

The European Strategy for Plastics: Will It Help?

19 April 2018

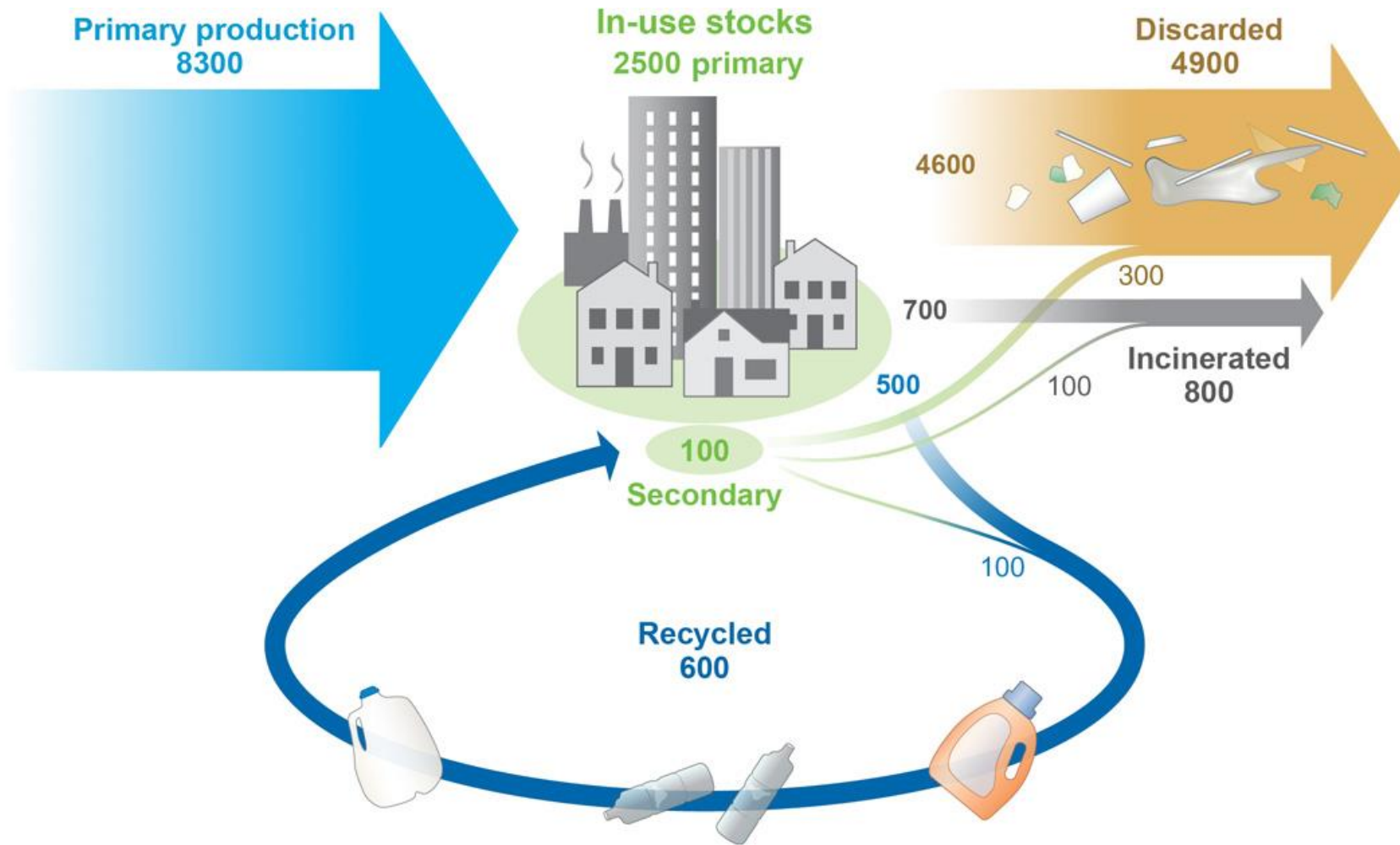


Introduction

- The plastic challenge
- Plastic myths and cautions
- First steps to tackling the plastic problem
- Questions and answers

