

A CIRCULAR ECONOMY FOR PLASTIC

ONE-STOP COMMS SHOP

Everything you need to amplify this
urgent message to your internal and
external audiences



How to use this toolkit

Over the past few years the [Ellen MacArthur Foundation](#) has published a varied set of assets to tell the story of a circular economy for plastic. We wanted to give everyone easy access to all of our best materials, and make communicating this complex topic really quite simple. So we've created a toolkit to bring them all together in one place.

Animations, social media cards, conversations with leaders, experts and innovators, and online learning courses - you'll find them all here. It's a one-stop comms shop with everything you need to inform and engage your audiences on the circular economy for plastic.

We hope you will use these videos and images whenever and wherever you need, to communicate this urgent issue. We just ask that you reference the Ellen MacArthur Foundation wherever you use them.

Any questions?

If you'd like more information on anything in this toolkit, or just want to pick our brains on how to use these assets to support your work, drop us a line — our details are on the [last page](#).

**Together, we
can amplify the
urgent need for a
circular economy
for plastic across
our networks.**

KEY MESSAGES

Our plastics system is broken. We take-make-waste and as a result millions of tonnes of plastic leak into the environment, end up in landfills or are burned. This is harming biodiversity, using up natural resources, and contributing to the climate crisis, while billions of dollars' worth of valuable materials are being lost to the economy.

We cannot recycle our way out of this situation and cleaning up, burning, and burying waste do not solve the problem. We need to move to a circular economy for plastic, where we:

- **eliminate** the plastic we don't need;
- **innovate** to ensure that the plastics we do need are reusable, recyclable, or compostable;
- **circulate** everything we use.

Through voluntary agreements like the Ellen MacArthur Foundation and UNEP's Global Commitment and the Ellen MacArthur Foundation's Plastics Pact Network, we have already seen +1,000 organisations unite behind this circular economy vision and ambitious 2025 targets. And the leaders have begun to deliver progress.

[Global Commitment](#)

[Plastics Pact Network](#)

THE VISION FOR A CIRCULAR ECONOMY FOR PLASTICS



ELIMINATE
the plastics we
don't need.



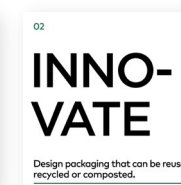
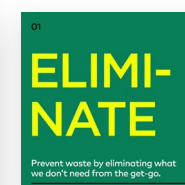
INNOVATE
to ensure that the
plastics we do need are
reusable, recyclable,
or compostable.



CIRCULATE
all the plastic items
we use to keep them
in the economy and out
of the environment.



[Download image](#)



[Download all assets](#)

KEY VIDEOS



By 2050 there could be more plastic than fish in the ocean. Sir David Attenborough explains why we must eliminate, innovate and circulate for a circular economy for plastic.

NARRATED BY



Sir David
Attenborough



Dame Ellen
MacArthur

1 min 11 sec | [Watch video](#)



The Ellen MacArthur Foundation calls for tackling the flood of plastic waste at its source through a set of key actions. We need to raise our level of ambition and match it with bold and urgent action to accelerate the transition to a circular economy for plastic.

