

DECLARATION OF INTENT

Plastic Smart Cities is an initiative launched by the World Wide Fund for Nature (hereafter “WWF”), with a mission to inspire and encourage cities and coastal centers, and foster collaboration between stakeholders worldwide, to take bold action on plastics and achieve no plastics in nature by 2030.

Whereas, we, [City], hereby agree to advance the mission of Plastic Smart Cities, and to support it by taking ambitious action at a local level, in close collaboration with citizens, civil society, national authorities, international institutions, the private sector and academic institutions, with a view to achieving no plastics in nature by 2030, and also committing to do the following:

- Conduct a baseline assessment of plastic waste flows in the city to identify current levels of mismanaged waste and priorities for intervention.
- Develop a city action plan with clear targets and timelines that describe the city’s planned activities in response to the priorities identified in the baseline assessment, as well as allocate adequate resources to execute said activities.
- Launch a pilot project to trial solutions to plastic pollution within a designated area, with a goal to reduce plastic pollution by 30% in the pilot area and to reduce plastic pollution throughout the city by 30% within five (5) years.
- Develop a monitoring and evaluation plan and report annually on progress towards the city action plan.
- Appoint an in-house staff member as the city’s lead person for the Plastic Smart Cities initiative, and who is responsible for coordinating with WWF staff, and reporting annual progress toward the city’s action plan and the commitments herein.

We, [City] will exercise strong leadership to mobilize the relevant municipal departments, engage citizens and local stakeholders, build the necessary capacity and skills, prioritize our resources, promote sustainable products and services through our public procurement practices and adopt and enforce the necessary policy regulations.

By signing this Declaration of Intent, we accept the terms herein, and its annexes, and commit to abide by them.

On behalf of the city:

[Name, Title]

x _____

[Date]

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ANNEX 1 - KEY VISUAL USE

1. City shall only use the PSC partnership badge for PSC-related activities and will adhere to the brand guidelines as provided by WWF.

Figure 1: Partnership Badge template of PSC key visual

2. Use of the PSC partnership badge and key visual for any other purpose shall require prior approval, in writing from WWF. The key visual shall not be used for any commercial purpose.
3. The undersigned acknowledge that, in using the PSC key visual, the City shall be responsible for ensuring that the activities are carried out in accordance with applicable law and that the appropriate insurance is maintained to cover the risks arising out of such activities.
4. WWF shall reserve the right to revoke the City's right to use the PSC key visual, and remove all City representations from plasticsmartcities.org, should the City fail to demonstrate progress towards the commitments described in the Declaration of Intent.
5. The City shall reserve the right to request the removal of all city content from plasticsmartcities.org and revoke its partnership with WWF, should WWF fail to demonstrate effort to support the City in making progress towards the commitments described in the Declaration of Intent.
6. The City grants permission to WWF to make the above signed Declaration of Intent publicly available at plasticsmartcities.org, and participate in the annual reporting towards our common plastic goals.

On behalf of the city:

[Name, Title]

On behalf of WWF:

[Name, Title]

x _____

x _____

A global city initiative to keep
plastic out of nature by 2030

PLASTIC
SMARTCITIES

[Date]

[Date]