

A person wearing a blue jacket, white tank top, grey pants, and a black face mask stands amidst a towering, chaotic mountain of discarded plastic waste. The waste consists of various types of plastic bags, bottles, and fragments in shades of brown, grey, and muted colors. The person is holding a bright green plastic bag. The background is a dense, textured wall of trash that reaches the top of the frame.

RISING TIDES III:

CITIZENS AROUND THE WORLD
DEMAND STRONG RULES
TO END PLASTIC POLLUTION

IN PARTNERSHIP WITH



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WWF is an independent conservation organization, with over 30 million followers and a global network active in nearly 100 countries. Our mission is to stop the degradation of the planet's natural environment and to build a future in which people live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

The Plastic Free Foundation is a not-for-profit global social movement of over 100 million people that stops around 300 million kgs of plastic polluting the world each year. Through advocacy and initiatives like our Plastic Free July challenge, we share plastic free solutions with people and organizations so that we can all take action to end plastic waste and enjoy a healthy world.

Design: Ender Ergün-Hakan Lokanoğlu

Cover Photo: © James Morgan / WWF-US



INTRODUCTION

In March 2022, the governments of 175 countries committed to develop a new global agreement to end plastic pollution, covering the full lifecycle of plastic from extraction of oil and gas for plastic production through to design, use and management of plastic waste. Governments have committed to delivering the agreed treaty text by the end of 2024.

A large majority of governments support the inclusion of robust global rules within the treaty, particularly rules to immediately ban or phase out the most harmful plastic products and chemicals. This represents a historic movement for a global response to the plastic pollution crisis. These rules are included in the draft text of the treaty, however, obstructionist tactics from a few delegations have so far caused significant delays in the negotiation process.

With the fate of the global community's ability to respond to this accelerating global crisis on the negotiation table, this report highlights new public opinion research in 32 countries, across all regions, showing that there is consistently high support among citizens around the world for strong global rules to end plastic pollution within an ambitious and comprehensive treaty.

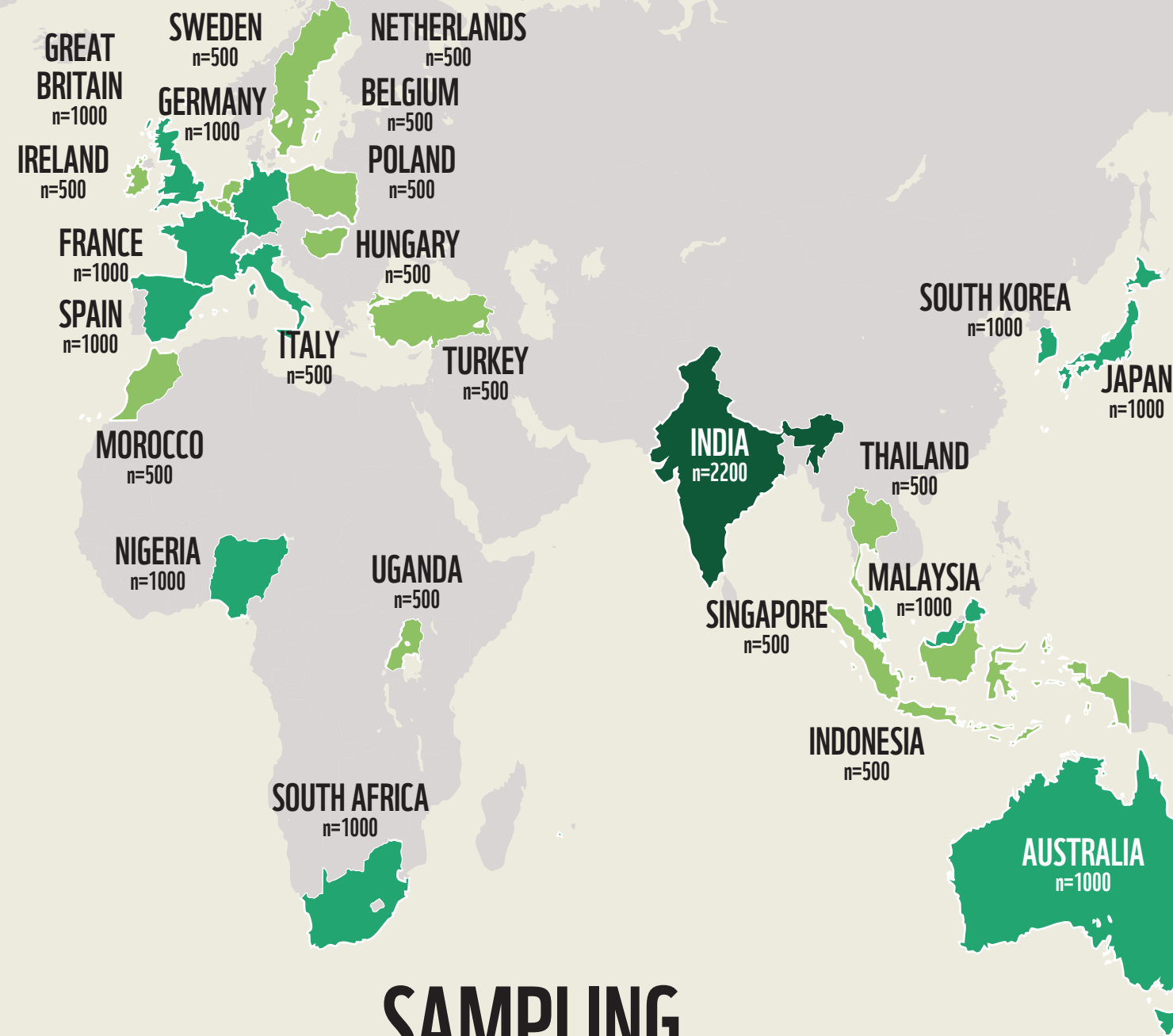
With the fourth and penultimate round of negotiations taking place in April 2024, WWF and the Plastic Free Foundation urge governments to act on this overwhelming public support by agreeing on binding global rules to reduce plastic production, ban and phase out the most harmful plastic substances and products, improve design for reuse and circularity, and ensure safe waste management. To meet these expectations, it will be critical for governments to overcome efforts to sabotage negotiations. All governments can enter this critical phase of negotiations confident that public opinion is behind a global rules-based approach to end plastic pollution.



RESEARCH PURPOSE & DESIGN

This study analyzes quantitative survey data to understand public opinion on a range of proposed global rules to regulate plastic production, consumption and management, which could be included in the UN treaty (see Appendix 1 for the full list of questions).

Quantitative data provides robust results that can be used to understand a range of views on particular issues. In this case, the data collected enables an evidence-based assessment of levels of public support for action on plastic pollution. Research was undertaken in all global regions, although the number of national surveys in each region varies.



SAMPLING

WWF and the Plastic Free Foundation commissioned global research company Ipsos to undertake this survey. It was conducted primarily online, with 24,727 respondents in 32 countries. Respondents were aged between 16 and 74 years old. The fieldwork was conducted between 25 August and 6 October 2023.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the United States are representative of these countries' general adult population under the age of 75. The samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Morocco, Nigeria, Peru, Singapore, South Africa, Thailand, Turkey and Uganda are more urban, more educated and/or more affluent than the general population. While not representative of the population as a whole, they still provide a highly useful indication of public opinion in these countries, particularly as this survey is the only known source of comprehensive and available polling data on this issue in those countries. More detail on the survey methodology is appended to this briefing and can be found on the [Ipsos website](#).

BACKGROUND AND CONTEXT

This is the third round of public opinion polling on international action to address plastic pollution that has been undertaken by WWF, the Plastic Free Foundation and Ipsos. The first round of polling was conducted in 2021 and published in February 2022, prior to the adoption of the UN Environment Assembly resolution that started the treaty development process. The second round of polling was published in November 2022 ahead of the first session of treaty negotiations.

The previous two rounds of polling established that in 2021-22 there was near-universal support for a treaty to combat plastic pollution, with around nine in 10 people globally saying it is important to have such a treaty.

Support for global rules in the latest survey remains very high, and consistent with earlier research. Nearly 9 in 10 people globally* support rules to reduce the amount of plastic produced, ban hazardous chemicals used in manufacturing, eliminate difficult-to-recycle plastics, encourage reuse and refill systems, and improve labelling requirements.

