



2023 impact report

a year building the science,
solutions and spaces for sustainable
transformation and lasting impact

**We are not just a consultancy,
research organization, or driver
of system change. We encompass
all of these and more, united by
a broad commitment to drive
transformative change.**

We are Superspreaders (of impact)

From the beginning EA was envisioned as a place where the world's current path towards exceeding planetary boundaries could be addressed at multiple levels.

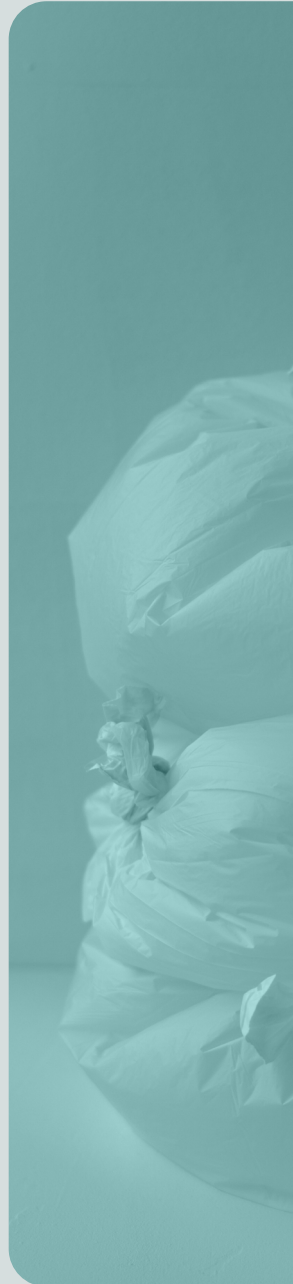
The first level, like the roots of a dandelion, is robust research, providing the foundation that supports all other efforts. EA services, solutions and expertise can be understood as the stem, with direct support being provided to foster the growth and success of clients and partner organizations. With these anchors in place, EA is positioned to directly and indirectly disseminate research-based and practical initiatives and action to create a ripple effect of positive impact and necessary change.

EA's commitment to broader change is also firmly established in the organization's design where all profits generated in the for-profit side, EA Sàrl, are reinvested in the non-profit arm, the EA Association, to support scientific advancements, global partnerships and the design of research-based solutions to expand environmental responsibility and reign in humanity's impact on the planet.

Empowering positive change

Maximizing value creation while minimizing environmental impacts is not just a goal, but a necessity for businesses aiming to thrive in today's world.

At EA, we excel in delivering comprehensive assessments, cutting-edge analytics, and pragmatic action plans tailored to expedite sustainability initiatives across all phases of an organization's evolution. With a steadfast dedication, we empower our clients to forge enduring positive change through pioneering solutions and fostering synergistic partnerships.

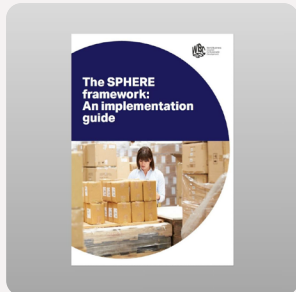


- **Carbon Footprint and Climate Strategy:**
EA recognizes that every organization is unique, with its own combination of operational realities, emission sources, and sustainability goals, requiring a tailored approach.
- **Life Cycle Assessment and Ecodesign:**
EA acknowledges the importance of ecodesign in driving sustainable innovation and reducing environmental impact. Our comprehensive approach includes the evaluation of Life Cycle Assessments (LCAs) to identify areas where ecodesign can lead to significant environmental improvements.
- **Plastic Footprint and Plastic Mitigation Strategy:**
EA created the foundational framework for Plastic Footprint assessments, enabling corporations to understand plastic leakage caused by their operations and determine the most impactful measures for mitigation.
- **Plasteax:**
EA launched Plasteax in 2021 after recognizing that there was a significant gap in data about plastic pollution. The expansive Plasteax database provides global metrics and actionable information about the reality of plastics once they reach the end of their life.

