Social and Behavioural change

Enabling the circularity of plastic
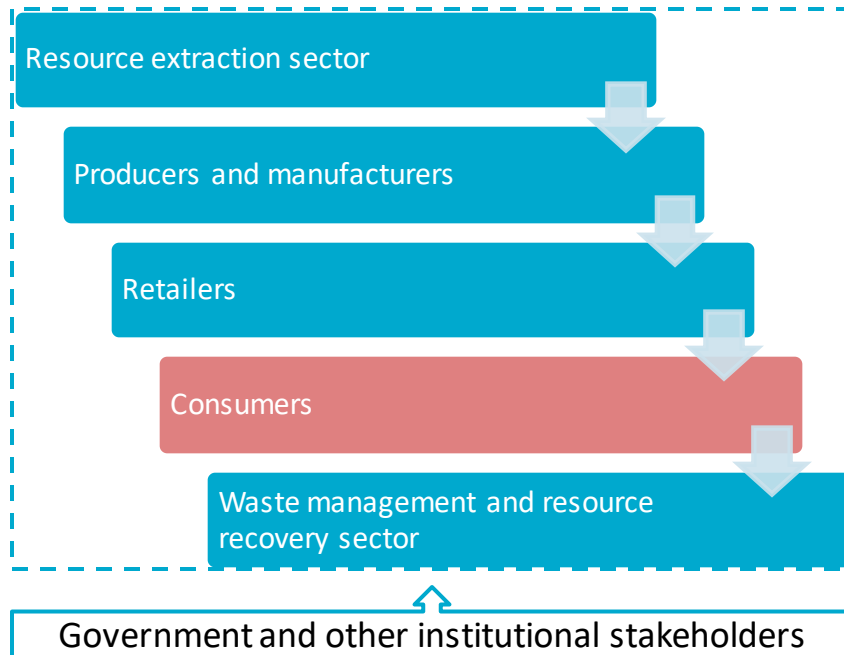
Andrea Walton

Ending Plastic Waste Symposium, May 2023

CSIRO

Circularity strategies

Circularity strategies

RAW MATERIALS

DESIGN

PRODUCTION,
REMANUFACTURING

RECYCLING

CIRCULAR
ECONOMY

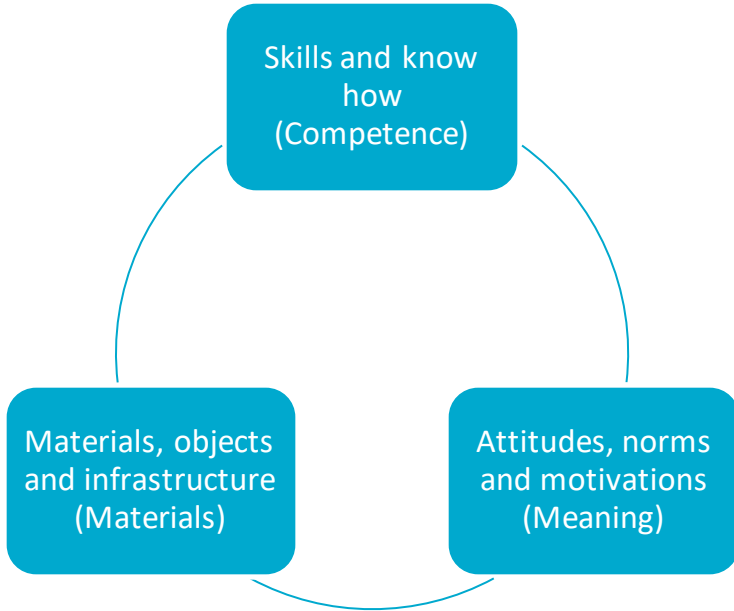DISTRIBUTION

RESIDUAL
WASTE

COLLECTION

CONSUMPTION, USE,
REUSE, REPAIR

**Purchase
choices**

Achieving broader social change

- A systems approach to scale up individual behaviour for broader social change

Circularity strategies

Recycling and Recovery solutions

- Social acceptability considerations
  - Development and deployment of new technologies, infrastructure, and operations
  - Unfolding at community scale