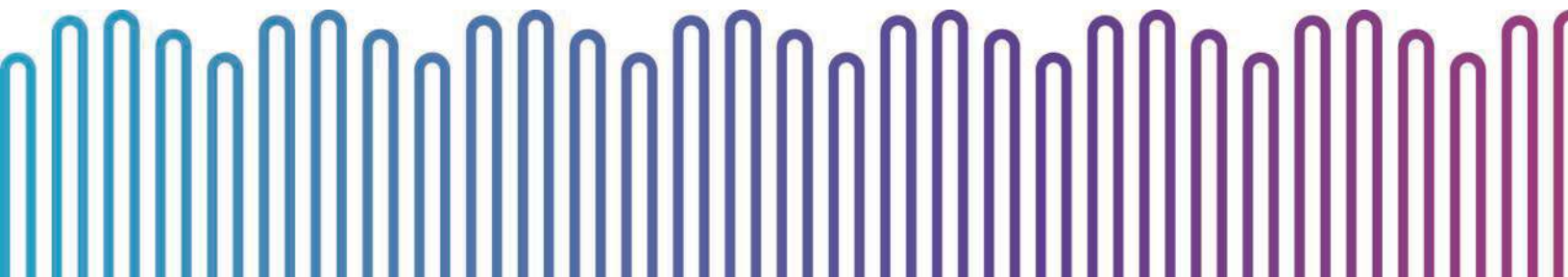




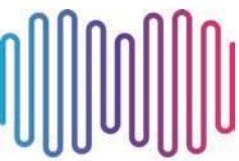
# Transparent 2023

*Executive Summary Report*

December 2023







# Executive Summary

World Wildlife Fund (WWF) is working toward a vision of No Plastic in Nature by 2030 and is leading the charge to help reimagine how we source, design, dispose of, and reuse the plastic materials communities most depend on.

As part of the effort to bring data and collaboration to the forefront of corporate action, *ReSource: Plastic* publicly reports on the progress of its Member companies year over year. The *Transparent* report series is *ReSource*'s annual publication that details and tracks progress on Member activities and harnesses this new data to provide recommendations for action—both internal to company supply chains and across wider multi-stakeholder efforts.

## TRANSPARENT 2023

*Transparent 2023* is the fourth installment of *ReSource: Plastic*'s reporting series. This report highlights progress made relating to *ReSource* Members' global plastic footprints in 2022, including their use of plastic by polymer type and form, their use of recycled content and sustainably sourced biobased content, and the likely waste management pathways for their plastic portfolios. This year also marks the first time that *ReSource* has specifically collected data on reuse activities from Members.

## INSIGHTS

*Transparent 2023* expands on established opportunities for corporate action using *ReSource*'s approach to systems change: eliminating unnecessary plastic, shifting to sustainable inputs for remaining plastic, doubling global recycling and composting, and improving data harmonization. As with previous *Transparent* reports, progress is uneven—yet the focal recommendations identified in years past remain largely relevant today. *ReSource* will continue to utilize the recommendations and conclusions in this report to better understand what works in plastic reporting and what does not, as well as the strategies companies should be prioritizing to make an impact. The first step in addressing plastic pollution is understanding the scope, and *ReSource* Members have shown the plastics reporting is possible and critical to change.

## ELIMINATING UNNECESSARY PLASTIC

**The elimination of unnecessary, single-use plastic is the most important action that companies can take to directly address the plastic pollution crisis through their own portfolios.** *ReSource* Members addressed this, in part, through two key strategies:

- **Reducing Problematic and Unnecessary Plastic –** Problematic and unnecessary plastics have been a strategic target for *ReSource* Members to eliminate from their portfolios. In 2018, these products made up 3.2% of Member portfolios, and by 2022 this percentage had been cut by more than half (to 1.2%).

- **Realizing the Potential of Reuse** – WWF sees new business models such as reuse as a key opportunity to reduce overall plastic usage and create circular systems that deliver value to people and reduced impacts to nature. All nine *ReSource* Members are currently exploring reuse models in some capacity. Moving forward, WWF hopes to see a continued shift from piloting reuse systems to deployment, and to see more quantitative information available at both the product category and portfolio levels.

## SHIFTING TO SUSTAINABLE INPUTS FOR REMAINING PLASTIC

**Increasing the use of recycled content is key to building circular systems for plastic and incentivizing its collection and recycling.** Among *ReSource* Members, the use of recycled content has increased from 10.2% of the aggregate portfolio in 2021 to 12.0% in 2022. Collaborative efforts across key markets and on specific materials are beginning to impact availability of recycled material, providing a proof point for this work's value in reaching recycled content goals. Biobased content continues to make up less than one percent of the aggregate portfolio, with its use in individual Members' portfolios ranging from 0.0% to 4.8%.

