



A year ago we have signed the Ellen MacArthur Foundation's New Plastics Economy Global Commitment

We are definitely proud to be a signatory of the Ellen MacArthur Foundation's New Plastics Economy Global Commitment, a global initiative rallying more than 400 businesses and governments behind a positive vision of a circular economy for plastics, in which it never becomes waste or pollution.

Signatories commit to three actions to realise this vision: eliminate all problematic and unnecessary plastic items; innovate to ensure that the plastics we do need are reusable, recyclable, or compostable; and circulate all the plastic items we use to keep them in the economy and out of the environment.

Bella + Frank LTD was incorporated in December 2018.

We are a Brighton-based sustainable fashion brand, which is leading its initiatives through the kidswear market.

Our reported data falls between August 2019 and the time this report is being written (July 2020).

At Bella + Frank we have set a number of ambitious commitments on plastic packaging as well as when it comes to transformed plastics. Our goal is to continuously work towards reducing our environmental impact through intensive research and development into better ways to produce and source.

Last year, we have completed a full audit of its complete range of packaging, helping us to develop a roadmap to removing any unnecessary packaging and increasing the use of recycled and recyclable materials.

- **Take action to eliminate problematic or unnecessary plastic packaging by 2025**

We made a single, large purchase of 4.02 tonnes of high grade, resealable plastic bags (Polyphenylene Ether- PPE) in March 2019 and this was the last time we have made a purchase. 100% recyclable as well as reuseable , this material is highly durable and resistant so that the need for replacement is minimalised. Furthermore as our company grows and the demand for more plastics in our current reuse models increase, our plan is to replenish stock with compostable and easily biodegradable options. We are already in conversation with companies like PolyAir and TipaCorp and are working on solutions that allow us to meet their MOQs (such as splitting with other small businesses).

- **Take action to move from single-use towards reuse models where relevant by 2025.**

Since the launch of the brand in December 2018, our logistics company and manufacturers are fully aware of are aims and objectives and remove all single use plastics from the packaging process for our products (from manufacturer to storage and storage to retailers/distributors/customers). We have actualised a functioning process for ensuring that only our branded reusable/recyclable PPE plastic bags are used for storage and transport of our products. We ensure this by visiting the logistics base/storage unit at the time of delivery of our products each new season.

So far, this has allowed us to entirely replace all plastics (single-use) with a reuse model for all packaging between suppliers, storage and distributors, accounting for about 70% of the total plastic consumption of the company.

100% of packaging to be reusable, recyclable or compostable by 2025– while our packaging is already 100% recyclable in principle, the brand will work to make sure it is 100% recyclable ‘in practice’, accounting for recycling constraints via our collaborators and suppliers.

We have sourced effective paper and cardboard alternatives so that it is entirely possible not to use plastic at all in our e-commerce and direct-to-consumer systems. Not only our mailer is entirely made from recovered trash, but once it has made its journey and served its purpose it can be fully recycled and be re-deposited back into the paper recycling stream.

We have found alternatives to vinyl stickers for our e-commerce packaging and now use using 100% recyclable and compostable FSC stickers. Forest Stewardship Council certifying that the paper products that make up our custom printed stickers are sourced from a forest and supply chain that is managed responsibly and sustainably. The paper stickers are made from cellulose fiber where the active acid pulp is eliminated during processing. The pulp is also lignin- and sulfur-free, meaning that our ink won't transfer from the stickers and the paper won't leave behind any of these chemicals when decomposing. For printing soy inks are used as an eco-friendly alternative to petroleum-based inks, made from soybeans, a renewable resource as well as having the added benefit of not leaving behind petroleum based products when decomposing. Finally, soy inks have low levels of VOCs, reducing air pollution during the drying process.

- **100% recycled or renewable content used in plastic packaging by 2025, with at least 30% of this being made up of post-consumer waste.** Bella + Frank will work to further encourage customers to return packaging and clothes back to the retailer, so it can recycle it into new packaging or garment through a return scheme system.

For our 2020 collections, 80% of our polyester fabrics are made with recycled polyester. Our collections are made of 65% organic materials and the remaining 35% is made of recycled fibers including Tencel. By 2025 we would like to invest in technologies and assets that would allow us to fully **achieve the vision of a circular economy of plastics**. We are looking at the next generation of potential recycled materials to use beyond plastic bottles from commodity recyclers as well. The Return Scheme in partnership with the Ellen MacArthur Foundation is a great start.

We will continue an ongoing assessment of its packaging, involving:

- Frequently reviewing each packaging line to ensure it serves only a protective, not a cosmetic, function;
- Removing all non-recyclable packaging;
- Removing lines which may negatively impact the recycling process of other plastics;
- Training our internal teams on these principles and working with our suppliers to influence their approach to packaging.

About Bella + Frank

Bella and Frank is a Brighton-based sustainable children'swear fashion brand, which is leading its initiatives through the 0-12 years old market. Our goal is to continuously work towards reducing our environmental impact through intensive research and development into better ways to produce and source. Some of our products are made of organic cotton, recycled polyester, SeaQual or other recycled plastic derivatives.

Further information: www.bellaandfrank.co.uk | [@bellaandfrank_](https://twitter.com/bellaandfrank_)

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About the Ellen MacArthur Foundation

The Ellen MacArthur Foundation was launched in 2010 with the aim of accelerating the transition to the circular economy. The Ellen MacArthur Foundation was launched in 2010 to accelerate the transition to a circular economy. Since its creation the charity has emerged as a global thought leader, establishing the circular economy on the agenda of decision makers across business, government, and academia. With the support of its Strategic Partners, the Foundation's work focuses on six interlinking areas

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Further information: www.ellenmacarthurfoundation.org | [@circulareconomy](https://twitter.com/circulareconomy)

About the New Plastics Economy

Over the past four years, the Ellen MacArthur Foundation's New Plastics Economy initiative has rallied businesses and governments behind a positive vision of a circular economy for plastics.

With an explicitly systemic and collaborative approach, the New Plastics Economy initiative aims to overcome the limitations of today's incremental improvements and fragmented initiatives, many focused solely on downstream solutions. The initiative's main goals are to create a shared sense of direction and to spark a wave of action and innovation in order to set the world on an irreversible path towards a circular economy where plastics never become waste.

The initiative is supported by Wendy Schmidt as Lead Philanthropic Partner, the Global Environment Facility (GEF), and Oak Foundation as Philanthropic Funders. Amcor, Borealis, The Coca-Cola Company, Danone, L'Oréal, MARS, Nestlé, PepsiCo, Unilever, Veolia and Walmart are the initiative's Core Partners.

Further information: www.newplasticseconomy.org | [@circulareconomy](https://twitter.com/circulareconomy)