

# Plastics solution in value chain

This visual aims to demonstrate how the initiatives are distributed along the plastics value chain. This means whether their solutions are aiming to 1) decouple from virgin fossil feedstock, 2) (re)design P&P to recycle and longevity of use, 3) recreate an effective after-use economy (e.g. by recycling infrastructure) or 4) reduce the leakage of residue into natural systems (e.g. by improved technologies or ocean cleaning programs). This visualization can be used to structure where in the plastic value chain businesses would focus like to focus their efforts and which initiatives are providing solutions there to connect with to support the solutions.

