

Ellen MacArthur Foundation



Danielle Holly

Our mission is to accelerate the transition to a circular economy.

1

We develop and promote the idea of a circular economy

2

We engage - and inspire - key actors in the system

3

We mobilize systems solutions at scale, globally





Today's economy is
hugely wasteful

The linear economy takes resources from the ground, makes products from those resources, and creates waste when they're no longer needed.

**The circular
economy, by
contrast, stops
waste in the first
place.**



Based on three principles, driven by design:



**Eliminate
waste and
pollution**



**Circulate
products and
materials**



**Regenerate
natural
systems**

Normalizing circular economy leads to...



Growth within planetary boundaries



Economic opportunity (\$tn)



Supply chain resilience and prosperity

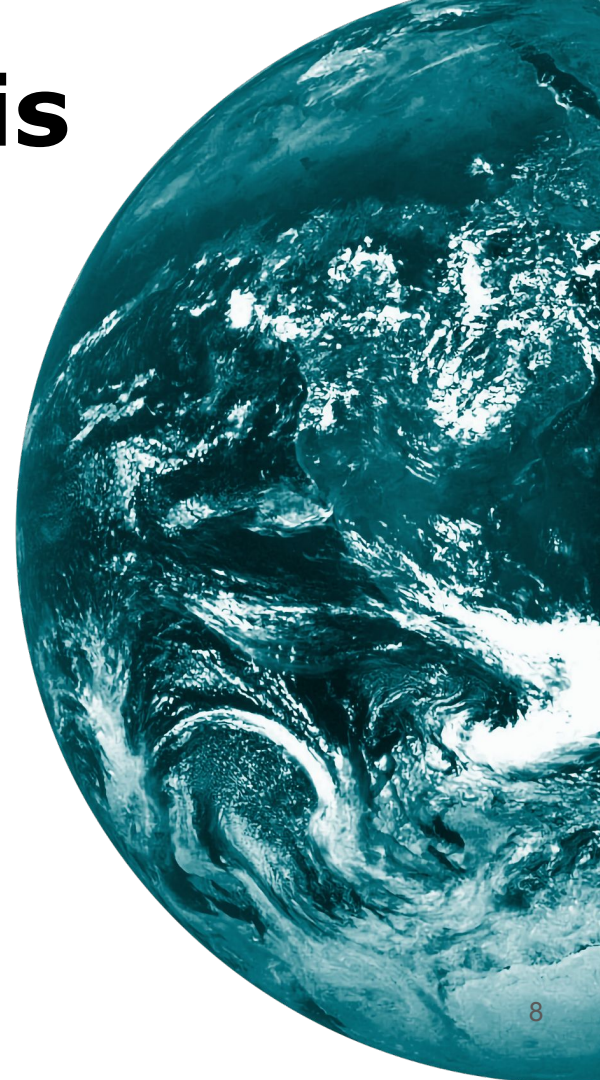


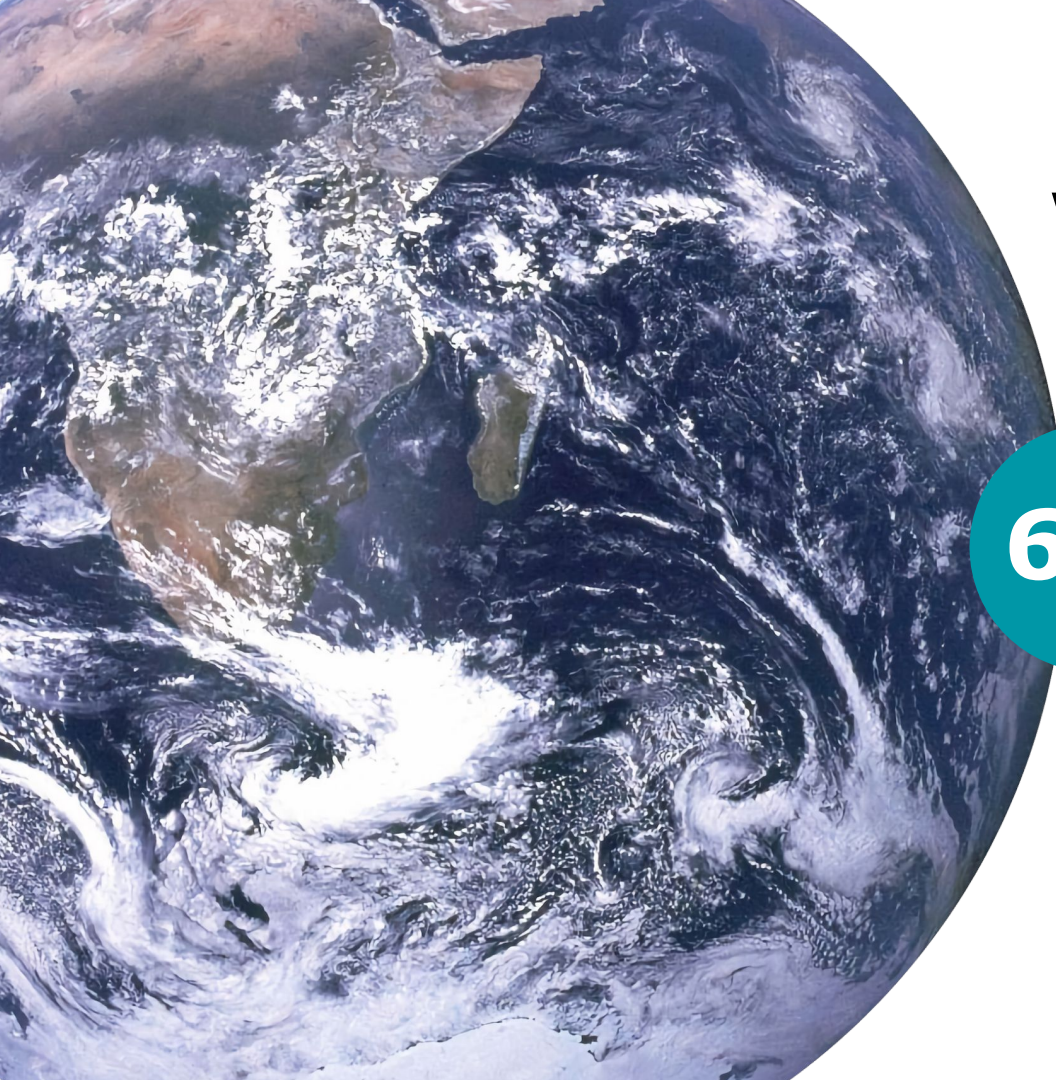
Tackling 45% GHG emissions and 90% biodiversity loss



The circular economy is gathering momentum

- **55% of businesses** have circular economy targets
- **75+ countries** have circular economy roadmaps
- **225 million tonnes** of material flows have shifted from linear to circular
- **200+ higher education institutions** have included circular economy in their core curriculum
- An estimated **USD 140 billion total capital** has been mobilized for circular economy





