Each Party is encouraged to take measures:

(a) To promote enhanced design and performance of plastic products, taking into account relevant standards and guidelines, including sector- or product-specific national standards and guidelines, in order to increase the safety and durability of plastics products, and the ability to reuse, repair, recycle them and to dispose of them in a safe and environmentally sound manner upon their becoming waste.

(b) To foster research, innovation, development and use of sustainable, affordable, accessible, economic, and safer alternatives and non-plastic substitutes, including products, technologies and services, according the national circumstances, needs, and respective culpabilities, taking into account the best available science, knowledge of Indigenous Peoples and local knowledge systems and their potential for waste reduction and reuse, as well as their environmental, socio - economic, and human health impacts.