



# 'A LINE IN THE SAND' – GLOBAL COMMITMENT TO ELIMINATE PLASTIC POLLUTION AT THE SOURCE



A Global Commitment to eradicate plastic waste and pollution at the source has been signed by 250 organisations including many of the world's largest packaging producers, brands, retailers and recyclers, as well as governments and NGOs.

The New Plastics Economy Global Commitment is led by the Ellen MacArthur Foundation, in collaboration with UN Environment, and will be officially unveiled at the Our Ocean Conference in Bali today (Monday, Oct 29).

Signatories include companies representing 20% of all plastic packaging produced globally. They include well-known consumer businesses such as Danone; H&M group; L'Oréal; Mars, Incorporated; PepsiCo; The Coca-Cola Company; and Unilever; major packaging producers such as Amcor, plastics producers including Novamont, and resource management specialist Veolia.

The Global Commitment and its vision for a circular economy for plastic are supported by the World Wide Fund for Nature (WWF), and have been endorsed by the World Economic Forum, The Consumer Goods Forum (a CEO-led organisation representing some 400 retailers and manufacturers from 70 countries), and 40 universities, institutions and academics. More than fifteen financial institutions with in excess of \$2.5 trillion in assets under management have also endorsed the Global Commitment and over \$200 million has been pledged by five venture capital funds to create a circular economy for plastic.

The Global Commitment aims to create 'a new normal' for plastic packaging. Targets will be reviewed every 18 months, and become increasingly ambitious over the coming years. Businesses that sign the commitment will publish annual data on their progress to help drive momentum and ensure transparency.

## Targets include:

- **Eliminate** problematic or unnecessary plastic packaging and move from single-use to reuse packaging models
- **Innovate** to ensure 100% of plastic packaging can be easily and safely reused, recycled, or composted by 2025
- **Circulate** the plastic produced, by significantly increasing the amounts of plastics reused or recycled and made into new packaging or products

Eliminating unnecessary and problematic plastics is an essential part of the Global Commitment vision, and will make it easier to keep remaining plastics in the economy and out of the environment.



**Dame Ellen MacArthur, Founder of the Ellen MacArthur Foundation, said:**

“We know that cleaning up plastics from our beaches and oceans is vital, but this does not stop the tide of plastic entering the oceans each year. We need to move upstream to the source of the flow. The New Plastics Economy Global Commitment draws a line in the sand, with businesses, governments and others around the world uniting behind a clear vision for what we need to create a circular economy for plastic. This is just one step on what will be a challenging journey, but one which can lead to huge benefits for society, the economy and the environment. I encourage all businesses and governments to go further and embark on a race to the top in the creation of a circular economy for plastic. One in which this material never becomes waste or pollution.”

**Pavan Sukhdev, President of WWF International, said:**

“The plastics crisis can only be solved with the combined efforts of all key players in the system. The World Wide Fund for Nature (WWF)’s strategy in plastics is to advocate, amplify and accelerate a connected suite of initiatives for change; therefore we are working closely with other key organizations, such as the Ellen MacArthur Foundation, to convey a joint message on our ambitious joint commitments, and to develop the tools needed to achieve these in partnership with companies, civil society, governments and citizens. WWF therefore endorses the The New Plastics Economy Global Commitment as we consider it an important step forward to join the efforts of businesses and governments around the world towards system-wide solutions.”

**UN Environment**, which leads the Global Partnership on Marine Litter and its Clean Seas Campaign, last month also launched the Global Plastics Platform to support international efforts to tackle plastic pollution. It said it would use its convening power to drive engagement with the Global Commitment from governments and other key players.

Governments that sign, pledge to put in place policies and enabling conditions to support the Global Commitment’s targets and vision. **Executive Director Erik Solheim said:** “Ocean plastic is one of the most visible and disturbing examples of a plastic pollution crisis. The New Plastics Economy Global Commitment is the most ambitious set of targets we have seen yet in the fight to beat plastics pollution. It sets out the steps businesses and governments must take if we are to find a solution to the root causes of plastic pollution and we urge all those working towards dealing with this global issue to sign it.”

**TO REQUEST AN INTERVIEW (INCLUDING WITH SIGNATORIES) OR FOR MORE INFORMATION, PLEASE CONTACT:**

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# NOTES TO EDITOR

## **KEY STATISTICS**

Researchers estimate that more than 8.3 billion tonnes of plastic has been produced since the early 1950s. About 60% of that plastic has ended up in either a landfill or the natural environment. More than 99% of plastics are produced from chemicals derived from oil, natural gas and coal – all of which are non-renewable resources. If current trends continue, by 2050 the plastic industry could account for 20% of the world's total oil consumption.

