on transformational factors and creating strong collaborations. The Global project will work to connect National Projects with innovative financial investment until they can achieve economies of scale and long-term viability. The project will also support policy changes that create enabling environments for these new models.

The outcome of the international legally binding instrument on plastic pollution, which is currently under negotiation (expected end of 2024), will also inspire and provide more targeted direction for the implementation of the Program. Once the instrument is endorsed, over the next five years, there is a unique opportunity to align the activities and learning of this Program with the scope of the instrument to support a harmonized and systems-based approach to address the plastic pollution crisis at a meaningful scale, especially on common and upstream topics at national and global levels. The project has reserved activities and budgets (in Output 1.1.8) to respond to the needs of 15 project countries over time, which can flexibly adapt to the implementation of the upcoming international instrument.

As described in the analysis of root causes and barriers, a systemic, transformational approach is needed to stop the flow of plastic pollution. Therefore, key groups of stakeholders must act collaboratively to catalyze systemic change. Policies that support circularity and incentivize new business models necessitate engagement from policymakers, innovative finance mechanisms necessitate engagement from financial institutions, implementation and testing of new technologies and business models require the engagement of the private sector, overcoming barriers of definitions, metrics, and harmonized frameworks requires academics, non-governmental organizations (NGOs) and technical experts, and broader societal change requires individuals to adapt to and participate in solutions. All of these pieces must work together to realize a functioning system, making stakeholder engagement and collaboration a critical function for the success of the Program.

The current state of policy relevant to the plastic pollution crisis is uneven and fragmented across nations, and even sub-nationally. While many governments have enacted policies such as plastic bag bans, national waste management strategies, and other targeted policies, there is generally a lack of cohesive policy frameworks that address the upstream drivers of plastic waste and create effective incentives for the establishment of circular systems.

The Global Project will **assess and engage in outreach to ongoing global programs and projects on plastic pollution** for which there is high potential to collaborate for greater impact, to identify specific and actionable connection points. The following four GEF agencies will be responsible for implementing the 15 national child projects, while UNEP and WWF will co-lead the Global Project of the Program:

- **UNEP's** current work on plastic includes developing authoritative and science-based knowledge products to inform policy and business action on plastic pollution; supporting multilateral environmental agreements (MEAs) and convening the Intergovernmental Negotiating Committee (INC) meetings convening stakeholders and leveraging partnerships through UNEP's One Plastics Initiative and other global initiatives such as the New Plastics Economy Global Commitment, the Global Tourism Plastics Initiative, UNEP Finance Initiative, and the Global Partnership on Plastic Pollution and Marine Litter; and implementing circular economy related projects at global, country and city level.
- **WWF's** current work on plastic includes its dedicated No Plastic in Nature initiative supported by over 40 WWF offices worldwide and focused on global policy, business engagement, and Plastic Smart Cities; working closely with the private sector and convening multi-stakeholder and business coalitions; and policy advocacy and government engagement at both the national and global levels. Several multistakeholder and business coalitions are convened by WWF including on the topics of plastic waste and pollution, biobased and biodegradable plastic, plastic policy advocacy, and national-level cooperation for solutions.
- **UNDP** has supported solid waste management including plastics management elements with a portfolio of 119 national projects with over USD 594 million in grants (<https://open.undp.org/>), and 782 community projects globally for a total grant amount of \$ USD 23 million through UNDP's GEF Small Grants Program since 1992 (<https://sgp.undp.org>). It is currently providing integrated solutions at the national, regional, and global levels with the current portfolio including projects in India, the Dominican Republic, Ukraine, Cambodia, Colombia, Indonesia, Ghana, Thailand, Vietnam, the Philippines, Bangladesh, Costa Rica and other countries focusing mostly on baseline setting, multi-stakeholder platforms, policy and regulation and behavior change.
- **UNIDO** addresses plastic leakage to the environment, including the marine environment, by promoting circular economy practices in the industry helping countries develop enabling environments for promoting circular economy practices in industry and society through policy recommendations, technical assistance to industry, including capacity development and technology transfer, and

awareness development. UNIDO plastic circular economy projects aim at designing out waste to retain plastics within the economy and regaining the value embodied in plastics that leaked out of the economy as waste, and works both upstream and downstream of value chains, with product designs for recyclability and end of life disposal for environmental, social and economic impacts. It supports countries with policy measures to incentivize circular economy practices as well as the development of new business models as well as with the development of effective infrastructure for the collection and separation of waste streams and empowering local authorities.

- [1] IISD (2021), ‘Subsidies: Under the Radar or Moving into the Spotlight?’, Earth Negotiation Bulletin, 20 May 2021
- [2] Staub C (2020) 'Low virgin plastics pricing pinches recycling market further', Resource Recycling, 6 May 2020
- [3] Lisa Zimmermann, Martin Scheringer, Birgit Geueke, Justin M. Boucher, Lindsey V. Parkinson, Ksenia J. Groh, Jane Muncke (2022). Implementing the EU Chemicals Strategy for Sustainability: The case of food contact chemicals of concern. Journal of Hazardous Materials, Volume 437, 2022, 129167, ISSN 0304-3894, <https://doi.org/10.1016/j.jhazmat.2022.129167>.
- [4] World Economic Forum, Why gender is at the heart of transforming the plastics value chain, <https://www.weforum.org/agenda/2021/05/gender-women-plasticsghana/>
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- [10] Five different waste handling categories (recycling, incineration, landfilling, mismanaged waste and littered waste) are considered in this modelling. Biodegradable plastics that can be composted at the waste stage are not included because this stream remains very small. (See OECD, 2022)
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B. CHILD PROJECT DESCRIPTION

This section asks for a theory of change as part of a joined-up description of the project as a whole, including how it addresses priorities related to the specific program, and how it will benefit from the coordination platform. The project description is expected to cover the key elements of good project design in an integrated way. It is also expected to meet the GEF's policy requirements on gender, stakeholders, private sector, and knowledge management and learning (see section D). This section should be a narrative that reads like a joined-up story and not independent elements that answer the guiding questions contained in the guidance document. (Approximately 3-5 pages) see guidance here

The objective of the Global Project is to optimize the delivery of a cohesive program across 15 countries to enhance replicability and address global barriers to reducing plastic pollution in the food and beverage sector.

The Program aims to address the root causes of plastic pollution linked to unsustainable production and consumption of single-use and problematic plastic products and packaging. The Program will be delivered through one global child project, namely the Global Project, and 15 national child projects (National Projects). The Global Project will generate global knowledge and guidance and support its uptake in the 15 National Projects and beyond. Additionally, the Global Project will provide technical assistance to National Projects, address global and common barriers, ensure knowledge management and program coordination, and drive a comprehensive communication strategy. The Global Project will ensure the amplification of the Program's results to more than the sum of outcomes from each child project.

Section A identified the root causes of the current inefficient plastic production and consumption patterns, which are based on the linear economy of take-make-dispose. Several barriers hinder the possibility of moving away from the plastic linear economic model. These are related to a lack of policies, regulations, policy frameworks, standards, data, metrics, knowledge on innovative finance mechanisms, and mechanisms to access them. Additionally, there is a need for innovative plastic circular business models and solutions that allow the adoption of reuse and refilling or alternative products over single-use packaging. Awareness of stakeholders and the capacity to adopt best practices are also crucial.

A systemic change can be achieved when stakeholders along the plastics value chain make ambitious, long-term commitments and take actions that significantly reduce their plastic pollution footprint. To make any substantial impact and move to plastic circularity, the following must be taken into consideration:

- Any project addressing plastic packaging in the food and beverage sector must be accompanied by supportive **policies and regulations**. Governments play a crucial role in enforcing bans or restrictions on single-use plastics, implementing extended producer responsibility (EPR) schemes, and providing incentives for businesses to adopt sustainable packaging practices. Effective policies can create a level playing field, ensuring that all players in the industry are contributing to environmental conservation. Key actions on public planning and aligning public finance with circular economy objectives will aid this shift.
- The participation of the private sector is indispensable for fostering **innovation**. It not only accelerates the development of more sustainable alternatives but also ensures their successful integration into mainstream markets. The work and ambition of governments and industries are deeply entrenched, and there is a need to explore **innovative financing and fiscal instruments** aimed at empowering the private sector, investors, and governments to cultivate the necessary conditions and confidence for the pursuit of innovative solutions to address the plastic issue in the long term. Innovative financing mechanisms can support the transition to more eco-friendly packaging in the food and beverage sector and incentivize businesses to invest in sustainable practices. Reducing plastic waste and environmental degradation should be financially rewarding for companies and innovative financing can help bridge the gap between short-term costs and long-term benefits. Innovative financing can be enabled through economic analyses that feed into governments' planning, carrying out market and technology feasibility studies to ascertain the relevance, affordability, and scaling-up potential of solutions, and using trade-related and fiscal policy measures across the entire life cycle.
- The conventional linear model of single-use plastic packaging is inherently unsustainable. Plastic products are manufactured, used once, and then discarded, leading to a significant environmental burden. A systemic change calls for **reuse and refilling systems** within the food and beverage sector. By encouraging consumers to return containers for refilling, businesses can reduce the demand for single-use plastics. **Alternatives** to plastic, such as biodegradable materials and plant-based alternatives can also significantly reduce the ecological footprint of the food and beverage industry. This approach, in the long term, reduces the consumption of fossil and virgin resources, decreases energy consumption in production, and mitigates plastic pollution.

- There is a need to **advance knowledge** and create tools, standards, and identify good practices on key topics at the global level. Adequate policy frameworks will be needed to address the systemic barriers to solutions and scale up what cannot be addressed at the local or national level, supporting the implementation of innovative upstream and midstream solutions to plastic. This, in turn, empowers industries to take action for long-term investments and for developing and adopting durable solutions. The work also includes the methodology and tools to assess, monitor and track **baseline, progress and impacts** from both governments and businesses on their action to reduce plastic pollution, while increasing transparency of information sharing, reporting and disclosure.
- Critical demand-side levers from a consumer lens, including governments, businesses, households, vulnerable groups, and gender considerations, including public procurement and advocacy, further incentivize changes in industry practices. To include this aspect, it is necessary to take into account **all stakeholders along the plastic value chain**, including the industry and the private sector at different levels (plastic producers, manufacturers, retailers), governments, and society. The latter includes local communities and individuals, consumers, vulnerable individuals, and especially women, to ensure a just transition towards a circular plastic economy.
- Gender considerations are particularly important when it comes to the plastic value chain. The combination of education, employment opportunities, and a relatively progressive gender climate provide entry points for **gender mainstreaming in the plastics sector**. Women already play a significant role in waste management efforts, and the essential role of women in designing and implementing solutions is increasingly recognized. What is less known is the role (and potential roles) of women across the plastics value chain, especially in developing and adopting upstream and midstream interventions. Information about the proportion and the number of employed people in the global plastic industry of men and women working in the plastics-producing industry and plastic-using companies (such as packing companies, and fast consumer goods companies) is often lacking, therefore their potential influence on decision-making related to upstream and midstream solution is not yet clear.
- Finally, achieving circularity along the plastic value chain goes beyond financial and policy support. It necessitates a comprehensive approach that includes **knowledge sharing, cooperation, and collaboration** across all actors within the plastic value chain. This ensures that best practices can be replicated to overcome challenges, partnerships, and coalitions can be leveraged, synergies can be explored, and solutions can be scaled up.

The Global Project will deliver guidance and support the implementation of actions for triggering the systemic change necessary to move towards plastic circularity, where plastic pollution is minimized. This will ultimately have a beneficial impact on people, wildlife, and habitats.

The Global Project will address global barriers in three ways. First, it supports, coordinates, connects, and provides thought leadership for National Projects to ensure they are impactful and effective. Second, it addresses barriers and drives progress on global/cross-cutting issues that cannot effectively be handled only at the national level. Third, it amplifies results by creating tools and resources that are broadly applicable, including integration into relevant ongoing initiatives, and ensures they are communicated to the right audiences.

More specifically, the Global Project will deliver guidance on appropriate regulatory and policy frameworks, innovative financing mechanisms, and innovative plastic solutions (Component 2). It will support the implementation of 15 National Child Projects (Component 1), and manage and coordinate the generated knowledge (Component 3).

The Global Project will support the achievement of these objectives by coordinating actions with all relevant partners to create synergies and mobilize resources to create enabling policies and regulations and invest in a

just and safe transition towards circular systems, innovation, solutions, and technologies. The knowledge generated within the Global Project will guide the National Projects but is intended to be global, allowing countries not included in the Program to also benefit from the results of the Global Project. In this sense, the Global Project also provides the key function of Knowledge Management and Coordination across all participating child projects and with other initiatives and projects, creating program coherence and synergies.

Global Project Theory of Change

The Theory of Change diagram below describes how the barriers, outcomes, objectives, and impact of the Global Project are interlinked. The Theory of Change of the Global Project is also closely aligned with the Integrated Program Theory of Change, which can be found in Appendix 2.