The plastic challenge

Scale of the plastic problem



Defining 'plastic', 'single use' and 'avoidable'

'Single-use' plastics, i.e. packaging or other consumer products that are thrown away after one brief use.
(European strategy for plastics in the Circular economy)

Achieve zero avoidable plastic waste by the end of 2042
(The UK Government's 25 year Environment Plan)



.....the term single-use plastics includes all products that are made wholly or partly of plastic and are typically intended to be used just once and/or for a short period of time before being disposed of

(The UK Government's call for evidence: Tackling the plastic problem)



Types of products

Plastic packaging (Primary, secondary and tertiary)	Laminated board products	Other consumer products
Plastic bottles	Coffee cups	Cigarette filters
Plastic food packaging	On the go food container	Plastic stemmed cotton buds
Takeaway boxes	Ice cream tubs	Plastic straws
Polystyrene packaging	Sandwich packets	Tea bags
Plastic wrap	Drinks cartons	Plastic stirrers and lids
Bubble wrap		Balloons and balloon sticks
Plastic bags		Cutlery
Hooks, clips and tags		
Crisp packets / sweet wrappers		

Plastic myths and cautions

Myth #1: all plastics are an issue



Myth buster

Plastic packaging plays a positive role in the protection of goods and prevention of waste

Lightweight nature of plastics reduces environmental impacts of transportation

Some plastics have good recycling and recycled content attributions

Word of caution

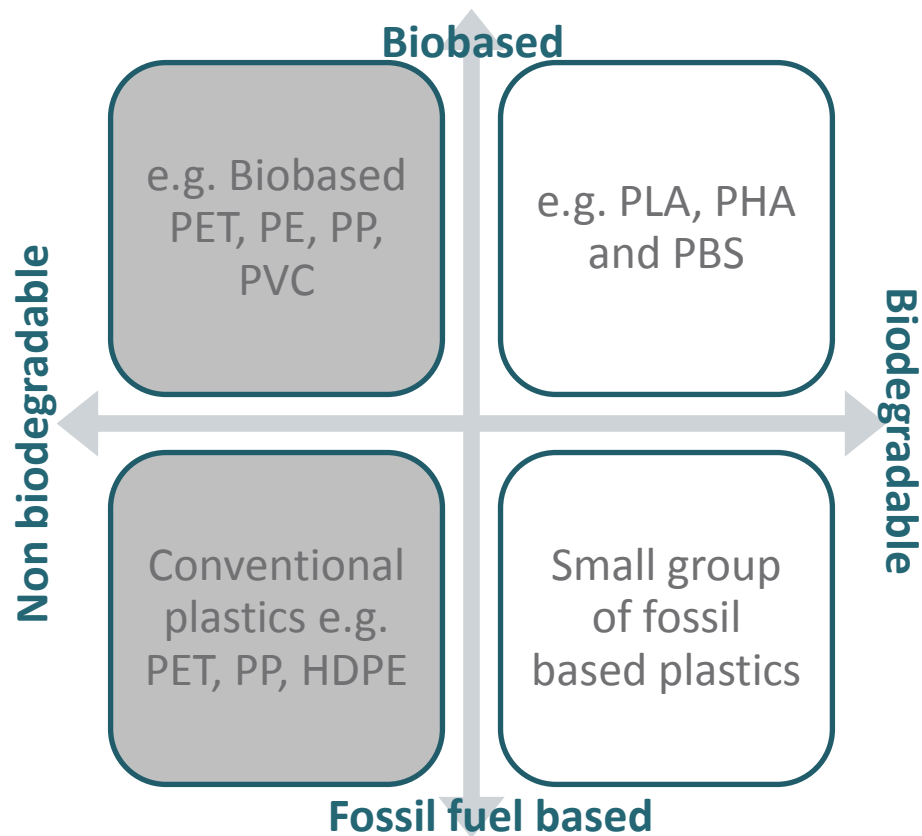
There is overpackaging

Some plastic packaging causes issues in other parts of the supply chain

Not all plastic products on the market are really required

Myth #2: Bio-based plastics, biodegradable, and compostable are the answer

What are they:



