The problem:
Excessive landfilling of plastic:
Of the 251 million tons of material solid waste was generated in 2006, and 11.7% of that was plastic.

Potential solutions:
Improve recycling technology:
Currently, recycling technology is a limitation: Some recycling plants may take some types of PET/PETE, but reject slightly different polymers that are also labelled as PET. These technological hurdles are gradually being addressed.

Combustion & WTE:
Much of the EU is moving away from landfilling plastics, either by increased recycling or by energy recovery via combustion. Countries most successful at this, do a healthy mix of both.

Reduction & carbon sequestration:
Mazda develops plastic molding technology that reduces resin consumption by 30%

About plastics:
In 1988, the Society of Plastic Industries developed Resin Identification Codes. However, while all these plastic types are technically recyclable, only PETE/PET and HDPE are widely recycled due to economic reasons.

Biodegradable plastics:
The potential for converting non-recyclable plastics back to fuels exists, but commercial viability is a long ways off.