SPEAKER

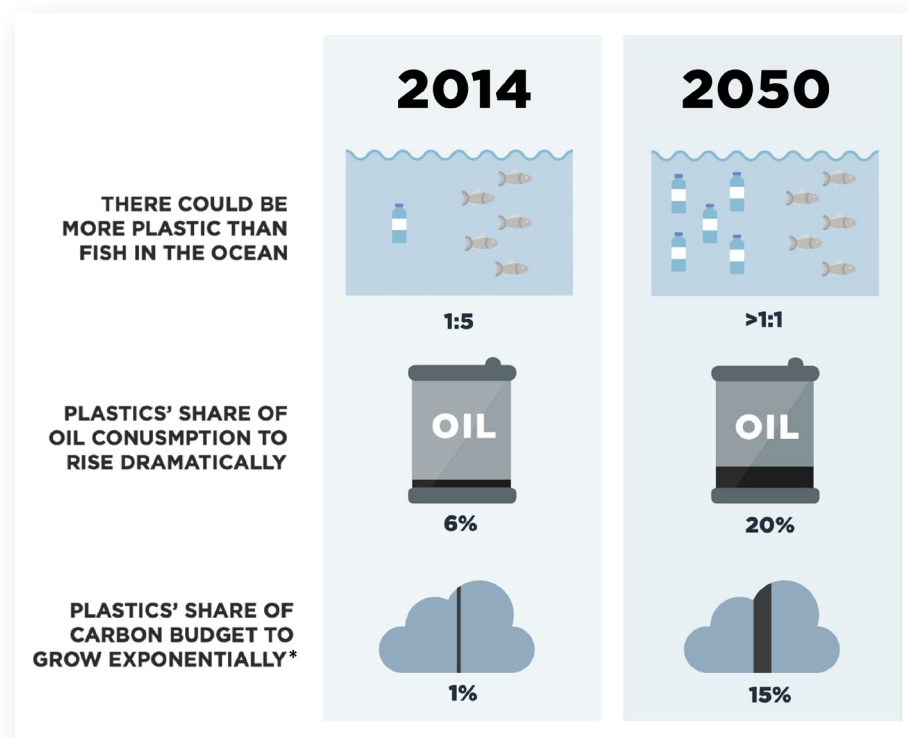


Dame Ellen
MacArthur

2 min 33 sec | [Watch video](#)

KEY FIGURES

Without bold action, the plastic pollution problem will get much worse as consumption surges.



[Download image](#)

The circular economy tackles climate change and biodiversity loss together in scalable ways that create value and jobs, and increases the resilience of supply chains to the effects of climate change. By 2040, compared with business-as-usual, a circular economy has the potential to:

- Generate savings of 200 billion USD per year
- Reduce greenhouse gas by 25%
- Create 700,000 additional jobs



[Download images](#)

THE VISION

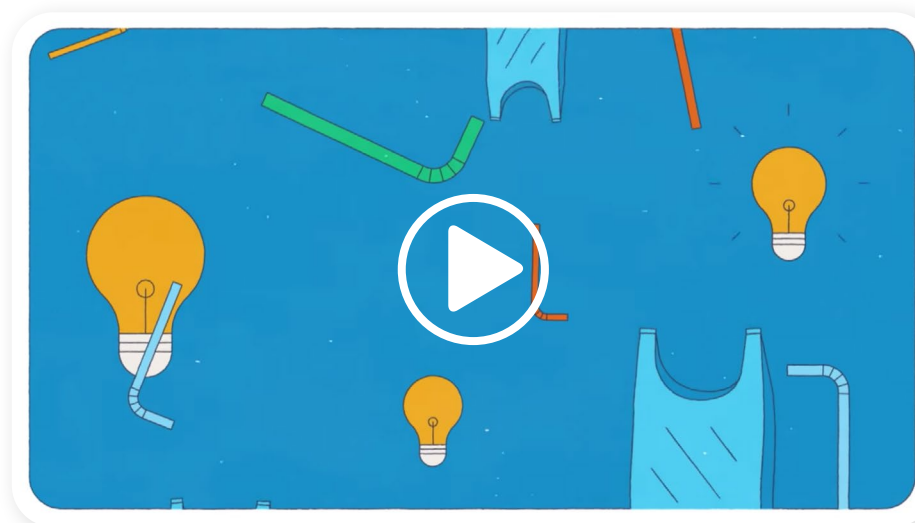
We've established that a circular economy for plastic is about eliminating what we don't need, innovating so the plastic items we do need are reusable, recyclable or compostable, and keeping all the plastic used in circulation.

