



**BUSINESS  
COALITION  
FOR A  
GLOBAL  
PLASTICS  
TREATY**

Convened by



# Introduction

Launched in September 2022, the [Business Coalition for a Global Plastics Treaty](#) brings together **businesses from across the plastics value chain, financial institutions and strategic NGO partners**, such as WWF International and the Ellen MacArthur Foundation, to support the development of an ambitious and effective global treaty to **end plastic pollution**.

We are committed to working with governments to **raise the bar of ambition in the treaty negotiations** and **accelerate progress towards a circular economy for plastics globally and at scale**. Our purpose is to **influence the outcome of the Global Treaty negotiation process**, in order to land an ambitious, legally binding treaty in line with circular economy principles.

## We need you!

We call on your organisation to add your voice to many of the leading businesses from across the world to support [an ambitious Vision for the Global Plastics Treaty](#). We see a legally binding treaty as the **single most important opportunity** to accelerate progress towards a circular economy for plastic, building on the lessons learned from existing initiatives. By working together the Business Coalition brings **a clear and amplified voice of forward-thinking businesses, financial institutions, and key NGOs** to the treaty negotiations.

**This short document** contains important information on how to engage with the work of the Business Coalition, how to apply and lists clear next steps. Please note, the Business Coalition is based on voluntary participation and therefore **there are no fees associated with joining**. However, there are expectations in terms of participation in the policy development process and advocacy efforts of the Business Coalition.

# The Business Coalition's Objectives

**The Business Coalition will remain active** until the multilateral negotiations on the treaty conclude, which is expected by the **end of 2024**. After the treaty text has been adopted and is open for ratification, the Business Coalition will assess further opportunities for impact. Until then the Business Coalition aims to:

- 1** **Develop clear and consistent policy insights and recommendations for an ambitious and effective treaty**, for consideration by the Intergovernmental Negotiating Committee (INC).
- 2** **Convene an inclusive group of businesses, financial institutions, key NGOs and business organisations** with a shared ambition towards a circular economy for plastic and a strong commitment to support an effective, legally binding treaty to end plastic pollution.
- 3** **Coordinate advocacy efforts** to deliver joint key messages and inputs from aligned businesses, NGOs, and financial institutions to governments.
- 4** **Build confidence in the business community** around an ambitious and effective treaty being an enabler of progress towards a system change to end plastic pollution.

By building on the unique strengths of the organisations taking part in the Business Coalition, and its convening partners - WWF International and the Ellen MacArthur Foundation - we call for an ambitious and effective international policy framework that creates the enabling conditions for the much needed investments in infrastructure, innovation, and skills worldwide.

# Why join the Business Coalition?

By joining the efforts of the Business Coalition, your organisation will:

1

**Be a part of one of the leading business voices calling for an ambitious Global Plastics Treaty**

By joining the efforts of the Business Coalition, organisations can help to amplify the voice of ambitious businesses from across the world in the intergovernmental negotiation process.

2

**Stay close to the political vehicle that will shape global plastic policies and drive systems change for the future of plastics**

The international negotiations of a legally binding instrument to end plastics pollution treaty represents a once-in-a-lifetime opportunity. As outlined in [the Vision for a Global Plastics Treaty](#), we see a legally binding treaty as the single most important opportunity to accelerate progress towards a circular economy for plastic globally and at scale.

3

**Bring your unique perspective and experience to shape the policy positions of the Business Coalition**

Depending on an organisation's level of engagement, the Business Coalition offers organisations the opportunity to participate in the policy development process and advocacy efforts of the Business Coalition to help shape what an effective treaty could look like.

# The business case for a UN Treaty is clear

A UN treaty on plastic pollution would benefit businesses as well as the environment. It can create a level playing field across the plastic value chain, accelerating industry transformation and existing voluntary initiatives.

Specifically, a UN treaty would:

- 1** Help reduce operational complexity and compliance risk across markets
- 2** Enable businesses to plan investments while managing the costs of compliance scanning
- 3** Simplify reporting across the plastic value chain, bringing greater transparency to more effectively measure progress and manage reputational risk
- 4** Coordinate actions across the plastic value chain, improving the prospects for meeting ambitious corporate commitments

# Who is already working with the Business Coalition

The below 80+ organisations, who ahead of the Business Coalition's launch in September 2022, endorsed the vision of the Business Coalition and have all been invited to formally join.