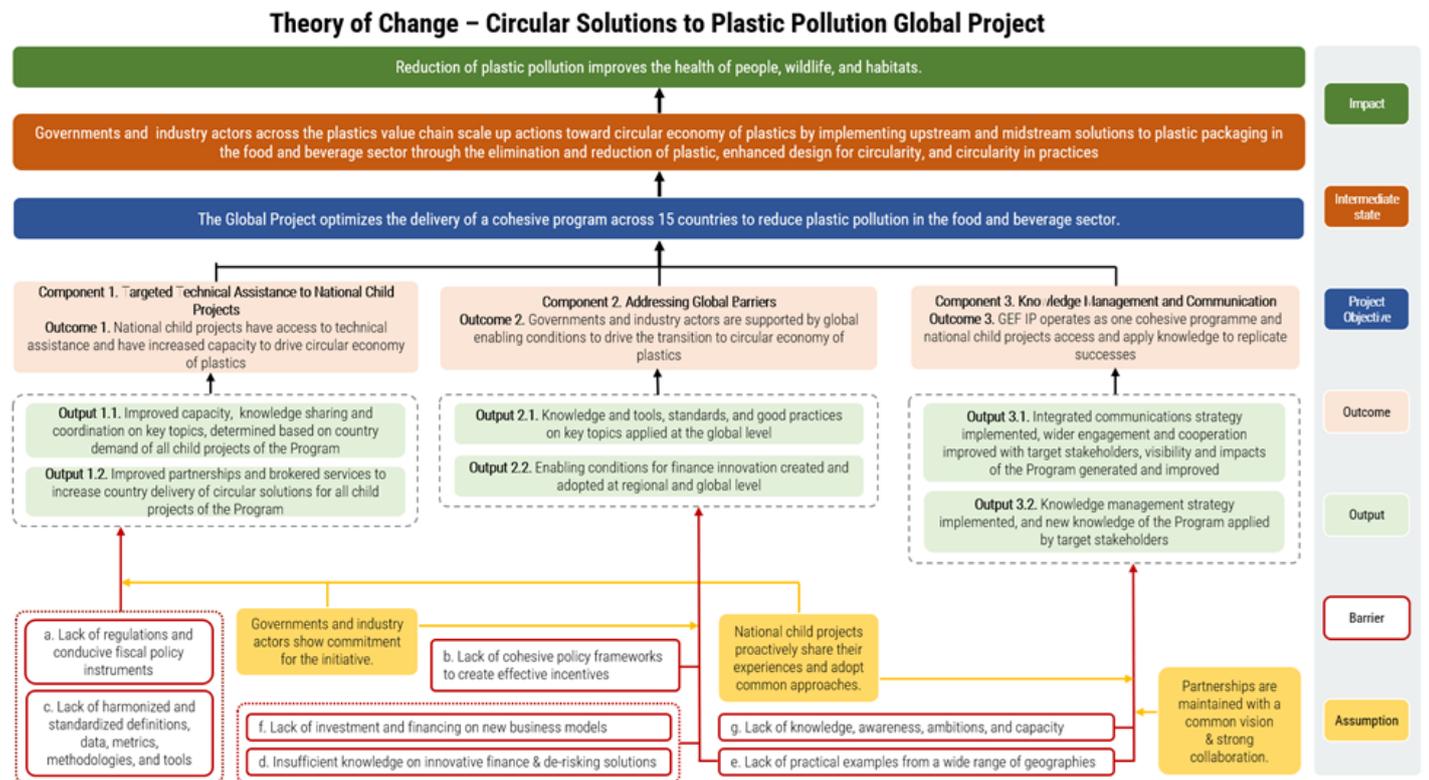


Figure 3 - Theory of Change Circular Solutions to Plastic Pollution Global Project

The Global Project will focus on key transformational levers to maximize impact while creating widely applicable or replicable assets to multiply influence beyond direct project work. It will contribute to a long-term, systemic solution to the plastic pollution problem by delivering technical assistance and knowledge management to scale progress, including increasing exposure and access to tools, guidance, and programs. It will leverage partnerships and coalitions, including with the private sector, financial institutions, civil society, and global initiatives, to increase ambition, scale impact, and promote behavioral change. Additionally, it will address barriers that cannot be effectively tackled at the national level, provided that National Child projects proactively share their experiences and are willing to adopt common approaches; that governments and industries show commitment to this initiative, and that partnerships are maintained with a common vision and willingness to cooperate.

The Global Project will integrate gender-sensitive issues into its framework. Ensuring that the project incorporates gender considerations can lead to more effective, equitable, and inclusive outcomes. Systemic actions and activities will be put in place across the Program to respond to identified gender risks, differences, gaps, and opportunities. The adoption of gender mainstreaming will consider both women's and men's experiences, concerns, and needs to increase women's involvement across the plastics value chain, enhance gender equality in decision-making and leadership related to sustainable consumption, and improve women's economic empowerment and social benefits related to reuse and recycling actions. The Global Project will

also incorporate the consideration of Just Transition, Human Rights, Vulnerable Groups and Indigenous Peoples, and Youth into the design and implementation in relevant thematic topics, to provide technical assistance and guidance to all national projects.

This Program and the Global Project will tackle plastic pollution through interventions at the upstream and midstream that influence the entire plastic value chain from production to consumption to disposal, thereby leveraging interlinked benefits across the processes and sectors contributing to plastic pollution. Such a system change is predicted to cut government costs and save businesses financial resources in shifting away from the current business-as-usual trajectory creating more economic opportunities and jobs. Shifting from linear materials systems to circular systems can create new opportunities for employment, entrepreneurship, and social enterprises that are community and locally-focused. Circular business models can provide an opportunity to create positive change in labor markets and create opportunities for women, youth, and people who live in urban and rural areas^{[1]26}. Reduced plastic pollution can also create economic co-benefits, such as increased revenue from tourism due to improved aesthetics^{[2]27}. Decreased plastic entering nature, including marine, freshwater, and terrestrial ecosystems, results in fewer individuals encountering these impacts. Furthermore, increased circularity of material systems is associated with a decrease in waste management practices which negatively impact human health, including the use of open dump sites which can contribute to air, water, and soil contamination as well as act as a vector for diseases like malaria, cholera, and dengue fever^{[3]28}.

As the Global Project's role is to ensure the success and impact of the Program as a whole, the Global Project theory focuses on the key interventions needed to: increase the capacity for change and technical ability of the National Projects, amplify the uptake of results and learnings, enable behavior change, and ensure effective collaboration and coordination. These priorities are reflected in the three components of the Global Project and how they address the five Components of the Program. Figure 4 below shows the relationship between the outcomes of the Global Project and how they deliver the outcomes of the Program. The Global Project will serve a pivotal function to provide guidance, implementation support and facilitation, in order to ensure that the overall approach, work plan, implementation and results of the national child projects are following the cohesive framework and approach.

Global Project Outcomes and their relation to the Outcomes of the Integrated Program

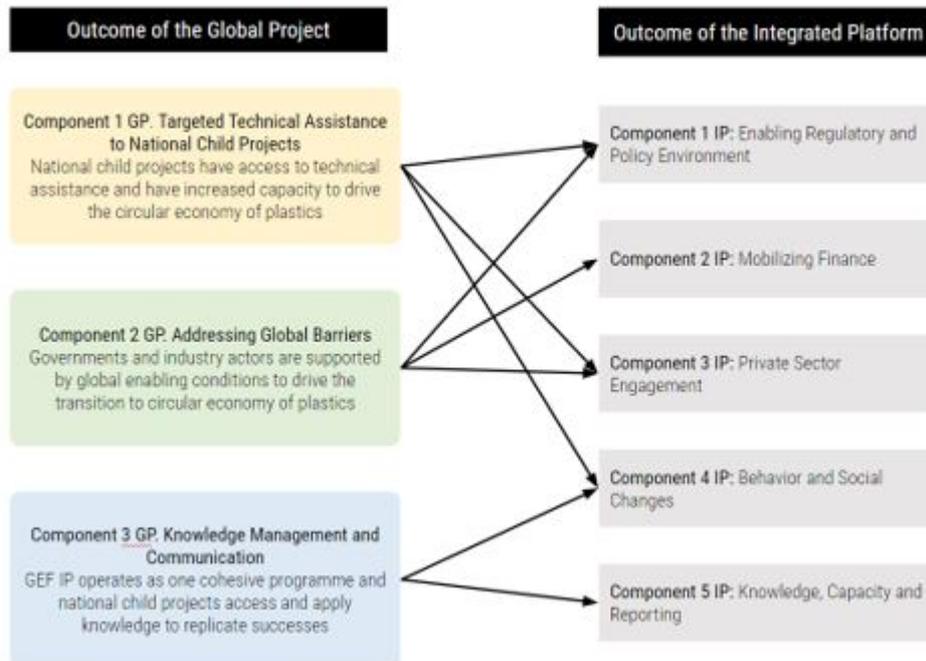


Figure 4 – Global Project Outcomes Mapped to the Outcomes of the Integrated Program

- Component 1 of the Global Project (Targeted Technical Assistance to National Child Projects) responds to Components 1, 3, and 4 of the Program’s Theory of Change to enable regulatory and policy frameworks, engage with the private sector, and boost behavior and social change.
- Component 2 of the Global Project (Addressing Global Barriers) responds to Components 1, 2, and 3 of the Program’s Theory of Change to support the mobilization of finance (enabling behavior change in investing) and engagement of the private sector to develop and scale-up global solutions.
- Component 3 of the Global Project (Knowledge Management and Communication) responds to component 4 and 5 of the Program’s Theory of Change to coordinate and manage the knowledge generated in the Program and to amplify impacts within and outside the context of the Program.

Global Project Components

The content of all three components has been designed based on the IP goals and theory of change and in consideration of the National Project concept note contents. Refinement of topics was made during the PPG phase of the Global Project through a comprehensive consultation, considering the needs and interests of the 15 National Projects, as well as the perspectives of external experts. Furthermore, a survey was conducted across all National Projects to understand the most effective formats for the delivery of outputs, collaboration opportunities, and learning sessions. In addition to consultation with the National Projects and other stakeholders, the following criteria were used to determine the inclusion/prioritization of topics in the Global Project:

- a. The issue cannot be resolved at the national level, has a transboundary aspect, or is an international issue
- b. The issue has been requested for support by several national projects which shares common ground and there is a need for consensus building and harmonization
- c. The issue has a clear transformational focus aligned with the Theory of Change and scope of the project

d. It is not already funded by another source or project and is appropriate for GEF funding

Component 1: Targeted Technical Assistance to National Child Projects

Component 1 provides technical assistance, implementation support and capacity development to National Projects on key topics related to the circular economy of plastics, with 'on-demand' support based on emerging technical needs and critical issues identified by the National Projects, and innovative business solutions to foster awareness and uptake. This component is designed to support the alignment and coordination of the National Projects technical work with the Integrated Program objectives.

Based on consultation and analysis of national project concept notes, the outcomes and outputs of Component 1 will include:

Outcomes

1.1 Improved capacity, knowledge sharing and coordination on key topics, determined based on country demand of all child projects of the Program.

1.2 Improved partnerships and brokered services to increase country delivery of circular solutions for all child projects of the Program.

Outputs

1.1.1 A detailed annotated methodology, relevant tools, implementation support and dashboard system for countries to assess and monitor their GEBs, Program Indicators, and transformational indicators.

- Formulation of Program Indicators and associated methods, and mapping to transformative indicators, with implementation support to all child projects to track the progress to achieve the indicators under a cohesive approach of the Program.
- A tool, method and dashboard to assess and track GEBs, and progress of the implementation of the technical assistance provided by the Program, to ensure that achievement towards GEBs are measured under a coordinated and harmonized approach for all child projects of the Program.
- A system for Integrated Program and Child Project risk assessment and monitoring will be created and implemented.
- Coordination of regular discussion and support will be organized for national projects to monitor progress and resolve issues and barriers, to ensure a consistent approach to progress reporting.
- Execution arrangement: UNEP and WWF

1.1.2 Technical review and feedback on activities and outputs related to project implementation for program countries to ensure consistency and quality delivery of the Program

- Technical support will be provided to all national child projects on key assets and outputs during the implementation phase to address common issues and topics, and foster alignment and coordination.
- Technical support will be provided to all national child projects in terms of understanding common challenges and barriers to implement and execute projects at national and sub-national level, facilitating consultation with the GEF Secretariat and key stakeholders, and defining overarching support to ensure timely and efficient implementation of all national projects under the Program.

- Guidance and technical support will be provided to all national child projects in terms of Monitoring, Evaluation and Reporting of progress, to ensure consistent and aligned compilation of collective success and results to ensure consistency.
- The Global Project will have regular consultations with the National Projects to understand the need for expert inputs on project progression and provide ad-hoc support and solutions to emerging and shared issues identified among all the child projects, either utilizing UNEP and WWF staff expertise or bringing in external support when needed.
- Execution arrangement: UNEP and WWF

1.1.3 Guidelines and implementation support for gender mainstreaming and just transition in thematic topics of national child projects

- Development of guidance for better inclusion of women, waste pickers, indigenous people, vulnerable groups and youth in decision-making, policy development, business development, innovation, awareness raising and sustainable financing on plastic. This will build off of the Gender Action Plan, which can be found in Appendix 5a.
- Execution arrangement: UNEP and gender specialist

1.1.4 Guidance, Model Law, and implementation support on national legislative and policy frameworks on circular economy

- The Output will deliver guidance to National Projects to develop necessary frameworks for plastic for the uptake and adoption of upstream and midstream policies, including fiscal and financial policies, along the plastic value chain to achieve plastic circularity, promote sustainable consumption and behavioral change, and create markets for more circular products and solutions.
- Model laws, examples, and best practices will be developed for specific policy instruments to facilitate the introduction and implementation in target countries. Both technical support on plastic topics and legal support on regulatory development will be provided to countries to enhance the implementation and enforcement of relevant legislation and policies.
- This guidance will be developed by the Executing Partner and its integration into National Projects will be supported through a working group. Creating effective policy frameworks for circular economy action is key to taking a systemic approach to the issue of plastic waste, ensuring the lasting impact of results by creating the incentives and structures needed to maintain implemented solutions.
- Execution arrangement: UNEP, WRAP

1.1.5 Guidance and implementation support for decision-making and evaluation of alternative materials

- Assess different materials and alternatives for their environmental and social-economic performances (such as biodegradable, biobased, compostable, non-plastic materials, etc.), and guidance on what materials to be phased out (unnecessary, problematic, avoidable plastics) with alternative solutions provided.
- A practical, step-by-step guide for assessment and decision-making regarding alternative materials will be developed for National Projects and also communicated externally for additional uptake. The guide will be inclusive of feedstock selection and responsible sourcing, material design and tradeoffs with other environmental and social impacts, accounting for local context, best practices for

stakeholder and community engagement, and considerations of circularity and fit with local waste management systems.

