

NEW PLASTICS ECONOMY COMMUNICATION GUIDELINES

SECTION A

HOW TO REFER TO THE ELLEN MACARTHUR FOUNDATION AND ITS INITIATIVES

Section A aims to provide guidance to all partners including information about the Ellen MacArthur Foundation in their communication material.

THE ELLEN MACARTHUR FOUNDATION

The Ellen MacArthur Foundation was launched in 2010 with the aim of accelerating the transition to the circular economy. Since its creation, the charity has emerged as a global thought leader, putting the circular economy on the agenda of decision makers across businesses, governments, and academia. The charity's work focuses on five interlinking areas: insight and analysis; education and training; business and government; systemic initiatives; and communications.

Further information: ellenmacarthurfoundation.org • [@circulareconomy](https://twitter.com/circulareconomy)

OUR VISION - ABOUT THE CIRCULAR ECONOMY

The current 'take, make and dispose' extractive industrial model is inherently wasteful and relies on the consumption of finite resources. The circular economy offers a positive way forward by redefining growth to focus on society-wide benefits. It entails redesigning material flows and production systems to eliminate the concept of waste. Underpinned by a transition to renewable energy sources, the circular model builds economic, natural and social capital. Such an economy is built on three principles: rebuild natural capital; keep products and materials in high value use; and



design out pollution and waste.

The circular economy is gaining attention thanks to the opportunities it offers businesses to capture new value from existing operations and resources, for example by redesigning products and business models, building new relationships with customers, and harnessing technology to increase the utilisation of assets.

[View the animation](#)

THE NEW PLASTICS ECONOMY INITIATIVE

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.

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.

newplasticseconomy.org

THE NEW PLASTICS ECONOMY GLOBAL COMMITMENT

The Global Commitment unites businesses and governments from around the world to create a plastic system that works. It sets a new minimum bar in the fight against plastic waste and pollution, encouraging signatories in race to the top, and is unprecedented in scope, covering the entire industry (producers, brands, retailers, investors, recyclers, etc.), as well as governments, NGOs, and others. It sets out the direction for a new plastics economy based on a common vision, shared definitions, and targets that will be updated regularly, encouraging signatories to take action now.

By joining the Global Commitment, more than 350 signatories from the public and private sector, and other organisations, are drawing a line in the sand. They will work to eliminate the plastic items we do not need; innovate so all plastic we do need is designed to be safely reused, recycled, or composted; and circulate everything we use to keep it in the economy and out of the environment.

At the heart of the Global Commitment is a vision of a New Plastics Economy, 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 plastics 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

SECTION B

BRANDING & COMMUNICATION GUIDELINES

Section B aims to provide clear branding and communication guidelines for other organisations aiming to refer to the Ellen MacArthur Foundation or include its branding in their communication material.

ELLEN MACARTHUR FOUNDATION COMMUNICATION GUIDELINES

These guidelines set out what each party must do when producing marketing, publicity, promotional, or other similar materials, or communicating in any way about the Ellen MacArthur Foundation. They apply in addition, and subject to, any specific contractual obligations you may have under agreements with the Foundation.

- All references to the Ellen MacArthur Foundation or one of its brands must support the Foundation's mission, as outlined above
- All communications material (including but not limited to: websites, articles, news releases, social media posts, presentations) referring to Ellen MacArthur, the Ellen MacArthur Foundation, or one of its brands (e.g. New Plastics Economy initiative, CE100, or any member of the Ellen MacArthur Foundation charitable group) require prior written consent from a member of the Ellen MacArthur Foundation's communications team
- All quotes by Ellen MacArthur Foundation employees must be approved by the Ellen MacArthur Foundation's communications team
- Material produced by the Ellen MacArthur Foundation, that is publicly available, may be used in external communications if referenced appropriately to the Ellen MacArthur Foundation. Please confirm appropriate references with the Foundation's communications team.

STYLE GUIDELINES

- Avoid use of the acronym EMF (other than in legal contracts where acronyms are used as standard when referencing separate parties). The Ellen MacArthur should be used at first mention, thereafter ‘the Foundation’.
- Avoid use of the acronym NPEC (other than in legal contracts where acronyms are used as standard when referencing separate parties). The New Plastics Economy initiative should be referenced in full where needed.
- Avoid use of the acronym MFC (other than in legal contracts where acronyms are used as standard when referencing separate parties). The Make Fashion Circular initiative should be referenced in full where needed.
- As the circular economy remains an open, nonproprietary concept, avoid capitalising the ‘c’ or the ‘e’ as well as avoiding abbreviations such as ‘CE’ or ‘ce’.

