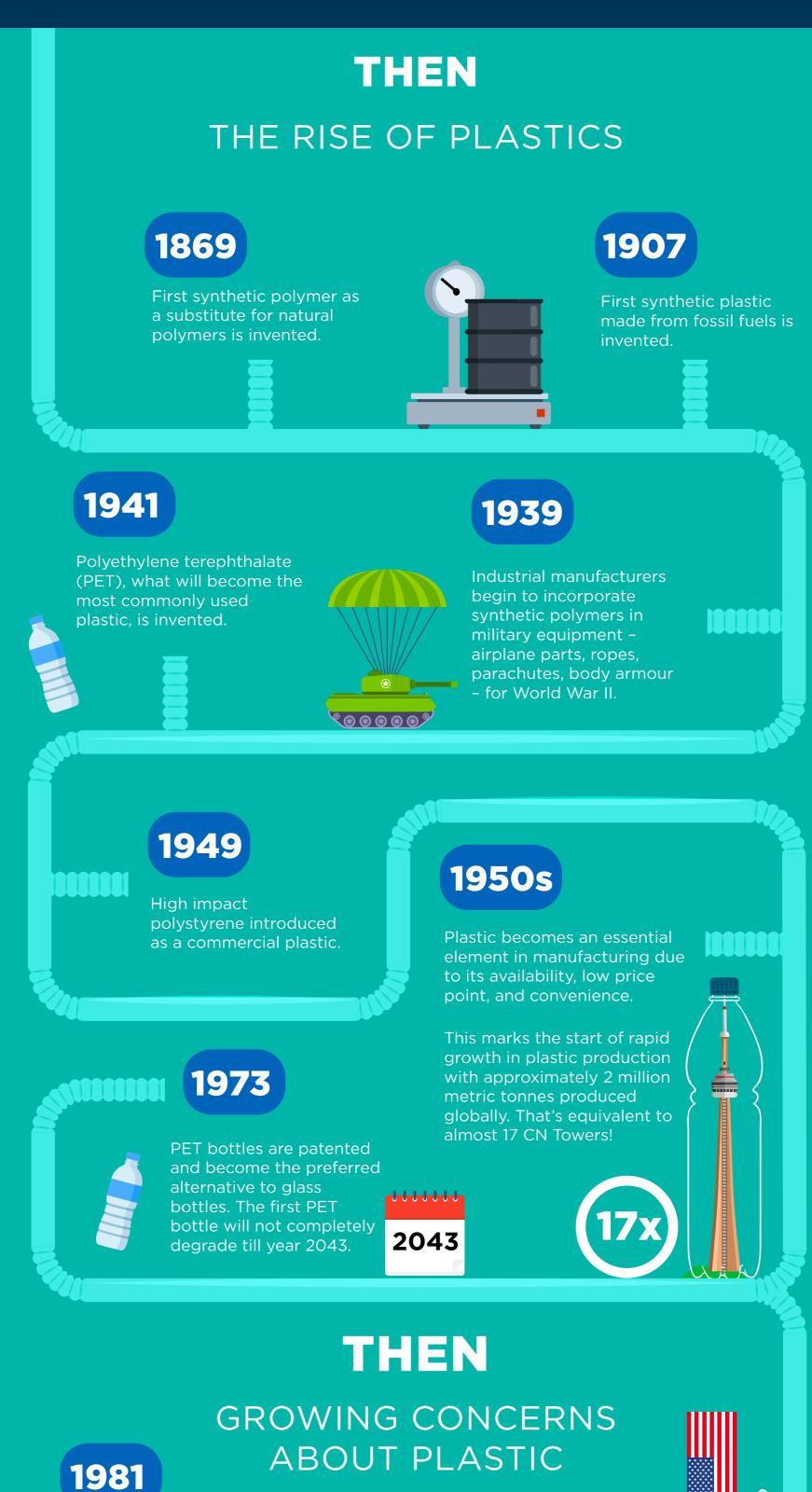
THE **STORY OF** PLASTIC

THEN

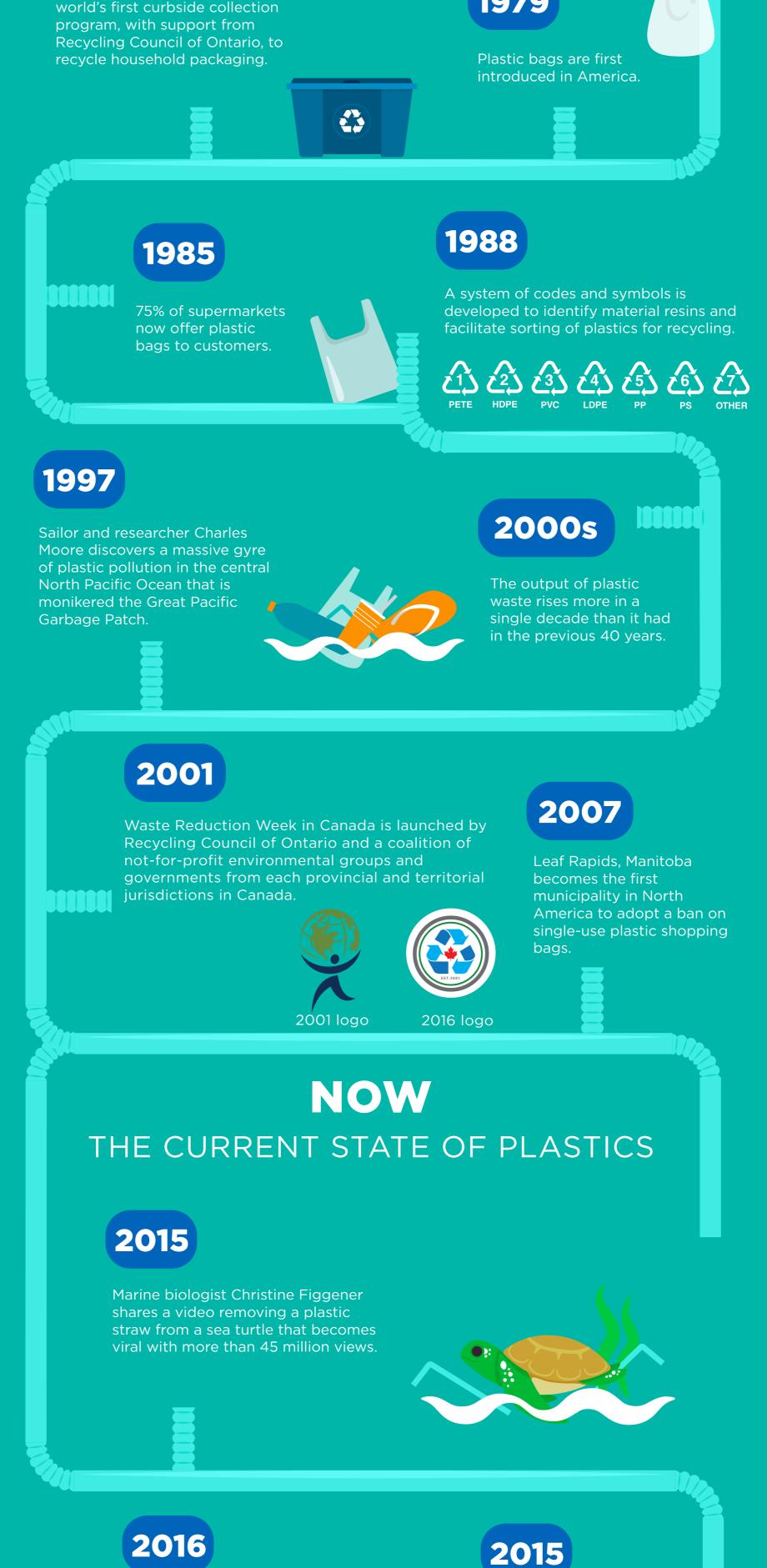
NOW





Kitchener, Ontario trials the





The majority of plastic packaging is used only once: 95% of the value of plastic packaging material, worth USD \$80-120 billion annually, is lost to the economy.

380 million metric tonnes of plastic is produced globally annually.

Half of this was produced in the last 13 years.

2017

In response to rapid increases of plastic waste sent overseas for recycling, China announces import ban of 24 types of solid waste, including several types of plastic that are end-products of recycling programs in Western countries.



To help reduce the quantity of plastic microbeads entering Canadian freshwater and marine ecosystems, Canada prohibits the manufacture, import, and sale of toiletries containing plastic microbeads.

2018

Canada, France, Germany, Italy, United Kingdom, and European Union adopt the Ocean Plastics Charter to demonstrate their commitment to take concrete and ambitious action to address plastic waste.



One million plastic beverage bottles are purchased every minute around the world.



Study reveals that only 9% of the 3.2 million tonnes of plastic waste produced each year in Canada is recycled.

2019

Prince Edward Island becomes Canada's first province to ban single-use plastic bags.

2019

Circular Innovation Council launches Canada's Plastic Action Centre - a knowledge hub that gathers information to educate, engage, and empower action on plastics.



2019

Vancouver, B.C. becomes the first Canadian city to introduce by-law banning single-use plastic straws, disposable utensils, disposable cups, shopping bags, and polystyrene cups and containers.