Inspiring knowledge and action



↳ **Adding it Up**
This study introduces a new method of measuring the leakage of additives caused by mismanaged waste.



↳ **SPHERE: An Implementation Guide**
Guide to assist packaging design teams and sustainability teams in applying the SPHERE framework.



↳ **Plastic Overshoot Day: Report 2023**
This comprehensive report offers a thorough assessment of the global impact of plastic pollution.



↳ **WBCSD: Enabling corporate plastics disclosure - Building a plastic protocol**
This report proposes an introduction for a plastic protocol for enhanced corporate responsibility within the International Legally Binding Instrument on plastic pollution.



↳ **WBCSD: Enabling corporate plastics disclosure - Building a corporate accountability system for plastic pollution**
This paper proposes a four-phase accountability system to help companies combat plastic pollution and adopt a circular approach to plastic use.

Driving impactful solutions

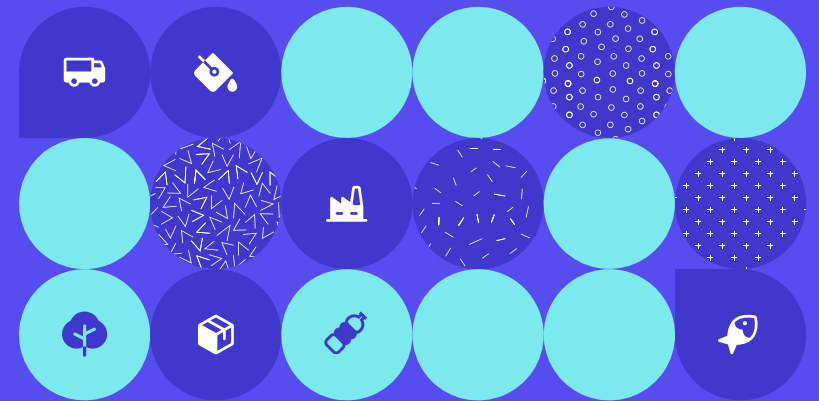


Plastic Overshoot Day

Plastic Overshoot Day marks the point in the year when the amount of plastic waste outweighs the world's ability to manage it, with environmental pollution occurring as a result. EA's Plastic Overshoot Day initiative was launched in 2023 to support UN Plastics Treaty negotiators and other global actors working to address the plastic pollution crisis.

To establish global and local state of the plastic pollution crisis, EA analysts assessed 1000s of data points and developed metrics to shed a new light on this crisis. To bolster awareness and action, EA conducted a webinar attended by 160 individuals. The initiative also garnered significant press coverage, reaching over 400 million individuals through more than 400 published articles.

Plastic Footprint Network



Plastic Footprint Network

The Plastic Footprint Network (PFN) unifies the methodologies and perspectives to enable organizations to measure and mitigate their plastic footprint, supported by a collaborative platform involving leading scientists, experts, and practitioners across various sectors.

In its inaugural year, PFN convened over 100 professionals from 35 organizations to launch an updated plastic footprint methodology. Additionally, a joined Vision Statement on corporate accountability for plastic, co-developed with EMF, WWF, WEF, WBCSD, Pew and CDP, was published, marking a significant step forward in aligning the response to the plastic crisis.

Key numbers



Major contributions and milestones



Spearheading circular economy initiatives

EA has undertaken a pivotal role as the operational arm for Reffnet in the French-speaking part of Switzerland, solidifying its position as a prominent figure in the field of circular economy initiatives.



Advocating for global change through participation in the UN Treaty on Plastic Pollution

EA actively participated in two Intergovernmental Negotiating Committee (INC) sessions in Paris and Nairobi advocating for a UN treaty with legally-binding global rules and circular economy measures aimed at accelerating systemic change. Looking ahead, EA is poised to further reinforce its pivotal role in shaping global strategies to combat plastic pollution with its forthcoming engagement in the INC sessions scheduled for Ontario Canada and South Korea in 2024. These ongoing efforts solidify EA's position at the forefront of the movement towards a future free of plastic pollution.



