

TURN THE TIDE

INC5.2 COMMUNICATIONS PACK

Overview

Since 2022, governments from around the world have been negotiating a [Global Plastics Treaty](#), led by the UN. At the last talks, most countries agreed on the need for ambitious rules, but time ran out.

This August, they will meet again at INC-5.2. **This is our greatest opportunity to beat plastic pollution and move towards a circular economy for plastics.**

The world is ready. [A strong majority of governments](#), citizens and [over 290 businesses](#) support an ambitious, legally binding treaty.



Why this treaty matters:

- It sets a clear, unified direction for everyone – unlike fragmented efforts, a treaty brings the whole world together to solve plastic pollution.
- Global rules will drive solutions unlock vital investment, helping proven solutions scale worldwide.
- The treaty must support countries in need and ensure a fair transition for affected communities.

Now, it's up to governments to deliver. We are calling on them to unite in ambition and agree to a treaty that delivers strong, positive social and economic impact for everyone.

Your voice is crucial. Help us urge governments to agree an effective Global Plastics Treaty and turn the tide on plastic pollution.



What you can do

We have worked with Jorge Gamboa, the artist behind the famous Plastic-berg, to create an image that reflects this opportunity and the urgent need to #TurnTheTideOnPlasticPollution.

Join us; call for governments to agree to an ambitious Global Plastics Treaty this August at INC-5.2.

- Share our video/image on social media
- Use #TurnTheTideOnPlasticPollution
- Support and reshare the Foundation's posts

Our social media handles:

LinkedIn | [Ellen MacArthur Foundation](#)

Instagram | [@ellenmacarthurfoundation](#)



Sample posts

1. We have solutions to tackle plastic pollution, and a strong Global Plastics Treaty can make them a reality worldwide. This August, world leaders must agree to a legally binding Global Plastics Treaty and #TurnTheTideOnPlasticPollution.
2. A strong Global Plastics Treaty is a chance to redesign how we make and use plastics, creating a circular economy that benefits our planet and builds market resilience. Businesses are already calling for unified global rules – now it's up to governments to #TurnTheTideOnPlasticPollution at INC-5.2
3. This August, governments will decide the future of plastic. A strong UN Global Plastics Treaty is our chance to change how we make & use plastic, scaling up solutions that work. Governments must stay ambitious to #TurnTheTideOnPlasticPollution at INC-5.2



Thank you for your support

If you have any questions, contact the Ellen MacArthur Foundation's Communications team:



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