

## THE PLASTICS PACT NETWORK SIGN-UP FORM

### CONTEXT

The search for solutions to plastic waste and pollution has started in many countries around the world. To tackle the root causes of plastic pollution, we need to move away from today's take-make-waste model and fundamentally rethink the way we produce, use, and reuse plastics. In 2016, the Ellen MacArthur Foundation (registered charity numbers 1130306 and SC043120) set out a vision for a circular economy for plastics, where plastics never become waste. Problematic and unnecessary plastics are designed out, new business models transform the way materials are used, and all plastics are safely reused, recycled or composted into new packaging and products.

Since May 2019, more than 400 organisations from across the global plastics system (businesses, governments, investors, NGOs, industry associations, and other key actors) have endorsed this vision as part of the Ellen MacArthur Foundation's New Plastics Economy Global Commitment. All business and government signatories, including many of the world's leading consumer goods companies, retailers, and plastic packaging producers, have committed to concrete 2025 targets.

Realising this ambitious vision and the commitments made requires unprecedented levels of collaboration. Plastic packaging and products are moving across country borders, illustrating the need for global dialogue and alignment. At the same time, solutions need to work in practice in the local context all over the world - calling for national level collaboration, aligned with a common global sense of direction.

### INTRODUCING THE PLASTICS PACT NETWORK

The Ellen MacArthur Foundation's **Plastics Pact Network** is a network of national and regional initiatives, all working towards a common global vision of a circular economy for plastics (see Appendix 1). Each initiative unites governments, businesses, and citizens of a country behind this vision and works towards a set of ambitious, time-bound, national targets. Targets are tailored to the local context and at the same time aligned with the global vision to ensure a consistent approach at the local and the global level.

Led by one or more local organisations, these initiatives create a national-level collaboration platform involving a wide range of stakeholders and experts. Credibility and transparency are ensured through a reporting mechanism that demonstrates progress against the targets on an annual basis.

By signing up to The Plastics Pact Network, your initiative joins a leading group of national and regional initiatives, spear-heading the shift towards an economy in which plastics never become waste. Your initiative demonstrates leadership on an important issue, both within your country or region as well as at the global level. Success stories from your initiative are amplified to other countries and regions around the world – inspiring more organisations to follow your lead.

As part of The Plastics Pact Network, your initiative also becomes part of a unique platform of knowledge exchange between organisations sharing the same ambitions. Representatives of your initiative will be invited to The Plastics Pact Network meetings and events to discuss common challenges, share learnings, and exchange best practices across geographies – to accelerate the implementation of solutions at scale for a circular economy for plastics.



## TO BECOME PART OF THE PLASTICS PACT NETWORK

As the organisation(s) coordinating or representing a national or regional initiative (**Coordinating Organisation(s)**), please fill out and sign the following section to make your initiative a formal member of The Plastics Pact Network.

*Filling out the boxes below and adding a signature can be done electronically using Acrobat Reader (preferred) or manually after printing. The remainder of the document cannot, and should not, be changed. Please send back an electronic copy of the full document (incl. Appendices) to your Ellen MacArthur Foundation contact via email:*

1. Name of the initiative in the original language and in English (**Initiative**):

Plastic Pact NL (Plastics Pact NL)

2. The Initiative supports and works towards the global vision of a circular economy for plastics (see **Appendix 1**) (**Vision**).
3. The following national/regional, time-bound targets have been developed in consultation with key stakeholders and work towards achieving the Vision (**Targets**):

(1) By 2025 all single-use plastic products and packaging that the Plastics-Using companies place on the Dutch market will be reusable where possible and appropriate and will in any case be 100% recyclable.

(2) By 2025 each of the Plastics-Using companies avoids unnecessary use of plastic materials through reduced use, more reuse and/or use of alternative, more sustainable materials, resulting in a 20% reduction in the amount of plastics (in kg) relative to the total amount of single-use products and packaging placed on the market compared to the reference year (2017). This will in any case reduce the total amount of single-use plastic products and packaging used by the Plastics-Using Companies combined.

(3) By 2025, the Plastics-Producing Companies will have created sufficient sorting and recycling capacity in the Netherlands so that at least 70% of all single-use plastic products and packaging that reach the disposal stage in the Netherlands are recycled to a high standard.

(4) All single-use plastic products and packaging marketed by Plastics-Using Companies will contain the highest possible percentage of recycled plastics (in kg) with each company achieving an average of at least 35%. Moreover, the plastics used will as much as possible be sustainably produced biobased plastics, in order to reduce the use of virgin fossil-based plastics.

More information: [www.plasticpact.nl](http://www.plasticpact.nl). Signed by more than 75 signatories. The Ministry of Infrastructure and Waste Management is partner in the Plastics Pact NL, connecting and facilitating the network.

The completed form and Appendices represent the terms and conditions applicable to an initiative's membership of The Plastics Pact Network. It is important that you read and understand them before signing as the Coordinating Organisation(s) will be bound by them.