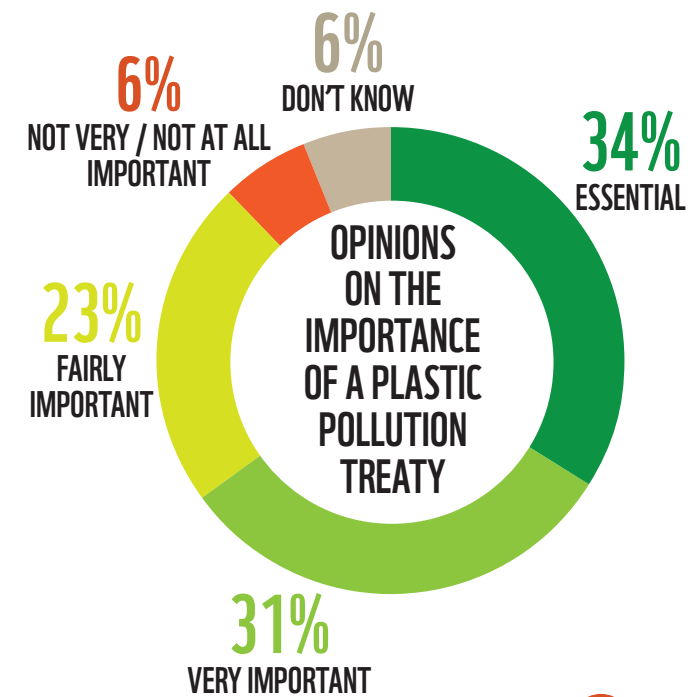
Taken together, this comprehensive programme of research indicates that there is **a clear and compelling public mandate for global rules within an ambitious and comprehensive plastics treaty.**

In April 2024, UN member states will meet again to negotiate the details of the new treaty. With the process now well over the halfway mark according to the agreed timeline, and with less than a year to go before completion, these negotiations hang in the balance.

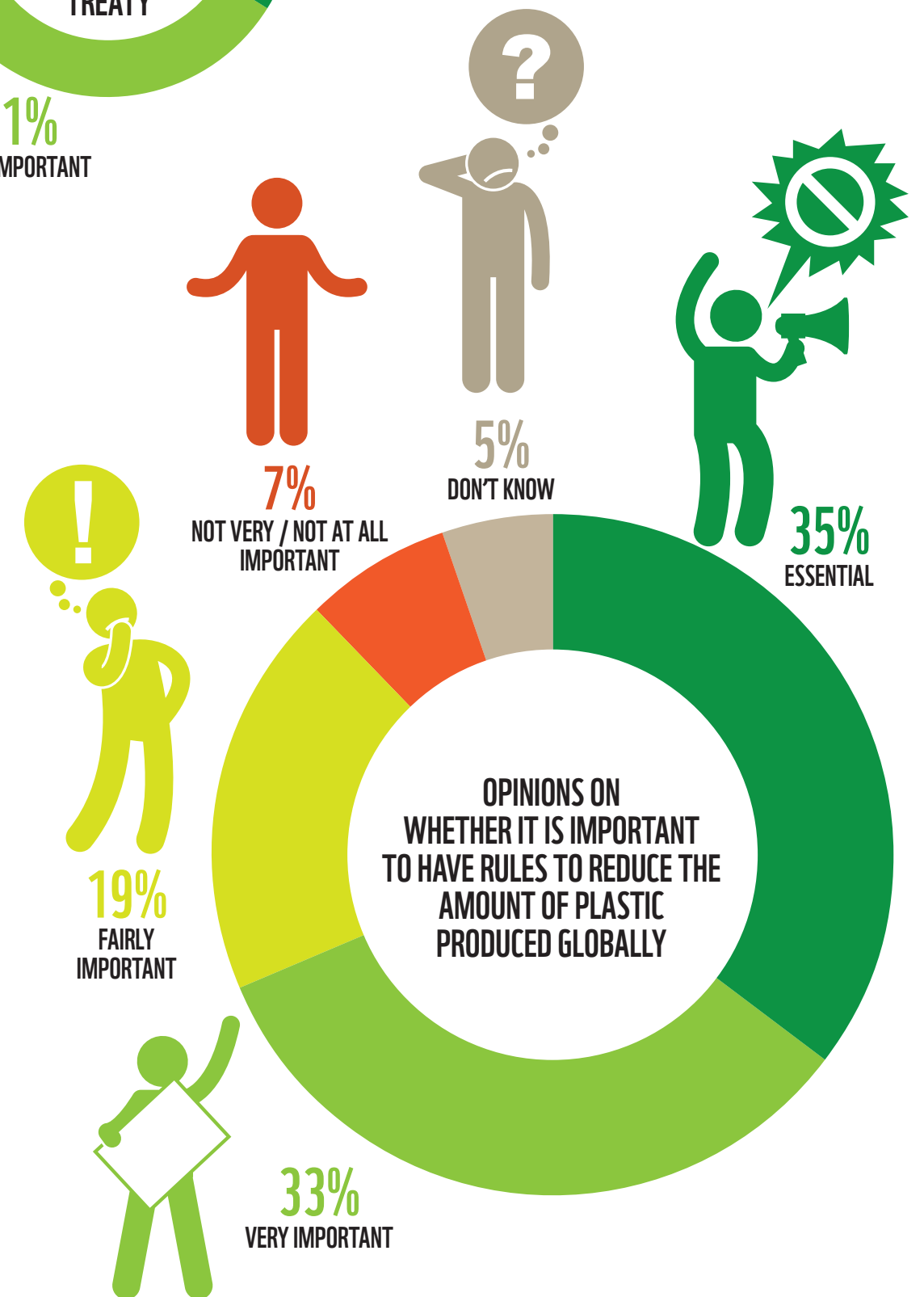
While 175 countries agreed to develop a treaty to end plastic pollution, a handful of oil- and plastic-producing countries have attempted to stall negotiations and redirect discussions to voluntary national approaches, with a strong focus only on waste management. This goes back on the unanimous agreement at UNEA 5.2 for the treaty to cover the full lifecycle of plastics¹ – and conflicts with solid evidence that such an approach would not effectively address harm caused by plastic to human and species health, and to ecosystems.²

Navigating a path through these attempts to sabotage negotiations will be a significant challenge, requiring global leadership by the majority of ambitious countries determined to deliver a meaningful outcome. This research demonstrates that there is strong support from citizens globally for governments to collectively deliver a robust and comprehensive plastic pollution treaty. As we enter this final, critical phase of negotiations, all governments are urged to act on this strong public mandate for urgent action, which has remained unwavering over the three years this research has been undertaken.

* Global country average across all countries surveyed



88%
2021 RESEARCH FOUND THAT NEARLY NINE IN 10 PEOPLE WORLDWIDE BELIEVE A TREATY TO COMBAT PLASTIC POLLUTION IS IMPORTANT, INCLUDING 34% WHO BELIEVE IT'S ESSENTIAL.



87%
OF PEOPLE GLOBALLY BELIEVE IT IS IMPORTANT TO HAVE RULES TO REDUCE THE AMOUNT OF PLASTIC PRODUCED GLOBALLY.

WHAT THE LATEST RESEARCH FOUND

One of the major fault lines among countries negotiating the new treaty is whether or not the treaty should include global rules that are binding and applicable to all parties to the treaty, instead of just voluntary national measures. Our latest research shows robust and consistent support for such rules. This is broadly consistent with previous surveys undertaken as part of this three-year global research initiative and with other national polling.³

90%

NINE IN 10 PEOPLE GLOBALLY BELIEVE IT IS IMPORTANT TO HAVE RULES TO BAN CHEMICALS USED IN PLASTIC THAT ARE HAZARDOUS TO HUMAN HEALTH, WILDLIFE AND THE ENVIRONMENT.