The vision underpinning these three key actions is structured along these six points:

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

Read the vision in full [here](#)

FULL VIDEO



8 minutes | [Watch on YouTube](#)

POINT-BY-POINT VIDEOS



± 1 min each | [Download videos](#)

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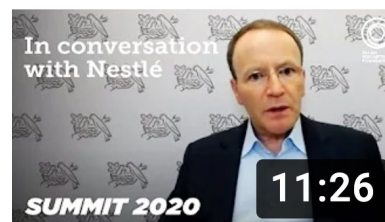
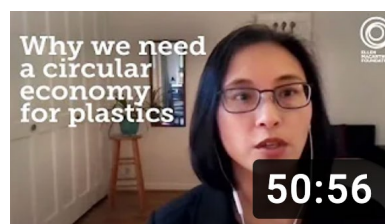
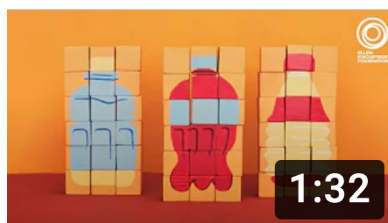
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VIDEO COLLECTION

Explore our plastics video playlist to hear from speakers including CEOs, academics, innovators, designers and policymakers, among others.



OUR PLASTICS PLAYLIST



[Watch all](#)



OUR CIRCULAR ECONOMY VIDEOS



An overview of what we mean by the circular economy
2 minutes | [Watch on YouTube](#)



How transitioning to a circular economy is crucial to tackling climate change
1 minute | [Watch on YouTube](#)



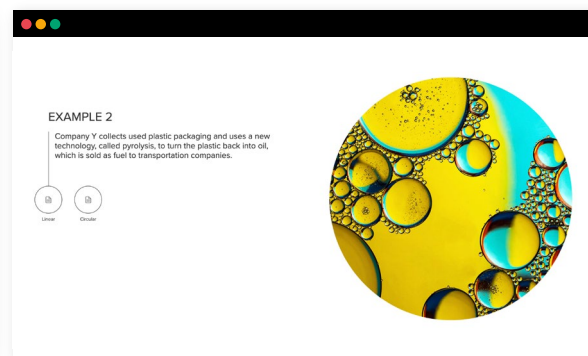
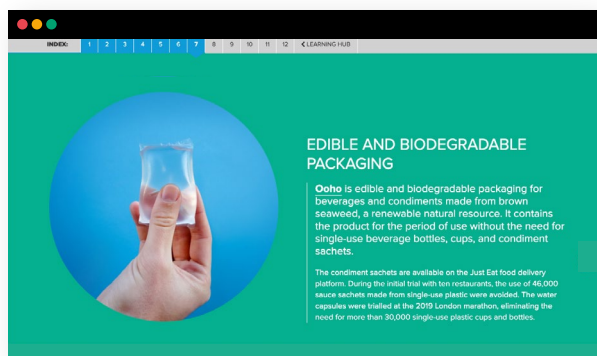
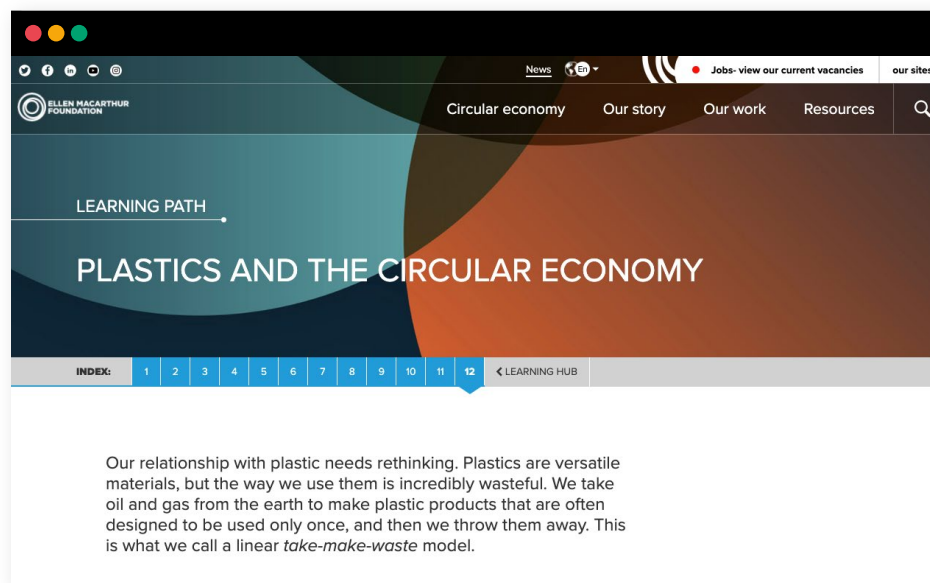
Dame Ellen MacArthur explains what is meant by technical and biological cycles in a circular economy
10 minutes | [Watch on YouTube](#)