Name & address of the  
Coordinating Organisation:  
*(where there is more than one  
Coordinating Organisation,  
please also specify this  
organisation's role in your  
Initiative)*

Ministry of Infrastructure and Water Management  
P.O. Box 20901  
2500 EX The Hague  
The Netherlands

Signed:

Name: S. van Veldhoven-van der Meer

Title: Minister for the Environment and Housing

Date: 1/23/20



The following section must only be completed, where there is more than one Coordinating Organisation.

Name, address of the second  
Coordinating Organisation  
and its role in the Initiative:

Signed:

Name:

Title:

Date:

Name, address of the third  
Coordinating Organisation  
and its role in the Initiative:

Signed:

Name:

Title:

Date:



## **APPENDIX 1 - VISION**

The New Plastics Economy is a vision of a circular economy for plastic, where plastic never becomes waste. It is widely recognised as a root cause solution to plastic pollution with profound economic, environmental, and societal benefits. For plastic packaging, specifically, it is defined by six characteristics (**Vision**):

1. **Elimination of problematic or unnecessary plastic packaging through redesign, innovation, and new delivery models is a priority**
  - a. Plastic brings many benefits. At the same time, there are some problematic items on the market that need to be eliminated to achieve a circular economy, and sometimes, plastic packaging can be avoided altogether while maintaining utility.
2. **Reuse models are applied where relevant, reducing the need for single-use packaging**
  - a. While improving recycling is crucial, we cannot recycle our way out of the plastic issues we currently face.
  - b. Wherever relevant, reuse business models should be explored as a preferred 'inner loop', reducing the need for single-use plastic packaging.
3. **All plastic packaging is 100% reusable, recyclable, or compostable**
  - a. This requires a combination of redesign and innovation in business models, materials, packaging design, and reprocessing technologies.
  - b. Compostable plastic packaging is not a blanket solution, but rather one for specific, targeted applications.
4. **All plastic packaging is reused, recycled, or composted in practice**
  - a. No plastic should end up in the environment. Landfill, incineration, and waste-to-energy are not part of the circular economy target state.
  - b. Businesses producing and/or selling packaging have a responsibility beyond the design and use of their packaging, which includes contributing towards it being collected and reused, recycled, or composted in practice.
  - c. Governments are essential in setting up effective collection infrastructure, facilitating the establishment of related self-sustaining funding mechanisms, and providing an enabling regulatory and policy landscape.
5. **The use of plastic is fully decoupled from the consumption of finite resources**
  - a. This decoupling should happen first and foremost through reducing the use of virgin plastic (by way of dematerialisation, reuse, and recycling).
  - b. Using recycled content is essential (where legally and technically possible) both to decouple from finite feedstocks and to stimulate demand for collection and recycling.
  - c. Over time, remaining virgin inputs (if any) should switch to renewable feedstocks where proven to be environmentally beneficial and to come from responsibly managed sources.
  - d. Over time, the production and recycling of plastic should be powered entirely by renewable energy.
6. **All plastic packaging is free of hazardous chemicals, and the health, safety, and rights of all people involved are respected**
  - a. The use of hazardous chemicals in packaging and its manufacturing and recycling processes should be eliminated (if not done yet).
  - b. It is essential to respect the health, safety, and rights of all people involved in all parts of the plastics system, and particularly to improve worker conditions in informal (waste picker) sectors.

This Vision is the target state we seek over time, acknowledging that realising it will require significant effort and investment; recognising the importance of taking a full life-cycle and systems perspective, aiming for better economic and environmental outcomes overall; and above all, recognising the time to act is now. As part of the Ellen MacArthur Foundation's [New Plastics Economy Global Commitment](#), businesses, governments and other actors from around the world have endorsed this Vision and aligned on common definitions for terms such as 'reusable', 'recyclable' or 'compostable' that provide further guidance for the interpretation of this Vision.



## **APPENDIX 2 - PLASTICS PACT TERMS**

By joining The Plastics Pact Network your Initiative becomes part of a group of leading national and regional initiatives around the world working towards a circular economy for plastics.

As part of The Plastics Pact Network:

- your Initiative and its members will have access to the Ellen MacArthur Foundation's resources and knowledge on the New Plastics Economy and The Plastics Pact Network;
- representatives of your Initiative will be invited to meetings of The Plastics Pact Network, organised by the Ellen MacArthur Foundation, to discuss common challenges and exchange best practices with other implementation initiatives and key actors globally;
- your organisation(s) will have the right to use The Plastics Pact Network Logo on its/their website and communication material related to your Initiative to identify your Initiative as a member of The Plastics Pact Network (in accordance with the branding and communication guidelines (which, together with The Plastics Pact Network Logo, will be provided by the Ellen MacArthur Foundation); and this form); and
- subject to the other terms in this form, the Ellen MacArthur Foundation will reference your Initiative and its logo as part of The Plastics Pact Network across its relevant communications assets and channels (website, social media, press releases, announcements, etc.) and will help promote your Initiative's communication activities (e.g. at launch, for major campaigns and updates) on its channels where relevant and appropriate.