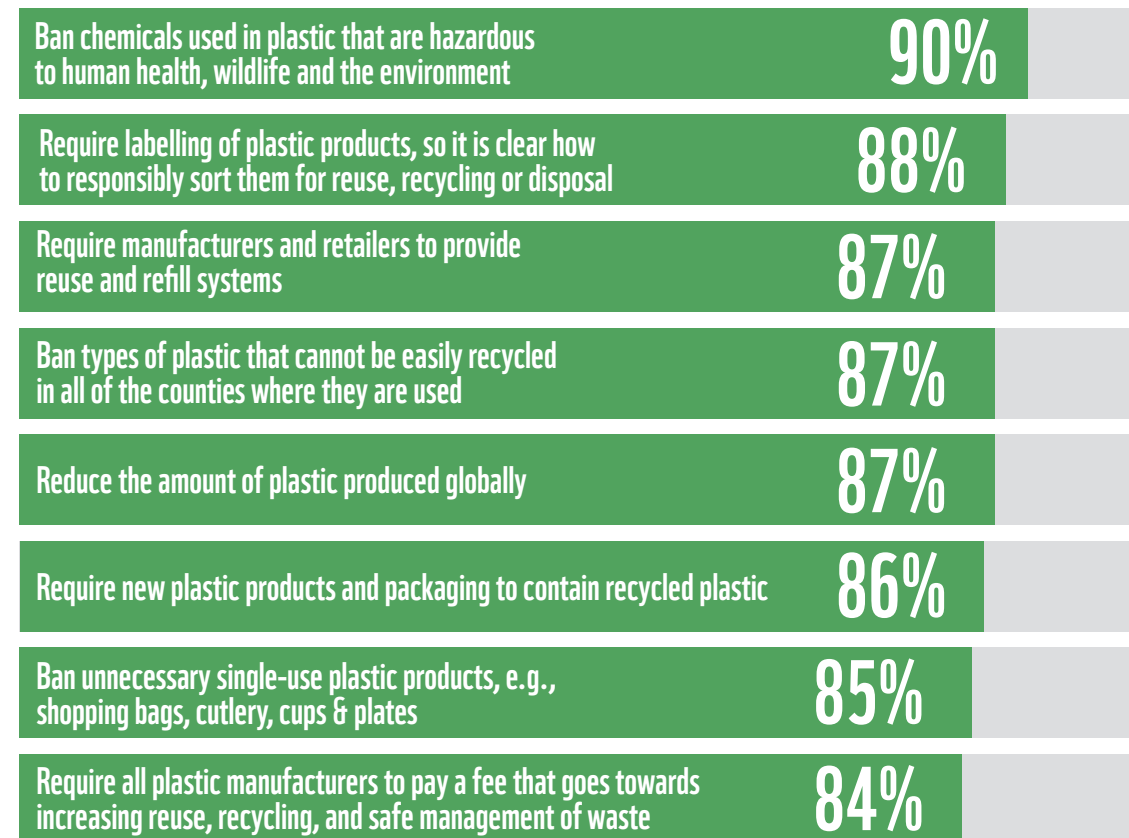
Support for robust rules is consistently higher across regions that are experiencing the worst effects of the plastic pollution crisis. For example, support in Latin America (88-92%) and the African countries surveyed (86-92%) is higher than the global averages (85-90%). However, support across the South-East Asian region (83-88%) and North America (76-86%) is still significant.

Latin America's high level of support is consistent with previous survey results from 2021 and 2022, and is relatively well aligned with the leadership

and support from many Latin American governments for a robust treaty based on global obligations.

In 12 countries, support for each of the eight rules we asked about is consistently at or above the global averages. These countries are Argentina, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, Turkey and Uganda. In addition, a further seven countries – Australia, Ireland, Morocco, Nigeria, Poland, South Korea and Great Britain – are also at or above the global averages for the majority of rules.

Most global citizens (on average) believe it is important to have global rules to:



But even where countries have comparatively more neutral public support, a majority still support global rules and, in some cases, the support is still quite strong for particular rules. For example, while people in Japan don't express such a strong stance regarding the overall approach to the treaty, they are still supportive of specific measures to better regulate and manage plastic production and consumption.

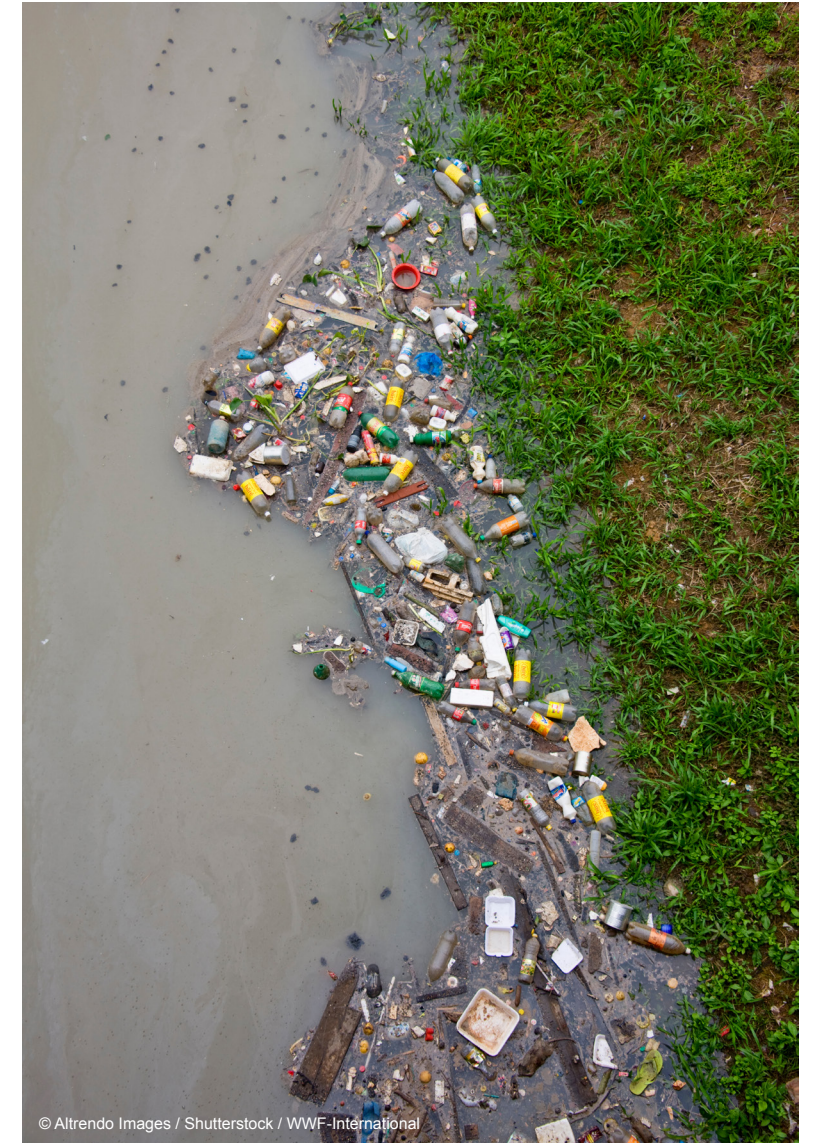
The data shows that Japan has the most neutral opinion of all countries surveyed, followed by India, the Netherlands and the United States. However, even in these countries, at least six in 10 people surveyed (in some instances, up to eight in 10) still support global rules to regulate plastic production and consumption. This still constitutes significant support for a robust and ambitious plastics treaty that serves to protect people and the planet.

Citizens expressing high levels of support for global rules to address plastic consumption and pollution are from all regions of the world, with no clear trends amongst countries of the same income status. Plastic pollution is a widespread and highly visible issue to people worldwide, which consistently drives high levels of public concern and support for urgent government action.

This data provides valuable insights for governments as they work to finalize the treaty text by the end of 2024. WWF and the Plastic Free Foundation urge governments to develop their national positions based on strong and widespread support among their constituents for global rules across a range of areas.

In addition to significant support for specific global rules, survey participants were asked to express their views on the principles underpinning the new treaty, and what they should aim to do. Responses indicate strong global support for the treaty regime to:

- **Make plastic producers accountable for reducing waste and plastic pollution from their products (73%);**
- **Establish clear consequence for governments that break those rules (73%);**
- **Ensure all participating countries have access to the funding, technology and other resources to comply with these rules (72%);**
- **Ban plastic items most likely to become pollution as a first step (68%).⁴**



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On average, almost three quarters of polled global citizens believe plastic producers should be accountable for reducing the waste and plastic pollution from their products (73%). One quarter of countries surveyed have agreement levels at or above 80% for this measure, with Indonesia (86%), Thailand (85%) and Uganda (85%) recording the highest levels of agreement.