- Implementation of this guide will be supported by a working group throughout the Global Project, including virtual learning sessions on the guide and its use, connection sessions for National Projects with each other on the topic of alternative materials, and expert consultation. Furthermore, an assessment will be undertaken to understand any gaps in available guidance, and if needed further development and research will take place to fill these gaps.
- Adopting alternative materials without causing environmental and social tradeoffs is a complex task that requires specialist knowledge, robust assessment methodology, and strong collaborations. Building capacity on this subject will both improve outcomes of National Project activities on this topic as well as build the long-term viability of such solutions more broadly.
- Execution arrangement: WWF, RSB.

1.1.6 Guidance and implementation support on the operationalization of Extended Producer Responsibility (EPR)

- Leveraging an existing program that provides international, regional and national expertise on EPR will provide strong value to National Projects. EPR is an important tool for changing incentives and therefore behavior and EPR schemes have a high potential to create long-term shifts to more circular materials systems.
- Enhancing a global one-stop-shop support center on EPR, including developing operational guidance to support national governments and Producer Responsibility Organisations to develop EPR policies and schemes, and providing technical support through the EPR helpdesk (a program that provides tailored technical support on EPR) to bring expert knowledge and experience to the national child projects to implement EPR.
- Operational guidance, decision-making toolbox, registration and accounting tools, enforcement plans, best practices, peer-to-peer learning will be developed to support the implementation of EPR. Through the executing partner Global Action Partnership for EPR, experts and a center of excellence on the topic of EPR will be established in different regions, to enable the localization and adaptation of EPR in accordance with regulatory, socio-economic conditions in a specific region or country.
- Execution Arrangement: UNEP, Global Action Partnership for EPR

1.1.7 Design guidance and implementation support on reuse and refill systems

- Guidance on developing reuse and refilling solutions, including reusable products; logistics, facilities, and support needed for reuse and refill systems to promote behavioral change at community, city, and national scales, and design guidance on circular products.
- The guidance and implementation support will consist of:
 - A resource directory, comprehensive of the topics necessary for the design and implementation of reusable systems. It will be inclusive of case studies from diverse geographies (as available), insights on fostering behavior change, and considerations of integration with existing waste management systems.
 - Step-by-step guidance on inclusive and successful design of reuse systems, including a method to conduct local contextual analysis to inform reuse system design, guidance on long-term

success and scalability, and good practice on just and inclusive reuse system design. A training module will support the uptake of this guidance into National Projects and beyond.

- Implementation of this guide will be supported by a working group throughout the Global Project, including virtual learning sessions on the guide and its use, connection sessions for National Projects with each other on the topic of reuse, and expert consultation.
- Reuse is a high-impact upstream solution that simultaneously reduces waste and creates circularity of materials, making it an important activity to grow and support to address plastic pollution. It is also resource-intensive and complex to implement, making technical support necessary for success.
- Execution Arrangement: WWF, Perpetual

1.1.8 Technical Assistance and implementation support for evolving needs as the Program progresses

- Resources are held in reserve to adapt to evolving needs for technical assistance and support during the program implementation phase.
- The Global Project team will survey the National Projects every six months during implementation, to assess any new or evolving needs for technical assistance or additional support. The summarized survey results will be shared with the Advisory Committee for input, and the Steering Committee for decision. The selected topics will be the issues that are commonly shared by most or all national child projects, and have the potential to be applied or replicated at regional and global level to trigger transformation of the plastic economy and reduce plastic pollution. These reserved resources will then be applied to meet identified needs, creating additional guidance, documents, or other assets as needed. This will be done either through the retention of additional executing partners and consultants or by the UNEP and WWF teams if expertise aligns.
- Execution Arrangement: UNEP and WWF teams to assess the best executing method based on topics and desired outputs through open call for proposals.

1.2.1 Private sector engagement guidance, strategy and network to support the implementation of national child project

- The output will ensure engagement of the private sector through partnerships and coalitions including with the finance sector, civil society organizations (CSOs), and global initiatives, for Program leverage and impact, connection to National Projects, and to strengthen existing coalitions and initiatives for effective and inclusive program delivery and results.
- A private sector engagement strategy, including assessment and due diligence processes, will be created to guide private sector engagement across the Program.
- A private sector collaboration group will be established and convened, for National Projects to connect with relevant private sector organizations and leverage their expertise; including expert input to the design and execution of interventions, participation in piloting and incubation of solutions, advocacy, and input for policy development, for adoption/scale-up of solutions after piloting. Connection sessions with this group will be organized semi-annually, and selective group members may be invited to join in-person convenings to see National Project activities. A working group on private sector engagement will support National Project engagement with the private sector collaboration group.
- Execution Arrangement: WWF

Component 2: Addressing Global Barriers

The Component will provide targeted technical assistance on global and cross-cutting topics, to create enabling conditions by creating a common vision, fostering knowledge sharing, developing harmonized definitions and measurement methods for monitoring plastic pollution, stimulating innovation, increasing investment in innovative solutions, and promoting a just transition. This component is designed to support the alignment and coordination of the outcomes of the National Projects' work with the broader global network of effort on plastic pollution.

It will also offer the opportunity for global stakeholders including corporates and the private sector to participate in the system change movement generated by the Program to reduce single-use plastics in the food and beverage sector nationally and/or globally.

The Component will address global and cross-cutting topics, which are pertinent not only to the 15 national child projects but also to other plastic programs and initiatives beyond the Program and the Project.

Outcomes

2.1 Knowledge and tools, standards, and good practices on key topics applied at the global level

2.2 Enabling conditions for finance innovation created and adopted at national, regional and global level

Outputs

2.1.1 Harmonized framework and implementation support for evaluating plastic footprint of governments at national and sub-national levels

- The outputs will advance harmonized evaluation of plastic footprints for governments and will include developing standardized definitions, metrics and methodologies, and tools to create a common language for credibly and consistently measuring success against targets. This will align with the outcomes of the international legally binding instrument to end plastic pollution, so that relevant support is provided to both national child projects as well as other countries on the measurement of baseline and assessment on the effectiveness of interventions developed.
- This is needed to enable and monitor the scaling and widespread adoption of circular economy approaches.
- The work of the Global Project will add to ongoing efforts to drive ambition and scientific rigor and facilitate testing and ground-truthing of the resulting tools by engaging National Project teams to find opportunities to pilot the frameworks.
- Inconsistent and incomplete information from governments on waste management systems and their performance and capacities has long been a barrier to progress in addressing plastic pollution. Harmonized definitions and reporting methods are needed to facilitate cooperation between actors, including between governments, between government and private sector, and between governments and community members. Unlocking more accurate and consistent information on national-level plastic footprints is a prerequisite to being able to realize many forms of collaborative action at regional or international scales.
- Execution Arrangement: UNEP, other Executing Partner to be determined in 2025 through call for proposals.

2.1.2 Harmonized framework and implementation support for evaluating plastic footprint of the private sector, and guidelines for disclosure to investors

- The outputs will advance harmonized evaluation of plastic footprints for the private sector and will include developing standardized definitions, metrics and methodologies, and tools to create a common language for credibly and consistently measuring success against targets. A priority will be advancing a common framework for disclosure and increasing the uptake of its use.
- This is needed to enable and monitor the scaling and widespread adoption of circular economy approaches.
- This will be done in collaboration with high-impact initiatives, including CDP’s Scaling Plastic Disclosure, which have aligned goals, to foster convergence on common tools and methodologies, and support rapid scaling. The work of the Global Project will add to ongoing efforts to drive ambition, and scientific rigor, and facilitate testing and ground-truthing of the resulting tools by engaging Private Sector organizations to find opportunities to pilot the frameworks and encourage uptake.
- Evaluating Plastic Footprints for the Private Sector: Tracking and disclosure of corporate plastic use is an important step in addressing plastic pollution. By standardizing and scaling aligned methods and tools for corporate disclosure, investors are empowered to factor performance on plastic waste and pollution into their decision-making, and food, beverage, and hospitality companies have credible information with which to formulate and adjust mitigation strategies. Creating the expectation of measurement and disclosure drives progress by creating both internal and external transparency, and driving behavior change.
- Execution Arrangement: WWF, CDP.

2.2.1 Assessment, modalities, partners, and co-finance identified for finance innovation to incentivize and scale up innovative solutions

- Identify and incubate innovative and blended finance mechanisms. Advance best practices to de-risk upstream solutions, support the financing of innovative business models and technologies, towards plastics waste prevention systems or emerging circular financing approaches. Collect best practices and lessons learned. As a result, pipelines of bankable upstream projects can be developed, and commercial lenders/investors can assess risk and offer attractive returns. The work will include the following activities:
 - Public finance: develop guidance on public finance modalities and fiscal policies to create an enabling environment for the uptake of circular products, policies, innovation, technologies, solutions, and infrastructure.
 - Narrative level for private investment: through the UNEP Finance Initiative and other partners, develop global guidelines, tools, and finance mechanisms for the finance sector (via investors, banks, and insurers) to support the global finance flows more towards activities supporting circularity of plastics, as well as financing the activities in the present GEF Integrated Program. Awareness will be raised among private financial institutions to incorporate the plastic agenda into their investment strategies and plan.
 - Transaction level for mobilizing private investment: explore various options and approaches to:

- provide early-stage seed financing to non-for-profit project developers and fund managers who design and develop upstream/holistic plastics circularity pipelines of projects, in cooperation with public finance (such as grants). Provide financial assistance and opportunities to support the implementation of activities in the national child projects
 - provide financial support at the pipeline level to enable developers and fund managers to grow beyond their first projects.
 - provide technical assistance to commercial banks to help them adjust their risk assessment frameworks for plastic circularity projects, in a specific country or region
- Execution Arrangement: UNEP, other financing partners will be decided during project implementation during Q4 2024 - Q1 2025.

Component 3: Knowledge Management and Communication

The delivery of activities under the first two components will result in an improved understanding of plastic waste in the food and beverage sector, both nationally and globally, and generate the required data to enable the implementation of system change solutions (e.g., traceability, trade, global standards, etc.). Component 3 will integrate across all participating child projects for program coherence and enable synergies through Knowledge Management, communication, and coordination actions. These will foster the sharing of project lessons and experiences among and beyond the National Projects. It will also promote coherence of indicators and implement a cohesive communications strategy to drive the uptake of solutions beyond the National Child Projects, and amplify impact and behavior change to a broader audience.

Outcomes

- 3.1 Integrated communications strategy implemented, wider engagement and cooperation improved with target stakeholders, visibility and impacts of the Program generated and improved
- 3.2 Knowledge management strategy implemented, and new knowledge of the Program applied by target stakeholders

Outputs

3.1.1 Integrated communications strategy to increase the impacts of the Program: website, branding materials, communication products, and stakeholder engagement events developed to increase connectivity of the national child projects

- Communications and outreach of program results, internally and externally to the program members through a comprehensive program website, development of Branding Materials Package, communications protocols, communications products such as graphics and thought pieces, and integration and uptake of Program outputs into external fora and platforms to scale out. Instead of broad communication to general audiences, the focus will be on measurable, targeted outcomes to specific audiences who can best use and apply these tools.
- A cohesive communication strategy is important to the overall impact of the Program, disseminating learnings and outputs to external audiences. In addition to supporting overall awareness of both issues and solutions, the communication strategy will target audiences that can both directly and indirectly uptake and utilize the program results.

- Executing Arrangement: WWF will lead the communications strategy, and collaborate with UNEP

3.2.1 Integrated knowledge management strategy to increase the application of relevant knowledge of the Program products: knowledge management platform, annual conferences, knowledge sharing sessions, webinars, capacity development activities organized

- Knowledge management platform to be integrated with the external website (outlined above). This will be a section of the website which is internal to IP staff (requiring log-in). It will serve the function of internal document and policy repository, and facilitate coordination and knowledge management for important program functions as well as the technical working groups.
- Stakeholder engagement through partnerships and coalitions, including with the finance sector, private sector, CSOs, and global initiatives, for program leverage and impact, connection to child projects, and to strengthen existing coalitions and initiatives.
- Knowledge Sharing through annual conferences, knowledge sharing virtual sessions, and working group interactions to foster south-south and cross-regional sharing of project lessons, and experiences and to provide additional good practices and innovative solutions and lessons learned from other partners to the participating child projects.
- Annual report compiling results and progress from all the child projects
- Execution Arrangement: WWF and UNEP

3.2.2 Best practices and success stories from all projects of the Program and other knowledge products developed

- Summarized learnings of the Program, including best practices and success stories. This output will ensure the sustainability of the program results by synthesizing the learnings from the program so that they can be fed into future projects, to increase their success and effectiveness.
- Executing Arrangement: WWF and UNEP

Sustainability of Results

The Global Project is designed to contribute to **long-term sustainability** that is beyond the project timeframe. The Global Project will support the National Projects with comprehensive guidance on national frameworks for the circular economy of plastics and provide them with specific guidance on policy topics such as banning and phasing out products, reuse, refill, trade policies, standards transposition and implementation, eco-design, and procurement. This will allow National Projects to establish an enabling policy environment that can lead to long-term impacts in the countries.

