



2025

A year of consolidation, resilience and accelerating impact

Impact Report

FOREWORD

Consolidating impact, accelerating change

2025 was a year of consolidation, resilience, and meaningful progress for Earth Action.

In a challenging market environment, we remained focused on our core purpose: delivering impact, strengthening our foundations, and preparing the organization for its next phase.



Julien Boucher, PHD,
Founder, Co-CEO and Head
of Research & Science



Sarah Perreard,
Co-CEO and Stakeholder
Engagement Lead



Arnaud Dauriat
Managing Director

The year was marked by steady advances toward our objectives and growing momentum across our activities.

Strengthening our foundations

We continued to professionalize our organization and sharpen our ways of working. The arrival of a Managing Director strengthened management practices, operational clarity, and our ability to foster a healthy and engaging workplace. Investing in team well-being and career development remains both a core value and a driver of long-term impact and resilience.

Deepening expertise while broadening our scope

Plastic-related challenges remain at the core of Earth Action's expertise. In parallel, we strengthened transversal capabilities, including life cycle assessment (LCA), carbon and climate strategy, and systems-based approaches to sustainability.

In 2025, we explored new sectors such as finance while consolidating our presence in food packaging, textiles, watchmaking, and jewellery. We continued working with a wide range of actors—from small and large companies to public administrations and NGOs, in Switzerland and internationally—enhancing the reach and relevance of our work.

Expanding impact through projects and policy engagement

Earth Action strengthened its market positioning by advancing its data initiatives, evolving Plasteax into the Packaging Data Hub (PDH). Building on the harmonised methodologies developed through Plasteax, PDH expands the scope from plastic to all packaging formats, scaling these analytics into a global platform for end-of-life packaging data.

Beyond data solutions, Earth Action reinforced its upstream role through science-based policy engagement, including preparatory work for the Intergovernmental Negotiating Committee (INC) on the Global Plastics Treaty, engagement with a Federal Councillor, and continued facilitation of the Plastic Footprint Network (PFN).

A major milestone of the year was the release of the Plastic Pollution Mitigation Action Framework (PAF), addressing a key gap in corporate plastic accounting landscape with the first-ever structured guide for companies to categorize, account for, and report plastic leakage mitigation actions. Following a multi-stakeholder consultation process, the PAF is scheduled for publication in 2026.

Increasing visibility and collective momentum

More structured and intentional communications helped our research and initiatives reach wider audiences. Flagship projects such as Plastic Overshoot Day, the Packaging Data Hub, and Swiss

Plastic Action raised awareness and informed policy discussions, reinforcing Earth Action's role as a trusted, science-driven organization.

In 2025, we published four scientific reports, including a peer-reviewed study, delivering insights on plastic pollution, regulation, and climate impacts. We also released four practical guides, providing actionable tools on sustainability, carbon management, and plastic footprinting—combining scientific rigor with practical relevance to support informed decisions and concrete action.

Looking ahead: guided by our manifesto

As we enter 2026, we do so with a solid foundation, a clear direction, and growing momentum. Our manifesto reflects this commitment: turning knowledge into action, ambition into measurable results, and collaboration into lasting impact. The year ahead will focus on strengthening partnerships, advancing high-impact initiatives, and continuing to invest in our people and culture.

We are deeply grateful to our clients, partners, supporters, and team members for their trust and commitment. Together, we build resilience through diversity and contribute to solutions for the planet's most urgent sustainability challenges.

Sarah Perreard & Julien Boucher, Co-CEOs

Arnaud Dauriat, Managing Director

Our Dual Model

Earth Action operates through a unique two-part model. **EA Earth Action SA**, our for-profit arm, supports organizations on their sustainability journey through advisory services and practical solutions. **EA for Impact**, our non-profit arm, conducts research, advocacy, and initiatives to tackle global environmental challenges.

All profits generated by EA SA are reinvested in EA for Impact, ensuring that the non-profit mission remains independent and guided solely by the public interest. EA for Impact retains full scientific and operational autonomy, turning knowledge into actionable solutions that protect people and the planet.

Anchored in science and guided by the **Earth Action Manifesto**, this dual model allows us to maximize impact while maintaining transparency, integrity, and neutrality in all collaborations with NGOs, governments, and businesses.

[Discover our manifesto](#)

We redefine impact and value  We are activators at the interface  We turn science into action  We raise the bar and refuse the status quo  We work with everyone it takes, where intention comes first  We embrace complexity, powered by optimism  We choose iteration over perfection



Driving meaningful change

Mitigating environmental impacts to maximize value creation is now a business imperative. No matter what stage of the sustainability journey an organization finds itself in, EA provides assessments, analytics and actionable plans to expedite needed transitions.