It is not just manufacturers who are seen as accountable for tackling plastic pollution. Globally, 73% agree there should be consequences for governments who break these rules. Agreement was highest in Indonesia (88%), Nigeria (87%), Thailand (87%) and Uganda (85%), and lowest in Japan (40%).

In addition, it is acknowledged that all participating countries should have access to the funding, technology and other resources to enable them to comply with these rules (72%). Nigerian citizens were most outspoken on the need for adequate financial and technological support (91%), followed by Uganda (89%), Indonesia (84%) and South Africa (82%).

85%

OF PEOPLE GLOBALLY BELIEVE IT IS IMPORTANT TO HAVE RULES TO BAN UNNECESSARY SINGLE-USE PLASTIC PRODUCTS MOST LIKELY TO BECOME PLASTIC POLLUTION.



WHY GLOBAL RULES?

Plastic pollution is a transboundary global problem that demands a global solution. National and voluntary measures have done little to curb the plastic crisis and we now find ourselves on a trajectory where, if we do not urgently change course, we could see annual marine plastic pollution leakage nearly triple to 29 million metric tonnes by 2040.⁵ The global nature of plastic production, trade, waste management and pollution requires a coordinated and robust response from the global community as a whole. UN member states have almost universally acknowledged this throughout negotiations on the plastic pollution treaty.

While there is broad agreement on the need for a coordinated response, serious fracture lines remain regarding what this looks like in reality. WWF and the Plastic Free Foundation are of the strong view – which has been articulated by an overwhelming majority of UN member states – that binding global rules will be critical

to ending plastic pollution and implementing all of the actions necessary across the value chain to achieve this agreed goal.

The Minamata Convention on Mercury and the Montreal Protocol on Substances that Deplete the Ozone Layer are examples of treaties that created specific global rules to control harmful substances. Both have been effective in reducing environmental and health risks.

In addition to the effectiveness of global rules compared with voluntary efforts, recent economic modelling suggests they will be the fairest and most cost effective for low- and middle-income countries.⁶ Modelling by Dalberg for WWF estimates that while low- and middle-income countries consume nearly three times less plastic per capita than high-income countries, the true costs of plastic are eight times higher for low- and middle-income countries than their high-income counterparts, under present global conditions.

WHAT THIS MEANS FOR TREATY NEGOTIATORS

UN member states have now entered the final year of treaty negotiations, with less than 12 months to meet the goal the global community collectively set itself, of delivering an agreed treaty text by the end of 2024. Effectively prioritising global rules and the most polluting chemicals and plastic products is more important than ever before. What countries agree to by the end of 2024 will decide the trajectory of the plastic crisis, and its impact on people, nature and planet, for decades to come.

The views of governments, industries and civil society organisations are all well represented within these negotiations. However, few ordinary citizens are involved, and the process is largely disconnected from ordinary people's everyday lives, despite their lived experience of the problem and their strong views on the importance of ending plastic pollution. This research aims to address this gap by asking people from around the world about what a global approach to addressing plastic production, consumption and pollution might look like, and what specific rules they think are important or unimportant.

Taken together, this research over several years, along with other national and multi-country datasets, demonstrates high levels of public awareness, concern and engagement on this issue. Governments are urged not only to take heed of these results, but to continue to engage with their

own highly engaged constituents as the treaty develops, and in national planning once the treaty is agreed and moves into the implementation phase.

Over the course of these negotiations alone, plastic pollution is anticipated to increase by around 35 Mt (million metric tons).⁷ Species such as marine turtles, of which all species are known to be affected by plastic pollution, will suffer further harm, injury, illness and death.⁸ Fossil fuel extraction and plastic production-related greenhouse gas emissions will cause further damage. These harms will be widespread and include risks to human health.

Our research shows continued and growing support from people around the world for robust global regulation of plastics from production through to end-of-life management. While less than 15% support weaker voluntary arrangements, three quarters support a treaty with clear rules and consequences for breaking them, or in other words, a 'treaty with teeth'.

Governments should keep this public mandate and the urgency of the worsening plastic crisis at the forefront of their decision-making as we enter this final crucial phase of negotiations. Above all, they must ensure that the economic interests of just a few, do not obstruct the development of the global rules needed and wanted by an overwhelming global majority of governments and citizens.

CASE STUDY

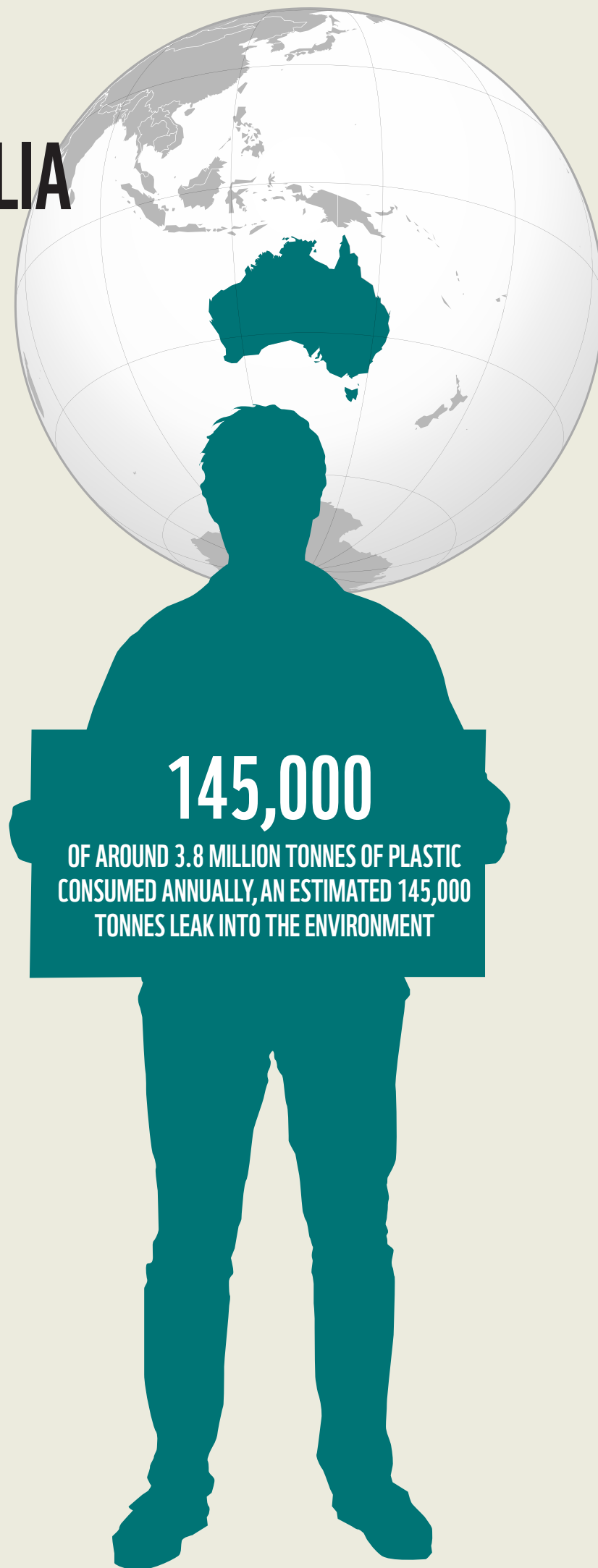
COUNTRY PROFILE: AUSTRALIA

Like many high-income countries, Australia has a substantial plastic footprint. Modelling suggests Australians now generate more single-use plastic waste per person than any other country, except Singapore.⁹ Of around 3.8 million tonnes of plastic consumed annually,¹⁰ up to 145,000 tonnes leak into the environment, despite the country's relatively sophisticated waste management systems and public education initiatives.¹¹ The increasing amount of plastic pollution across the country is causing significant damage to its marine life, ecosystems and the economy.¹²

To address this, the Australian government has taken some important steps towards reducing plastic consumption and pollution. Some recent positive developments include full coverage across the continent of deposit/return systems for beverages and the phasing out of certain single-use plastic products, backed by strong and growing public support. The Australian government is also developing design rules for packaging that will require manufacturers and retailers to increase the re-usability and recyclability of the products they put on the market.