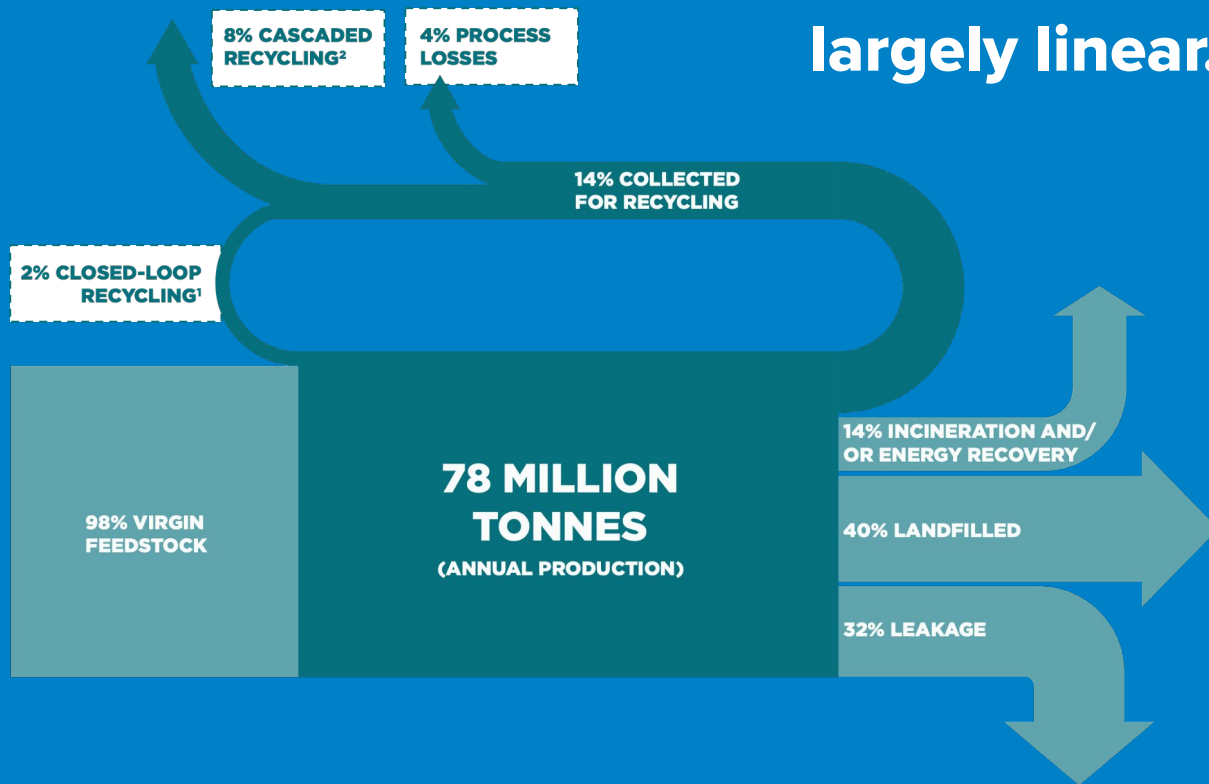
But the gap is widening...

6.9%

of economy is
currently circular

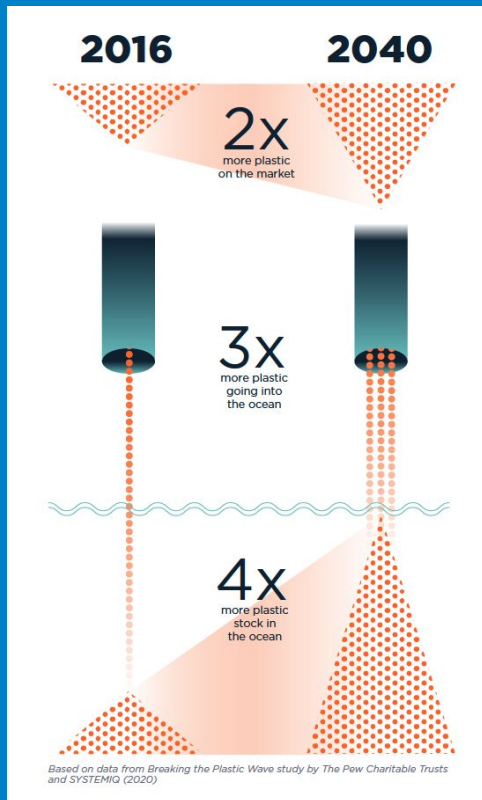
Circular Gap Report 2025

Today, plastic
material flows are
largely linear.



Ellen MacArthur Foundation: *The New Plastics Economy - Rethinking the future of plastics* (2016)

Plastic pollution is rapidly outpacing efforts to stop it.



Perspective on 'Breaking the Plastic Wave' Study: The Circular Economy Solution To Plastic Pollution (2020)

We call on businesses to...