Explore our [YouTube Channel](#)

PLASTICS LEARNING PATHWAY

The Plastics Learning Pathway is a series of learning modules to expand your understanding of the circular economy for plastic. It's part of our Learning Hub, an unlimited access, open source platform designed for professionals to engage with the circular economy through a range of easily digestible, interactive, and visual learning pathways.

[Go to the Plastics Learning Pathway](#)



[Explore more](#)

Check out the [Circular Economy Learning Pathway](#)

Visit the [Learning Hub](#) for a range of other learning pathways explaining how the concept can be applied to different parts of the economy

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UPSTREAM INNOVATION GUIDE

The Upstream Innovation Guide is a framework for innovation. It is a practical guide to help organisations innovate towards achieving their circular economy goals for packaging, packed with practical tips, decision support frameworks, and case studies.

Upstream innovation...

- is making design decisions that prevent waste from being created in the first place
- is about rethinking the system for packaging, products, services, and business models
- delivers lower carbon emissions and products that lead to cost savings, brand loyalty, and user convenience.

Visit the [Interactive website](#)

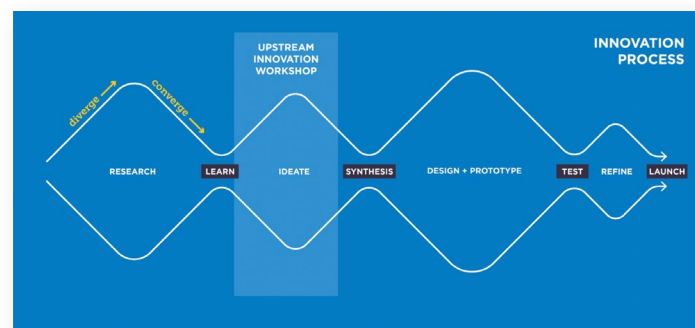


GUIDE

Download
the Upstream
Innovation Guide

WORKSHOP MATERIALS

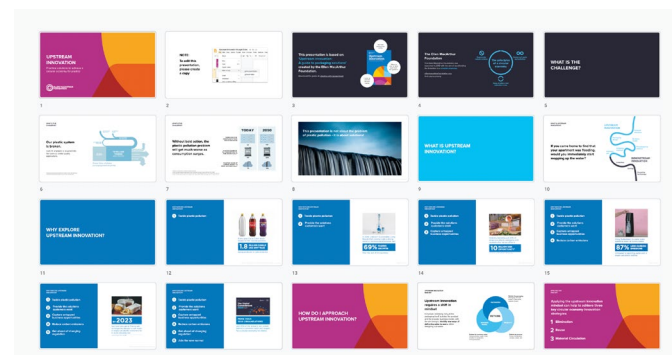
Explore circular economy solutions to plastic packaging through our extensive workshop materials



Watch our 30min Crash Course /
[Go to the Miro board](#)

PRESENTATION SLIDES

Spread the word about Upstream Innovation



Download [Google slides](#) / [PowerPoint](#)

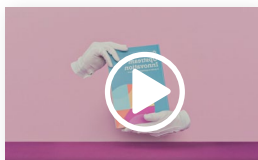
UPSTREAM INNOVATION GUIDE

VIDEOS

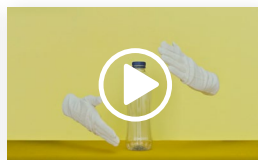
The three strategies for upstream innovation:
Elimination, Reuse and Material Circulation