The Australian government regards these treaty negotiations as a key pillar of its international environmental agenda and has consistently advocated for the inclusion of global obligations across the plastic lifecycle.¹³ Data obtained through this research series clearly demonstrates strong alignment between the views of Australians on these issues and the position their elected representatives are taking within negotiations. These issues have also been high on Australia's domestic policy agenda, and it is likely that Australians' experience of single-use plastic bans and regulation at home has translated into support for a similar approach internationally.

The latest survey indicates very substantial public support for a global treaty, as well as support for specific rules that would enable a global treaty to achieve its goals. It is evident from the survey data that **Australians are largely aligned with the global average when looking at the overall importance of the issue but are significantly more likely to believe banning hazardous chemicals and unnecessary and hard-to-recycle single-use plastics, together with ensuring transparent labelling, are 'essential'** when compared to the global average. Data from this research shows that **Australian survey participants support specific rules to ensure accountability and action against single-use plastics** and have strong feelings as to what these should look like.



BAN OR PHASE OUT CHEMICALS AND PRODUCTS:



Nearly nine in 10 Australians believe it's important that **global rules require global plastic production to be reduced** (87%). Nearly four in 10 Australians believe it's essential (38%).



Nearly nine in 10 Australians believe it's important that **global rules require a ban on chemicals used in plastic that are hazardous to human health, wildlife and the environment** (89%). More than four in 10 Australians believe it's essential (42%).



Nearly nine in 10 Australians believe it's important that **global rules require a ban on unnecessary single-use plastic products most likely to become plastic pollution** (87%). Nearly four in 10 Australians believe it's essential (35%).

INCREASING SAFE CIRCULATION:

Nearly nine in 10 Australians believe it's important that **global rules require a ban on types of plastic that cannot be easily recycled in practice** (87%). Nearly four in 10 Australians believe it's essential (37%).



Nearly nine in 10 Australians believe it's important that global rules require **transparent labelling on plastic products** (88%). More than one in 3 Australians believe it's essential (35%).



Nearly nine in 10 Australians believe it's important that global rules require **manufacturers and retailers to provide reuse and refill systems** (87%). Three in 10 Australians believe it's essential (30%).



ENSURING EFFECTIVE ACTION CAN BE FINANCED:



More than eight in 10 Australians believe it's important that global rules require **all plastic manufacturers to pay fees that cover the costs of reuse, recycling and safe management of plastic waste** (81%). Nearly three in 10 Australians believe it's essential (28%).



Seven in 10 Australians agree that a global treaty should include rules that **ensure all participating countries have access to funding, technology and other resources to comply with the rules** (70%).

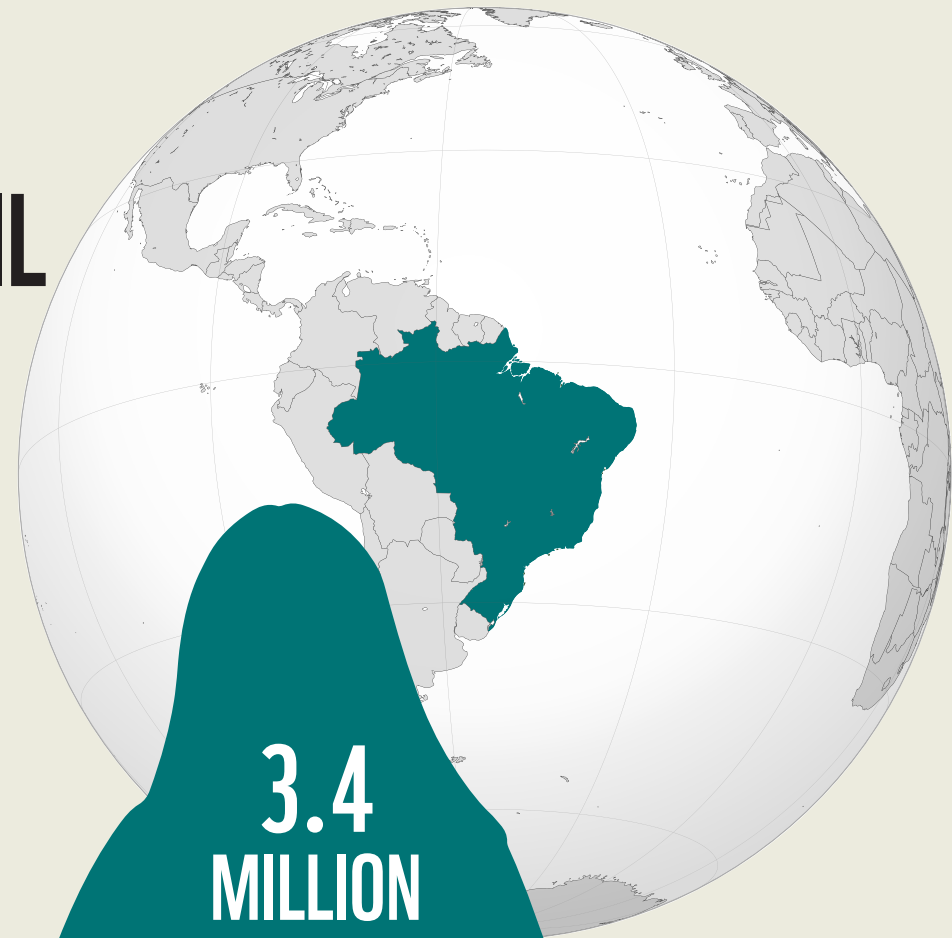
CASE STUDY

COUNTRY PROFILE: BRAZIL

Plastic consumption in Brazil is on the rise. Each year, the country consumes more than 10.3 million tonnes of plastic¹⁴ and imports 12,000 tonnes of plastic waste¹⁵. As plastic consumption and imports rise, so does the rate and scale at which it is being mismanaged. Brazil is dumping up to 3.4 million tonnes of plastic waste into the sea each year¹⁶ impacting people and wildlife native to Brazil's coastal areas.

Right now the country lacks a cohesive national response to this crisis. What exists instead are a handful of isolated initiatives and policies at the sub-national level as well as the National Solid Waste Policy, which only offers loose guidelines on how to manage solid waste and lacks any focus on plastic in particular. A well-coordinated global response to plastic pollution, embodied in a binding global treaty could greatly benefit Brazil.

The latest survey indicates substantial public support for a global treaty and for specific rules and mandated support that would enable a global treaty to achieve its goals. It is evident from the survey data that the views of **Brazilian survey participants¹⁷ are aligned with the global average.** Data from this research shows that **most Brazilian survey participants support specific rules to ensure accountability and action against single-use plastics.**



3.4 MILLION

BRAZIL IS DUMPING UP TO 3.4 MILLION TONNES OF PLASTIC WASTE INTO THE SEA EACH YEAR¹⁸ IMPACTING PEOPLE AND WILDLIFE NATIVE TO BRAZIL'S COASTAL AREAS.

BAN OR PHASE OUT CHEMICALS AND PRODUCTS:



Nearly nine in 10 Brazilian survey participants believe it's important that **global rules require global plastic production to be reduced** (85%). Nearly four in 10 of Brazilian survey participants believe it's essential (38%).



Nearly nine in 10 Brazilian survey participants believe it's important that **global rules require a ban on chemicals used in plastic that are hazardous to human health, wildlife and the environment** (86%). Nearly four in 10 Brazilian survey participants believe it's essential (38%).



More than eight in 10 Brazilian survey participants believe it's important that **global rules require a ban on unnecessary single-use plastic products most likely to become plastic pollution** (83%). More than three in 10 Brazilian survey participants believe it's essential (32%).

INCREASING SAFE CIRCULATION:

Nearly nine in 10 Brazilian survey participants believe it's important that global rules require **a ban on types of plastic that cannot be easily recycled in practice** (85%). More than three in 10 Brazilian survey participants believe it's essential (32%).



Nearly nine in 10 Brazilian survey participants believe it's important that global rules require **transparent labelling on plastic products** (85%). More than three in 10 Brazilian survey participants believe it's essential (33%).