A collaboration with EA provides a path to address broad environmental issues while optimizing operations for value creation.

EA designs projects to have maximum impact with a level of efficiency that matches the urgency of global sustainability challenges. The power of strong science and analytics combined with a clear understanding of broad stakeholder needs is incorporated at every stage. Organizations receive actionable reports, insights and recommendations for immediate implementation. And the positive outcomes of a collaboration with EA are effectively doubled as EA's mandate involves reinvesting profits into new research and global initiatives.

Our services & solutions

Services & solutions

↙ **Plastic Footprint and Plastic Reduction Strategy**

Helping organizations measure, manage, and reduce plastic leakage effectively.

↙ **Carbon Footprint & Climate Strategy**

Tailored solutions that align operational realities with sustainability goals.

↙ **Life Cycle Assessment & Ecodesign**

Identifying opportunities for sustainable innovation and impact reduction.

↙ **Packaging Data Hub**

Providing trusted, harmonised packaging data to enable evidence-based decisions, confident reporting, and circular solutions to plastic pollution.



Turning insights into action

Through its consulting activities, Earth Action produces practical reports and guides designed to help organizations navigate regulatory complexity, strengthen sustainability strategies, and translate ambition into action.



Shift into gear – How businesses can prepare for the era of global plastic regulation

How the UN Global Plastics Treaty can drive harmonization and how companies can leverage technology to streamline reporting, reduce risk, and advance circularity and sustainability.



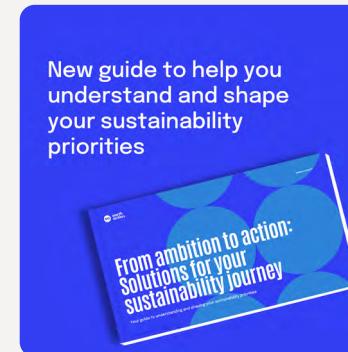
Corporate carbon footprint tools benchmark

Help organizations choose the right carbon tool based on their specific needs – whether it's to comply with CSRD requirements, track supplier engagement, or calculate product carbon footprints.



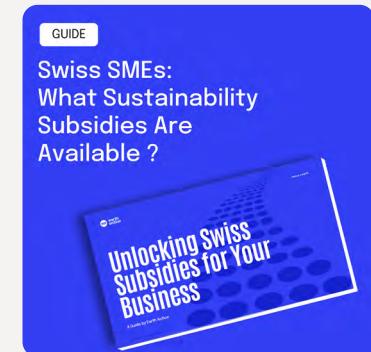
Understanding plastic data and footprinting

This practical guide helps companies respond to the CDP Plastics Module, including tips and tricks to help you get the most out of your reporting and set ambitious targets.



From ambition to action: solutions for your sustainability journey

Help organizations and individuals make meaningful progress on their sustainability journey. Comprehensive guide to the sustainability services we provide.



Unlocking Swiss subsidies for your business – a guide by Earth Action

Help companies—especially Swiss SMEs—navigate the complex landscape of public funding for sustainability and innovation.



Empowering action against plastic pollution

From Plasteax to the Packaging Data Hub

Developed as a data platform for plastic packaging waste analytics, Plasteax laid the groundwork by enabling organizations to assess plastic leakage, collection, and mismanagement. In 2025, this work evolved into the Packaging Data Hub.

The Packaging Data Hub (PDH)

The Packaging Data Hub is a new global platform providing the first harmonised, expert-validated and authoritative source of packaging data worldwide. Co-led by Earth Action and Systemiq, and developed with guidance from leading NGOs, businesses, and technical experts, the Hub brings together verified data on packaging materials, formats, and end-of-life outcomes across more than 75 countries.

The Hub will combine an open-access data tool for public use, and a deep, granular insights platform for industry and policymakers.

The Packaging Data Hub offers a single, comparable view of critical metrics such as material recyclability, collection rates, leakage, and waste management infrastructure performance. By closing global packaging data gaps, the Hub provides a shared evidence base that supports better decision-making, enables regulatory alignment, and accelerates progress toward a circular economy.

Explore



Packaging DataHub

Powering smarter packaging decisions.



Shaping transition through collective action

Our sector initiatives are designed to **shape transitions**, not merely respond to individual demands. They bring together diverse actors—companies, experts, industry bodies, and other stakeholders—to build shared understanding, align priorities, and remove structural barriers to progress. These projects can take different forms: some are closer to pre-competitive technical collaboration, others are more narrative-driven and focused on building common visions. What they share is a common purpose: creating the conditions for collective action at scale.

