

# Unlocking Innovation in Circular Plastics in LATAM

**Information Pack**

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# Innovation Challenge

- WRAP and the Plastics Pact Network are looking to award **10** innovative solutions that address identified critical challenges to accelerate plastics circularity in Latin America.
- The 10 successful applications will receive technical support from WRAP and the Plastics Pact Network experts to enhance the scalability of their solutions.
- The selected solutions will benefit from a capacity-building programme designed to drive their growth and facilitate their expansion into new markets.

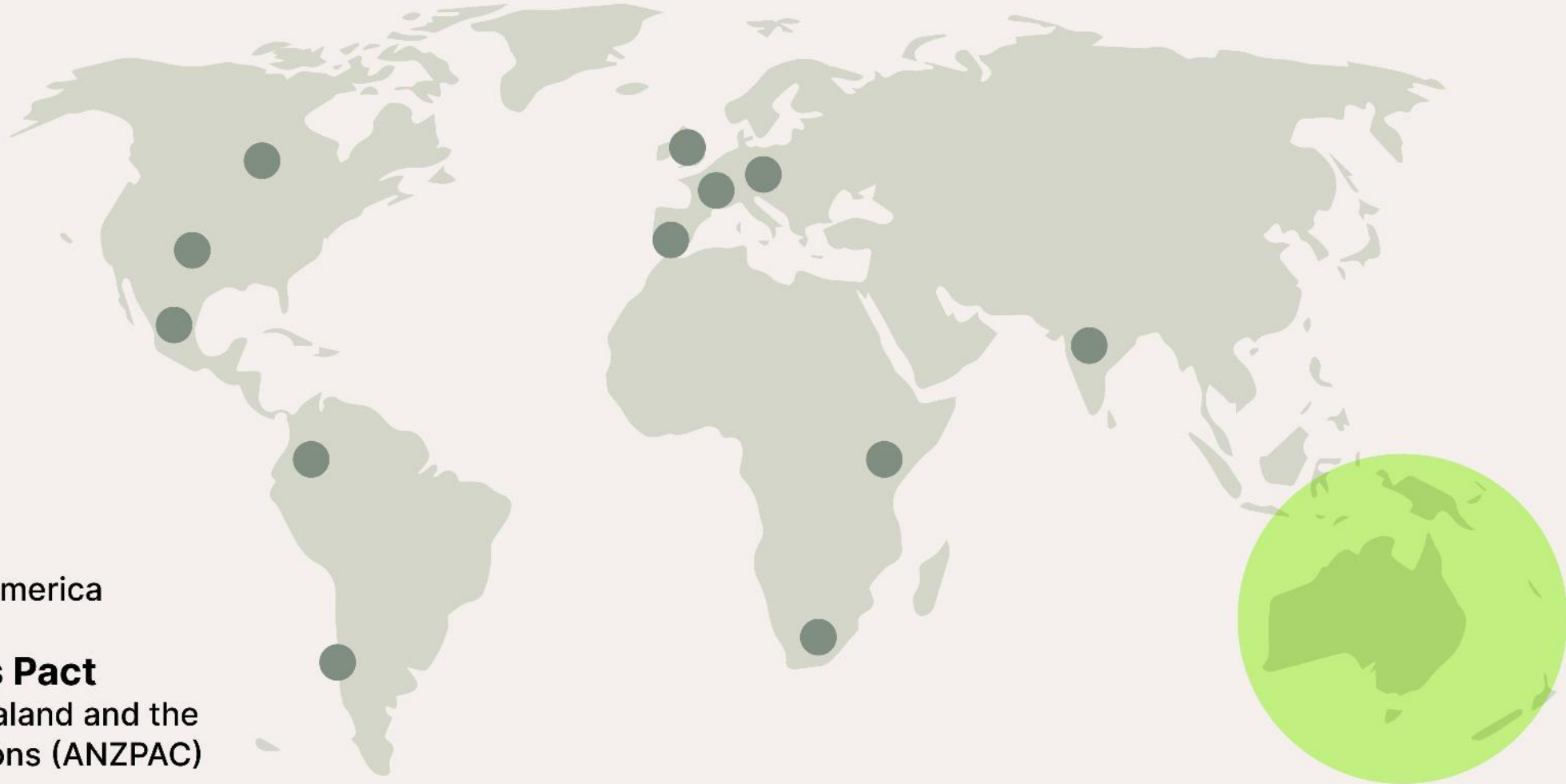
# The Plastics Pact Network

## ● National Pacts

- Canada
- Chile
- Colombia
- France
- India
- Kenya
- Mexico
- Poland
- Portugal
- South Africa
- United Kingdom
- United States of America

## ● Regional Plastics Pact

- Australia, New Zealand and the Pacific Island Nations (ANZPAC)



# Critical challenges

Proposals must address one or more of the following critical challenges:

1. Reduction in the use of problematic flexible plastics and/or those with a higher risk of leaking into the environment (e.g. sachets, wrappers, labels).

