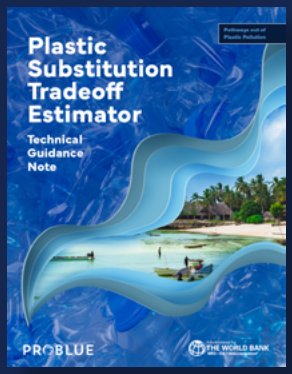
SETTING TARGETS: The Plastic Substitution Tradeoff Estimator



The Plastic Substitution Tradeoff Estimator compares the costs and benefits of 10 plastics products with up to 4 alternatives that are currently available in the market. It supports informed decision making for **target setting**

What are the external costs and effects of banning single use plastic products?

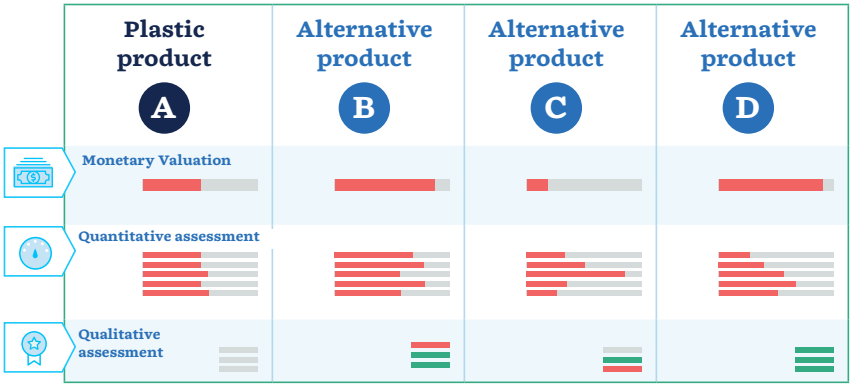
Under which circumstances do alternatives perform better than the currently used plastic product?

What are the tradeoffs of substituting products?

What information does The Estimator provide?

Tradeoffs are assessed:

- Along the entire life cycle
- In country-specific settings
- Monetarily when possible, complemented with quantitative and qualitative assessment methods to provide a holistic comparison



What data is needed to run the model?

In order to provide results that are tailored to a specific country context, data on production and consumption pattern of products, their weight and end of life fate is required for each of the plastic products and their alternatives. When data availability is limited, The Estimator is able to provide default values with minimal input from the user such as: region, income level, area, population and percentage of population living in rural areas.

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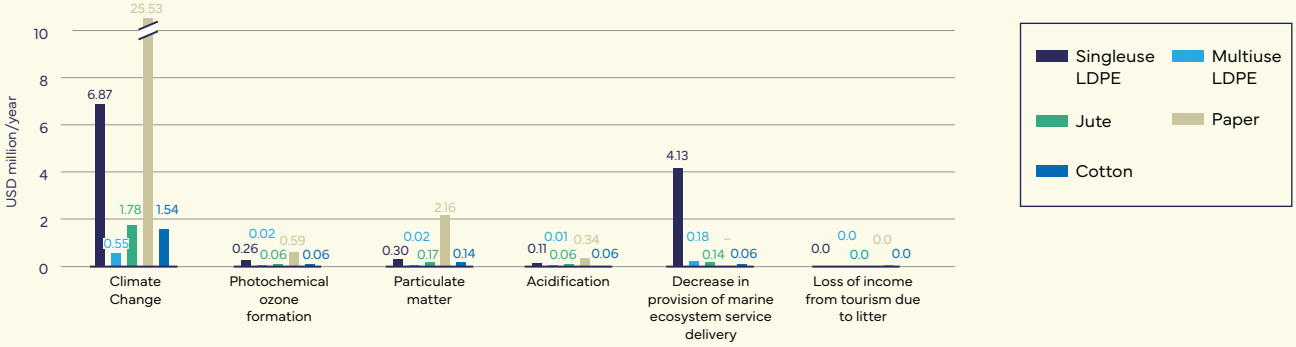
How can The Estimator inform target setting?