## DOUBLE GLOBAL RECYCLING AND COMPOSTING OF PLASTIC

**Eliminating hard-to-recycle polymers and components is important for aligning portfolios with the anticipated future conditions of waste management systems.** Although the overall category of problematic plastic use decreased in the 2022 reporting year, the volumes of some hard-to-recycle polymers like PVC and PS did increase between 2021 and 2022 in some Members' portfolios. *ReSource* Members remain engaged in many collective action efforts to scale collection and recycling of plastic, varying with each Member's portfolio—matching the formats, geographies, and polymers that are most relevant to them.

## IMPROVE DATA HARMONIZATION

**After four years of data collection, *ReSource: Plastic* is uniquely positioned to share key learnings on what does and does not work in plastic footprint reporting.** Repetition over several years of reporting

allows us to both recognize patterns in the data and isolate any irregularities, thus improving the analysis quality year over year. It's important to be able to separate changes caused by reporting improvements from true increases in plastic use, and to update baseline information accordingly.

Availability of consistent and reliable waste management data also remains a limitation to drawing insights from reporting results. Without updated and timely waste management data, it is challenging to know whether collective action efforts are having the desired effect. Accurate, harmonized measurement will be critical to understanding, and thus solving, the plastic pollution crisis.

## SCALING MEASUREMENT AND DISCLOSURE

**An exciting development for harmonized measurement this year is the expansion of CDP's environmental disclosure platform to include plastics,** through the Scaling Plastics Disclosure initiative in partnership with The Pew Charitable Trusts, Minderoo Foundation, and the Ellen MacArthur Foundation. WWF has recently joined the Steering Committee of the initiative and will use the experience gained through *ReSource: Plastic* to inform the continued development and expansion of CDP's plastic questionnaire.

Alignment around a standardized corporate reporting process on plastic is something *ReSource* has been working toward since its inception. As additional reporting efforts arise, it is critical that they build upon existing work to create convergence and alignment rather than duplicate efforts and/or proliferate methods that are not compatible.

## VOLUNTARY COLLECTIVE ACTION

***ReSource* continues to multiply impact by scaling voluntary collective action through several platforms.** Notably, *ReSource* leverages the *ReSource* Footprint Tracker within the U.S. Plastics Pact and the Canada Plastics Pact to measure year-over-year progress, broadening the Tracker's uptake and increasing harmonization of reporting metrics across North America.



WWF is committed to advancing the uptake of reuse through key collaborations, such as the [Reuse Portal](#), which was publicly launched in May 2023, and the Consumers Beyond Waste Initiative. *ReSource* also continues to hold a thought leadership partnership with the Bioplastic Feedstock Alliance (BFA), which enables *ReSource* to benefit from the BFA's existing work to bring a science-based perspective to the sourcing of biobased plastic and its role in circular systems.

## POLICY AND REGULATION

**Voluntary corporate action is important and can drive progress in some areas. However, regulation is necessary to address the scale and urgency of the plastic pollution crisis.** Advocacy for effective plastic policy is emerging as a key strategy to change incentives and enable transformational change. As momentum builds both at the international and national levels around policy and regulation, there is a clear need for companies to participate in and prepare for changed requirements and incentives.

In 2022, the United Nations voted in favor of a legally binding resolution to address plastic pollution that is being drafted on an accelerated timeline and expected to be enacted in 2025. This global treaty is an unprecedented opportunity for systemic transformation, paving

the way for companies to set the bar of action even higher and mobilizing additional actors through mandatory measures. An “all-in” approach is needed if change is to be enacted this century. All governments, businesses, and individuals must play a critical role in solving the problem, which is why WWF is calling on businesses to join the call for an ambitious treaty, leveraging their immense influence to demonstrate that the corporate world is committed to realizing a world without plastic in nature.

## ABOUT RESOURCE: PLASTIC

*ReSource: Plastic* aims to engage 100+ companies through the ReSource Footprint Tracker by 2030 in the effort to reach the goal of preventing at least 50 million metric tons of plastic waste from entering nature. The ReSource Footprint Tracker serves as a tool for companies wishing to understand not only the amount and the kinds of plastics they are releasing into the market, but also the waste and leakage being generated as a result. Through *ReSource* Members and the *Transparent* report, the ReSource Footprint Tracker provides a common framework for tracking plastic pollution and is laying the groundwork for companies to start reporting on their plastic impact. The goal is to provide the necessary starting point for developing solutions whose impact will reverberate across supply chains and industries.