Nearly nine in 10 Brazilian survey participants believe it's important that global rules require **manufacturers and retailers to provide reuse and refill systems** (87%). More than three in 10 Brazilian survey participants believe it's essential (33%).



ENSURING EFFECTIVE ACTION CAN BE FINANCED:



More than eight in 10 Brazilian survey participants believe it's important that global rules require **all plastic manufacturers to pay fees that cover the costs of reuse, recycling and safe management of plastic waste** (83%). Nearly three in 10 Brazilian survey participants believe it's essential (28%).



Seven in 10 Brazilian survey participants agree that a global treaty should include rules that **ensure all participating countries have access to funding, technology and other resources to comply with the rules** (70%).

CASE STUDY

COUNTRY PROFILE: MEXICO

Mexico generates an estimated 5.7 million tonnes of plastic waste every year and research suggests between 38% and 58% of this plastic waste is mismanaged.¹⁹ In the absence of national regulation to control, manage and reduce plastic waste, state and local governments are having to address the problem individually. Each state and local government has adopted different approaches to tackle the issue, with inconsistencies in which types of plastic are collected and recycled leading to fragmented and ineffective results. What may be permitted in one state may not be permitted in another.

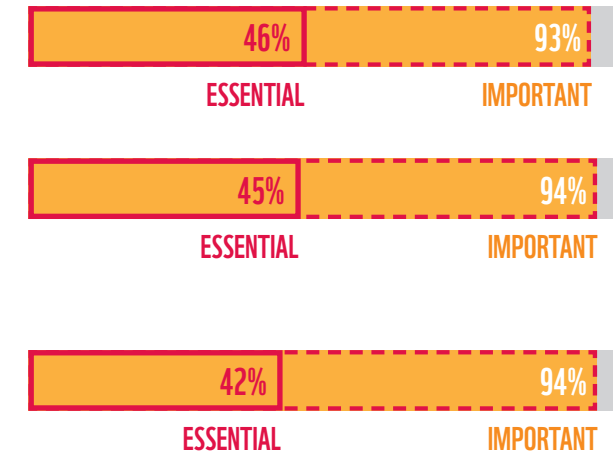
The lack of regulatory consistency, limited enforcement, insufficient waste infrastructure and low public awareness and education are the key barriers to tackling this issue. As a member of the High Ambition Coalition to End Plastic Pollution,²⁰ the Mexican government is calling for binding global rules to be included in the UN plastic pollution treaty.

This survey indicates substantial public support for a global treaty and for specific rules and mandated support that would enable a global treaty to achieve its goals. It is evident from the survey data that **Mexican survey participants are significantly more likely to believe each tested question is important when compared to the global average** – demonstrating that they are more concerned with reducing the impacts of single-use plastics than the global average. The research shows that **nearly all Mexican survey participants²¹ support specific rules to ensure accountability and action against single-use plastics** and have strong feelings as to what these should look like.

5.7 MILLION
MEXICO GENERATES AN ESTIMATED 5.7 MILLION TONNES OF PLASTIC WASTE EVERY YEAR AND RESEARCH SUGGESTS BETWEEN 38% AND 58% OF THIS PLASTIC WASTE IS MISMANAGED.



BAN OR PHASE OUT CHEMICALS AND PRODUCTS:



More than nine in 10 Mexican survey participants believe it's important that **global rules require global plastic production to be reduced** (93%). Nearly half of Mexican survey participants believe it's essential (46%).

More than nine in 10 Mexican survey participants believe it's important that **global rules require a ban on chemicals used in plastic that are hazardous to human health, wildlife and the environment** (94%). Nearly half of Mexican survey participants believe it's essential (45%).

More than nine in 10 Mexican survey participants believe it's important that **global rules require a ban on unnecessary single-use plastic products most likely to become plastic pollution** (94%). More than four in 10 Mexican survey participants believe it's essential (42%).

INCREASING SAFE CIRCULATION:

Nine in 10 Mexican survey participants believe it's important that global rules require **banning types of plastic that cannot be easily recycled in practice** (91%). Four in 10 Mexican survey participants believe it's essential (40%).



More than nine in 10 Mexican survey participants believe it's important that global rules require **transparent labelling on plastic products** (95%). More than four in 10 Mexican survey participants believe it's essential (42%).



More than nine in 10 Mexican survey participants believe it's important that global rules require **manufacturers and retailers to provide reuse and refill systems** (96%). Nearly four in 10 Mexican survey participants believe it's essential (36%).



ENSURING EFFECTIVE ACTION CAN BE FINANCED:



More than nine in 10 Mexican survey participants believe it's important that global rules require **all plastic manufacturers to pay fees that cover the costs of reuse, recycling, and safe management of plastic waste** (93%). One-third of Mexican survey participants believe it's essential (33%).



Nearly eight in 10 Mexican survey participants agree that a global treaty should include rules that **ensure all participating countries have access to funding, technology and other resources to comply with the rules** (78%).

CASE STUDY



COUNTRY PROFILE: SOUTH KOREA

South Korea (also known as Republic of Korea) currently has one of the highest per capita plastic consumption rates in the world²². South Koreans have become deeply accustomed to using single-use plastics and, to address this, the government has implemented an advanced waste management system and recycling programme nationwide. The South Korean government has expressed its strong support for the global treaty by becoming the first Asian country to join the High Ambition Coalition to End Plastic Pollution. However, at a national level, the government's approach is more obscure. Inconsistency in regulation, including the reversal of a nationwide ban on some single-use plastic products, has led to fragmented results and confusion amongst industries and the public.

This November, Korea will host the fifth and final plastic pollution treaty negotiations (INC-5) in Busan. There are high expectations that the South Korean government will present consistent and determined measures to address both global and domestic plastic pollution challenges.

It is evident from the latest survey data that **South Korean survey participants show slightly lower support for robust rules to be included in the global treaty when compared to the global average**. Specifically, they are **less likely to agree that global rules should provide access to funding and technology (65% vs 72%), establish consequences for non-compliant governments (68% vs 73%), ban plastic most likely to become pollution (62% vs 68%) and make plastic producers accountable for reducing waste (68% vs 73%)**.

Despite this, the majority of South Korean survey participants support the global treaty to end plastic pollution. The support for bans on unnecessary single-use plastics is similar to that of the global average. Also, South Korean residents demonstrated strong negative attitudes towards plastic in the 'eco-wakening' report conducted by WWF-Korea.²³



INC-5

THIS NOVEMBER, KOREA WILL HOST THE FIFTH AND FINAL PLASTIC POLLUTION TREATY NEGOTIATIONS (INC-5) IN BUSAN. THERE ARE HIGH EXPECTATIONS THAT THE SOUTH KOREAN GOVERNMENT WILL ADDRESS BOTH GLOBAL AND DOMESTIC PLASTIC POLLUTION CHALLENGES.

BAN OR PHASE OUT CHEMICALS AND PRODUCTS:



Nearly nine in 10 South Korean survey participants believe it's important that **global rules require global plastic production to be reduced** (88%). Nearly one in 4 South Korean survey participants believe it's essential (24%).



Nearly nine in 10 South Korean survey participants believe it's important that **global rules require a ban on chemicals used in plastic that are hazardous to human health, wildlife and the environment** (89%). One in 4 South Korean survey participants believe it's essential (25%).



More than eight in 10 South Korean survey participants believe it's important that **global rules require a ban on unnecessary single-use plastic products most likely to become plastic pollution** (86%). Nearly one in five South Korean survey participants believe it's essential (18%).

INCREASING SAFE CIRCULATION:

Nearly nine in 10 South Korean survey participants believe it's important that global rules require **a ban on types of plastic that cannot be easily recycled in practice** (87%). More than one in five South Korean survey participants believe it's essential (21%).



Nine in 10 South Korean survey participants believe it's important that global rules require **transparent labeling on plastic products** (90%). Nearly one in four South Korean survey participants believe it's essential (23%).



Nearly nine in 10 South Korean survey participants believe it's important that global rules require **manufacturers and retailers to provide reuse and refill systems** (87%). Nearly one in five South Korean survey participants believe it's essential (18%).