These initiatives are also a key lever for Earth Action's own development. By engaging deeply at sector level, we continuously strengthen our **sector-specific expertise**, allowing us to deliver more relevant, grounded, and impactful advisory work. They enable us to act as a **driver of systemic change**, rather than limiting our role to answering fragmented or decontextualized requests.

Our approach is inspired by the **iceberg theory of change**. The submerged part of the iceberg – by far the largest – includes shared methodologies, data, standards, and reference frameworks. **This foundation is naturally best built collectively, in a pre-competitive space**, where collaboration is both more efficient and more impactful than isolated efforts. By co-developing this common base, we create the conditions for each actor to focus individually on what truly differentiates them: their own value creation, innovation, and visible impact—the emerged part of the iceberg. Strengthening what lies beneath the surface is what ultimately enables scalable, credible, and lasting change above it.

Today, this approach is embodied in several flagship initiatives, including the [Watchmaking Ecodesign Project](#), a [PFN initiative](#) focused on plastic methodology, and a collaborative project with the metal industry. We are also advancing a **textile sector initiative focused on microplastic fiber shedding**, supporting both **mitigation strategies** across the value chain and robust **disclosure practices**. At the same time, we are actively developing new collaborative projects to expand this model to additional sectors and sustainability challenges.



Turning knowledge into action

EA for Impact is the non-profit arm of Earth Action, dedicated to tackling urgent environmental challenges through research, advocacy, and practical action.

We uncover emerging threats, analyze complex environmental data, and translate scientific knowledge into evidence-based solutions that NGOs, governments, businesses, and communities can use to make informed decisions. By shaping policy, supporting corporate responsibility, and mobilizing collective action, EA for Impact ensures that research leads to tangible, measurable improvements for nature and people.

[Explore](#)



Advancing Science

EA for Impact builds on more than 20 years of research into emerging environmental challenges, including plastic pollution, resource depletion, and climate risk. Through scientific research and evidence-based analysis, we contribute to public-interest knowledge, informs policy development, and supports global sustainability efforts.

Discover



Plastic Overshoot Day Report 2025

This report offers an assessment of the global state of plastic pollution.



Costs and timelines for global plastic product bans and phaseouts

Earth Action supported the World Wildlife Fund (WWF) to assess the global costs and benefits of banning and phasing out problematic plastic products to support WWF's ongoing plastic advocacy efforts.



The direct emissions related to Global Warming Potential of different types of diagnostic tests at different phases of the COVID pandemic

Climate-focused Life Cycle Assessment (LCA) evaluating the environmental impact of COVID-19 diagnostic tests.



Plastic Overshoot Day

Plastic Overshoot Day marks the date when global plastic waste exceeds the planet's capacity to manage it, highlighting the scale of the pollution crisis. EA analysts compile and analyze data on plastics across sectors – including packaging, single-use plastics, textiles, and household products – to provide a clear picture of waste flows.

2025 highlights:

- 5 September 2025 is the day when global plastic waste exceeds the planet's capacity to manage it.
- Nearly 32% of all plastic produced in 2025 is expected to escape proper collection or recycling.
- The 2025 report outlines recommendations for the UN Plastics Treaty to reduce plastic production and improve global waste management.

Discover

The background of the page is a close-up, high-contrast photograph of plastic waste. The image shows numerous thin, curved, and textured pieces of plastic in shades of orange, red, and teal, creating a sense of depth and environmental impact.

**PLASTIC
OVER
SHOOT
DAY** ea

September 5, 2025



Plastic Footprint Network

The Plastic Footprint Network (PFN) is a collaborative initiative that helps organizations measure, understand, and reduce the impact of plastic in their products and operations. By uniting scientific methodologies, expert guidance, and practical tools, PFN provides a harmonized framework for accountability and action.

2025 highlights:

- Work with Valuing Impact that translates leakage and associated health and ecosystem impacts into monetary values. This enables companies to integrate the societal cost of plastic pollution into double materiality assessments and internal decisions.
- The **Plastic Pollution Mitigation Action Framework** (PAF) v1 was published in March 2025, followed by consultations with PFN members and the Strategic Committee. In Q1 2026, PFN will engage the PFN Advisory Committee and key brand owners, ahead of the publication of the PAF Guidance planned for end of March.
- 7 new and updated modules expanded coverage of long-life items, agriculture, packaging microplastics, textiles, and tyres, enabling more granular and sector-specific footprinting.
- Publication of the **CDP x PFN Guide** to help companies harmonize disclosures and link footprinting data directly to mitigation planning and corporate strategy.