Establishing partnerships with stakeholders along the full life cycle of plastics will also pave the way for sustainability. Particularly, improving the understanding and awareness of key stakeholders to mobilize and access new sources of financing to adopt circular economy approaches to reduce plastic pollution can further contribute to achieving sustainability. The project will facilitate this increased understanding and awareness through stakeholder engagement at global and regional fora.

The Global Project will support the **uptake** of National Projects on topics including policy framework and finance innovation that can foster the circular economy approaches in the food and beverage sector, which are instrumental in designing, implementing, and scaling up policies and solutions. The Global Project will

support the cross-regional sharing of lessons and experiences through various platforms, which will help ensure the uptake of the knowledge generated by the project at the global level and the long-term impacts of the project. The knowledge will also be disseminated and applied in a wider range of countries and audiences, through the communications strategy as well as collaborating agencies and institutions.

The Global Project will compile good practices to provide examples for **replication and scaling up** in countries that are not covered by the Program. This will help achieve an impact that is beyond what the national projects can achieve alone. The experiences and lessons learned can inform governments as well as businesses of model policies or business practices that can support actions to achieve a circular economy in the food and beverage sector. Effective communication strategy to be developed by the Global Project will enhance engagement with relevant stakeholders who will promote the scaling-up of activities.

Stakeholder Engagement

The Global Project will involve a wide array of stakeholders, including the public and private sectors, CSOs, consumers, government bodies at various levels, the private sector, non-profit organizations, research institutions, and local actors. These stakeholders play critical roles in delivering on the program's GEBs, adaptation benefits, and other proposed outcomes. A stakeholder engagement plan (see Appendix 5) has been developed to ensure an inclusive and effective stakeholder engagement process.

- **Private Sector Stakeholders:** The private sector, including packaging designers, food and beverage companies, retailers, waste management firms, and more, plays a vital role in designing and executing interventions. They are critical for piloting and incubating solutions, providing co-financing, and advocating for policy development. Their involvement ensures the adoption and scale-up of sustainable solutions.
- **Public and Private Sector, CSOs, and the public:** These groups are crucial for implementing effective actions against plastic pollution. They bring their experiences, knowledge, and technical inputs to inform the program's strategies. Their engagement is vital for creating awareness and driving behavior change, especially in terms of reducing waste, promoting sustainable products, and developing markets for recycled materials.
- **Government Stakeholders:** Governments play a multifaceted role in the Global Project. They are executing agencies in national child projects, participate in piloting and executing activities, and engage in policy development. Their input and expertise are invaluable for shaping the program's strategies, and they facilitate the scale-up of approaches.
- **Non-Government, Non-Profit Organizations, and Individuals:** These stakeholders, such as civil society organizations, community groups, and research institutions, provide expertise and technical assistance. They offer diverse perspectives, collaborate on external initiatives, and help amplify the uptake and scale of solutions. They will function as executing partners and play a significant role in the program's success.
- **Global and Regional Organizations:** These entities working on plastic pollution contribute to knowledge sharing and collaboration. They play a key role in the exchange of successful interventions, innovations, and experiences on a broader scale.
- **Commercial Establishments:** This category includes restaurants, supermarkets, delivery services, and other businesses that contribute significantly to plastic waste generation. Engaging with these

establishments is key to transforming consumption patterns and promoting environment-friendly products and solutions. This can have a substantial impact on waste reduction.

- **Vulnerable Groups (e.g., informal sector, entrepreneurs, women, youth, and indigenous peoples):** These groups are highly affected by the impacts of plastic waste, and their inclusion in the program's design and implementation is essential. It ensures that their unique needs, concerns, and insights are considered, contributing to the program's success and creating opportunities for employment and entrepreneurship, and in policy development, such as EPR.

The Global Project's success relies on effective collaboration and coordination among these diverse stakeholders. The Global Project acts as a central knowledge hub, enabling the exchange of knowledge and the scaling-up of successful interventions. Additionally, the private sector's engagement, both with multinationals and SMEs, is essential for driving systemic change on a global level. It involves discussions on innovation, technology, and policy instruments along the value chain. Capacity building, training, and long-term monitoring activities further support the program's goals, ensuring progress and momentum for scaling up the project's activities. The collective efforts of these stakeholders are instrumental in delivering on the program's objectives related to Global Environmental Benefits, adaptation benefits, and other desired outcomes.

Private Sector Engagement

The Program will engage the private sector throughout the project to ensure that interventions are actionable and implemented to create real social and environmental benefits. To ensure these benefits endure beyond the lifetime of the project, the Global Project will engage the private sector to advance policy changes with long-term impact; pilot and incubate upstream solutions; and fund scale-up of those and other sustainable solutions.

After a thorough due diligence process, the Global Project will engage with global and regional food and beverage companies that are leading producers of plastic packaging, retailers, and financial institutions among other private sector stakeholders. Private sector stakeholders will be engaged in several ways in the Project, including expert input to the design and execution of interventions, participation in piloting and incubation of solutions, advocacy, and engagement on corporate and government policy development, for adoption/scale-up of solutions after piloting, and to provide co-financing and connections to relevant external initiatives. Private sector stakeholders will also be engaged in the Global Project to serve on the advisory committee and participate in global-level activities, and a dedicated Private Sector Collaboration Group will be established to foster connections between the National Projects and relevant private sector stakeholders for engagement, learning, and knowledge exchange.

During project preparation, a review was conducted of the most impactful and relevant global companies impacting this issue to identify a broad pool of companies to engage in the project's initial consultation process. Consultations were then conducted to socialize the project and begin to collect private sector stakeholder input on potential collaboration opportunities that will be developed throughout the project implementation. More information about this can be found in the Stakeholder Engagement Plan (Appendix 5).

Gender inclusion

To address inclusion, the Global Project has developed a gender strategy, available in Appendix 5a. The gender strategy includes a comprehensive gender analysis within the food and beverage sector to identify how plastic packaging and its alternatives affect men and women differently. The gender strategy was designed to be included in the design of the Program and its child projects across the timeline of the project. By following the strategic priorities and objectives of the Program, relevant activities, deliverables, and timelines were

included to improve women's participation and influence in delivering the Program outcomes. The gender strategy (additional details in Appendix 5b) includes the following:

- **Gender-Responsive Stakeholder Engagement:** The Global Project will engage with a diverse set of stakeholders, including women entrepreneurs, workers, and local communities, and ensure their active participation in project design, implementation, and decision-making processes. The Global Project aims to create an environment for women's voices to be heard and considered.
- **Gender-Responsive Policy Development:** The Global Project will support the development of global guidance on policy and financial issues with a gender-sensitive lens. The components will consider how policy changes can address the specific challenges and opportunities that women face in the food and beverage sector. For instance, policies that support women's entrepreneurship in sustainable packaging alternatives, or in developing reuse and refilling systems, will be explored.
- **Women's Economic Empowerment:** the Global Project will explore and include mechanisms to encourage and support women's active involvement in the development and promotion of alternatives to single-use plastic and reuse and refilling systems. Providing training, capacity building, and access to financial resources for women entrepreneurs can be an integral part of the project. In particular, the Finance Innovation component will consider and propose financing mechanisms that are specifically dedicated to and accessible by women entrepreneurs to facilitate their inclusion in the innovation process
- **Data Collection and Monitoring of the Inclusion of Women in the Process:** the Global Project's monitoring and evaluation framework incorporates indicators and methodologies for gender-disaggregated data collection. The inclusion of gender-sensitive considerations and the inclusion of women in the components of the project will be regularly assessed to make necessary adjustments to ensure gender equality and women's empowerment.
- **Awareness, Education, and Capacity Building:** The Global Project foresees knowledge management and capacity building for different target groups. The Global Project will ensure development of outreach and awareness campaigns that specifically target women in the food and beverage packaging sector. Further, the Global Project will design and offer training and support to women in the food and beverage packaging sector, enabling them to be actively involved in the transition to sustainable packaging solutions.
- **Access to Green Jobs:** The Global Project will work with National Projects to ensure that job opportunities in the project are open to women, and consider providing training for women in green and sustainable roles within the sector. The Global Project will promote women's participation in supply chains related to alternative packaging solutions and work with National Projects to ensure that opportunities created adequately consider safe and sanitary working conditions for both women and men. The gender analysis also considers the role of women in the waste industry and their high predominance as waste pickers, and the opportunities for women to switch from downstream waste pickers in unsanitary and hazardous conditions to safer, stable, reuse/refill collectors, washers and redistributors.
- **Inclusivity in Decision-Making:** The Global Project will ensure the creation of gender-balanced decision-making bodies or advisory groups within the project, e.g. while establishing the Advisory Board. This ensures that women's perspectives are taken into account when shaping project strategies and outcomes.
- **Partnerships with Women's Organizations:** The Global Project will ensure collaboration with local and international women's organizations that have expertise in environmental issues, entrepreneurship, and

gender equality. These partnerships can help leverage knowledge and resources for better project outcomes.

Knowledge Management

Knowledge management across the Program is a major function of the Global Project. The Global Project's Component 3 focuses on knowledge management and communication, as described above. Major outputs include:

- Program website with subpages for each Child Project, knowledge and publications repository, and updates functionality (and associated management of said website)
- Integrated Communications Strategy
- Brand identification package (logo, program name, major messaging, presentation, and report templates)
- Dedicated resources and budget for learning, connection, exchange, and discussion sessions
- Dedicated resource for annual conferences
- Dedicated resources for collecting learnings and stories from National Project teams

Leveraging existing experts, resources, research, and guidance will be crucial to ensure that the Program is providing new value to these topics and not duplicating efforts. For each technical topic area such as finance, reusable systems, alternative materials, and policy frameworks, the Global Project will conduct an assessment of existing guidance, case studies, and resources to compile and present to the National Projects. The Global Project also seeks to create cross-cutting, broad collaborations with strong existing platforms to help integrate the National Projects with strong partners and existing collaborations. The key tools and guidance developed by the Global Project will be turned into widely applicable content by the Global Project to share learnings outside of the Program's direct scope and amplify its impact. Ideally, this content will be hosted by an existing organization with long-term funding security, or created in collaboration with leading organizations in this space, as a complement to the planned Program Website, which will serve as a knowledge hub for the Program and its assets. As the Global Treaty for plastic pollution develops, the implications for the Program will become clearer and the Global Project will adapt our knowledge management approach based on what information is most needed to support countries in implementation and what online platforms to use.

Monitoring and Evaluation

In line with the GEF Evaluation requirements and UNEP's Evaluation Policy, this project is subject to an independent Mid-Term Evaluation or management-led Mid-Term Review at mid-point. A performance assessment will also be conducted when the project has reached operational completion. This performance assessment will be either an independent Terminal Evaluation or a management-led Terminal Review. The full Monitoring and Evaluation Plan is available in Appendix 6.

Integrated Program Coherence

Specific actions and functions to support the successful integration of all National Projects and the Global Project into an impactful Integrated Program and embedded throughout each outcome, as this is a major function of the Global Project. These key functions include, but are not limited to: the establishment and consistent administration and convening of working groups on key topics (to foster connection, cross-learning, and issue resolution), Integrated Program communications strategy development, communications

coordination and support, Integrated Program knowledge management including platform creation and maintenance, and convenings and connections to relevant external fora, experts, organizations, and tools. Further details of embedded support functions and activities are outlined in the Global Project Components section beginning on page 23.

Policy Coherence and Enhancement

The Global Project will support the Program's contribution to Policy Coherence related to plastic and plastic pollution through the development of global knowledge products on comprehensive policy frameworks, as well as effective knowledge management and communication which will facilitate knowledge sharing and uptake of results. Policy Framework outputs will include considerations of different branches and departments of government working together to align economic, social, and environmental policies for common outcomes.

The approach of the Global Project and the Program to drive systemic change is inherently supportive of policy coherence, as this approach strives to align the incentives, priorities, and behaviors of diverse stakeholders and actors in the plastic value chain toward a common vision. By working on topics across finance, design, business models, behavior change, and policy, the Global Project aims to bring a consistent approach and vision across all the various pressure points that are currently driving the increase in plastic pollution, resulting in a coherent approach to addressing the issue through elimination and reduction, design for circularity, and implementation of circularity in practice. Furthermore, the structure of the Global Project is designed to align efforts between Global, National, and local efforts; bringing a global perspective to more localized efforts, while also enabling National results to be replicated and amplified.

[1] European Environment Agency (2021). [A framework for enabling circular business models in Europe — European Environment Agency \(europa.eu\)](#)

[2] United Nations Environment Programme and World Travel & Tourism Council (2021). Rethinking Single-Use Plastic Products in Travel & Tourism - Impacts, Management Practices and Recommendations. Nairobi.

[3] Ellen MacArthur Foundation. The Circular Economy: A Wealth of Flows - 2nd Edition. Available at: [The Circular Economy: A Wealth of Flows - 2nd Edition \(ellenmacarthurfoundation.org\)](#)

Institutional Arrangement and Coordination with Ongoing Initiatives and Project.