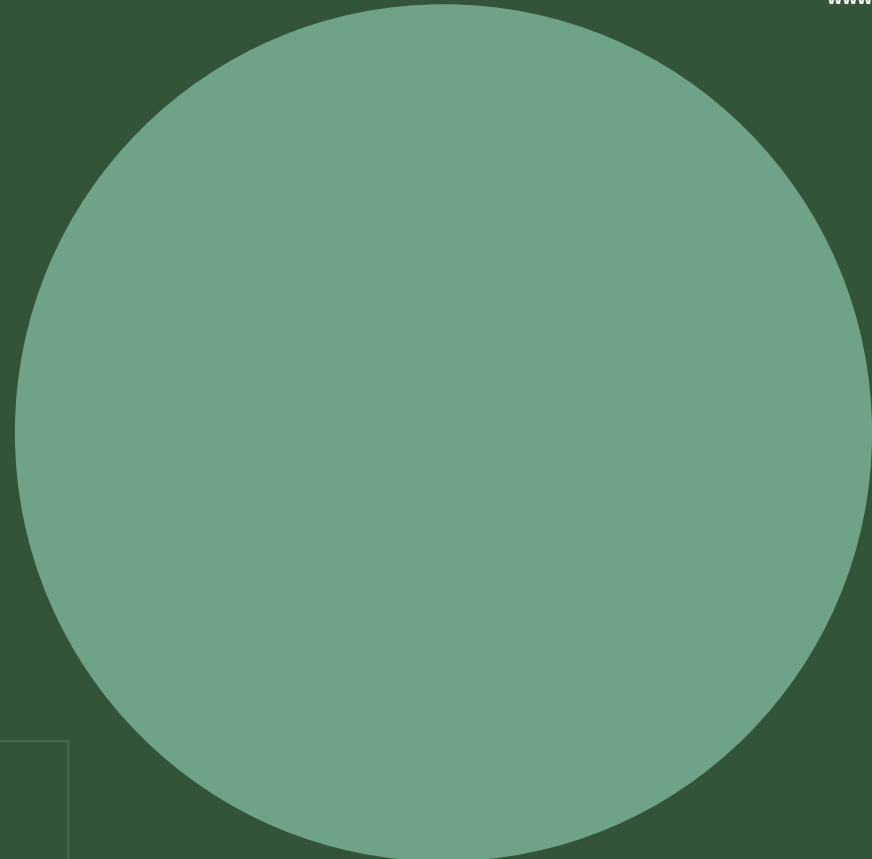
2023 Media Engagement: Amplifying Impact

In 2023, EA underscored its commitment to transparency and accountability with a significant media footprint. Our initiatives led to 920 media features, reaching an estimated 8.69 million viewers and a potential global audience of 1.66 billion. Additionally, our communications spurred roughly 1,000 social interactions, expanding our message's reach. This media activity reflects EA's role in leading crucial conversations and actions for a better future.

Shaping the future

In 2024, the following objectives are anticipated:

- **Plastic Footprint Network 2024:** Advancement of a corporate accountability framework for plastic, enabling companies to set ambitious targets on plastic and develop their mitigation strategy to align with the coming UN Treaty on Plastic Pollution.
- **Plastic Overshoot Day 2024:** Expansion of the assessment scope to encompass municipal waste and textiles. The updated methodology indicates that Plastic Overshoot Day 2024 will take place on September 5.
- **INC sessions 4 and 5:** Stimulating government support for an ambitious Treaty.
- **Environmental footprints 2024:** Progression of collaboration with SMEs to expedite decarbonization efforts in Switzerland and fortify resources and biodiversity preservation initiatives.



earth action

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