

## CGF Plastic Waste Coalition of Action

Dear members of the CGF Plastic Waste Coalition of Action,

With the upcoming launch of the remaining seven Golden Design Rules, please find provided some suggested social media posts for you to share to help support and amplify this announcement. Please note that the language here is just a suggestion and members are free to create their own posts.

**Note: The press release and all communications are embargoed until 13th July at 11:00 CET.**

### For Coalition members posting about the Golden Design Rules:

Channel	Message	Accompanying Media
LinkedIn	As a member of @The Consumer Goods Forum's #PlasticWaste Coalition of Action, we're helping lead our industry towards better plastic packaging with the #CGFGoldenDesign Rules, a set of guidelines for packaging which will help increase the value and recyclability of plastic materials. With these Rules, [Company Name] products like X, X and X will soon be packaged in higher quality, more recyclable materials—helping to keep plastics in the value chain and out of nature. Learn more about our work with the Coalition to curb plastic pollution: <a href="https://bit.ly/3hyOOcy">https://bit.ly/3hyOOcy</a>	You can choose from accompanying graphics for relevant rule/s that you may have signed up to.
LinkedIn	As a member of @The Consumer Goods Forum's #PlasticWaste Coalition of Action, we're helping lead our industry towards better plastic packaging with the #CGFGoldenDesign Rules, a set of guidelines for packaging which will help increase the value and recyclability of plastic materials. With these Rules, [Company Name] will focus on eliminating unnecessary #plasticpackaging—helping to keep plastics in the value chain and out of nature. Learn more about our work with the Coalition to curb #plasticpollution: <a href="https://bit.ly/3hyOOcy">https://bit.ly/3hyOOcy</a>	You can choose from accompanying graphics for relevant rule/s that you may have signed up to.
LinkedIn	Members of @The Consumer Goods Forum's new #PlasticWaste Coalition of Action, representing 10% of the global plastic packaging market and a combined annual revenue of more than 1 trillion euros, are working together to implement the #CGFGoldenDesign Rules and increase the circularity of #plasticpackaging. We're proud to be one of them.  Learn more about our work with the Coalition to curb plastic pollution: <a href="https://bit.ly/3hyOOcy">https://bit.ly/3hyOOcy</a>	You can choose from accompanying graphics for relevant rule/s that you may have signed up to.
Twitter	When possible, we need to use less and better #plastic in order to realise a #circulareconomy. As a member of the	You can choose from accompanying graphics

	@CGF_The_Forum's Plastic Waste Coalition of Action, we're committed to implementing #CGFGoldenDesign Rules to curb the #plasticwaste challenge. <a href="https://bit.ly/3hyOOcy">https://bit.ly/3hyOOcy</a>	for relevant rule/s that you may have signed up to.
Twitter	Members of the @CGF_The_Forum #PlasticWaste Coalition representing 10% of the global packaging market are adopting key #CGFGoldenDesign Rules in their plastic packaging design to increase its recyclability. We're proud to be one of them. Learn more: <a href="https://bit.ly/3hyOOcy">https://bit.ly/3hyOOcy</a>	You can choose from accompanying graphics for relevant rule/s that you may have signed up to.
Facebook	As a member of the new #PlasticWaste Coalition of Action from @The Consumer Goods Forum, we're helping lead our industry towards better plastic packaging with the #CGFGoldenDesign Rules, a set of guidelines for packaging will help increase the value and recyclability of plastic materials. With these Rules, [Company Name] products like X, X and X will soon be packaged in higher quality, more recyclable materials—helping to keep plastics in the value chain and out of nature. Learn more about our work with the Coalition to curb plastic pollution: <a href="https://bit.ly/3hyOOcy">https://bit.ly/3hyOOcy</a>	You can choose from accompanying graphics for relevant rule/s that you may have signed up to.
Facebook	As a member of @The Consumer Goods Forum's #PlasticWaste Coalition of Action, we're helping lead our industry towards better plastic packaging with the #CGFGoldenDesign Rules, a set of guidelines for packaging which will help increase the value and recyclability of plastic materials. With these Rules, [Company Name] will focus on eliminating unnecessary #plasticpackaging—helping to keep plastics in the value chain and out of nature. Learn more about our work with the Coalition to curb #plasticpollution: <a href="https://bit.ly/3hyOOcy">https://bit.ly/3hyOOcy</a>	You can choose from accompanying graphics for relevant rule/s that you may have signed up to.
Facebook	Members of @The Consumer Goods Forum's #PlasticWaste Coalition of Action, representing 10% of the global plastic packaging market and a combined annual revenue of more than 1 trillion euros, are working together to implement the #CGFGoldenDesign Rules and increase the circularity of #plasticpackaging. We're proud to be one of them.  Learn more about our work with the Coalition to curb plastic pollution: <a href="https://bit.ly/3hyOOcy">https://bit.ly/3hyOOcy</a>	You can choose from accompanying graphics for relevant rule/s that you may have signed up to.