Please describe the Institutional Arrangements for the execution of this child project, including framework and mechanisms for coordination, governance, financial management and procurement. This should include consideration for linking with other relevant initiatives at country-level (if a country child project) or regional/global level (for coordination platform child project). If possible, please summarize the flow of funds (diagram), accountabilities for project management and financial reporting (organogram), including audit, and staffing plans. (max. 500 words, approximately 1 page)

Under the Global Project's Knowledge Management and Communication Component, close coordination and collaboration will be ensured amongst IAs, participating countries, and key partners. The Project Steering Committee will be a regular mechanism for engagement amongst the IAs and GEF Secretariat (and, through their leadership, coordination with the countries). The Global Project will also support close engagement with and among the National Projects through regular coordination, convening events, and executing a robust Knowledge Management strategy. The lead and co-lead agencies will work closely together as a working group to ensure the effective implementation of the program, including the Global Project. UNEP will lead the administration and coordination of national projects, including monitoring and evaluation, reporting, and budgeting, and will collaborate with WWF on knowledge management. The agencies will collaborate on technical topics, dividing responsibility based on expertise, and WWF will lead on communications and knowledge sharing. Please see below for further details on institutional arrangements and governance.

Project Management Unit

The Global Project will be jointly managed by UNEP and WWF, with roles divided according to technical expertise and best fit of organizational capacity, to maximize the benefits to both the Global Project and the program as a whole. Therefore, the project management unit will be composed of staff from both agencies. Appendix 5e describes the planned management unit, including major responsibilities and percentage of time for each staff member as well as additional information about staff expertise and roles.

Executing Arrangements

The Global Project will also be supported by key executing partners, who bring specific expertise to in-depth technical assistance topics. Table 1 describes the executing partners and their roles. Further information about identified executing partners can be found in Appendix 5e, including organizational information and expertise. An expression of interest process was undertaken to choose executing partners on the topics of reuse, policy frameworks, alternative materials, and innovative finance. A total of 27 expressions of interest were received (11 reuse, 7 policy frameworks, 6 alternative materials, 4 innovative finance). The WWF and UNEP teams evaluated all the expressions of interest based on the relevance of the proposed work plan, the expertise match of the organization, and overall value to the Program in terms of budget and impact. Executing Partners for EPR and Corporate Plastic Footprint Measurement and Disclosure were determined via a separate process, because of the limited number of organizations working on these topics. The project team assessed the existing initiatives on these topics with the highest potential for scaling impact and took a targeted approach to engaging the relevant organizations.

Table 1 - Executing Partner Details

Organization	Topic	Major Responsibilities	Flow of Funds
Roundtable on Sustainable Biomaterials (RSB)	Alternative Materials	<ul style="list-style-type: none"> ● Consolidate existing guidance on alternative materials into a practical, accessible format for National Projects including step-by-step guidance and virtual learning sessions ● Assess and fill gaps in guidance, including needed tools for its application ● Connect with experts and facilitate knowledge-sharing 	WWF sub-grant
Perpetual	Reusable Systems	<ul style="list-style-type: none"> ● Compile and present existing guidance, case studies, and resources on the design and implementation of reuse and refill systems ● Prepare step-by-step guidance and supporting training modules on the inclusive and successful design of reuse systems ● Connect with expert input to support National Projects in decision-making and facilitate knowledge sharing to the National Projects for the duration of the projects 	WWF sub-grant
WRAP	Policy Frameworks	<ul style="list-style-type: none"> ● Develop a comprehensive national framework for the circular economy of plastics based on stakeholder consultation and evaluation of existing policy frameworks ● Create specific guidance on policy topics including definitions, metrics, and targets; just transition considerations; corporate disclosure, and other topics 	UNEP sub-grant
Global Action Partnership on Extended Producer Responsibility	Extended Producer Responsibility (EPR)	<ul style="list-style-type: none"> ● Develop operational guidance to support national governments and the Producer Responsibility Organisation in developing EPR policies and schemes ● Provide technical support through the EPR helpdesk to bring expert knowledge and experience to the national child projects to implement EPR ● Build regional capacity to identify and engage with national and regional EPR 	UNEP sub-grant

		experts, and establish regional centers of excellence	
CDP	Corporate Plastic Footprint Measurement and Disclosure	<ul style="list-style-type: none"> ● Advance the Scaling Plastic Disclosure Initiative and integrate its outputs into the Program ● Host workshops, events, virtual sessions, and provide technical expertise on measurement and disclosure 	WWF sub-grant
To Be Determined	Government Plastic Footprint Measurement and Disclosure	<ul style="list-style-type: none"> ● Deliverables to be determined in alignment with the outcomes of the Legally Binding Instrument on Plastic Pollution 	UNEP sub-grant
To Be Determined	Finance Innovation	<ul style="list-style-type: none"> ● Develop guidance on public finance and fiscal policies for the uptake of circular solutions ● Develop global guidelines, tools, and finance mechanisms for the finance sector (via investors, banks, and insurers) to support the global finance flows toward activities supporting circularity of plastics ● Develop guidance for early-stage seed financing, project pipeline strategy, and investment risk assessment frameworks for plastic 	UNEP sub-grant

Additional executing partners will be sought as necessary during the implementation phase, as part of the adaptive management plan, to provide ad-hoc technical support to emerging topics identified among 15 national child projects. Additionally, the Global Project intends to survey the National Child Projects every six months to assess and adapt to changing technical assistance needs and may engage additional executing partners based on the results of this survey.

Governance

The Global Project will be governed by a steering committee, with input from an advisory committee as well as auxiliary groups including a Private Sector Collaboration Group, and Project Technical Working Groups led by Executing Partners. Figure 5 illustrates the governance structure.



Figure 5 - Global Project Structure

Steering Committee

The Global Project will be governed by a steering committee composed of the GEF Secretariat, UNEP, WWF, UNIDO, and UNDP. The steering committee will meet at least twice a year and may meet both virtually and in person. The steering committee will approve the work plan and budget annually and will be the main decision-making body of the Global Project. UNEP will act as the secretariat for the steering committee.

Advisory Committee

The Global Project will also have an advisory committee, whose role will be to provide external expertise and perspective to both the Global and National Projects. The advisory committee will also have representatives from within the Program's working groups, to facilitate sharing and collaboration on challenges and successes with the Steering Committee. WWF will act as the secretariat for the Advisory Committee. The advisory committee will be composed of individuals and organizations from identified key stakeholder groups, namely:

- Academia
- Financial services/investors
- Private Sector companies relevant to the food and beverage sector
- Global Project Executing Partners (also acting as technical working group leads)
- Representatives from National Projects (2-3 rotating every 2 years)

- Vulnerable Groups

Private Sector Collaboration Group

This group is specifically to connect the Private Sector Organizations to the National Projects to share expertise and collaboration opportunities. It will be organized by the Global Project, to engage private sector organizations whose expertise matches the needs of the National Projects for collaboration and support. The group may host virtual connections and learning opportunities on relevant topics. WWF will organize the Private Sector Collaboration Group.

Technical Working Groups

The Global Project will organize technical working groups on key topics to foster a community of practice and support the National Projects' execution. Ongoing GEF projects with relevant work on plastic will be invited to participate in select working group activities. Global Executing Partners will act as Technical Working Group leads for their relevant topics.

Segregation of Implementing and Executing Functions

The WWF and UNEP GEF Agencies will: (i) provide consistent and regular project oversight to ensure the achievement of project objectives; (ii) liaise between the project and the GEF Secretariat; (iii) ensure that GEF, UNEP, and WWF policy requirements and standards are applied and met (i.e. reporting obligations, technical, fiduciary, M&E); (iv) approve annual workplan and budget; (v) approve budget revisions, certify fund availability and transfer funds; (vi) review project audits; (vii) certify project operational and financial completion, and (viii) provide no-objection to key terms of reference for project management unit. UNEP, as the lead GEF Agency, will report on project progress to the GEF Secretariat (through the annual Project Implementation Report), and organize the mid-term and terminal evaluation. As co-implementing GEF Agencies, UNEP will be responsible for oversight of activities and budget flowing through UNEP GEF, and WWF will be responsible for oversight of activities and budget flowing through WWF GEF. UNEP GEF and WWF GEF will ensure close coordination for overall oversight of the Global Project.

Will the GEF Agency play an execution role on this child project? Yes

If so, please describe that role here and the justification.

The lead (UNEP) and Co-Lead (WWF) implementing agencies will also play an execution role when it comes to the Global Project.

UNEP and WWF will build on their respective and significant expertise in addressing plastic pollution; specific execution functions include:

- Co-hosting the Project Management Unit for the Global Project to ensure overall coordination and coherence for the Program, and to maximize the impacts of the Program. UNEP will be responsible for the overall management of the Program, and WWF will lead on responsibilities related to communications, private sector engagement, and key technical topics. See Appendix 5e for more information about the PMU responsibilities and staff.
- Advance key technical work under the Global Project, including on government and private sector plastic footprints, innovative finance, reuse systems, alternative materials, and policy frameworks. Both UNEP and WWF will oversee sub-granting to key partners for respective activities, including the delivery of these technical activities.

Also, please add a short explanation to describe cooperation with ongoing initiatives and projects, including potential for co-location and/or sharing of expertise/staffing (max. 500 words, approximately 1 page)

This Project is designed to be informed by ongoing global processes including the INC on plastic pollution. The National Projects may overlap with the ratification of the legally binding instrument, providing an opportunity for the Global Project to support countries with the relevant technical expertise, tools, and guidance required to implement the instrument.

In the implementation stage, the project will align its efforts with other international instruments and mechanisms that are related to addressing plastic pollution. They include chemicals and waste-oriented agreements such as the Stockholm Convention and the Basel Convention, especially the Plastic Waste Amendments, and pollution and climate-oriented agreements including the United Nations Convention on the Law of the Sea (UNCLOS), the London Convention and Protocol, International Convention for the Prevention of Pollution from Ships (MARPOL), UN Framework Convention on Climate Change, and Regional Seas Conventions. The project will contribute significantly to Sustainable Development Goals (SDGs) 12, 14, 13, and 11.

Regarding the GEF Initiatives, the Global Project has reached out to the relevant implementing agencies via an online survey, to identify common topics and assess specific connection points. The stakeholder engagement plan, in Appendix 5, includes details of collaboration plans. These GEF initiatives include:

Table 2: Cooperation with ongoing activities

Region	Agency	Project	GEF ID
Global (Indonesia, Philippines, Vietnam)	UNEP	Addressing Marine Plastics – A Systemic Approach	9681
Global	UNEP, IDB, FAO, UNDP	Implementing Sustainable Low and Non-Chemical Development in SIDS (ISLANDS)	10185
Global (India, Viet Nam, Ecuador, Kenya, Lao PDR, Philippines, Uruguay)	UNEP, ADB, UNIDO	Financing Agrochemical Reduction and Management (FARM)	10872
Global (Costa Rica, Kenya, Vanuatu)	FAO	Plastic Reduction in the Oceans: Sustaining and Enhancing Actions on Sea-based Sources (PRO-SEAS)	11166
Global	UNIDO	The Global Greenchem Innovation and Network Programme	10353
Regional (Colombia, Jamaica, Panama)	UNEP	Reduce marine plastics and plastic pollution in Latin American and Caribbean cities through a circular economy approach	10547
Regional (Indonesia, Myanmar, Philippines, Thailand, Viet Nam)	ADB	Promoting Resource Efficiency and Circularity to Reduce Plastic Pollution in Asia and the Pacific	10628

Regional (Kenya, Nigeria, South Africa, Uganda, Zimbabwe)	UNEP	Circular and POPs-free Plastics in Africa	11049
China	ADB	Innovating Eco-Compensation Mechanisms in Yangtze River Basin (YRB)	10711
Costa Rica	UNDP	Strengthening the national capacity for the management of POPs in Costa Rica	11015
Ghana	UNIDO	Establishing a circular economy framework for the plastics sector in Ghana	10401
Indonesia	ADB	Plastik Sulit: Accelerating Circular Economy for Difficult Plastics in Indonesia	10546
Indonesia	UNDP	Reducing Releases of PBDEs and UPOPs Originating from Unsound Waste Management and Recycling Practices and the Manufacturing of Plastics in Indonesia	5052
Viet Nam	UNDP	Supporting the Implementation of the National Action Plan on Marine Plastic Litter in the context of Green Recovery post-COVID 19 in Viet Nam	11017

In addition, the Plastics Global Project will coordinate with other relevant GEF Integrated Programs (IP) as outlined in the stakeholder engagement plan. This includes the Sustainable Cities IP, which has potential intersections related to waste management and packaging. The program will also need to inform and be informed by other non-GEF initiatives. Notable initiatives include the GPAP, a multi-stakeholder platform hosted by the World Economic Forum dedicated to translating commitments to reduce plastic pollution and waste into concrete action; the New Plastics Economy Global Commitment, led by the Ellen MacArthur Foundation in collaboration with UNEP, which unites more than 500 organizations behind a common vision of a circular economy for plastics; and Break Free From Plastic, a global movement working to achieve a future free from plastic pollution. Engagement with regulators in countries and key stakeholders will be critical in addition to engagement with industry actors across the plastics value chain.

The work in the different components will reflect the difference in approaches to inspire and support action in developing as well as developed economies. As discussed above, there are already strong connections between several of the baseline initiatives and this IP, and therefore the IP is well positioned to build off existing efforts to create transformational change in the target sector of food and beverage. By focusing on upstream solutions, the IP will fill a gap in existing initiatives on plastic pollution which have a dominant emphasis on downstream actions (waste management and clean-ups). Furthermore, beyond global-level cross-collaboration, the IP will map and connect relevant initiatives to national projects.

Table On Core Indicators

Core Indicators

Indicate expected results in each relevant indicator using methodologies indicated in the GEF-8 Results Measurement Framework Guidelines. There is no need to complete this table for climate adaptation projects financed solely through LDCF and SCCF.