Full video 1:45 min
[Watch on YouTube](#)



Elimination ~2min
[Watch on YouTube](#)



Reuse ~2min
[Watch on YouTube](#)



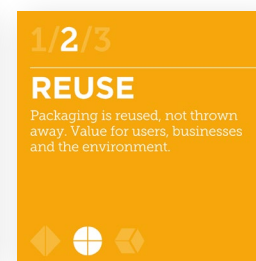
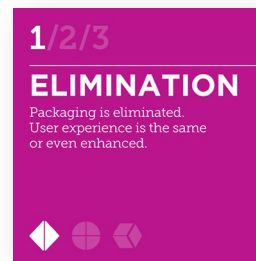
Material circulation
~2min
[Watch on YouTube](#)



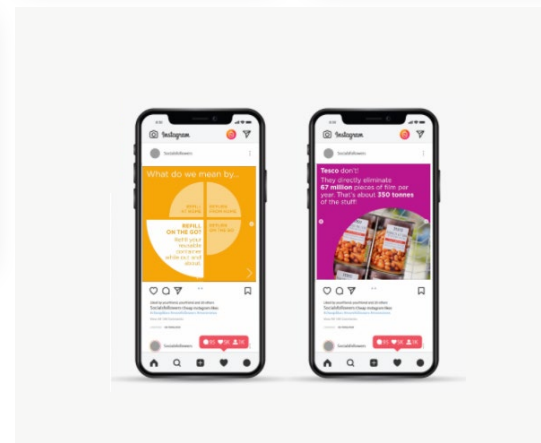
[Download all videos](#)

WEB AND SOCIAL MEDIA ASSETS

Web and social media cards describing each of the three
strategies + illustrative examples.



[View and download
all assets](#)



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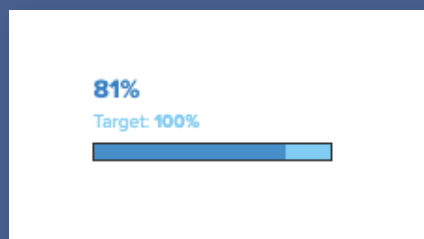
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GLOBAL COMMITMENT

Launched in 2018 in partnership with United Nations Environment Programme (UNEP), the New Plastics Economy Global Commitment now unites more than 500 organisations, representing more than 20% of all plastic packaging produced globally, behind a common vision and ambitious 2025 targets towards a circular economy for plastic.

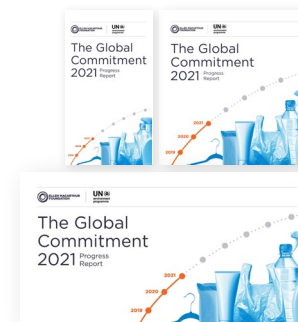
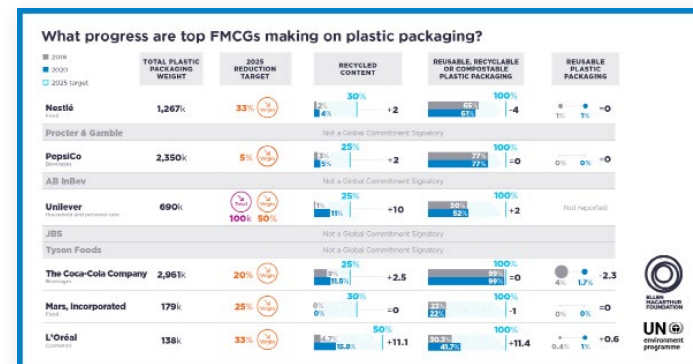
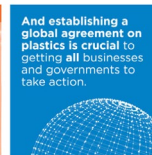


[Download progress
report 2021 >](#)



[Deepdive into individual
signatory data](#)

SOCIAL MEDIA ASSETS



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Learn about the [Global Commitment definitions and framework](#)

Take a look at the [Open Letter](#) signed by leaders and changemakers in 2018

Read the [2019](#) and [2020](#) Progress Reports

Download [The Global Commitment 2020 Progress Report social media assets](#)

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FLEXIBLE PACKAGING PROJECT

To accelerate the transition towards a circular economy for plastics, it is time to urgently deliver solutions for flexible packaging.

