

## The 3R Initiative launches open call for pilot projects

*The 3R Plastic Standard will be tested on a range of plastic recovery and recycling projects around the world.*

The **3R Initiative** is announcing an open call for projects to test the **Plastic Recovery and Recycling Project Accounting Standard (Plastic Standard)**. All eligible plastic recovery and recycling projects are encouraged to apply. Insights, data and information collected from the pilots will help in the development of a reliable and transparent standard. All selected pilot projects will, in turn, benefit from ongoing technical advice from the 3RI over a period of 8 months. The assistance includes technical advice on project development leading to potential participation of the project in the **3R Plastic Standard Verification & Crediting Mechanism** (launching in 2021). The pilot projects will also receive substantial marketing exposure that may help attract potential sponsors and investors (through Circular Action Hub).

The pilot projects can be implemented by companies within their value chains or by other parties, such as NGOs, cooperatives and private sector entities, and may include the recovery of recyclable materials, collection of waste from the environment, ocean clean-up initiatives, and recycling activities. By establishing environmental and social safeguards, the Plastic Standard will ensure that recovery and recycling efforts provide sufficient benefits to local economies and create sustainable livelihoods for local communities. The first official draft of the Plastic Standard is currently [open for public consultation](#) until 26th April 2020.

The first batch of 3R pilot projects have been developed by the Initiative's corporate members **Nestlé, Danone, Tetra Pak, and Veolia** and are located in Indonesia, Colombia and Vietnam. Additional projects will be selected from the pool of eligible projects that register their interest through [Circular Action Hub](#) (a digital platform developed by BVRio). The project registration process starts today. **The deadline for applications is 12th April 2020.** More information: <https://www.3rinitiative.org/projects>

[Circular Action Hub](#) is a platform that will connect local waste management projects and activities with companies and investors willing to support, accelerate and strengthen a more effective and socially-responsible circular economy. The platform will also help local projects build capacity and foster innovation by providing information, facilitating knowledge-sharing and exchange of local solutions. All plastic recovery, recycling and/or reuse projects are welcome to register for free through the beta version of the platform. Circular Action Hub will be fully launched in mid-April 2020.

### About the 3R Initiative:

To catalyse zero plastic waste leadership, the 3R Initiative (3RI) is developing a market-based approach that will scale up recovery and recycling activities and increase accountability for plastic waste reduction efforts around the world. The 3RI's flexible mechanism, underpinned by robust standards, will transparently and sustainably increase the value of plastic waste and incentivize new activities that support the circular economy.

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