If current trends continue, there could be more plastic than fish in the ocean by 2050.

Plastic packaging is not the sole source of plastic pollution, however it is the biggest application of plastic, with about one third of all plastic produced going into packaging.

## **THE NEW PLASTICS ECONOMY GLOBAL COMMITMENT VISION**

At the heart of the Global Commitment is a vision of a circular economy for plastic, where plastics never become waste. Each signatory formally endorses the vision and the need to work towards achieving it.

It is defined by six key points:

- Elimination of problematic or unnecessary plastic packaging through redesign, innovation, and new delivery models is a priority
- Reuse models are applied where relevant, reducing the need for single-use packaging
- All plastic packaging is 100% reusable, recyclable, or compostable
- All plastic packaging is reused, recycled, or composted in practice
- The use of plastic is fully decoupled from the consumption of finite resources
- All plastic packaging is free of hazardous chemicals, and the health, safety, and rights of all people involved are respected

## **THE ELLEN MACARTHUR FOUNDATION**

The Ellen MacArthur Foundation was launched in 2010 to accelerate the transition to a circular economy. The Foundation works across key areas including insight and analysis, business and government, learning, systemic initiatives and communications.

With its Knowledge Partners (Arup, IDEO, McKinsey & Company and SYSTEMIQ), the Foundation works

to quantify the economic opportunity of a more circular model and to develop approaches for capturing its value. The Foundation collaborates with its Global Partners (Danone, Google, H&M, Intesa Sanpaolo, NIKE Inc., Philips, Renault, Solvay, Unilever), Core Philanthropic Funders (SUN, MAVA, players of People's Postcode Lottery (GB)) and its CE100 network (businesses, universities, emerging innovators, governments, cities, affiliate organisations), to build capacity, explore collaboration opportunities and to develop circular business initiatives.

Further information: [ellenmacarthurfoundation.org](http://ellenmacarthurfoundation.org) | [@circulareconomy](https://twitter.com/circulareconomy) | [video](#)

## **THE NEW PLASTICS ECONOMY**

Over the past four years, the Ellen MacArthur Foundation's New Plastics Economy initiative has rallied businesses and governments behind a positive vision of a circular economy for plastics. Its 2016 and 2017 New Plastics Economy reports captured worldwide headlines, revealing the financial and environmental costs of waste plastic and pollution. In the last year it has brought together 15 leading companies committed to work towards 100% reusable, recyclable, or compostable plastic packaging by 2025. The Global Commitment takes this work to the next level – creating a global coalition of leaders with the power to prevent plastic pollution at the source.

The initiative is supported by Wendy Schmidt as Lead Philanthropic Partner, the Global Environment Facility (GEF), MAVA Foundation, Oak Foundation, and players of People's Postcode Lottery (GB) as Philanthropic Funders. Amcor, The Coca-Cola Company, Danone, L'Oréal, MARS, Novamont, PepsiCo, Unilever, and Veolia are the initiative's Core Partners.

Further information: [newplasticseconomy.org](http://newplasticseconomy.org) | [@NewPlasticsEcon](https://twitter.com/NewPlasticsEcon)

## **UN ENVIRONMENT**

UN Environment is the leading global voice on the global environment. It provides leadership and encourages partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations. UN Environment works with governments, the private sector, civil society and with other UN entities and international organizations across the world.

Further information: [unenvironment.org](http://unenvironment.org) | [@UNEnvironment](https://twitter.com/UNEnvironment)

## ENDORSEMENT QUOTES

“With more than 250 businesses, policy makers, NGOs and others signing on to the Global Commitment to eliminate plastic pollution at the source, we are reaching critical mass in our effort to create a circular economy around plastics. While there is much work ahead of us to continue this global effort, and halt the flow of plastics in our oceans, I’m optimistic that we are now moving in a positive and sustainable direction.” - **Wendy Schmidt, President, The Schmidt Family Foundation and Co-Founder, Schmidt Ocean Institute**

“Transition to more circular use of plastics is essential to help reduce the accumulation of end of life plastic as waste and litter. The New Plastics Economy Global Commitment represents a major step forward in this journey; I am pleased to endorse it.” - **Prof. Richard Thompson, University of Plymouth**