Myth buster

- Biodegradable can be misleading
- Compostable unambiguous - Can be treated in an industrial composting plant
- No Local authority compostable packaging collections
- Can cause issues in recycling collections
- Land use: Plant based fuels displacing food production

Benefits

- Can reduce carbon foot print and GHG emissions
- Substitute for fossil fuels
- May work in closed environments



Myth #3: Deposit return schemes will solve the plastic problem



What are they?

Consumer pays a deposit when purchasing a obligated packaged item, deposit is redeemed when item is returned to a designated collection point

Producer covers the cost of the system

Range of obligated packaging (usually single use beverage packaging)

Generates high quality materials for the secondary commodity market

Myth buster

Aims to increase recycling and / or reduce litter

Limited plastic focus

May distract from prevention and reduction initiatives

Myth #4: Increasing plastic recycling is the solution

The whole solution:

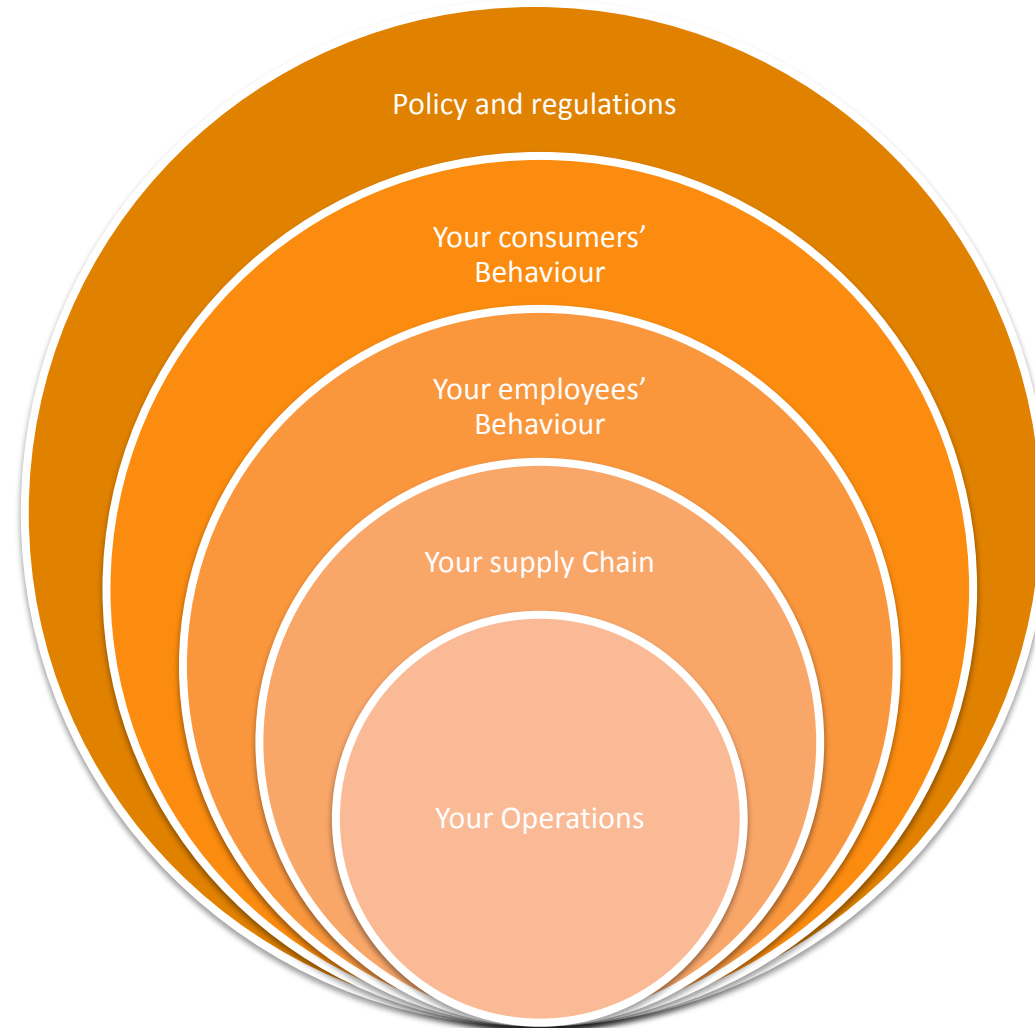


Myth buster

Recycling is part of the solution not the whole solution

First steps to tackling the plastic challenge