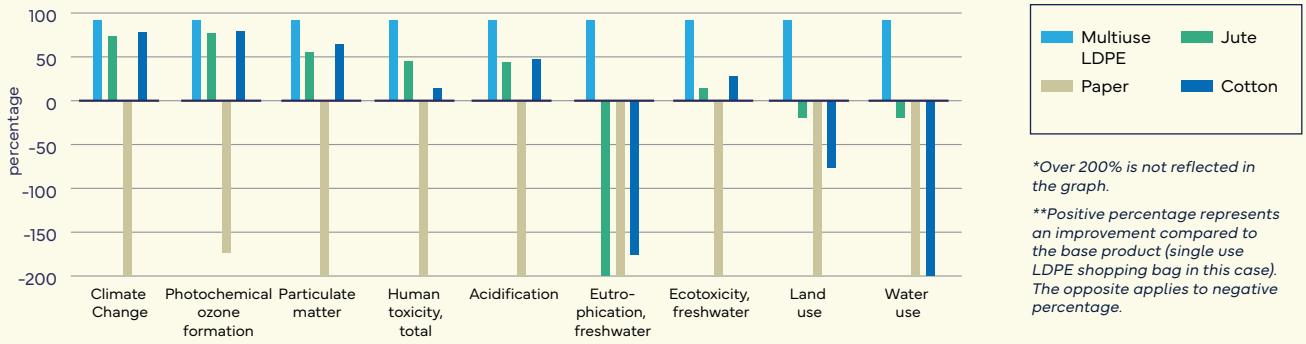
1. Side by side comparison

By comparing how one plastic product performs against each of its alternatives *(Example: shopping bags)*

Monetary Valuation



Quantitative Assessment (% Change compared to single-use LDPE shopping bag)

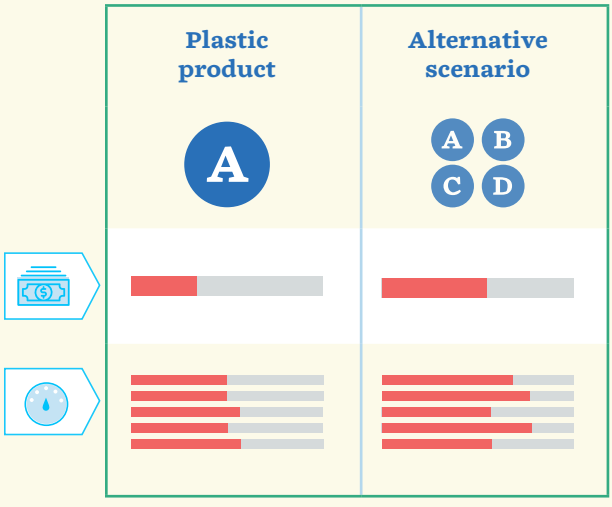


**Over 200% is not reflected in the graph.*

***Positive percentage represents an improvement compared to the base product (single use LDPE shopping bag in this case). The opposite applies to negative percentage.*

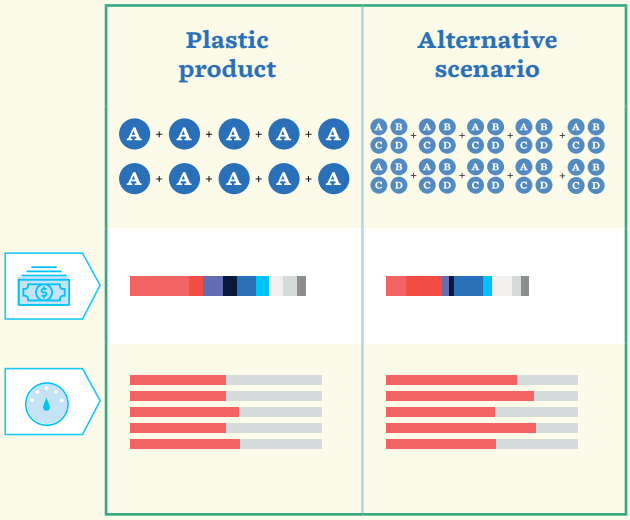
2. Scenario comparison

By comparing the external costs of substituting a combination of materials for a plastic product.



3. Aggregate scenario

By comparing the cumulative external costs of all 10 plastic products next to cumulative external costs of (the combination of) alternatives.



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