

HIGH AMBITION COALITION

TO END PLASTIC POLLUTION

CONCEPT NOTE

Introduction

Plastic pollution constitutes a planetary crisis with impacts on human health, biodiversity and the climate system. Following the adoption of the resolution *End Plastic Pollution: Towards an International Legally Binding Instrument* at the 5th Session of the United Nations Environment Assembly in 2022 (UNEA-5), countries must come together to address the root causes of plastic pollution and safeguard our planet.

Announced alongside the resolution, the High Ambition Coalition to End Plastic Pollution is a group of like-minded countries established to achieve an ambitious international legally binding instrument to end plastic pollution in all environments. It is committed to securing urgent action and effective interventions across the full lifecycle of plastics.

Ambition

ALT 1: No plastic in nature by 2030

ALT 2: Halve virgin plastic production by 2040¹

ALT 3: End plastic pollution [by 2050]

Strategic Goals

1. Eliminate problematic or unnecessary plastic products, packaging and polymers
2. Reduce virgin plastic production and consumption to sustainable levels
3. Achieve environmentally sound management of plastic waste
4. Create a non-toxic circular economy for plastics
5. Establish an institutional framework to enable effective implementation and strengthening of commitments over time

Milestones

- By 2024, the intergovernmental negotiating committee (INC) develops an international legally-binding instrument to end plastic pollution in all environments, including the marine environment.
- By 2025, the instrument is adopted and enters into force.
- By 2025, a global baseline is developed.

The High Ambition Coalition to End Plastic Pollution will issue statements and plan events to raise awareness and identify priorities for the negotiation sessions of the intergovernmental negotiating committee (INC). The coalition will also undertake intersessional work on essential elements and issues to inform the negotiations.

¹ The OECD report "[Global Plastics Outlook](#)" estimated annual virgin plastic production was 430 Mt in 2019, supplemented by an additional 29 Mt of recycled material. This aligns with the Sciences Advances article "[Production, Use, and Fate of All Plastics Ever Made](#)," which estimated 407 Mt in 2015. Various interventions across the value chain could halve demand for virgin plastic by 2040, including those identified in the Pew report "[Breaking the Plastic Wave](#)" and the Ellen MacArthur Foundation initiative "[New Plastics Economy](#)."

Main activities and products

- Joint statements/press releases
- Side-events
- Webinars (avg. monthly)
- Reports
- Website
- Communication products

Members (to date)

- Rwanda (Co-Chair)
- Norway (Co-Chair)
- Peru
- Finland
- United Kingdom
- Zambia
- Fiji
- Chile
- Kenya
- Ecuador
- Uruguay
- Malawi

Structure and Rollout

- **Co-Chairs:** Rwanda and Norway
- **Members:** to be determined, initial invitation to co-sponsors of draft Rwanda-Peru resolution
- **Core group:** informal core group Rwanda, Norway, UK, Switzerland and Peru++ to prepare the work. First step, decide on the concept note and activity plan.
- **Official Launch:** late April / early May
- **Press Release:** to be drafted and circulated under embargo immediately upon formation
- **Fact Sheet:** to be drafted and released upon launch
- **Videos:** optional
- **Website:** to be developed
- **Team:** Coordinator Erlend Haugen, Norwegian emb. Nairobi, support from GRID-Arendal and possible addition of another Norwegian staffer (Based on project approval)

Proposed Meetings

The key upcoming events/meetings to take advantage of include:

- Launch in late April / early May - Virtual
- Pre-INC in May - Location TBC
- SEForAll Forum in May - Kigali, Rwanda
- Stockholm+50 in June - Stockholm, Sweden
- Commonwealth Heads of Government Meeting in June - Kigali, Rwanda
- World Circular Economy Forum in October - Kigali, Rwanda
- COP27 in November - Sharm El-Sheikh, Egypt