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Plastic Footprint Network





Swiss Plastic Action

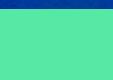
Swiss Plastic Action (SPA) drives policy change to reduce plastic pollution in Switzerland through research, advocacy, and collaboration. It supports science-based regulations, informs decision-makers, and mobilizes public and political action for a more sustainable future.

2025 highlights:

- **Joint declaration** on urgent plastic reduction: In March 2025, SPA brought together 10 Swiss NGOs, including EA for impact, to co-create a declaration calling for ambitious actions on plastic reduction, reusables, and safer materials.
- **Reaction to federal packaging ordinance**: In October 2025, SPA publicly welcomed revisions to Switzerland's packaging ordinance as a step toward a circular economy, while emphasizing that binding reduction targets, universal deposit systems, and rules to eliminate toxic substances are still needed.

[Discover](#)

Swiss
Plastic
Action^{ea}





Amplifying our voice

Raising awareness, shaping policies, and engaging communities to tackle plastic pollution and systemic sustainability challenges.

Reaching global audiences

In 2025, Earth Action received significant international and national media attention, with over 80 pieces of coverage generating more than a million views. The Plastic Overshoot Day campaign achieved broad international visibility, appearing in leading sustainability and business outlets such as in [Sustainable Views](#), [Edie](#), [Environmental Journal](#), [Business Green](#), [My Green Pod](#), [Circular Online](#) and [Resource.co](#). Earth Action's collaboration with SAP on the Shift Into Gear report also attracted global attention, featuring in publications including an op-ed in [Edie](#), and articles in [Sustainable Views](#), [Business Green](#), and [Plastic Today](#). At the national level, The Big Plastic Count campaign and Earth Action's participation in INC 5.2 in Geneva received coverage in major outlets, including in [Le Temps](#), an op-ed in [SwissPowerShift](#), and an interview in L'Agefi Finance, sharing insights on environmental, health, and financial impacts. These appearances helped bring Earth Action's research to a wider audience and supported public and policy discussions on plastic reduction.

Sharing knowledge, inspiring action

In 2025, Earth Action engaged its community with 32 blog posts and 12 newsletters reaching 722 subscribers. Our content went beyond showcasing our work, providing insights on global challenges, key scientific publications, media coverage, interviews, events, and emerging policies. Notably, we reported on developments from the INC 5.2 negotiations, keeping our audience up to date on critical global plastic treaty discussions. These channels ensured our community stayed informed, connected, and equipped to take meaningful action on sustainability and systemic change.

Mobilizing citizens: The Big Plastic Count 2025

In Switzerland, 11 586 participants tracked 215 463 pieces of plastic over one week as part of [The Big Plastic Count 2025](#), a citizen-science initiative co-led by Earth Action. The campaign generated valuable data for policy, advocacy, and public awareness and received widespread media coverage, highlighting the role of community engagement in driving systemic change. It received broad media coverage across the country, including [RSI](#), [Ticino News](#), [La Regione](#), [RTS](#), [La Liberté](#), [Le Courrier](#), [20Minutes](#), [Schweizer Bauer](#), [SRF Espresso](#), [Radio Central](#), and [Blick](#), amplifying its impact and reach.



Driving change together: Swiss Plastic Action

In March 2025, EA for Impact reunited 9 other Swiss NGOs to issue a joint declaration putting forward urgent demands to the Federal Council to reduce plastic pollution. The announcement helped raise public and political awareness of binding reduction targets, reusables, and safer materials. The coalition also contributed to ongoing policy discussions shaping Switzerland's circular economy regulations in 2026.

Shaping global solutions: UN Plastics Treaty

Earth Action continued its engagement in the UN Plastics Treaty INC5.2 in Geneva, co-hosting side events such as the Plastic Footprint Network Get Together and an evening reception on measuring and financing upstream plastic reduction outcomes, in partnership with the World Bank, rePurpose Global, Verra, and The Innovation Alliance for a Global Plastics Treaty. The organization also helped bring the treaty discussion to a wider audience through a public panel and screening of Plastic People in Lausanne, co-hosted with Plastic Pollution Coalition and Mover Plastic-Free Sportswear, where Julien Boucher joined international experts to discuss the health impacts of microplastics and solutions to end plastic pollution. These events brought together negotiators, policymakers, civil society, and practitioners to advance evidence-based solutions and support the development of ambitious global rules.