## Brands and Retailers



## Financial Institutions



## Waste Management



## NGOs and Business Associations



## Converters and Producers



## Other



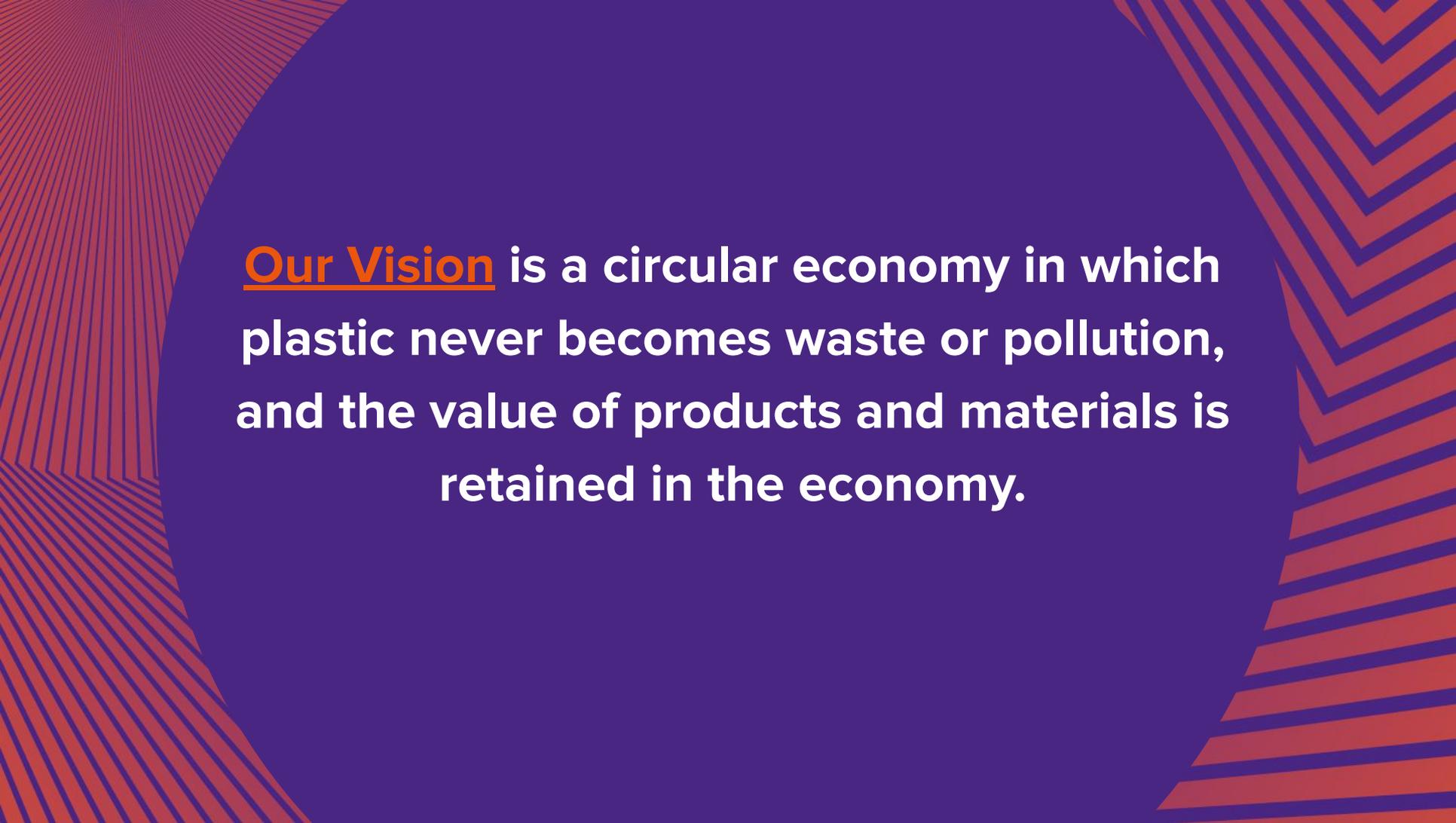
# The launch of the Business Coalition

**On 21st September 2022** we announced the plans to form a Business Coalition for a Global Plastics Treaty at the 77th UN General Assembly in New York.

This video features key moments from the launch event, highlighting representatives from businesses and NGOs from across the plastics value chain who call for and support the development of an ambitious and effective global treaty.

[Watch the video to find out more >](#)





**Our Vision** is a circular economy in which plastic never becomes waste or pollution, and the value of products and materials is retained in the economy.

To achieve our desired global outcomes for a circular economy for plastics, our Coalition believes that progress must be made against three critical outcomes:

**1. REDUCTION**

of plastic production and use through a circular economy approach

**2. CIRCULATION** of all plastic items that cannot be eliminated

**3. PREVENTION and REMEDIATION** of remaining, hard-to-abate micro- and macro-plastic leakage into the environment

# Next steps

Should your organisation like to join the Business Coalition for a Global Plastics Treaty, please ensure you:

- 1** **Review the Business Coalition [Eligibility Criteria](#)**  
In order for organisations to join the Business Coalition, organisations must be able to confirm its ability to meet the key requirements listed in the Eligibility Criteria.
- 2** **Endorse the [Vision Statement and Objectives of the Business Coalition](#)**  
Following successful application, all organisations who are invited to formally sign-up to the Business Coalition will be asked to confirm endorsement of the Vision Statement and the Objectives.
- 3** **Fill in [this online application form](#)**  
This form will provide us with all the necessary details to assess whether your organisation is eligible to take part in this unique coalition.

Upon submission of your organisations' application form, the Business Coalition Secretariat will review your submission and will reach out to you if we have any further questions or to formally invite you to sign-up to the Business Coalition for a Global Plastics Treaty. If you have any questions in the meantime, please do not hesitate to contact the [Business Coalition Secretariat Team](#).

# Coalition Secretariat contact details

## Main contacts:

**John Duncan**, WWF International, Business Coalition for a Global Plastics Treaty, Secretariat Co-Lead

**Carsten Wachholz**, Ellen MacArthur Foundation, Business Coalition for a Global Plastics Treaty, Secretariat Co-Lead

**Ambrogio Miserocchi**, Ellen MacArthur Foundation, Business Coalition for a Global Plastics Treaty, Policy Manager

**Erin Simon**, WWF US, Vice President, Plastic Waste + Business

**Lauren Ward**, Ellen MacArthur Foundation, Business Coalition for a Global Plastics Treaty, Network & Operations Coordinator

**Gabriella Hewitt**, Ellen MacArthur Foundation, Communications Manager - Finance, Plastics and Policy

## Email address:

[secretariat@businessforplasticstreaty.org](mailto:secretariat@businessforplasticstreaty.org)

## Website:

[businessforplasticstreaty.org](https://businessforplasticstreaty.org)

**THANK YOU**



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