2020



Government of Canada announces a national ban on the sale of six harmful Plastics is listed as a toxic single-use plastic items: plastic straws, stir substance under the Canadian sticks, cutlery, six-pack rings, carryout bags Environmental Protection Act and expanded polystyrene plates, and to address the potential takeout containers. ecological risks associated with certain plastic manufactured items. 202 Canada Plastics Pact is launched with 40 partners - including Circular Innovation Council - to achieve actionable plastics targets on packaging by 2025. Plastic does have its benefits, however, to achieve a circular economy we have to eliminate and redesign products to reduce problematic plastics. While we can improve and expand collection and processing capabilities, we will never recycle our way to zero plastic waste.

> **Circular supplies: post-consumer** recycled (PCR) content

Use PCR plastic as a resource for new product inputs displaces the need to create virgin plastic made from fossil fuels.



Reduce single-use

Replace wasteful single-use with limited utility in favour of materials that are designed to be used over and over again.



A CIRCULAR **FUTURE FOR PLASTICS**

Circular supplies: renewable materials

Create alternative packaging that use renewable resources and biological sources rather than fossil fuels that have end-markets for reuse and recovery.



Individual behaviour change

Make simple changes in your everyday life to reduce your plastic footprint. Every action counts.



Extended Producer Responsibility (EPR)

Shift responsibility for collection and management of plastic waste from taxpayers to producers. EPR incentivizes innovation in plastic recycling and technologies.