“Plastic waste and pollution is a big global environmental challenge. At H&M group we are committed to take the actions needed to shift the system towards a circular use of plastic packaging where it never ends up as waste. But there is no single brand that can tackle this industry-wide challenge on its own. We must act as one voice and the New Plastics Economy Global Commitment is a big step in the right direction, as it will align business and governments on a common agenda and timeframe. Signing this global commitment is also another important step in our journey to become 100% circular and renewable in our business,” - **Cecilia Brännsten, Environmental Sustainability Manager for H&M group**

“For a Group like Veolia, a resource management pioneer, it is imperative that all stakeholders come together to find new innovative solutions to stop plastic pollution in its tracks and at its source. Working together is the only option to create a strong global industrial circular plastics system. In this way, we can offer both an alternative to virgin materials and a world without plastic pollution.” - **Antoine Frérot, Chairman & CEO of Veolia**

“As the Board of The Consumer Goods Forum, we recognise the pressing need for our industry to play a leading role in tackling the issue of plastic waste at its root cause and endorse the Ellen MacArthur Foundation’s New Plastics Economy Global Commitment and its vision of a circular economy where no plastic ends up as waste.” - **The Board of The Consumer Goods Forum**

“By endorsing the Ellen MacArthur Foundation’s Global Commitment the EIB expresses its support for accelerating the transition to a circular economy for plastics, where we keep plastic in the economy and out of the environment. As the largest multilateral lender, we will encourage our partners to develop solutions to reduce plastic waste generation and increase the levels of plastic reuse and recycling.” - **Jonathan Taylor, Vice-President, European Investment Bank (EIB)**

“The New Plastics Economy Global Commitment is an important step on our journey to eliminate plastic waste. It’s critical that all the key actors in the system work together to accelerate our transition towards the circular economy and, as part of that, address the challenge of single-use plastics. Unilever is ready to play its part and calls on leading businesses and governments to join the movement.” - **Paul Polman, CEO of Unilever**

“We believe the time is now to step up and work with others to drive a radical shift that will help free the world from packaging waste. Danone fully supports the New Plastics Economy Global Commitment as we believe it will play a critical role in aligning governments, industries, civil society and finance around a set of common ambitions and objectives”. - **Emmanuel Faber, Chairman and Chief Executive Officer of Danone**

“I am proud that today we have signed up to the New Plastics Economy Global Commitment. Plastic waste is one of the greatest environmental challenges facing the world. It is a global problem requiring a global solution. That’s why the UK Government has brought together the Commonwealth Clean Oceans Alliance and Global Plastics Action Partnership. It’s also why I want to congratulate the Ellen MacArthur Foundation on their excellent work to help galvanise action. Only by unifying countries and businesses all over the world we will be able to safeguard our land, rivers and seas for future generations.” - **Michael Gove, UK Secretary of State for the Environment**

## ENDORSEMENT QUOTES

“Scotland has shown leadership in how we use resources, increasing our recycling and reducing waste because we understand that we cannot continue to ignore the impact we are having on the natural world. I am proud that Scotland has recognised the important contribution of the circular economy to sustainable and inclusive economic growth and by signing up to the New Plastics Economy Global Commitment we want to encourage leading nations and businesses to do the same.” - **Roseanna Cunningham, Cabinet Secretary for the Environment and Climate Change for Scotland**

“Plastic waste and pollution is one of the most pressing environmental concerns of our age. At Burberry, we are committed to transforming how we use plastic in our supply chain. We are immensely proud to make this commitment and urge all businesses to consider how they can do the same.” - **Marco Gobbetti, Chief Executive Officer, Burberry plc**

“The challenge of plastic waste is real and urgent, and best addressed through specific actions that CGF companies can take individually and collectively in partnership with governments, NGOs and the recycling industry. We’re committed to doing our part to ensure the plastic we need is safely and economically, reused, recycled or composted.” - **Ian Cook, Co-Chair of the Consumer Goods Forum**

# NEW PLASTICS ECONOMY GLOBAL COMMITMENT - SIGNATORIES

## BUSINESSES

### a. Packaged goods companies, retailers, hospitality and food service companies, packaging producers

Ahold Delhaize  
ALBEA  
Algramo  
ALPLA Werke Alwin Lehner GmbH & Co KG  
Amcor  
Arca Continental  
BioPak Pty Ltd  
Burberry Group Plc  
Carrefour  
Coca-Cola FEMSA  
Colgate-Palmolive Company  
Constantia Flexibles  
CupClub Limited  
Danone SA  
Delphis Eco  
Diageo  
Dynapack Asia  
Earthwise  
Ecopod  
ecostore  
Essity AB  
EXCELRISE  
gDiapers  
Greiner AG  
H & M Hennes & Mauritz AB  
Henkel AG & Co. KGaA  
Inditex  
innocent drinks  
Internet Fusion Group  
JAMES CROPPER PLC  
Johnson and Johnson Consumer Inc.  
Kellogg Company  
Kesko Corporation  
Logoplaste