SOCIAL MEDIA HASHTAGS AND HANDLES

When referring to the Ellen MacArthur Foundation or the New Plastics Economy initiative, please use:

Twitter: [@circulareconomy](#)

Facebook: [Ellen MacArthur Foundation](#)

LinkedIn: [Ellen MacArthur Foundation](#)

Instagram: [ellenmacarthurfoundation](#)

CONTACTS

Alix Bluhm
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Sarah Churchill-Slough
Foundation’s Design & Branding Manager
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Systemic Initiatives Media & Social Media
Manager
ross.findon@ellenmacarthurfoundation.org

NEW PLASTICS ECONOMY GLOBAL COMMITMENT BRANDING

NEW PLASTICS ECONOMY GLOBAL COMMITMENT LOGO

As a signatory of the New Plastics Economy Global Commitment, you may use the logo (as displayed in these guidelines) to showcase your participation on your website or relevant communications material.

Please note you may not use the New Plastics Economy or Ellen MacArthur Foundation logos.

In the event of an inconsistency between the guidance in this document, or any other document regarding the use of the New Plastics Economy Global Commitment logo, this document prevails.

Please read and follow these guidelines carefully.



Global
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LOGO USAGE

All use of the New Plastics Economy Global Commitment logo must be in accordance with these Branding Guidelines.

Providing you have the right contractual permissions to use the New Plastics Economy Global Commitment logo, you must only use the versions featured in these guidelines.

You may not use any other logos or trade marks belonging to the Ellen MacArthur Foundation, unless you have express written permission in a contract to do so.

You may only use the logo if one of the following is true:

- 1) You or your company / organisation is a signatory of the New Plastics Economy Global Commitment; or
- 2) We are in a partnership with your company / organisation for an event / defined purpose and have a formal agreement allowing logo usage for that event / defined purpose.

If you are unsure about whether you have the right permissions to use the New Plastics Economy Global Commitment logo, or would like to enquire about usage of the logo outside of the above instances, contact: Sarah Churchill-Slough, scs@ellenmacarthurfoundation.org / +44 (0) 1983 296463

You understand that it is of fundamental importance that any material, including your websites, promotional materials and marketing emails, bearing the New Plastics Economy Global Commitment logo must be of a high quality, and that the New Plastics Economy Global Commitment logo must be properly used and displayed at all times.

Please see the following page for guidance when using the New Plastics Economy Global Commitment logo.



THE LOGO MUST ALWAYS:

- i) remain in its original ratio. Please do not distort the logo when resizing;
- ii) be used in one of the colour-ways as shown on this page: black (#000000), white (#FFFFFF) *for use on coloured backgrounds only*, yellow (#FCC11F) or sand (#C2AA83);
- iii) have a minimum amount of “clear space” which is equivalent to the width of the ‘ECONOMY’ in ‘NEW PLASTICS ECONOMY’. See opposite for an example;
- iv) be clearly identified as, or associated with, text or imagery that communicates the role of the New Plastics Economy Global Commitment.

THE LOGO MUST NOT BE USED:

- i) within the structure of a sentence, within a title, or in conjunction with any other logo;
- ii) in any manner that might suggest that the Ellen MacArthur Foundation, the Ellen MacArthur Foundation Trading Limited or the New Plastics Economy is the owner of an event if they are not. For instance, the New Plastics Economy Global Commitment logo may not be incorporated into event identity, name or imagery;
- iii) on an active background, which may reduce legibility;
- iv) for marketing purposes, endorsement of individual products/services or in any way which would lead to mercantile advertising of any kind (directly or indirectly) being associated with the Ellen MacArthur Foundation, the Ellen MacArthur Foundation Trading Limited or the New Plastics Economy; or
- v) in any way which could possibly (in the reasonable opinion of the Ellen MacArthur Foundation) bring the New Plastics Economy Global Commitment, the Ellen MacArthur Foundation, the Ellen MacArthur Foundation Trading Limited or the New Plastics Economy into disrepute.



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CLEAR SPACE REQUIRED