

Preliminary draft of commitments for joining the Golden Design Rules (GDR) Acceleration Area

Commitment Details

Scope



Identify a company representative working on packaging design within their company to engage with CGF on knowledge sharing and progress reporting, with **sponsorship from CSO/Packaging VP**.

Sign up to **at least 1 of the 9 GDRs, one of them from the GDR shortlist of 1, 2, 5, 6 or 7.**¹ **Endorsement encouraged** of GDRs related to plastic reduction and recycling instructions (3,4,8,9).²

One of the GDRs signed from the shortlist should cover at least **10% of company's global plastic packaging volumes** and should be applied across all packaging (not only new packaging)

Manufacturers: embed selected GDRs in **own packaging design guidelines**, and ensure relevant packaging design teams are fully aware of the rules

Retailers: embed selected GDRs in **own packaging design guidelines & guidelines for suppliers**, and ensure relevant packaging design teams (both private label team and suppliers) are fully aware

Timeline

2028 EOY

Reporting



Share annual progress updates with CGF for aggregated reporting (reporting to start from 2025)

Implementation data ranked and shared back with members **privately** to allow **contextualization of performance** (AA only). Data anonymized and only individual members will see their own ranking.

KPI for GDR Acceleration Area:

- **The absolute volume of plastic** in the portfolio of participating member companies that is **compliant with the specific GDR**

Participation



Participate in CGF AA GDR final report (1h session per year)

Display logo on CGF website on a separate page than the PWCOA GDR

1. Increasing value of PET, PET thermoform, flexible consumer packaging, rigid HDPE and PP, and removing problematic elements from packaging

2. Excess headspace, overwraps, virgin plastic in B2B packaging, on-pack recycling instructions

Note: The GDR may be subject to review and revision by CGF Plastic Waste Coalition, based on direction changes in policy landscapes (e.g. upcoming legislations from Packaging and Packaging Waste Regulation (PPWR))



The GDR Acceleration Area proposition to potential members



Ambition



Adopt the Golden Design Rules (GDR) to enable a circular economy for plastics.

The GDR Acceleration Area will run until **2028 EOY**



Commitments required



Commit to at least 1 Golden Design Rule (e.g., Removing problematic elements from packaging) from shortlisted rules¹

Selected GDRs should cover **10% of company's global plastic packaging volumes** (all packaging, not only new packaging)

Sponsorship from CSO/Packaging VP with identified company representative to engage with CGF



Support from CGF

- **Access to expertise and resources** within the Plastic Waste Coalition
- **Collaboration Platforms:** facilitate opportunities to collaborate and work together on sustainable packaging initiatives

CGF and members' credibility and experience



- **Scale:** 40 manufacturers and retailers making up 10% of global plastics consumption in Coalition. The 9 GDRs address 90%+ of global plastics packaging market.
- **Quality:** Coalition members invested 2.5 years to develop, agree and launch the 9 GDRs
- **Partnership:** GDRs align with key third-party organisations, guidance & regulations:



Global Plastics Treaty

RecyClass



Global Commitment



1. GDR shortlist: 1, 2, 5, 6 or 7