LOLIWARE  
L'Oréal  
Marks and Spencer plc  
Mars, Incorporated  
Matrix APA (UK) Ltd.  
METRO AG  
MIWA (MInimum WAste)  
Mondi  
NATURA COSMETICS  
Nestlé  
Paccor packaging solutions  
PepsiCo  
Pernod Ricard  
POSITIV.A  
PT Evogaia Karya Indonesia  
RB  
RePack  
Replenish Bottling LLC  
rPlanet Earth  
SC Johnson  
Schwarz Group  
Sealed Air corporation  
Selfridges  
Skipping Rocks Lab  
SPB  
Spinlock  
Splosh Ltd.  
Stella McCartney  
Swire Beverages Ltd  
Target Corporation  
The Better Packaging Co.  
The Bio-D Company Ltd  
The Coca-Cola Company  
The New Zealand King Salmon Company Ltd  
Unilever  
Walmart U.S., Walmart Canada, Walmart Mexico, and Sam's Club  
Werner & Mertz GmbH  
Woolworths Holdings Limited

**b. Raw material producers**

Aquapak Polymers Limited  
Borealis AG  
Ecovative  
Full Cycle Bioplastics  
Indorama Ventures Public Company Limited  
mobius  
NatureWorks  
Novamont SpA  
Origin Materials

**c. Collection, sorting and recycling industry**

APK AG  
Boomera  
Cedo  
CSSA (Canadian Stewardship Services Alliance Inc.)  
Ecoiberia Reciclados Ibericos SA  
EGF - Environment Global Facilities  
Encorp Pacific (Canada)  
Hera Group  
INCOM RECYCLE Co. Ltd. Beijing  
Industria Mexicana de Reciclaje S.A. de C.V.  
JAMES CROPPER PLC  
LIPOR - Intermunicipal Waste Management of Greater Porto, Portugal  
Loop Industries  
Mr. Green Africa  
PetStar  
Plastic Bank  
PLASTIC ENERGY  
Recycling Technologies  
Re-Poly, Evertrak, QRS  
Rubicon Global  
SUEZ  
TerraCycle  
TOMRA Systems ASA  
TriCiclos  
Veolia  
Waste Ventures India Pvt. Ltd.  
Waste4Change  
Worn Again Technologies

**d. Durable goods producers**

Ernesto São Simão Lda.  
Mobike  
HP Inc  
Philips  
Preserve  
Riversimple Movement Ltd  
Schneider Electric  
Stanley Black & Decker

**e. Investors**

Althelia Sustainable Ocean Fund  
Closed Loop Partners  
Creolus  
Fifth Season Ventures  
FORWARD.one Venture Capital for Hardware

**f. Supplier to the packaging industry**

UPM Raflatac  
Verstraete in mould labels

**GOVERNMENTS AND CITIES**

City of Austin, TX, US  
Government of Chile  
City of Copenhagen  
Government of France  
Government of Grenada  
Ministry of Environment New Zealand  
Ministry of Environment Peru  
Ministry of Environment and Energy Transition of Portugal  
Scottish Government  
Environment Department, Ministry of Environment, Energy and Climate Change, Republic of Seychelles  
Government of the United Kingdom  
The Walloon Government

## ENDORSERS

actiam

Adrian Dominican Sisters, Portfolio Advisory Board

Afeka Institute of Circular Engineering and Economy

AGMPM (Association of the Greek Manufacturers of Packaging & Materials)

ANIPAC

APLM - Portuguese Marine Litter Association

Arup

As You Sow

Asia Pacific Waste Consultants (APWC)

Atalay Atasu, Ph.D, Professor

Avespa

Bangor University

Berkeley Center for Green Chemistry

bioMASON, Inc.

