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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What's in the toolkit?



Key messages

Social media tips and guidelines

The 'who, what and why' event details, pulled together into short sentences that you can use when talking about Pact Network Connect 2025. Tips and guidance on using social media to share your involvement at the event, as well as hashtags to use and accounts to tag.

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

Social media templates

Visual assets

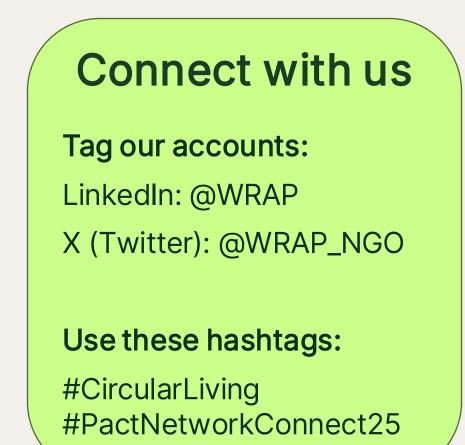
Download the event logo and social media images to use.

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



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].

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Visual assets

Event logo

PACT NETWORK CONNECT

Convened by WRAP

PACT NETWORK CONNECT WWAP SHAPING THE FUTURE OF OUR GLOBAL FOOD SYSTEMS AT PACT NETWORK CONNECT 2025

Mexico 20-23 January

Social media images



Download these assets on the event webpage

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For more details

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

Go to the event webpage



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