Indicator 11 People benefiting from GEF-financed investments

	Number (Expected at PIF)	Number (Expected at CEO Endorsement)	Number (Achieved at MTR)	Number (Achieved at TE)
Female	5,980	5,980		
Male	5,980	5,980		
Total	11,960	11,960	0	0

Explain the methodological approach and underlying logic to justify target levels for Core and Sub-Indicators (max. 250 words, approximately 1/2 page)

Core Indicator 11 for the Global Project has been estimated based on planned engagement activities and audiences and applied a 50/50 split assumption between women and men. A “discounting factor” was applied to each activity to account for overlaps in beneficiaries across years and activities. Please see the table below for further details on assumptions.

Key Risks

	Rating	Explanation of risk and mitigation measures
CONTEXT		
Climate	Low	The Global Project will curate and disseminate knowledge on how reduced open burning of plastics, more reuse and recycling of plastic waste to avoid consumption of virgin plastics can lead to a net reduction of GHG emission as mitigation effort and increased climate resilience.
Environmental and Social	Low	The Global Project has developed Environmental and Social Safeguards, Stakeholder Engagement Plan, and Gender Action Plan during the PPG phase that will ensure the consideration of unique needs, concerns, and insights of different stakeholders including women, youth, and indigenous peoples. The Global Project will continue to support National Projects to assess and monitor their GEBs based on a detailed methodology and relevant tools, and develop a risk assessment and monitoring system for the Program and National Projects for an effective and harmonized implementation of relevant measures.
Political and Governance	Low	In light of the ongoing INC process, the Global Project will align with and leverage the outcome of the negotiation to create a harmonized and systems-based approach to address plastic pollution at a meaningful scale from a full life cycle perspective. Following the outcome of the

		negotiation, the Global Project will adapt the approach based on what is most needed to support National Projects during implementation.
INNOVATION		
Institutional and Policy	Low	The Global Project will provide guidance on policy coherence, recognizing there are some contradictory policies/incentives threatening project outcomes (e.g., promoting policies that reduce SUPs while subsidies for continued production continue). The Global Project will support National Projects to align their policies and regulations.
Technological	Moderate	The Global Project team has sophisticated knowledge and project implementation experience on marine litter, plastic pollution, and circular economy. The design of the Global Project to identify upstream, midstream, and scalable and innovative solutions will be based on thorough consultation with participating National Projects, Implementing Agencies, Executing Partners, the private sector, NGOs, academia, and other relevant stakeholders.
Financial and Business Model	Moderate	Despite global economic challenges, addressing plastic pollution continues to be high on the international agenda with the ongoing INC process. The Global Project will leverage this momentum to continuously engage with public and private stakeholders to increase support for innovative solutions. Transitioning from linear take-make-waste economy towards a circular economy of plastics may result in short term economic losses for certain stakeholders, but the Global Project will incorporate the consideration of and promote just transition for better inclusion of women, waste pickers, indigenous people, vulnerable groups and youth in decision-making, policy development, business development, innovation, awareness raising and sustainable financing on plastic. The Global Project will seek to create lasting sustainability of results by focusing on transformational factors and creating strong collaborations. The Global project will work to connect National Projects with innovative financial investment until they can achieve economies of scale and long-term viability. The project will also support policy changes that create enabling environments for these new models.
EXECUTION		
Capacity	Low	The Global Project will be jointly managed by UNEP and WWF, with roles divided according to technical expertise and best fit of organizational capacity. UNEP will lead the administration and coordination of National Projects, including monitoring and evaluation, reporting, and budgeting, and will collaborate with WWF on knowledge management. The agencies will collaborate on technical topics, dividing responsibility based on expertise, and WWF will lead on communications and knowledge sharing.

Fiduciary	Moderate	Most funding of the Global Project will be spent on targeted technical assistance to National Projects and identification of best practices and knowledge that can be applied in countries. Funding will be also spent on supporting the development of new policies, addressing global barriers, as well as scaling up innovative solutions. Strong procurement rules, as well as the Global Project governance structure, will be in place to ensure transparency and quality of the results.
Stakeholder	Low	The Global Project will involve a wide array of stakeholders, including the public and private sectors, CSOs, consumers, government bodies at various levels, the private sector, non-profit organizations, research institutions, and local actors. These stakeholders play critical roles in delivering on the program's GEBs, adaptation benefits, and other proposed outcomes. A Stakeholder Engagement Plan (see Appendix 5) has been developed to ensure an inclusive and effective stakeholder engagement process.
Other		
Overall Risk Rating	Low	Overall, the Global Project has a low level of risk for project implementation.

C. ALIGNMENT WITH GEF-8 PROGRAMMING STRATEGIES AND COUNTRY/REGIONAL PRIORITIES

Explain how the proposed interventions are aligned with GEF- 8 programming strategies, including the specific integrated program priorities, and country and regional priorities, Describe how these country strategies and plans relate to the multilateral environmental agreements, such as through NDCs, NBSAPs, etc.

For projects aiming to generate biodiversity benefits (regardless of what the source of the resources is - i.e., BD, CC or LD), please identify which of the 23 targets of the Kunming-Montreal Global Biodiversity Framework the project contributes to and explain how.

(max. 500 words, approximately 1 page)

The Program and its portfolio of National Projects and its Global Project are fully in line with the objectives of the GEF-8 Circular Solutions to Plastic Pollution Integrated Program which intends to catalyze circular economy approaches to reduce plastic production, consumption, and waste, investing in national and city-level initiatives with some global-level investments given the global nature of the value chain and given that many countries are only beginning to tackle plastic pollution.

The Global Project is fully aligned with the approach of the GEF-8 Integrate Program which takes a circular economy approach through interventions across the entire plastic value chain to tackle plastic pollution. In light of the ongoing Intergovernmental Negotiating Committee process to develop an international legally binding instrument on plastic pollution, including in the marine environment, this project presents a unique opportunity to align with and leverage the outcome of the negotiation to create a harmonized and systems-based approach to address plastic pollution at a meaningful scale from a full life cycle perspective.

The Program and the Global Project draw resources and/or contribute principally to International Waters and two STAR focal areas (biodiversity and climate change mitigation) and deliver co-benefits as follows:

- **Chemicals and Waste** - Chemicals and additives in plastic products pose health and environmental hazards when products become waste and they are improperly disposed of, or enter the recycling loop. The program will explore alternative solutions to plastic packaging that contain fewer chemicals and additives.
- **International Waters** – Plastic waste has significant impacts on marine and freshwater ecosystems and ecosystem services. It is a transboundary issue, as plastics that start on land are polluted into rivers and oceans. The Program will support goals under the IW focal area by reducing the amount of plastic pollution entering transboundary marine and freshwater ecosystems.
- **Biodiversity** - Marine, freshwater, and terrestrial biodiversity are all threatened by plastic pollution. In the ocean, more than 2,000 species are impacted, with negative effects such as entanglement, ingestion, smothering, and chemical pollution. Birds and terrestrial species face similar threats. By promoting circular systems, the Program aims to protect and preserve the habitats and ecosystems that support biodiversity.
- **Climate Change Mitigation** – Plastic waste production and incineration release significant amounts of greenhouse gas emissions, which this Program aims to address through upstream and midstream interventions.

There is a strong link between circular solutions to plastic pollution and the global biodiversity framework. Indeed, the global biodiversity framework is set to protect and restore biodiversity reducing negative impacts of human activities on nature including plastic-induced pollution.

Circular solutions to plastic pollution promoting approaches to reduce the amount of plastic waste generated by the environment by adopting circular solutions will help protect biodiversity and preserve the health and diversity of ecosystems and species around the world. Therefore, circular solutions to plastic pollution are an important component of the global biodiversity framework and are essential to achieving a sustainable future.

Specifically, the biodiversity effects of plastic pollution are associated with entanglement, toxic ingestion, suffocation, starvation, and general debilitation. These deadly effects are evident across marine, freshwater, and terrestrial ecosystems.

Therefore, the Program's actions will result in biodiversity benefits helping reduce the rates of loss and degradation of globally important ecosystems and biodiversity, reducing threats to freshwater and coastal aquatic ecosystems, and improving ecosystem health in coastal areas, due to improved circular practices which will reduce the leakage of plastic into inland and oceans ecosystems. The project will contribute directly to the goals and targets of the Kunming-Montreal Global Biodiversity Framework. The Kunming-Montreal Global Biodiversity Framework has four long-term goals for 2050 and 23 action-oriented global targets for urgent action over the decade to 2030 . Some of the goals and targets relevant to the Global Project are outlined below.

GOAL A:

- The integrity, connectivity and resilience of all ecosystems are maintained, enhanced, or restored, substantially increasing the area of natural ecosystems by 2050.
- Human induced extinction of known threatened species is halted, and, by 2050, extinction rate and risk of all species are reduced tenfold, and the abundance of native wild species is increased to healthy and resilient levels.

GOAL D:

- Adequate means of implementation, including financial resources, capacity-building, technical and scientific cooperation, and access to and transfer of technology to fully implement the Kunming-

Montreal global biodiversity framework are secured and equitably accessible to all Parties, especially developing countries, in particular the least developed countries and small island developing States, as well as countries with economies in transition, progressively closing the biodiversity finance gap of \$700 billion per year, and aligning financial flows with the Kunming-Montreal Global Biodiversity Framework and the 2050 Vision for Biodiversity.

2030 Targets of the Post-2020 Global Biodiversity Framework	GEF TF core indicators or Program Indicator	Links to the Global Project
<p>TARGET 2</p> <p>Ensure that by 2030 at least 30 per cent of areas of degraded terrestrial, <i>inland water, and coastal and marine ecosystems are under effective restoration</i>, in order to enhance biodiversity and ecosystem functions and services, ecological integrity and connectivity.</p>	<p>CI 5</p>	<p>The Global Project will help reduce the rates of loss and degradation of globally important ecosystems and biodiversity, reducing threats to freshwater and coastal aquatic ecosystems and improving ecosystem health in coastal areas, due to improved circular practices which will reduce the leakage of plastic into inland and oceans ecosystems.</p>
<p>TARGET 7</p> <p><i>Reduce pollution risks and the negative impact of pollution from all sources, by 2030, to levels that are not harmful to biodiversity and ecosystem functions and services, considering cumulative effects, including: reducing excess nutrients lost to the environment by at least half including through more efficient nutrient cycling and use; reducing the overall risk from pesticides and highly hazardous chemicals by at least half including through integrated pest management, based on science, taking into account food security and livelihoods; and also preventing, reducing, and working towards eliminating plastic pollution.</i></p>	<p>CI 9, w 9.8 in particular</p>	<p>The Global Project will contribute to eliminating plastic pollution and its impacts on biodiversity mainly through its technical assistance on regulatory frameworks (Output 1.1.4) and innovative solutions (Output 2.2.1).</p>
<p>TARGET 14</p> <p>Ensure the <i>full integration of biodiversity and its multiple values into policies, regulations, planning and development processes, poverty eradication strategies, strategic environmental assessments, environmental impact assessments and, as appropriate, national accounting, within and across all levels of government and across all sectors, in particular those with significant impacts on biodiversity</i>, progressively aligning all relevant public and private activities, fiscal and financial flows with the goals and targets of this framework.</p>	<p>No core indicators</p>	<p>The Global Project will help National Projects to integrate recognition for biodiversity values into policies mainly through Output 1.1.4.</p>

<p>TARGET 15</p> <p><i>Take legal, administrative or policy measures to encourage and enable business</i>, and in particular to ensure that large and transnational companies and financial institutions:</p> <p>(a) <i>Regularly monitor, assess, and transparently disclose their risks, dependencies and impacts on biodiversity</i>, including with requirements for all large as well as transnational companies and financial institutions along their operations, supply and value chains and portfolios;</p> <p>(b) <i>Provide information needed to consumers to promote sustainable consumption patterns</i>;</p> <p>(c) Report on compliance with access and benefit-sharing regulations and measures, as applicable;</p> <p>in order to progressively reduce negative impacts on biodiversity, increase positive impacts, reduce biodiversity-related risks to business and financial institutions, and promote actions to ensure sustainable patterns of production.</p>	<p>No core indicators.</p>	<p>The Global Project will advance harmonized evaluation of plastic footprints for the private sector (Output 2.1.2) including development of standardized definitions, metrics and methodologies, and tools to create a common language for credibly and consistently measuring success against targets, which will enable and monitor the scaling and widespread adoption of circular economy approaches.</p>
<p>TARGET 16</p> <p>Ensure that people are encouraged and enabled to make sustainable consumption choices including by <i>establishing supportive policy, legislative or regulatory frameworks, improving education and access to relevant and accurate information and alternatives, and by 2030, reduce the global footprint of consumption in an equitable manner, including through halving global food waste, significantly reducing overconsumption and substantially reducing waste generation</i>, in order for all people to live well in harmony with Mother Earth.</p>	<p>No core indicators.</p>	<p>In addition to providing technical assistance on the legislative and regulatory frameworks (Output 1.1.4) and decision-making of alternative materials (Output 1.1.5), the Global Project will support the target through targeted outreach and engagement (Output 3.1.1).</p>
<p>TARGET 18</p> <p><i>Identify by 2025, and eliminate, phase out or reform incentives, including subsidies, harmful for biodiversity</i>, in a proportionate, just, fair, effective and equitable way, while substantially and progressively reducing them by at least 500 billion United States dollars per year by 2030, starting with the most harmful incentives, and scale up positive incentives for the conservation and sustainable use of biodiversity.</p>	<p>No core indicators.</p>	<p>The Global Project will guide National Projects in establishing an enabling policy environment through Output 1.1.4 on guidance, Model Law, and implementation support on national legislative and policy frameworks on circular economy, while ensuring policy coherence.</p>

<p>TARGET 20</p> <p><i>Strengthen capacity-building and development, access to and transfer of technology, and promote development of and access to innovation and technical and scientific cooperation, including through South-South, North-South and triangular cooperation, to meet the needs for effective implementation, particularly in developing countries, fostering joint technology development and joint scientific research programmes for the conservation and sustainable use of biodiversity and strengthening scientific research and monitoring capacities, commensurate with the ambition of the goals and targets of the framework.</i></p>	<p>No core indicators</p>	<p>This will be achieved through the Knowledge Management, communication, and coordination functions of the Global Project under Component 3.</p>
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D. POLICY REQUIREMENTS

Gender Equality and Women’s Empowerment:

We confirm that gender dimensions relevant to the project have been addressed during Project Preparation as per GEF Policy and are clearly articulated in the child Project Description (Section B).