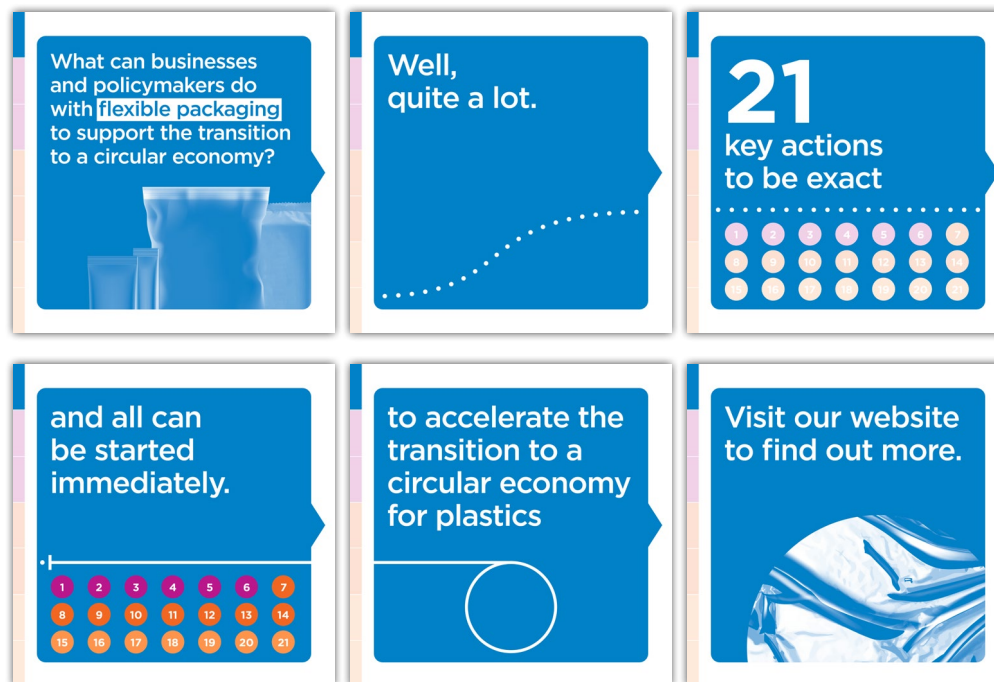
Our latest project aims to support businesses and governments in achieving their 2025 and beyond circular economy for plastics goals by providing a practical direction forwards for flexible packaging.

We have developed an overarching strategy and identified 21 specific and urgent actions that businesses and governments can use as a framework to identify how exactly they can contribute to the collective journey towards a circular economy for plastics.



[Explore more here](#)

SOCIAL MEDIA ASSETS



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The [overview page](#)

The [executive summary](#)

The [deepdives](#)

The [supplementary information](#)

PLASTICS PACT NETWORK

The Ellen MacArthur Foundation's Plastic Pact Network connects national and regional initiatives around the world to implement solutions towards a circular economy for plastic.

Each Plastics Pact is led by a local lead organisation and brings together businesses, governments, NGOs and others in a specific nation or region behind a set of 2025 plastics circular economy targets, with annual public reporting on progress.



[Visit the website](#)

WEB AND SOCIAL MEDIA CARDS



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Read the [Ellen MacArthur Foundation's Plastics Pact Network vision and definitions](#)

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UN TREATY ON PLASTIC POLLUTION

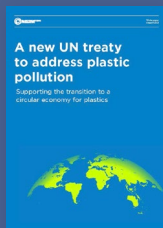
Why do we need a UN treaty?