A global impact

Our international efforts highlight our broad reach and commitment to driving sustainability across industries and regions.



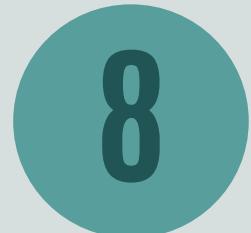
8
publications
combining 4 scientific reports and
4 practical guides to provide insights
and actionable tools.

8
collaborations with
other consultancies,
providing expert guidance to
enable sustainability transitions for
businesses and stakeholders.



A strong focus on Switzerland and SMEs

Our commitment to supporting small and medium-sized enterprises (SMEs) and fostering local impact is reflected in our work across Switzerland:



Meet the team

EA's diverse team combines expertise in various sustainability domains, offering tailored solutions and expansive perspectives to clients and partner organizations.



Julien Boucher, PhD,
Founder, Co-CEO and Head
of Research & Science



Sarah Perreard,
Co-CEO and Stakeholder
Engagement Lead



Arnaud Dauriat
Managing Director



Charlotte Stadler,
Environmental & Research
Analyst



Virginie Galdemar,
Accountant



Blanche Dalimier,
Environmental Consultant



Noémie Voirin,
Environmental Consultant
and Project Manager



Charlotte Durieux,
Consulting Hub Lead &
Environmental Consultant



Riccardo De Gennaro, PhD
Data Specialist



Marguerite Fauroux,
Environmental Consultant



Romain Bosson,
Environmental Consultant
and Project Manager



Mikele Gajda
PhD, Data Engineer



Danaé Bataillard,
Environmental Consultant



Jean-Baptiste Bayart
Senior LCA Consultant and
Business Development Advisor

MEET OUR EXPERTS

Deeply committed to scientific excellence

EA's external experts bring decades of deep technical experience to support our work and help us reach higher levels of both accuracy and quality.



Samuel Vionnet
Founder and CEO of Valuing Impact



Lindsay Lessard
Sustainability Expert | Climate & Nature



Benoît Verzat
Founder of MOKA earth



Dr. Elena Corella Puertas
Chair of the Scientific Committee, Plastic Footprint Network (PFN)



Olivier Schär
Founder of BioPerf.biz



Denis Bochatay
Co-founder, Bieler & Bochatay

What it means to work at EA?

Working at EA – Earth Action means being part of a team that's curious, collaborative, and driven by purpose. Guided by the [EA Manifesto](#), we turn research into action and ideas into impact.

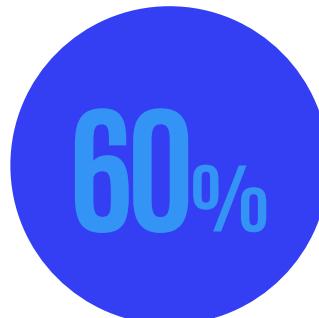
Our work takes us to global stages – like the Intergovernmental Negotiating Committees (INCs) on the plastic treaty – where we contribute to shaping policies that matter. Back at the office, or during our annual team retreats, we reflect, plan, and support each other in tackling complex sustainability challenges.

At EA, everyone has space to take ownership, think creatively, and see the tangible difference their work makes. It's challenging, exciting, and deeply rewarding – and we do it together.



3 working languages
French, English, Italian, enabling effective collaboration across contexts.

women in leadership, demonstrating our commitment to gender equality in decision-making roles, with a gender-balanced team overall (57% women, 43% men)



team members,
A skilled and dedicated workforce driving impact.

2026 is not about accelerating everything. It's about staying true to what matters.

The year ahead will demand more than incremental progress. It will demand choices. Choices about what we measure, what we prioritize, and what we refuse to normalize.

At Earth Action, our manifesto is not an aspiration. It is a filter. It guides which projects we take on, which compromises we refuse, and where we focus our energy when complexity increases.

Building on the foundations laid in 2025, Earth Action enters the year ahead with a clear conviction: progress only matters if it changes real-world outcomes. In a context of growing ecological pressure and increasing noise around sustainability, we choose focus over expansion, substance over signaling, and action over alignment.

Our priority is not to do more, but to do what matters most. That means sharpening our role at the interface between science, policy, and business, translating complex knowledge into decisions that shift systems, not just metrics.

We will continue to invest in people, partnerships, and tools that allow ambition to become operational without losing integrity. Because impact does not come from scale alone, it comes from clarity, courage, and the willingness to refuse the status quo.

This is how we carry our manifesto forward: not as words on a page, but as a discipline applied project by project, decision by decision.

earth action

Track our impact and progress:

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