Yes

1) Does the project expect to include any gender-responsive-measures to address gender gaps or promote gender equality and women's empowerment?

Yes

If the child project expects to include any gender-responsive measures to address gender gaps or promote gender equality and women empowerment, please indicate in which results area(s) the project is expected to contribute to gender equality:

Closing gender gaps in access to and control over natural resources;

Improving women's participation and decision-making; and/or

Yes

Generating socio-economic benefits or services for women.

Yes

2) Does the child project's results framework or logical framework include gender-sensitive indicators?

Yes

Stakeholder Engagement

We confirm that key stakeholders were consulted during Project Preparation as required per GEF policy, their relevant roles to project outcomes has been clearly articulated in the Child Project Description (Section B) and that a Stakeholder Engagement Plan has been developed before CEO endorsement.

Yes

Select what role civil society will play in the Project:

Consulted only;

Member of Advisory Body; Contractor; **Yes**

Co-financier; **Yes**

Member of project steering committee or equivalent decision-making body ;

Executor or co-executor; **Yes**

Other (Please explain)

Private Sector

Will there be private sector engagement in the Child project?

Yes

And if so, has its role been described and justified in section B "Child project description"?

Yes

Environmental and Social Safeguards

We confirm that we have provided information regarding Environmental and Social risks associated with the proposed child project or program, including risk screenings/ assessments and, if applicable, management plans or other measures to address identified risks and impacts (this information should be presented in Annex E).

Yes

Please provide overall Project/Program Risk Classification

Overall Project/Program Risk Classification

PIF	CEO Endorsement/Approval	MTR	TE
	Low		

E. OTHER REQUIREMENTS

Knowledge management

We confirm that an approach to Knowledge Management and Learning has been clearly described during Project Preparation in the Project Description and that these activities have been budgeted and an anticipated timeline for delivery of relevant outputs

has been provided. This includes budget for linking with and participation in knowledge exchange activities organized through the coordination platform.

Yes

Socio-economic Benefits

We confirm that the child project design has considered socio-economic benefits to be delivered by the project and these have been clearly described in the Project Description and will be monitored and reported on during project implementation (at MTR and TER).

Yes

ANNEX A: FINANCING TABLES

GEF Financing Table

Trust Fund Resources Requested by Agency(ies), Country(ies), Focal Area and the Programming of Funds

GEF Agency	Trust Fund	Country/ Regional/ Global	Focal Area	Programming of Funds	Grant / Non- Grant	GEF Project Grant(\$)	Agency Fee(\$)	Total GEF Financing (\$)
UNEP	GET	Global	Biodiversity	BD IP Global Platforms	Grant	1,409,648.00	126,868.00	1,536,516.00
UNEP	GET	Global	Climate Change	CC IP Global Platforms	Grant	916,271.00	82,464.00	998,735.00
UNEP	GET	Global	International Waters	International Waters: IW IP Global Platforms	Grant	5,826,126.00	524,351.00	6,350,477.00
WWF- US	GET	Global	Biodiversity	BD IP Global Platforms	Grant	1,354,368.00	121,893.00	1,476,261.00
WWF- US	GET	Global	Climate Change	CC IP Global Platforms	Grant	880,339.00	79,231.00	959,570.00
WWF- US	GET	Global	International Waters	International Waters: IW IP Global Platforms	Grant	5,597,652.00	503,789.00	6,101,441.00
Total GEF Resources (\$)						15,984,404.00	1,438,596.00	17,423,000.00

Project Preparation Grant (PPG)

Was a Project Preparation Grant requested? true

PPG Amount (\$) 300000

PPG Agency Fee (\$) 27000

GEF Agency	Trust Fund	Country/ Regional/ Global	Focal Area	Programming of Funds	PPG(\$)	Agency Fee(\$)	Total PPG Funding(\$)
UNEP	GET	Global	Biodiversity	BD IP Global Platforms	26,457.00	2,381.00	28,838.00
UNEP	GET	Global	Climate Change	CC IP Global Platforms	17,197.00	1,548.00	18,745.00
UNEP	GET	Global	International Waters	International Waters: IW IP Global Platforms	109,346.00	9,841.00	119,187.00
WWF- US	GET	Global	Biodiversity	BD IP Global Platforms	25,419.00	2,288.00	27,707.00
WWF- US	GET	Global	Climate Change	CC IP Global Platforms	16,522.00	1,487.00	18,009.00
WWF- US	GET	Global	International Waters	International Waters: IW IP Global Platforms	105,059.00	9,455.00	114,514.00
Total PPG Amount (\$)					300,000.00	27,000.00	327,000.00

Please provide Justification

Sources of Funds for Country Star Allocation

GEF Agency	Trust Fund	Country/ Regional/ Global	Focal Area	Sources of Funds	Total(\$)
Total GEF Resources					0.00

Focal Area Elements

Programming Directions	Trust Fund	GEF Project Financing(\$)	Co-financing(\$)
Plastics IP	GET	15,984,404.00	114210145
Total Project Cost		15,984,404.00	114,210,145.00

Confirmed Co-financing for the project, by name and type

Please include evidence for each co-financing source for this project in the tab of the portal

Sources of Co-financing	Name of Co-financier	Type of Co-financing	Investment Mobilized	Amount(\$)
GEF Agency	UNEP	In-kind	Recurrent expenditures	7371060
GEF Agency	UNEP	Grant	Investment mobilized	28209202
GEF Agency	WWF No Plastic in Nature	In-kind	Recurrent expenditures	3150000
GEF Agency	WWF No Plastic in Nature	Grant	Investment mobilized	39200000
GEF Agency	WWF GEF Agency	In-kind	Recurrent expenditures	939883
Civil Organization	Society Perpetual	Grant	Investment mobilized	5400000
Civil Organization	Society RSB	In-kind	Recurrent expenditures	2400000
Civil Organization	Society RSB	Grant	Investment mobilized	2400000
Civil Organization	Society CDP	Grant	Investment mobilized	6000000
Civil Organization	Society WRAP	In-kind	Recurrent expenditures	1400000
Civil Organization	Society WRAP	Grant	Investment mobilized	540000
Private Sector	Circulate Capital	Equity	Investment mobilized	15000000
Civil Organization	Society PREVENT Waste Alliance for GAP for EPR	In-kind	Recurrent expenditures	600000
Civil Organization	Society PREVENT Waste Alliance for GAP for EPR	Other	Investment mobilized	1600000
Total Co-financing				114,210,145.00

Please describe the investment mobilized portion of the co-financing

The investment mobilized portion of the co-financing includes the work of WWF's Global No Plastic in Nature Initiative, which is contributed to by the work of 70+ WWF offices world wide to prevent plastic pollution and improve circularity of material systems. This work is funded by foundations, individual donors, and private sector funding (foundation and transformational). The investment mobilized by UNEP includes a wide range of donor-funded projects to address plastic pollution in different geographical locations focusing on topics related to the Global Project such as policy and regulations, Extended Producers

Responsibility, finance for innovative solutions, assessments, and capacity building. This category also includes co-financing from Global Project Executing partners, Perpetual, Roundtable on Sustainable Biomaterials, WRAP, and CDP. Furthermore, Equity Investment co-financing is presented by Circulate Capital, a leading circular economy investment firm. Circulate Capital partners with global brands and institutional investors to invest into solutions that catalyze systems change across the globe. Their financing transforms circular plastic supply chains at scale, delivering competitive financial returns and positive impact.

ANNEX B: ENDORSEMENT

GEF Agency(ies) Certification

GEF Agency Coordinator	Date	Project Contact Person	Telephone	Email
GEF Agency Coordinator	5/22/2024	Victoria Luque Panadero		victoria.luque@un.org
Project Coordinator	5/22/2024	Isabelle VANDERBECK		isabelle.vanderbeck@un.org

Record of Endorsement of GEF Operational Focal Point (s) on Behalf of the Government(s):

Please attach the Operational Focal Point endorsement letter(s) with this template.

Name of GEF OFP	Position	Ministry	Date (MM/DD/YYYY)

ANNEX C: PROJECT RESULTS FRAMEWORK

Please indicate the page number in the Project Document where the project results and M&E frameworks can be found. Please also paste below the Project Results Framework from the Agency document. For the Integrated Programs' global/regional coordination child project, please include the program-wide results framework, inclusive of results specific to the coordination child project. For any country child project, please ensure that relevant program level indicators are included.

Results Framework - Circular Solutions to Plastic Pollution GEF ID: 11197

Indicator / unit	Definition (note if cumulative)	Method / source	Responsible	Disaggregation	Baseline	Targets							Notes/ Assumptions
						YR1	YR2	YR3	YR 4	YR 5	YR 6	YR 7	
Objective: The Global Project will optimize the delivery of a cohesive program across 15 countries and address global barriers to reduce plastic pollution in the food and beverage sector.													
Objective Indicator 1: Number of National Child Projects engaging and	Engaging : attending meeting s, events, accessing and using Global Project and IP technical	Meeting minutes, event attendance, Annual Report contributions, and communications	PMU	By Country	National Projects not kicked off	15 National Project teams attend Kickoff Meeting	Each National Project team participates in at least one working group or learning session, and	Each National project's activities incorporate knowledge and good practice from at	Each National project's activities and outputs incorporate knowledge and good practice	Each National project's activities and outputs incorporate knowledge and good practice	Each National project's activities and outputs incorporate knowledge and good practice	Each National project team shares learning s from project execution	

<p>effectively contributing to overall objective of the Integrated Program</p>	<p>and knowledge management resources, to trigger changes towards circular economy.</p> <p>Effectively contributing: reporting, contributing knowledge products, and contributing communications products as outlined the National Project IP Participation Checklist</p> <p>Non-cumulative</p>	<p>contributions</p>					<p>attends the annual conference</p>	<p>least one global project support topic</p>	<p>from at least one global project support topic</p>	<p>from all relevant global project support topics</p>	<p>from all relevant global project support topics</p>				
<p>Objective indicator 2: Number of private sector organizations participating in the global project on developing and adopting upstream and</p>	<p>Number of relevant private sector organizations engaged in Global Project activities, including: - Participation in events, relevant committees and working groups, pilots, and apply</p>	<p>- Meeting minutes and deliverable and activity input documentation - Companies publicly disclosing plastic footprint and risk (as reported by CDP)</p>	<p>PMU</p>	<p>By project activity</p>	<p>Zero</p>	<p>2</p>	<p>5</p>	<p>8</p>	<p>12</p>	<p>15</p>	<p>18</p>	<p>18</p>			<p>-Private sector participation in the Global Project will also support increased engagement with National Projects and will ultimately support the uptake and amplification</p>

midstream solutions to reduce plastic pollution	relevant knowledge products in changing their business practices	- Media coverage, case study and endorsement from the private sector organisations											ation of results. -Year 7 will be focused on wrap up and results sustainability, so new collaborators will not be engaged.
Objective Indicator 3: Number of direct beneficiaries improving their practice towards circular economy disaggregated by gender as co-benefit of GEF investment.	Direct beneficiary - individual people who receive targeted support or assistance from the Global Project of the Integrated Program and/or who use the specific resources that the project maintains or enhances	Number of people using global project resources and participating in global project learning and collaboration opportunities, as documented in the Global Project stakeholder engagement plan and quarterly reports.	PMU	Gender	Zero	200	1150	3360	5470	8715	10338	11960	- The number of beneficiaries reached will be higher in later years of the IP, as the focus shifts away from start-up and more knowledge products are available.
Component 1: Targeted Technical Assistance to National Child Projects													
Outcome 1.1: Improved capacity, knowledge sharing and coordination on key topics, determined based on country demand of all child projects of the Program													
Outcome 1.1 indicator Number of technical	Number of technical support elements includes: documents, guidance,		PMU	By Topic	Zero	Working Groups on alternative materials, reuse, policy framework	At least 4 technical support elements available in addition to	At least 8 technical support elements available in addition to	At least 12 technical support elements available in addition to	At least 8 technical support elements available in addition to	At least 4 technical support elements available in addition to		- The workload of the global project to provide technical support will be