2. Enable the recycling of flexible plastics through design and intermediate technologies (e.g. monomateriality, elimination of non-recyclable components, technologies that facilitate recovery)

3. Develop and scale end markets for recycled polypropylene (PP) and mixed polyolefin (PP/PE) materials

# Eligibility Criteria

- Proposals must address one or more of the critical challenges (see previous slide)
- Solutions must focus on preventing plastic pollution in nature in Colombia, Chile, and/or Mexico.
- They must focus on packaging and flexible plastics with a high risk of leaking into the ocean ("ocean-bound plastic").
- Organisations of any size and from any country can apply, provided they are legal entities.
- Organisations must have the legal capacity to operate in at least one of the target countries (Colombia, Chile or Mexico) or have the means to implement their solution in those markets.
- *Proposals that do not fit with the scope and eligibility criteria will not be considered and therefore must be declined by the panel on the basis of non-conformance with, or neglecting to adhere to the governance of the competition.*

# Ineligible Solutions

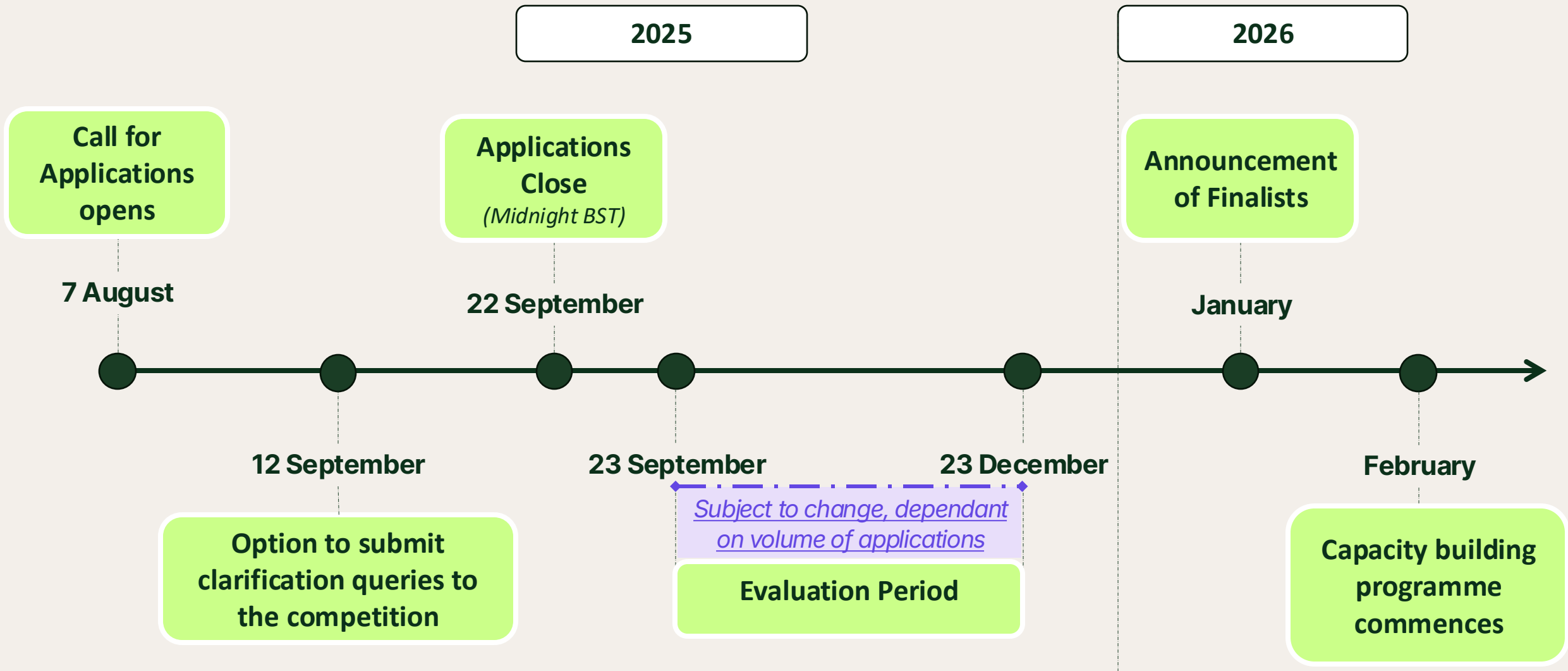
The following solutions are **not eligible** to apply:

- Solutions and projects that are already well established and proven successful.
- Solutions that have been previously trialled but have not been successful, unless the applicant can demonstrate significant innovative changes to the solution that may now lead to success.
- Solutions that do not demonstrate a focus on ocean-bound plastic.
- Solutions that do not address one of the three identified priority challenges.
- Applications from individuals. All applicants must be a legally recognized entity.
- Applications from governmental or political parties.

# Assessment criteria

- The proposed solutions received will be evaluated by an Evaluation Panel to consider the suitability of applications for support based only on the information presented.
- Applications will be assessed against the following criteria:
  - Level of innovation.
  - Alignment with the priority challenges and appropriateness of solution for the target country/ies.
  - Ability to scale solution with support provided.
  - Potential impact.
- The 10 highest scoring solutions will be selected to receive the non-financial business support of the capacity building programme.
- WRAP's decision in the evaluation and award of successful applications is final.

# Programme Timeline



# Apply Now!

[Click here to apply](#)