Bioproducts Discovery and Development Centre (BDDC), University of Guelph, Ontario, Canada

BMO Global Asset Management (EMEA)

BNP Paribas Asset Management

Boston Common Asset Management

Brunel Pension Partnership Ltd

Burberry Material Futures Research Group from the Royal College of Art

Business in the Community

C40 Cities Climate Leadership Group

Californians Against Waste

CAPTURE

CBPAK Tecnologia S/A

CEFLEX

China Plastics Reuse and Recycling Association

Circular Economy Initiative at KTH Royal Institute of Technology (CE@KTH)

Circular Economy Innovation Centre - USP

Circular Economy Leadership Coalition

Circular Sweden

Circularity Capital LLP

Circulate Capital

Clarmondial

College of Design and Innovation, Tongji University

Congregation of St. Joseph

Daughters of Charity, Province of St. Louise

Department of Economics and Management - Dipartimento di Scienze Economiche e Aziendali, University of Pavia

Dignity Health

Dr. Girma Zawdie

Dr. Alysia Garmulewicz, Professor, Universidad de Santiago de Chile

Dr. Carson Meredith

Dragon Rouge Limited

Earthwatch Institute

ECOCE

ECOGESTUS, Waste Management Ltd

Elemental Impact

ELISAVA Barcelona School of Design and Engineering

EPRO European Plastics Recycling and Recovery Organisation

ESG Portfolio Management

European Investment Bank

Excess Materials Exchange

Faculty of Management, Law and Social Sciences, University of Bradford

Flexible Packaging Europe

FoodDrinkEurope

GES International AB

Granta Design

GreenBiz Group Inc.

GreenBlue and the Sustainable Packaging Coalition (SPC)

GRID-Arendal

Hermes EOS

High Speed Sustainable Manufacturing Institute (HSSMI)

Indonesian Waste Platform



ING

Inspere Instituto de Ensino e Pesquisa

Institut für Kunststofftechnik

Institute for Integrated Quality Design (IQD),  
Johannes Kepler University Linz (JKU)

Institute of Development Studies, University of  
Sussex

Institute of Technology Tralee

Instituto Italiano di Tecnologia

International Solid Waste Association - ISWA

International Union for Conservation of Nature  
(IUCN)

iWrc

Jan Ravenstijn Biomaterials Consulting

Jane Penty

Kagad Kach Patra Kashtakari Panchayat

KEEP SWEDEN TIDY

Kempen Capital Management

Kiara S. Winans

Legal & General Investment Management

Life Cycle Initiative

London Waste and Recycling Board

Loop Circular Economy Platform Ltd

Man Group

MARE - Marine and Environmental Sciences  
Centre [PORTUGAL]

Material BA-Z, Fine Arts Center University of Sao  
Paulo

Material Economics

McDonough Innovation

Mercy Investment Services, Inc.

Michigan State University

Monterey Bay Aquarium

National Recycling Coalition

Netherlands Institute for Sustainable Packaging

Noble Environmental Technologies Europe BV

NorthEdge Capital

Ocean Plastic Solutions Network at Imperial  
College London

Oceanographic Institute, Prince Albert I of Monaco  
Foundation

Okena Serviços Ambientais

Oliver Wyman

Openbare Vlaamse Afvalmaatschappij (OVAM)

Open Systems Labs

PA Consulting

Plant Chicago

Plastic Odyssey

Plastics Recyclers Europe

Prince Albert II of Monaco Foundation

Prof. Claudio Zara, Department of Finance,  
Bocconi University

Prof. Richard C. Thompson OBE

Professor Ioannis Ioannou

Provenance

Quantis

Ramani Narayan, MSU University Distinguished  
Professor Michigan State University

Rathbone Greenbank Investments

Ravensbourne University London - Fashion  
Department

Robert Lochhead, Professor and Director Emeritus  
of Polymer Science

Royal Society of Chemistry

School of Management - Politecnico di Milano

Searious Business

Shanghai Rendu Ocean NPO Development Center

Sistema B International

Sky Group

Skyroom London Ltd

Smart Waste Portugal - Business Development  
Network

Solid Waste Association of North America

Sustainable Business Network

Svensk Plastindustriförening, SPIF (The Swedish  
Plastic Industry Association)

SYSTEMIQ

The Association for Sustainable Manufacturing

The Association of Plastic Recyclers  
The Club of Rome  
The Consumer Goods Forum  
The Faculty of Entrepreneurship & Innovation -  
VIA University College  
The Finnish Innovation Fund SITRA  
The Global Environment Facility  
The Grameen Creative Lab  
The Green Earth  
The Institute for the Study of Science and  
Technology, National University of Quilmes  
(IESCT-UNQ) of Argentina  
The Ocean Race  
The Renewal Workshop  
The RSA  
Think Beyond Plastic  
Topolytics  
Trillium Asset Management  
Trilogy Global Advisors, LP  
UCL  
Universidade de Trás-os-Montes e Alto Douro  
Universiteit Gent  
University of Edinburgh  
University of Portsmouth  
Warner Babcock Institute for Green Chemistry  
World Economic Forum  
WRAP  
World Wide Fund for Nature (WWF)  
ZigZag Global