support elements available to and adopted by the National Child Projects from the Global Project, during the implementation phase of the child projects to achieve system transformation towards circular economy	manual, dataset, research, tools, working groups and expert-led learning sessions, private sector collaboration group outcomes, and presentations created by the PMU and executing partners. Non-Cumulative					orks, and private sector collaboration group established	established working groups	heaviest in the middle of the program timeline, and will ramp down when National Projects are deeper into implementation as key technical decisions will already be made.					
Outcome 1.2: Improved partnerships and brokered services to increase country delivery of circular solutions for all child projects of the Program													
Number of National Projects with meaningful private sector engagement that contributes to the co-development and adoption of upstream and midstream solutions	Meaningful engagement includes private sector sharing expertise, active participation in activities, such as events, relevant committees or working groups, and pilots; piloting solutions; or contributing cofinance to projects in alignment with the IP's Principle	Meeting logs or meeting minutes, co-finance letters, project records on pilots and activities	PMU	By Country	Zero	No target	2	6	9	12	14	15	-No target in year 1 as national projects will be behind the Global Project timeline -Private sector engagement is relevant to every National Child Project -The Global Project will facilitate connection and engagement with the private

	s for Corporat e Engagem ent													sector for Nationa l Projects
	Cumulati ve													- Differen t types of engage ment will be relevant to differen t topics and geograp hies
Component 2: Addressing Global Barriers														
Outcome 2.1: Knowledge and tools, standards, and good practices on key topics applied at the global level														
Outcom e 2.1 indicato r	Organiza tion: includes private sector organiza tions and governm ents	Framew orks publishe d	PMU	By organ izatio n type and by count ry	Pilot / partiall y applic able frame works exist	1st Draft Frame works develop ed, relevant stakeho lders engage d	Revised Draft Frame works develop ed, relevant stakeho lders provide d input	Frame works publish ed / availabl e	10 organiz ations implem enting,	1 govern ment implem enting	5 govern ments implem enting	10 govern ments implem enting	- Advanci ng harmon ized framew orks will increase engage ment by lowerin g the barriers to entry	
Number of govern ments implem enting the govern mental footpri nt framew ork	Progress : Years 1- 3 correspo nd with develop ment and publicati on of the framewo rk	Public commit ments, reports, and publicati ons from implem enting organiza tions and govern ments								50 organiz ations implem enting	100 organiz ations implem enting	150 organiz ations implem enting	-The outcom e will be support ed by the commu nication s strategy	
Number of private sector organiz ations implem enting the busines s footpri nt framew ork	Years 4- 6 correspo nd with impleme ntation of the framewo rk in the monitori ng, evaluati on and disclosur e of													

	plastic footprint													
Outcome 2.2: Enabling conditions for finance innovation created and adopted at regional and global level														
Number of organizations implementing guidance and mobilizing increased finance for supporting innovative financial mechanisms to scale upstream and midstream solutions to plastic pollution	Progress : Years 2-4 correspond with development and publication of guidance Years 5-6 correspond with implementation of guidance, which includes: the uptake of guidance recommendations into institutional practices, and the increased availability and deployment of innovative finance mechanisms	Guidance published Communications, reports, and publications from implementers	PMU	By organization type	ad hoc efforts by some organizations, border financial sector not well engaged	No Target	Guidance in development, expert stakeholder group identified	1st draft of guidance available	Guidance published	3 organizations implementing	5 organizations implementing	8 organizations implementing	-No target in year 1 as there is need to align with the outcome of the International Binding Agreement on Plastic Pollution this work will begin after Spring 2025 to align timeline s. - Advancing harmonized frameworks will increase engagement by lowering the barriers to entry -The outcome will be supported by the communications strategy	

Component 3: Knowledge Management and Communication

Outcome 3.1: Integrated communications strategy implemented, wider engagement and cooperation improved with target stakeholders, visibility and impacts of the Program generated and improved

Visibility of the Integrated Program improved	Visibility: the number of communications impressions, and target audience members engaged in events and content, and communications products created	Media impressions, website analytics, meeting and event notes, and communication performance information	PMU	By technical topic	not started	1) Website content and structure drafted, main pages active 2) IP brand guidelines created 3) Launch communications public	1) Website national project pages active 2) two targeted communications and associated assets completed 3) One media impression about the IP	1) Website maintained and driving interactions 2) two targeted communications and associated assets completed 3) Two media impressions about the IP	1) Website maintained and driving interactions 2) Four targeted communications and associated assets completed 3) Five media impressions about the IP	1) Website maintained and driving interactions 2) Four targeted communications and associated assets completed 3) Seven media impressions about the IP	1) Website maintained and driving interactions 2) Four targeted communications and associated assets completed 3) Ten media impressions about the IP	1) Website maintained and driving interactions 2) Four targeted communications and associated assets completed 3) Ten media impressions about the IP	- Communications will ramp up in number and also impact as the IP projects progress and have more results to share in later years.
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Outcome 3.2 - Knowledge management strategy implemented, and new knowledge of the Program applied by target stakeholders

Number of National Projects Implementing the knowledge products, activities and events developed by the Global Project to make positive shift towards circular economy	Global project activities and events aimed at engaging National Project Teams to 1) increase team capacity 2) increase collaboration and 3) facilitate learning Cumulative	Meeting minutes and attendance, knowledge product content	PMU	By technical topic	not started	3 countries Working groups on alternative materials, reuse, policy, and EPR established. Each working group holds at least one virtual meeting	5 countries Annual Conference held Each working group holds at least two virtual meetings	7 countries Annual Conference held Each working group holds at least four virtual meetings	9 countries Annual Conference held Each working group holds at least four virtual meetings	12 countries Annual Conference held Each working group holds at least four virtual meetings	15 countries Annual Conference held Each working group holds at least four virtual meetings	Summarized learnings from the IP collected and finalized	KM is linked to all other activities, and results of all other activities will feed into KM, including from components 1 and 2.
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Stakeholder Engagement Plan

Number of government agencies, civil society organizations, private sector, indigenous peoples and other stakeholder groups that have been involved in the project implementation phase on an annual basis	Involved: attended meetings or events organized by the Global Project, reviewed or gave input to Global Project documents and other assets, or participated in working groups or advisory groups.	Monitor via event attendance and correspondence	PMU	By organization type	zero	20	50	60	60	65	65	-the number of engaged parties will go up most quickly during start-up phase as people self-select to be engaged -the number of new engagements will decrease as the project matures, because the majority of interested stakeholders will already have been engaged.
Number of engagements (e.g. meetings, workshops, consultations) with stakeholders during the project implementation phase (on an annual basis)		Monitor via event attendance and correspondence	PMU	By engagement type	zero	2	4	6	8	8	8	-the number of engagements will increase as the IP working groups establish working norms, and then will plateau at the desired level.

ANNEX D: STATUS OF UTILIZATION OF PROJECT PREPARATION GRANT (PPG)

Provide detailed funding amount of the PPG activities financing status in the table below:

Project Preparation Activities Implemented	GETF/LDCF/SCCF Amount (\$)		
	Budgeted Amount	Amount Spent To date	Amount Committed
Planning and coordination	120,000.00	90,000.00	120,000.00
Technical expertise	80,000.00	80,000.00	80,000.00
Consultation events & travel	100,000.00	75,000.00	100,000.00
Total	300,000.00	245,000.00	300,000.00

ANNEX E: PROJECT MAP AND COORDINATES

Please provide geo-referenced information and map where the project interventions will take place

Location Name	Latitude	Longitude	GeoName ID
Brazil	15.7942	47.8822	

Location Description:

Activity Description:

Location Name	Latitude	Longitude	GeoName ID
Burkina Faso	12.3714	1.5197	

Location Description:

Activity Description:

Location Name	Latitude	Longitude	GeoName ID
Cambodia	11.5449	104.8922	

Location Description:

Activity Description:

Location Name	Latitude	Longitude	GeoName ID
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Cook Islands	21.2075	159.7755	
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Location Description:

Activity Description:

Location Name	Latitude	Longitude	GeoName ID
Costa Rica	9.9281	84.0907	

Location Description:

Activity Description:

Location Name	Latitude	Longitude	GeoName ID
Dominican Republic	18.4861	69.9312	

Location Description:

Activity Description:

Location Name	Latitude	Longitude	GeoName ID
India	28.6139	77.2090	

Location Description:

Activity Description:

Location Name	Latitude	Longitude	GeoName ID
Jordan	31.9454	35.9284	

Location Description:

Activity Description:

Location Name	Latitude	Longitude	GeoName ID
Laos	17.9757	102.6331	

Location Description:

Activity Description:

Location Name	Latitude	Longitude	GeoName ID
Morocco	33.9716	6.8498	

Location Description:

Activity Description:

Location Name	Latitude	Longitude	GeoName ID
Nigeria	9.0765	7.3986	

Location Description:

Activity Description:

Location Name	Latitude	Longitude	GeoName ID
Peru	12.0464	77.0428	

Location Description:

Activity Description:

Location Name	Latitude	Longitude	GeoName ID
Philippines	14.5995	120.9842	

Location Description:

Activity Description:

Location Name	Latitude	Longitude	GeoName ID
RSA (South Africa)	25.7489	28.2294	

Location Description:

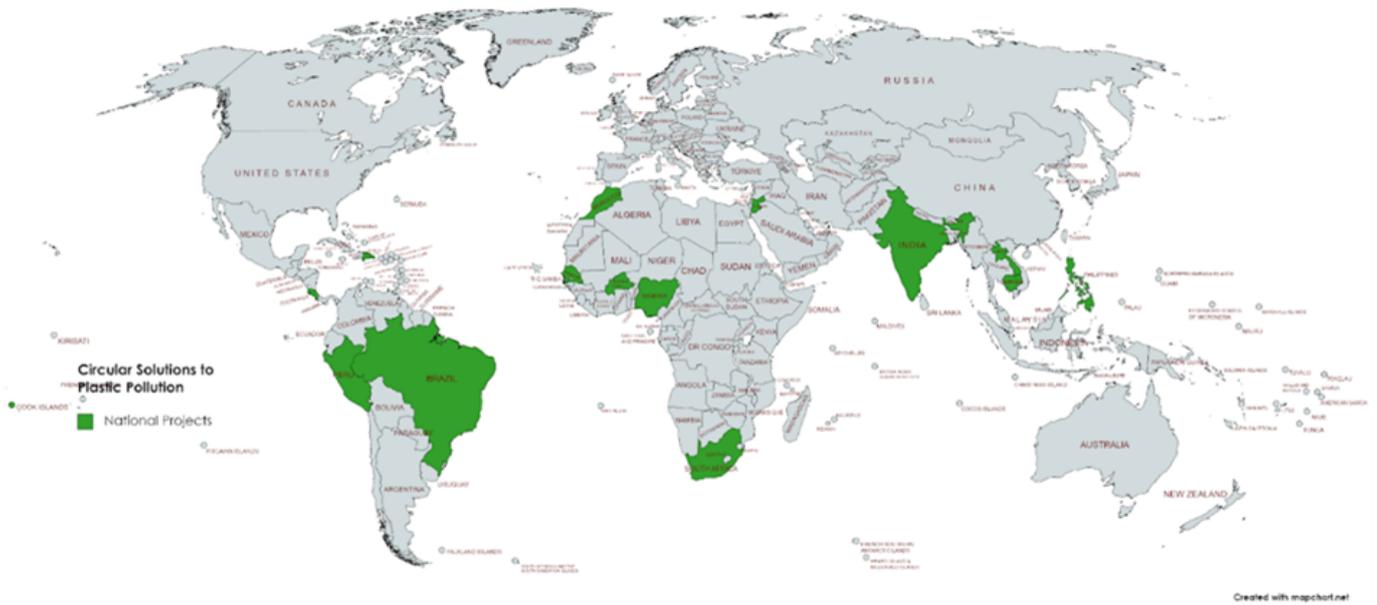
Activity Description:

Location Name	Latitude	Longitude	GeoName ID
Senegal	14.7167	17.4677	

Location Description:

Activity Description:

Please provide any further geo-referenced information and map where project interventions are taking place as appropriate.



ANNEX F: ENVIRONMENTAL AND SOCIAL SAFEGUARDS DOCUMENTS INCLUDING RATING

Attach agency safeguard datasheet/assessment report(s), including ratings of risk types and overall project/program risk classification as well as any management plans or measures to address identified risks and impacts (as applicable).

Title

Plastic IP GCP CEO ER - Annex F: ESS

ANNEX G: BUDGET TABLE

Please upload the budget table here.

Please explain any aspects of the budget as needed here

Child Project Title: Circular Solutions to Plastic Pollution: Global Platform

GEF Child Project ID: 11197

Executing Agency: UNEP-WWF

CATEGORY	UMOJA CLASS	S. TOTAL COMPONENT	S. COMPONENT 1	S. COMPONENT 2	S. COMPONENT 3	M&E		PMC
						S. COMPONENT 4	S. COMPONENT 5	
Staff and Other Personnel Costs	010	9,260,748.00	4,262,788.00	1,039,810.00	2,860,166.00	473,400.00		624,584.00
Contractual Services	120	2,166,000.00	240,000.00	-	1,926,000.00	-		-
Operating and Other Direct Costs	125	65,980.00	-	-	-	-		65,980.00
Supplies Commodities and Materials	130	-	-	-	-	-		-
Equipment and Furniture	135	-	-	-	-	-		-
Transfers and Grants Issued to Implementing Partner (IP)	140	3,013,676.00	2,113,676.00	900,000.00	-	-		-
Travel	160	1,478,000.00	344,000.00	38,000.00	1,006,000.00	-		90,000.00
	Grant Total	15,984,404.00	6,960,464.00	1,977,810.00	5,792,166.00	473,400.00		780,564.00

ANNEX I: RESPONSES TO PROJECT REVIEWS

From GEF Secretariat and GEF Agencies, and Responses to Comments from Council at work program inclusion and the Convention Secretariat and STAP at PIF.

Please see appendices 9 & 10 in the road map.