

plasticpollutioncoalition

CRITERIA FOR BUSINESS MEMBERSHIP

Plastic Pollution Coalition (PPC) recognizes that businesses have a necessary and pivotal role to play in building a world free of plastic pollution. This sector will help make the difference between irreversible damage and injustice, or a healthier and more prosperous future for all.

Our Coalition Business Members are accelerating the transition away from plastics by reducing plastic production at the source, shifting mindsets from disposal to reuse, leveraging circular business models, and driving innovation for regenerative alternatives to plastic products.

GENERAL BUSINESS REQUIREMENTS | *To qualify for the Coalition, the business should do all of the following:*

- ✓ Align with Plastic Pollution Coalition's [core values](#) that champion upstream [solutions](#) to plastic pollution through systemic shifts towards reuse and plastic-free alternatives to protect people, communities, marine and terrestrial life, and ecosystems across the globe
- ✓ Avoid plastics to the best of its ability in: product offerings, supply chains, packaging, workplaces, and events
- ✓ Commit to significantly reducing its plastic footprint within a 3-5 year time frame (if plastics are part of the current business operations), avoiding "recycled," "compostable," "ocean plastic®," or "ocean-bound" plastics as replacements
- ✓ Have transparent sustainability targets and reporting systems that include or aim to include waste reduction goals that include plastic (if business has revenues of over \$1,000,000)

FALSE SOLUTIONS | *To qualify for the Coalition, the business must avoid all of the following:*

- ✗ Using a percentage of "ocean-bound," "ocean plastic®," or recycled plastic content as justifications to produce plastic products primarily made from petroleum
- ✗ Chemical or "advanced" recycling (plastic-to-fuel: gasification, pyrolysis, and plasma arc), waste-to-energy and incineration
- ✗ "Compostable" bioplastics, including "oxo-degradable" plastics, in regions that do not have or provide access to industrial composting facilities
- ✗ Greenwashing, which includes:
 - Misleading narratives that suggest individuals and communities are responsible for plastic pollution (they aren't)
 - Claiming plastic neutrality through offsets
 - "Announced-then-nothing" projects, including pilot projects for green marketing material
 - Unsubstantiated and misleading green or sustainable marketing claims

plasticpollutioncoalition

FAVORABLE BUSINESS PRACTICES

The following list of recommended actions can be taken by businesses of any size to reduce or eliminate their plastic footprint. In your application, please include any practices that your business is undertaking or planning to implement. Documenting these practices helps us make a determination about Membership status and understand the landscape of our Coalition Members.

1. Plastic Waste Generation

- a. Measuring and monitoring the amount of plastic waste being generated by business operations throughout offices and production facilities
- b. Creating an organization-wide plastic reduction plan that should be implemented and communicated across all departments
- c. [TRUE Zero-Waste Certification](#) from USGBC

2. Purchasing

- a. Enacting a Sustainable Purchasing Policy that is driven by ethical and plastic minimization standards, reusing products and materials wherever possible
- b. Choosing suppliers and partners based on their commitment to reducing plastic in their products and delivery systems
- c. Buying from suppliers and producers who are local and/or have packaging take-back systems
- d. Reviewing and auditing suppliers to ensure they meet ethical and sustainability standards that align with business' values

3. Products

- a. Offering products and services that are completely plastic-, bioplastic-, and toxic-free, including PFAs
- b. If business does make a plastic product, it should be because it is reducing plastic pollution, there is no current viable alternatives for the intended use, it does not come into contact with food, and wherever possible there is a verifiable take back, reuse, or repurpose program in place
- c. Conducting LCAs that use plastic pollution (or like assessment criteria) as a lever in determining the environmental impact of products
- d. Implementing plastic reduction goals for products that do contain some percentage of plastic

4. Packaging

- a. Using reusable or plastic-free packaging wherever possible in: product offerings, delivery, supply chain, office events, gift givings, and returns
- b. Utilizing the [Understanding Packaging \(UP\) Scorecard](#) or other packaging product comparisons to analyze the best packaging options to transition away from plastic-heavy and single-use packaging

5. Business Model

- a. Establishing trade in or take back systems for products that are accessible to consumers
- b. Designing pilot programs or hiring consultants to test the viability and effectiveness of trade in or take back systems
- c. Exploring [circular business models](#)