BUSINESS COALITION FOR A GLOBAL PLASTICS TREATY
Introduction

Convened by WWF International and the Ellen MacArthur and 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 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 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
The Business Coalition’s Objectives

The Business Coalition’s 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. The Business Coalition will remain active until the multilateral negotiations on the treaty conclude, which is expected by the end of 2024. Our objectives are 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.
Why join the Business Coalition?

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

1. **Be part of a group of 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. This is the single best opportunity we have to drive systems change on plastic pollution.

2. **Influence the global policy development process for a level playing field**
   The Business Coalition offers organisations the opportunity to engage in the policy development process and to actively engage in the advocacy efforts of the Business Coalition. A weak or ineffective treaty represents one of the biggest business risks to companies who have publicly committed to addressing the plastic pollution crisis.

3. **Stay close to the political process that will shape global plastic policies and drive systems change for the future of plastics**
   As a supporter/member of the Business Coalition, you will have access to regular updates on the political process and what it means for business. This will allow you to keep up to speed with key developments and inform key stakeholders within the business of the upcoming legislation. 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.
Who is a part of the Business Coalition?

Over 130 organisations* have already joined the Business Coalition for a Global Plastics Treaty from across the value chain.

Brands & Retailers

Converters and Producers

Financial Institutions

NGOs, Business Associations and other endorsers

Waste Management

*Logos are constantly updated on the website and this slide might not list all of the endorsers of the Business Coalition Vision Statement.
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 **REMEDICATION** of remaining, hard-to-abate micro- and macro-plastic leakage into the environment
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:

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THANK YOU