ENSURING EFFECTIVE ACTION CAN BE FINANCED:



Nearly nine in 10 South Korean survey participants believe it's important that global rules require **all plastic manufacturers to pay fees that cover the costs of reuse, recycling and safe management of plastic waste** (88%). Nearly one in five South Korean survey participants believe it's essential (18%).



More than six in 10 South Korean survey participants agree that a global treaty should include rules that **ensure all participating countries have access to funding, technology and other resources to comply with the rules** (65%).

CASE STUDY

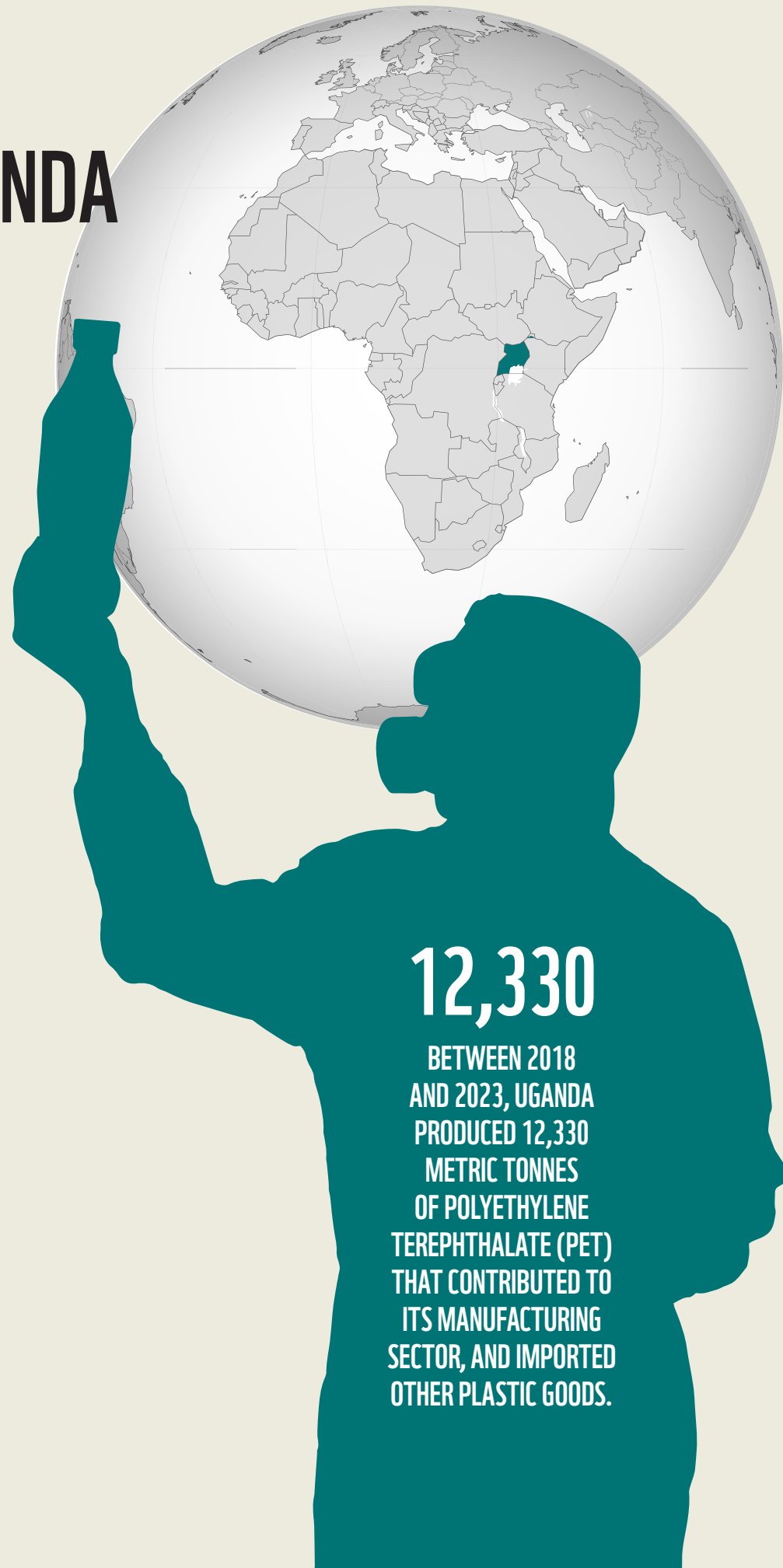
COUNTRY PROFILE: UGANDA

Uganda, a landlocked country in East Africa, faces a pressing plastic pollution challenge exacerbated by rapid urbanization and inadequate waste management infrastructure. Between 2018 and 2023, Uganda produced 12,330 metric tonnes of Polyethylene terephthalate (PET) that contributed to its manufacturing sector, and imported other plastic goods.²⁴ Plastic debris continues to contaminate waterways, soils and landscapes while also driving significant environmental and social impacts, such as exacerbating flooding by blocking drainage systems.²⁵

To combat the surge in plastic pollution, the government has implemented regulatory frameworks, including restrictions on the production, sale and use of single-use plastics such as polythene bags. However, enforcement remains a challenge due to financial resource constraints and limited institutional capacity. Moving forward, the government is exploring legislation geared towards ending the use of single-use plastics in the country.

Efforts to raise awareness about the environmental and health impacts of plastic pollution are underway to promote responsible waste management practices and the adoption of sustainable alternatives to single-use plastics. At a subregional level, the East African Community (EAC) adopted the Polythene Materials Control Bill in 2016, which provides a framework to prohibit the manufacture, sale, use and importation of polythene materials on a national level.²⁶

The latest survey indicates substantial - and above the global average - public support for a global treaty and for specific rules and mandated support that would enable a global treaty to achieve its goals. Data from this research shows that **almost all Ugandan survey participants support specific rules to ensure accountability and action against single-use plastics.**



12,330
BETWEEN 2018
AND 2023, UGANDA
PRODUCED 12,330
METRIC TONNES
OF POLYETHYLENE
TEREPHTHALATE (PET)
THAT CONTRIBUTED TO
ITS MANUFACTURING
SECTOR, AND IMPORTED
OTHER PLASTIC GOODS.

BAN OR PHASE OUT CHEMICALS AND PRODUCTS:



Nearly all Ugandan survey participants believe it's important that **global rules require global plastic production to be reduced** (97%). Nearly four in 10 Ugandan survey participants believe it's essential (36%).



More than nine in 10 Ugandan survey participants believe it's important that **global rules require a ban on chemicals used in plastic that are hazardous to human health, wildlife and the environment** (96%). Nearly four in 10 Ugandan survey participants believe it's essential (38%).



More than nine in 10 Ugandan survey participants believe it's important that **global rules require a ban on unnecessary single-use plastic products most likely to become plastic pollution** (93%). More than one in three Ugandan survey participants believe it's essential (35%).

INCREASING SAFE CIRCULATION:

More than nine in 10 Ugandan survey participants believe it's important that global rules require **a ban on types of plastic that cannot be easily recycled in practice** (96%). More than one in three Ugandan survey participants believe it's essential (34%).



More than nine in 10 Ugandan survey participants believe it's important that global rules require **transparent labelling on plastic products** (96%). Nearly four in 10 Ugandan survey participants believe it's essential (37%).



Nearly all Ugandan survey participants believe it's important that global rules require **manufacturers and retailers to provide reuse and refill systems** (97%). Nearly four in 10 Ugandan survey participants believe it's essential (37%).



ENSURING EFFECTIVE ACTION CAN BE FINANCED:



More than nine in 10 Ugandan survey participants believe it's important that global rules require **all plastic manufacturers to pay fees that cover the costs of reuse, recycling and safe management of plastic waste** (93%). More than three in 10 Ugandan survey participants believe it's essential (31%).



Nearly nine in 10 Ugandan survey participants agree that a global treaty should include rules that **ensure all participating countries have access to funding, technology and other resources to comply with the rules** (89%). This is significantly higher than the global average.

APPENDIX 1: RESEARCH DESIGN AND METHODOLOGY

This study collected quantitative data from citizens around the world in August-October 2023, to understand their views on the importance of global rules that could be included in the international plastic pollution treaty.

