



THE CASCADING MATERIALS VISION

extending the life of our natural resources

Our Vision

We envision a global system of efficient, cascading reuse of materials, allowing every business and industry to protect their profits, the environment, and the future wealth of our natural resources.

Our Purpose

Aligned around this shared vision of a responsible future, we aim to use a common framework of guiding principles in order to

- Inform decision-making that will expand the availability and use of high-quality secondary materials
- Influence all relevant sectors toward achievable, sustainable, and inclusive solutions that address the systemic issues that prevent the creation, trade, and use of secondary materials

The Cascading Materials Vision was developed by a collaboration spearheaded by WWF that brings together the world's leading companies, policy-makers, and environmental nonprofits.

For more information, please visit worldwildlife.org/cascadingmaterials