By joining The Plastics Pact Network, you confirm that:

- through your Initiative, you and the other members of your Initiative, involving a broad range of stakeholders from across the plastics value chain, will pursue the Vision and the Targets;
- your Initiative will publicly report progress against its targets on an annual basis: to the extent you or any other member of your Initiative shares experiences, information and materials with the Ellen MacArthur Foundation and/or the other members of The Plastics Pact Network, the Ellen MacArthur Foundation (and its corporate and charitable group) may use the same in order to develop The Plastics Pact Network and to further its charitable purposes;
- neither you nor any member of your Initiative will do anything which is or would be materially detrimental to the reputation and interests of the Ellen MacArthur Foundation and the other members of The Plastics Pact Network or any of their programmes or initiatives (including The Plastics Pact Network);
- you give the Ellen MacArthur Foundation (and its corporate and charitable group) a licence to use your Initiative's logo to fulfil its obligations in this form, for as long as your Initiative remains a member of The Plastics Pact Network\*;
- neither you nor the other members of your Initiative will use The Plastics Pact Network Logo other than as permitted above without prior approval; and neither you nor any member of your Initiative will use the name and logo of the Ellen MacArthur Foundation or the New Plastics Economy without prior approval (and any such use must be in accordance with the Foundation's branding and communications guidelines as provided from time to time).

**\*If the use of your initiative's logo requires additional approval, please let us know when signing up to The Plastics Pact Network.**

### **Liability and Governing Law**

To the maximum extent permitted by law, the Ellen MacArthur Foundation disclaims all warranties (express or implied) and shall not be liable in any circumstances to your organisation(s), your Initiative, or its members whether in contract, tort (including negligence), breach of statutory duty, or otherwise arising in connection with The Plastics Pact Network, your organisation(s), your Initiative, its members or our reporting of the same, including for loss of profits, loss of sales, loss of business or revenue, business interruption, loss of anticipated savings, loss or corruption of data, loss of goodwill or reputation, or any indirect or consequential loss or damage.



Your organisation(s) agree(s) that the Ellen MacArthur Foundation has no responsibility or liability to the progress made towards the Targets, the Vision or the running of your Initiative.

In the unlikely event that a dispute or claim between the parties arising out of The Plastics Pact Network cannot be resolved amicably, this form (including these terms and all Appendices) and any matters arising out of it are governed by and construed in accordance with English law, and the English courts shall have exclusive jurisdiction.

The obligations assumed by each of us in this form (including these terms and all Appendices) are given in consideration for the rights afforded to each of us under it.

### **Confidentiality**

In relation to any confidential information that you provide us with, your organisation(s) agree(s) to explicitly state at the time you supply it, whether it is confidential or not. If your organisation(s) do(es) not explicitly state whether information supplied is confidential, we will not treat it as such.

The Ellen MacArthur Foundation will only use your organisation(s) confidential information internally, and within its corporate and charitable group, to the extent needed to carry out its work in relation to your Initiative or The Plastics Pact Network. We will not otherwise use, disclose or duplicate your organisation(s) confidential information unless such use, disclosure, or duplication is:

1. authorised in writing (including by email) by your organisation(s);
2. required by law or regulatory authority; or
3. made to professional advisers or representatives who owe general duties of confidentiality.

You agree to keep the Ellen MacArthur Foundation's confidential information (which includes that of the members of its corporate and charitable group) confidential, unless such use, disclosure, or duplication is:

1. authorised in writing (including by email) by us;
2. required by law or regulatory authority; or
3. made to professional advisers or representatives who owe general duties of confidentiality.

### **Data Protection**

To the extent the Ellen MacArthur Foundation receives any personal data from your organisation(s), it will only use the same to carry out its work in relation to your Initiative or The Plastics Pact Network, and to the extent required by law or regulatory authority. The Ellen MacArthur Foundation has information standards in place to protect the confidentiality, integrity, and security of any personal data supplied to it.

### **Leaving The Plastics Pact Network**

Creating a circular economy for plastics requires a concerted and long-term effort from all stakeholders. We hope that your Initiative remains part of The Plastics Pact Network until the specified time frame for its Targets has been reached. However, the Ellen MacArthur Foundation recognises that in certain circumstances, member status for The Plastics Pact Network will not be appropriate (for example, if you are unable to fulfil any of your obligations in this form (including these terms and all Appendices), or your Initiative ceases to exist) and both parties have the right to terminate membership status on written notice (which includes email).

Upon termination, all rights granted under this form, and therefore all benefits obtained by virtue of membership of The Plastics Pact Network, will cease immediately. Your organisation(s) will immediately stop all further use of The Plastics Pact Network Logo, no longer refer to The Plastics Pact Network in your Initiative's communications and no longer hold itself/themselves out as being associated with The Plastics Pact Network. Your organisation(s) will also return or destroy (at the election of the Ellen MacArthur Foundation) any of the Ellen MacArthur Foundation's confidential information held by it. The Ellen MacArthur Foundation will immediately cease referencing your Initiative as being part of The Plastics Pact Network.