The Global Commitment and Plastics Pact Network have shown how voluntary initiatives can drive leadership towards a circular economy for plastic. But a more coordinated and ambitious global response is needed, to help governments and businesses level the playing field and create change at scale.

A UN Treaty on plastic pollution that sets out global goals and binding targets, together with national action plans and consistent measurement, is needed to:

- harmonise policy efforts
- enhance investment planning
- stimulate innovation
- coordinate infrastructure development.

[Visit the website](#)



 WHITE PAPER

A new UN Treaty to address plastic pollution

[Download white paper](#)

BUSINESS CALL

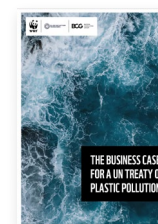


[Read the Manifesto](#)



Why industry leaders support a UN Treaty on plastic pollution

[View video](#)

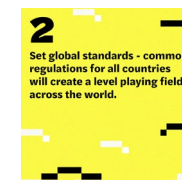


 REPORT

The Business Case for a UN Treaty on Plastic Pollution

[Download report](#)

SOCIAL MEDIA ASSETS



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[WWF + EMF Plastics Campaign Toolkit](#)

EXTENDED PRODUCER RESPONSIBILITY (EPR) STATEMENT AND POSITION PAPER

Why do we need EPR for packaging?

To stop packaging pollution, we need a circular economy where we eliminate what we don't need, innovate towards new packaging, products and business models, and circulate all the packaging we do use. But collection, sorting, and recycling of packaging typically costs more to do than the money it makes.

EPR is the only proven and likely way to provide funding that is dedicated, ongoing, and sufficient. Through EPR schemes, companies putting packaging on the market are required to pay for its collection, sorting and recycling after use.

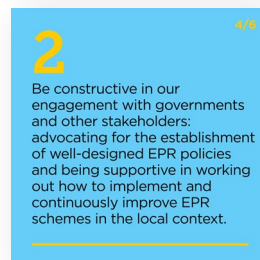
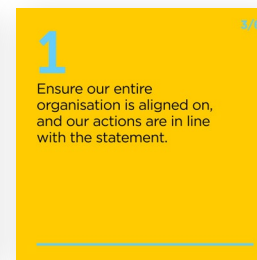
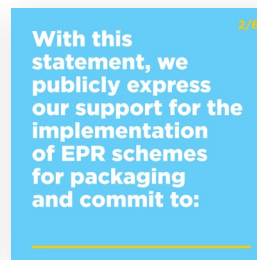
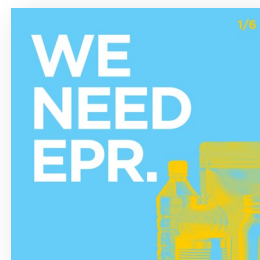
For the first time, more than 150 leading businesses, NGOs, experts and other organisations from across the packaging value chain, publicly recognise that without EPR, packaging collection and recycling is unlikely to be meaningfully scaled and tens of millions of tonnes of packaging will continue to end up in the environment every year.



 PAPER &
STATEMENT

Download
statement
and position
paper

WEB ASSETS AND SOCIAL MEDIA CAROUSELS



SOCIAL MEDIA TEMPLATE POSTS



Name or Organisation
@savetheworld

To keep packaging in circulation we need dedicated, ongoing & sufficient funding for collection, sorting & recycling. We recognise that EPR is the only proven & likely way to provide this funding.

Read the full statement & paper by @circulareconomy:
plastics.emf.org/EPR



EXPLORE MORE

[Watch the Circular Economy Show EPR episode](#)

[Visit the website to see who endorsed the statement](#)

[Learn how EPR fits within a wider policy landscape in our Universal Circular Economy Policy Goals](#)

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OTHER RELEVANT PUBLICATIONS

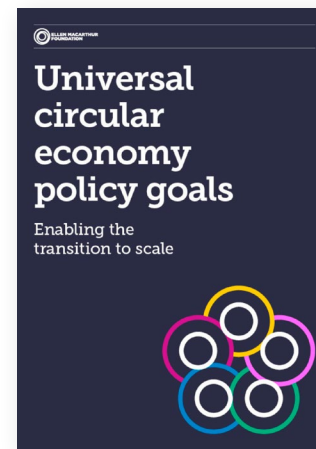


ANALYSIS

THE CIRCULAR ECONOMY SOLUTION TO PLASTIC POLLUTION | JULY 2020

The Foundation's perspective, as a Thought Partner, on the Breaking the Plastic Wave study, one of the most analytically robust studies ever produced on ocean plastics.

