

**PACT  
NETWORK  
CONNECT**

# Delegate marketing toolkit

Key messages and social media templates to share  
your participation at Pact Network Connect 2025.

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Convened by

**WRAP**



# What's in the toolkit?



01

## Key messages

The 'who, what and why' event details, pulled together into short sentences that you can use when talking about Pact Network Connect 2025.



02

## Social media tips and guidelines

Tips and guidance on using social media to share your involvement at the event, as well as hashtags to use and accounts to tag.



03

## Social media templates

Prepared social media posts that you can simply copy and paste.



04

## Visual assets

Download the event logo and social media images to use.

# Key messages

- Pact Network Connect 2025 is the inaugural event driving global collaboration to tackle shared challenges and co-design solutions for food and plastics circularity worldwide.
- Delegates representing international food pacts from 9 countries will collaborate to shape the world's first Food Pact Network. This is the beginning of global collective action to achieve a sustainable future for our food.
- The event will also bring together the Plastics Pact Network, offering the unique opportunity for like-minded innovators to connect, spark ideas and build a movement towards a thriving world where Circular Living is commonplace.

# Social media tips and guidelines

- Use your preferred social media platform(s)
- Customise your social media posts about the event with your own authentic and personal touch
- Use the recommended hashtags and tag WRAP's channels to boost your reach
- Avoid sharing sensitive information discussed at the event on social media

## Connect with us

### Tag our accounts:

LinkedIn: @WRAP

X (Twitter): @WRAP\_NGO

### Use these hashtags:

#CircularLiving

#PactNetworkConnect25

# Social media templates

## Pre-event

**Option 1:** Counting the days to #PactNetworkConnect25, the first-of-its-kind event in Mexico. I'm looking forward to joining other global leaders in food and plastic system transformation to shape and drive the collective action we need for a sustainable future. *[Tag @WRAP on LinkedIn, @WRAP\_NGO on Twitter/X]*

**Option 2:** For the first time, the global Food Pact Network is meeting in Mexico at #PactNetworkConnect25. I'm proud to be a part of the movement that is working to future proof our food system and halve global food waste. *[Tag @WRAP on LinkedIn, @WRAP\_NGO on Twitter/X]*

## During or post-event

**Option 1:** Reflecting on the powerful discussions at #PactNetworkConnect25 in Mexico. Global collective action is vital to future-proof our food systems and halve global food waste by 2030. I'm excited to collaborate with changemakers in the Food Pact Network, convened by *[Tag @WRAP on LinkedIn, @WRAP\_NGO on Twitter/X]*.

**Option 2:** What a way to start the new year at #PactNetworkConnect25 in Mexico. From collaborative workshops to a visit to the Central de Abasto and connecting with innovators in plastics transformation, too. Ready to drive change in #CircularLiving. *[Tag @WRAP on LinkedIn, @WRAP\_NGO on Twitter/X]*.

# Visual assets

Event logo



Social media images



[Download these assets on the event webpage](#)

# PACT NETWORK CONNECT

## For more details

You can find the event agenda and delegate pack with full details on WRAP's website.

[Go to the event webpage](#)