All respondents were asked the following questions:

Q1. The United Nations agreed last year to develop a global treaty to end plastic pollution. The treaty will include global rules for participating countries. To what extent do you agree or disagree that these rules should:

- Establish a clear consequence for governments who break those rules
- Start with banning plastic items most likely to become pollution, as a first step
- Require manufacturers and retailers to contribute to the cost of reducing waste and ending plastic pollution
- Ensuring all participating countries have access to funding, technology and other resources to comply with the rules

Responses were sought for each option, using a five-point agreement/disagreement scale to each statement (a-d). Statements were randomized and response options were reversed for 50% of respondents (i.e. half were given the 'strongly agree' option first, half given the 'strongly disagree' option first).

Q2. How important or unimportant do you believe it is to have global rules to:

- Reduce the amount of plastic produced globally
- Ban unnecessary single-use plastic products, e.g. shopping bags, cutlery, cups & plates
- Ban chemicals used in plastic that are hazardous to human health and the environment
- Ban types of plastic that cannot be easily recycled in all of the countries where they are used
- Require manufacturers and retailers to provide reuse and refill systems
- Require new plastic products and packaging to contain recycled plastic
- Require labelling of plastic products so it's clear how to responsibly sort for reuse, recycling or disposal
- Require all plastic manufacturing to pay a fee that goes towards increasing reuse, recycling and safe management of waste

Respondents were asked to select from the following: essential, very important, fairly important, not very important, not at all important or don't know. These options were provided in reverse order for 50% of respondents (i.e. half were asked first if they thought rules were essential, and half were asked first if they thought rules were not at all important). Statements 1-8 were displayed in a random order.

This 32-country Global Advisor survey was conducted between 25 August and 8 September 2023 in 29 countries (Argentina, Australia, Belgium, Brazil, Canada, Colombia, Chile, France, Germany, Great Britain, Hungary, India, Indonesia, Ireland, Italy, Japan, Mexico, Malaysia, the Netherlands, Peru, Poland, the Republic of Korea, Singapore, South Africa, Spain, Sweden, Thailand, Turkey, the United States) and between 22 September and 6 October 2023 in three countries (Morocco, Nigeria and Uganda). Fieldwork was conducted via the Ipsos Online Panel system and, in India, via IndiaBus, among 24,727 adults aged 18-74 in

Canada, Ireland, Israel, Malaysia, Morocco, Nigeria, South Africa, Turkey, Uganda and the United States; 20-74 in Thailand; 21-74 in Indonesia and Singapore; and 16-74 in all other countries.

The G7 countries consist of Canada, France, Germany, Great Britain, Italy, Japan, and the United States, as well as the European Union. The sample consists of approximately 1,000 individuals in each of Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Malaysia, Nigeria, South Africa, the Republic of Korea, Spain, and the United States, and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Mexico, Morocco, the Netherlands, Peru, Poland, Singapore, Sweden, Thailand, Turkey and Uganda. The sample in India consists of approximately 2,200 individuals of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.



The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, the Republic of Korea, Spain, Sweden, and the United States can be taken as representative of these countries' general adult population under the age of 75.

Due to the fact that the vast majority of the data was collected via Ipsos' online panels (India being the only exception, in which 1,800 were interviewed face-to-face and 400 were interviewed online), participation tends to consist of those who have access to the necessary technology. The samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Morocco, Nigeria, Peru, Singapore, South Africa, Thailand, Turkey and Uganda are more urban, more educated and/or more affluent than the general population. While not nationally representative, the survey results for these countries provide a useful and unique indication of the direction of public opinion.

Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent census data.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the [Ipsos website](#).

Where results do not add up to 100% or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of 'don't knows' or not stated responses.

The publication of these findings abides by local rules and regulations.

APPENDIX 2: SUPPORT FOR GLOBAL RULES ACROSS ALL COUNTRIES

How important or unimportant do you believe it is to have global rules to:

This table shows people's opinions in all countries surveyed to specific global rules that could be included in a plastic pollution treaty. It shows the combined total of people who think these rules are essential, very important and fairly important. The percentage of people who think they are not very important or not at all important (combined) ranged from 2-23% across all questions, and 1-21% of people responded 'don't know'.

(%) Important	Reduce the amount of plastic produced globally	Ban unnecessary single-use plastic products most likely to become plastic pollution, e.g. shopping bags, cutlery, cups & plates	Ban chemicals used in plastic that are hazardous to human health, wildlife and the environment	Ban types of plastic that cannot be easily recycled in practice	Require manufacturers and retailers to provide reuse and refill systems	Require new plastic products and packaging to contain a minimum amount of recycled plastic	Require transparent labelling of plastic products, including chemical contents, so it's clear how to responsibly reuse, recycle or dispose them	Require all plastic manufacturers to pay fees that cover the costs of reuse, recycling and safe management of plastic waste
Global country average	87	85	90	87	87	86	88	84
Argentina	91	89	92	90	90	88	88	84
Australia	87	87	89	87	87	86	88	81
Belgium	85	77	89	85	84	82	79	79
Brazil	85	83	86	85	87	82	85	83
Canada	85	79	88	86	83	84	83	81
Chile	91	93	93	93	92	91	93	90
Colombia	90	92	91	91	90	88	93	92
France	85	86	89	87	86	83	85	83
Germany	84	82	86	81	81	82	83	79
Great Britain	88	86	90	88	85	86	89	85
Hungary	89	83	90	84	87	84	89	88
India	77	76	78	76	76	76	76	75
Indonesia	96	96	98	96	97	96	96	94
Ireland	91	93	92	90	93	90	93	91
Italy	83	84	87	83	83	80	85	78
Japan	71	60	73	67	68	72	75	65
Malaysia	92	90	93	92	94	93	93	91
Mexico	93	94	94	91	96	92	95	93
Morocco	87	86	90	88	88	85	87	85
Netherlands	83	75	85	82	78	81	79	77
Nigeria	80	83	93	92	95	92	96	86
Peru	92	94	94	94	93	90	94	92
Poland	87	86	89	87	86	88	88	85
Republic of Korea	88	86	89	87	87	88	90	88
Singapore	91	87	92	91	90	90	92	85
South Africa	90	88	92	90	92	88	91	85
Spain	86	86	89	87	87	87	85	83
Sweden	86	79	91	86	83	84	87	82
Thailand	91	92	95	91	92	92	94	92
United States	81	73	85	77	78	77	80	71
Turkey	90	88	91	90	89	89	90	89
Uganda	97	93	96	96	97	91	96	93

To what extent do you agree or disagree that these rules should:

(%) Agree	Establish clear consequences for governments that break those rules (%)	As a first step, ban plastic items most likely to become pollution (%)	Make plastic producers accountable for reducing waste and plastic pollution from their products (%)	Ensure all participating countries have access to funding, technology and other resources to comply with the rules (%)
Global country average	73	68	73	72
Argentina	78	73	78	74
Australia	72	67	72	70
Belgium	66	62	63	59
Brazil	69	67	63	70
Canada	67	62	67	62
Chile	75	74	77	76
Colombia	74	76	80	77
France	71	70	70	69
Germany	71	60	67	62
Great Britain	73	69	75	70
Hungary	70	64	69	74
India	70	71	71	72
Indonesia	88	83	86	84
Ireland	80	73	81	78
Italy	68	66	67	67
Japan	40	37	46	41
Malaysia	73	66	76	74
Mexico	78	78	80	78
Morocco	70	70	74	73
Netherlands	73	61	67	68
Nigeria	87	65	83	91
Peru	80	79	83	80
Poland	67	66	73	74
Republic of Korea	68	62	68	65
Singapore	74	64	74	76
South Africa	78	66	78	82
Spain	72	69	74	72
Sweden	69	62	72	64
Thailand	87	85	85	81
United States	64	53	63	60
Turkey	73	70	74	73
Uganda	85	76	85	88

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NEGOTIATORS WERE TASKED BY
THE UN ENVIRONMENT ASSEMBLY
TO DEVELOP A TREATY THAT ENDS
PLASTIC POLLUTION. EVERY MINUTE
THAT WE DELAY, WE ADD TO THE
TOXIC LEGACY THAT WE ARE LEAVING
TO FUTURE GENERATIONS.



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