[Download report](#)



PAPER

THE UNIVERSAL CIRCULAR ECONOMY POLICY GOALS | FEB 2021

The Foundation has set out five universal circular economy policy goals that provide a framework for national governments, cities and businesses to create a transition that fosters innovation and decouples growth from finite resource consumption and environmental degradation.

[Download report](#)



REPORTS

NEW PLASTICS ECONOMY REPORTS 2016 & 2017

captured worldwide headlines and became global reference points. They have played an important role in shifting the global debate on plastics.

[Download reports](#)



PAPER

CIRCULAR ECONOMY AND THE COVID-19 RECOVERY | OCT 2020

Building on 10 years of research on the circular economy carried out by the Foundation, this paper outlines how policymakers can pave the way for a resilient economic recovery across five key sectors.

[Download report](#)

CIRCULAR ECONOMY | LIVE RESOURCES

WATCH

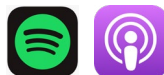
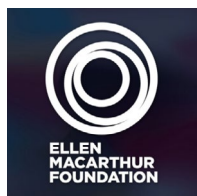
The Circular Economy Show is a video series covering different themes related to the circular economy such as climate change, opportunities for better growth, and financing the circular economy.



[Watch the show on YouTube](#) / [Find out more](#)

LISTEN

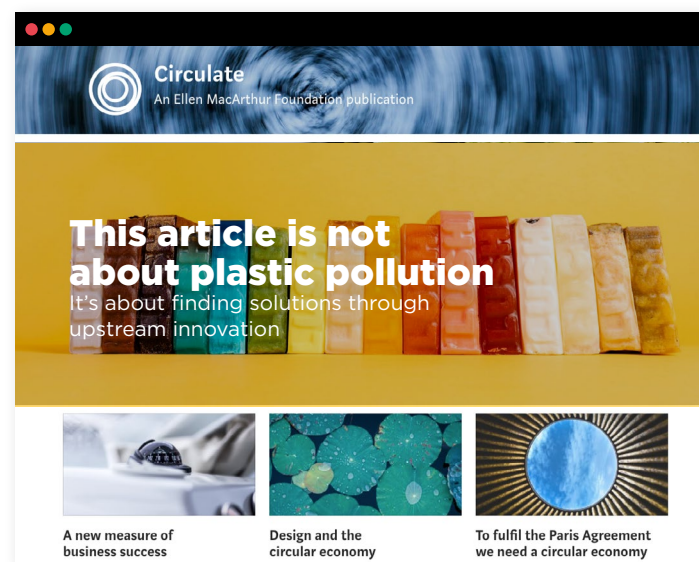
Circular Economy Show episodes are also available as podcasts



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or [Apple Podcasts](#)

READ

Circulate is the Foundation's platform for story-led content and thought leadership on the circular economy



[Visit Circulate](#)

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We hope you have found this communications toolkit useful, both to understand the circular economy for plastics, and to communicate it to your internal and external audiences.

Feel free to reach out to the team to discuss further opportunities to amplify this message.



IULIA STRAT

Communications Manager,
Plastics, Policy & Finance
iulia.strat@emf.org



ANNA SHEEHAN

Senior Communications Executive,
Plastics, Policy & Finance
anna.sheehan@emf.org



GILONNE TRAUB

Network Manager,
Plastics Initiative
gilonne.traub@emf.org



GABRIELLA HEWITT

Media Relations Manager
gabriella.hewitt@emf.org



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