Spheres of influence: understanding your levels of influence and control



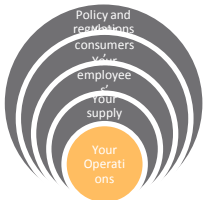
First step: Identify your starting point

Externally:
How much have you promoted your plastic related intension?

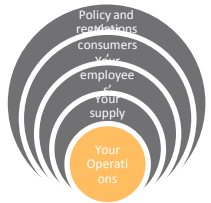
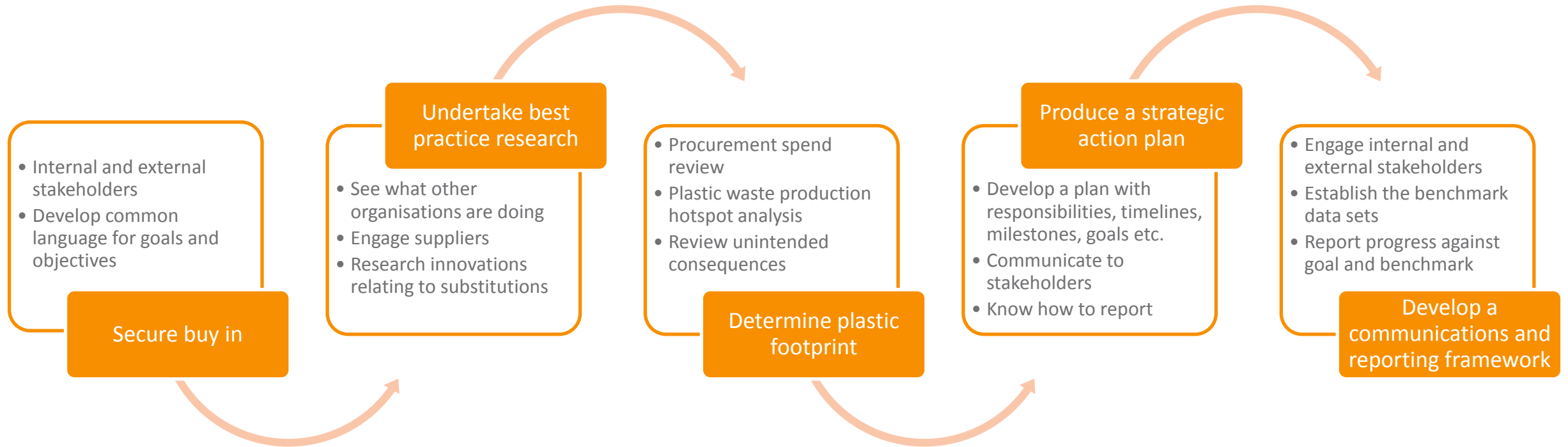
Internally

- What pledges, commitments or targets have been made?
- What is your plastic footprint?
- What level of understanding of the issues and commitment for change is there in your business?
- What initiatives (past, present and planned)?
- How are you going to engage and communicate internally?

Supply chain:
How much engagement have you had with your supply chain about plastic



Taking the first steps: mapping out the journey



Taking the first steps: engaging your employees



Taking the first steps: engaging your consumers

- Implement behavior change programmes
- On pack labelling for recyclability
- In store recycling

Helping consumers recycle more

Informing consumers of your progress

- Communication pledge / commitment
- Communicating progress (PR, website pages etc)





Any questions?

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