Take bold action on
packaging types
that are not
recyclable today

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Set ambitious
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Establish policies
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for **stable funding**
for recycling,
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Set an **international**
framework for action
for a circular economy for
plastic, through the UN
Environment Assembly

The Global Commitment is the world's most credible platform for voluntary business action

The Global Commitment, launched in 2018 by the Ellen MacArthur Foundation and the United Nations Environment Program, has mobilized over 1,000 organisations behind a common vision and aligned 2025 targets, underpinned by common metrics and definitions. This group includes:

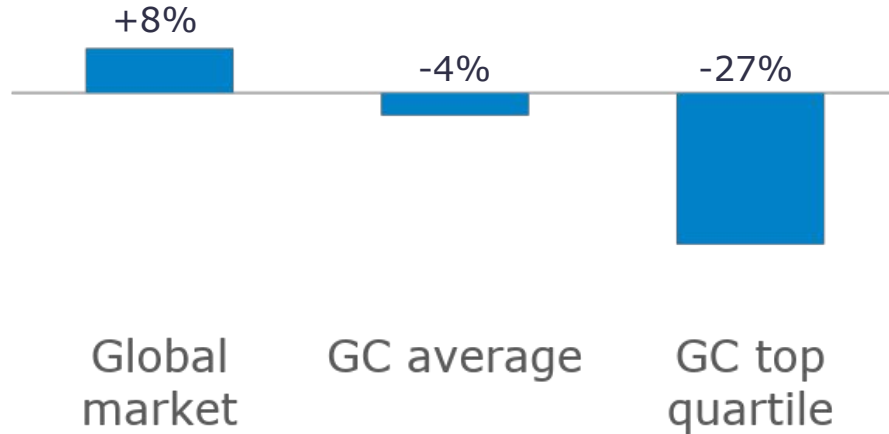
- **250+** businesses representing **20% of all plastic packaging globally**
- **55** governments representing over 1 billion people, across five continents
- **200+** endorsing signatories, including 27 financial institutions with a combined USD 4 trillion of assets under management; leading institutions such as the Consumer Goods Forum, the International Union for Conservation of Nature (IUCN), National Geographic, WRAP, the World Economic Forum, and WWF;
- **800+** organizations as members of one or more of the 13 Plastics Pacts



1,000
ORGANISATIONS
BEHIND A
COMMON VISION

2030 virgin plastic reduction target builds on strong progress to date

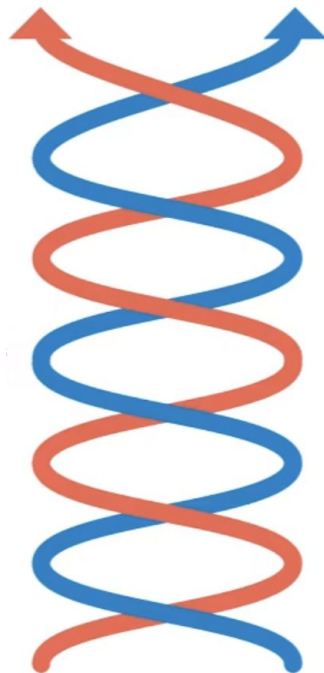
Evolution of the use of virgin plastics in packaging by brands and retailers, 2018-2023



- Between 2018 and 2023, Global Commitment signatories have outperformed the global market by 12 percentage points (-4% vs +8%)
- In total, Global Commitment signatories have avoided 9.6 million tonnes of virgin plastics since 2018, equivalent to 1 trillion plastic bags
- The top quartile has demonstrated it's possible to go even further - outperforming the market by 35 percentage points (-27% vs +8%)

A UN Treaty to end Plastic Pollution

Negotiate ambitious and international legally binding instrument. Drive national and local policy.



The Global Commitment - Vision and Action

Accelerate delivery of business action. Advocate for more ambitious policy.

“

If we get this right, and we innovate, and we are creative, we can build an economy which can thrive and can run forever.

Dame Ellen MacArthur

Founder and Chair of Trustees



Thank You



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