

Wednesday 1st April 2020

Dear Senator Ricardo Monreal Ávila,
Dear Senator Jorge Carlos Ramírez Marín,

We are writing to you in these challenging times regarding the launch of the *Acuerdo Nacional para la Nueva Economía del Plástico en México*. It is encouraging to see that addressing plastic waste and pollution is high on your agenda, and we congratulate you on that.

The Ellen MacArthur Foundation shares your desire to eliminate plastic waste and pollution, and has been for several years now a global leader in the fight against plastic pollution. Our [common vision](#) for a circular economy for plastics has been [endorsed by 600+ organisations](#) including many of the world's largest businesses like Coca-Cola, Nestlé, PepsiCo, Petstar as well as governments like Chile, Peru, the Ministry of the Environment of the Government of the State of Mexico, and 17 national and regional governments from across Europe including France, Germany and Spain.

The Foundation's New Plastics Economy initiative's [Plastics Pact network](#) convenes and supports a group of national initiatives driving concerted action towards a circular economy for plastics. When the time is right, we would be delighted to explore with you how we could also support the 'National Agreement for the New Plastics Economy in Mexico' initiative. Being a member of the Plastics Pact network would allow this initiative to join a group of leading companies and governments united behind a common vision for a circular economy for plastics, and to benefit from the exchange of insights and best practices from Pacts around the world.

However, the 'National Agreement for the New Plastics Economy in Mexico' is currently not aligned with the vision and ambitions of the Foundation's New Plastics Economy initiative, nor with the other Plastics Pacts in the network. The main points of misalignment are outlined on the bottom of this letter. Therefore, the Foundation cannot support the Mexican '*Acuerdo Nacional*' as it stands today.

We are keen to explore with you if we can jointly find alignment and thereafter support your initiative, as we do with other similar initiatives around the world. Until we reach an agreement and alignment on the points listed below, we do need to ask you not to refer to the "Ellen MacArthur Foundation", the "New Plastics Economy", the "New Plastics Economy Global Commitment" or the "Plastics Pact network" in your public communications about your initiative, as these are all trademarks of the Ellen MacArthur Foundation and must not be used without our prior written approval.

In order to discuss and find alignment, it would be great if both our teams could connect over the weeks to come if this is workable. We understand these are challenging times with many priorities, so want to take appropriate time to address these issues. In case we would not find alignment, to protect

our vision and brand, we will need to consider distancing ourselves publicly from the *Acuerdo Nacional para la Nueva Economía del Plástico en México* in an official statement.

I look forward to hearing back from you on this important matter,

Best regards,



Andrew Morlet
Chief Executive

The key points of misalignment include:

- a. The vision** - Through the various national and regional Plastics Pacts in the Foundation's Plastics Pact network and the Global Commitment, more than 600 organisations from across the global plastics value chain have already aligned on and are working towards one common vision of a circular economy for plastics, underpinned by common definitions. This includes the UN Environment, governments across 5 continents, many major global businesses active in Mexico, as well as Mexican organisations and local governments. While we can see that the vision of the *Acuerdo Nacional* has allegedly been inspired by [this vision](#), significant changes have been made, for example positioning fundamentally different, non-circular, approaches (such as energy-from-waste or incineration) as one of the possible long-term solutions to address plastics waste and pollution.

A common global vision is absolutely crucial to move towards a plastics system, where plastics don't become waste. Plastic pollution is a global challenge that no single organisation can tackle on its own.

We highly recommend the Mexican '*Acuerdo Nacional*' adopts the same common [vision](#) as is defined by the Foundation's "New Plastics Economy".

- b. Inclusion of energy recovery in targets** - The targets set by the Mexican '*Acuerdo Nacional*' include energy recovery ('*aprovechable*'). This means the targets of the '*Acuerdo Nacional*' could be met scaling non-circular practices, and therefore such targets do not necessarily stimulate the creation of a circular economy. Furthermore, there are concerns that expanding waste-to-energy infrastructure might compete with scaling recycling capacity, locking us into a linear economy and adding to greenhouse gas emissions. Therefore, we recommend alignment with the corresponding target shared by all other national initiatives that are part of the Foundation's Plastics Pact network, which aims to make all plastic packaging reusable, recyclable or compostable by 2025.
- c. The ambition level** - Given the urgency to address plastic waste and pollution, we furthermore highly encourage you to set the following additional targets, to send a strong signal that the time to act is now:
- an explicit target to eliminate unnecessary or problematic plastic packaging by 2025, and/or to move from single-use to reuse business models where possible,
 - a specific, time-bound target to increase the recycling rate of plastic packaging in Mexico, ensuring that the materials are effectively recycled in practice and at scale.

We would be happy to elaborate on and discuss, these points of misalignment in more detail over the phone and hope we can jointly reach an agreed approach.