

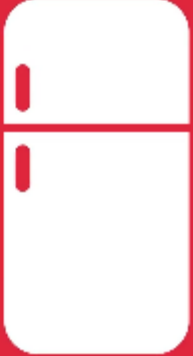
# What future for plastic packaging

Stuart Lendrum  
Head of Packaging

# Iceland has a long history of 'doing the right thing'

Since the **1970's** We've been 'Doing it Right' 

Working with Greenpeace to pioneer  
**Greenfreeze technology**



**Removing artificial colours and flavours and non-essential preservatives**



**23000**  
colleagues trained as dementia friends



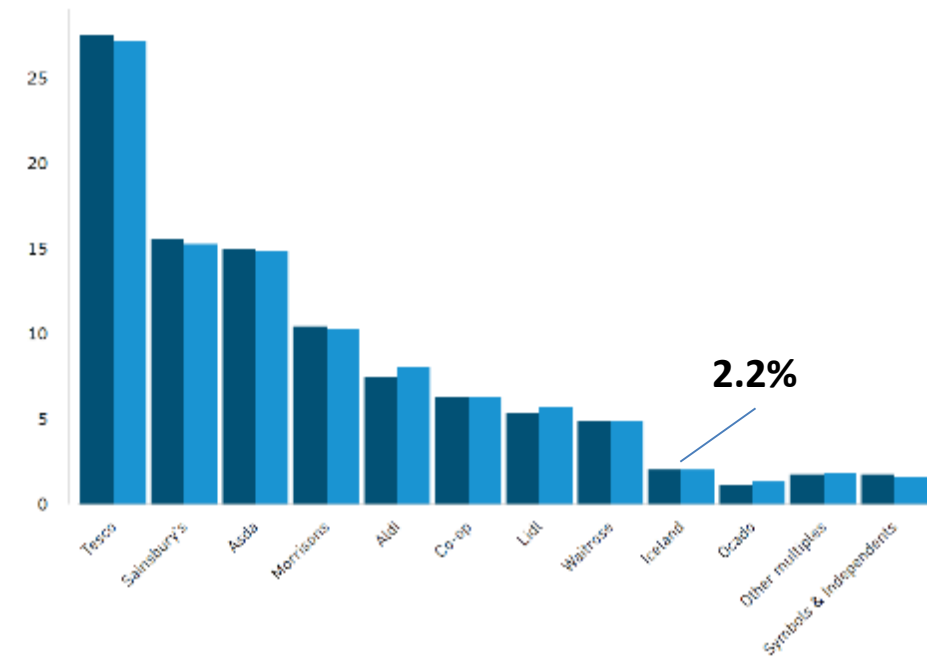
  
**£24 million**  
raised for good causes by the Iceland Foods Charitable Foundation  
**in the last 10 years**

## NEWS

Iceland will be plastic-free across own label products by 2023.....January 16, 2018

We pledged to remove  
**plastic packaging**  
from our own label products by the end of 2023

Great Britain Grocery Market Share (%)



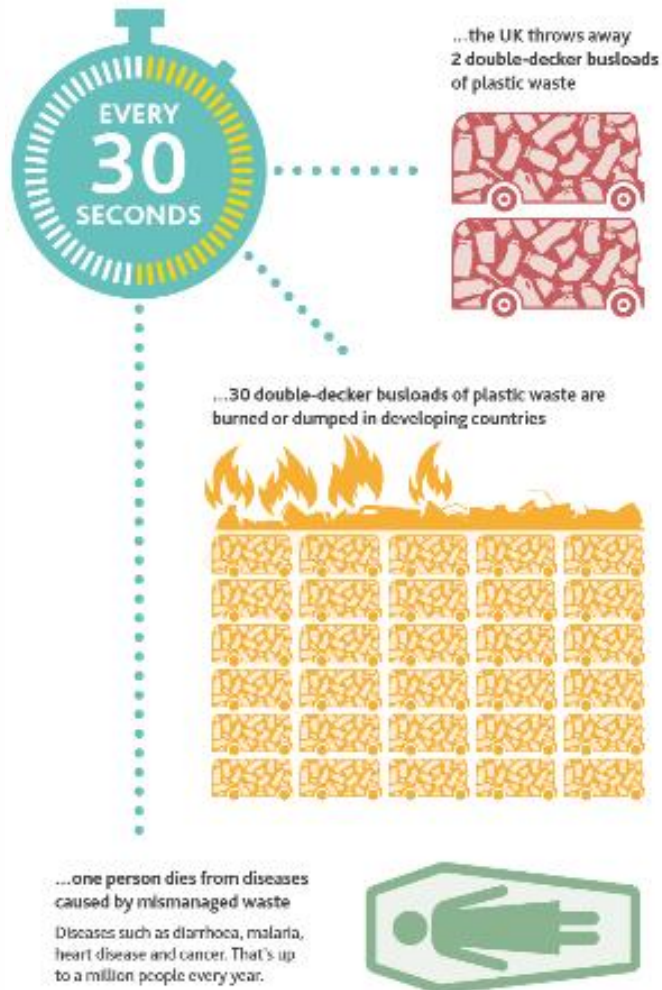
Over 2.5 billion pieces of plastic

13,000 tonnes

# Complex evolving science

# The impact and evidence is escalating

## THREE SHOCKING STATISTICS



sky news

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## Plastic pollution 'killing one person every 30 seconds' in developing countries

Sir David Attenborough says a damning new report highlights the impact of plastic pollution on the world's poorest people.

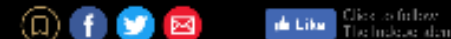
INDEPENDENT

NEWS POLITICS VOICES FINAL SAY SPORT CULTURE VIDEO INDY LIFE INDYBEST LONG READS INDY100 VOUCHERS MIP

## Plastic pollution harms bacteria that produce 10 per cent of oxygen we breathe, study reveals

'This study revealed a new and unanticipated danger of plastic pollution'

Phoebe Weston Science Correspondent | @phoebeu | 1 day ago



Plastic pollution harms bacteria in the ocean that produce 10 per cent of oxygen we breathe, new research has revealed

Chemicals leached from plastic interfere with the growth of prochlorococci, the ocean's most abundant photosynthetic bacteria and a critical part of the marine food web.

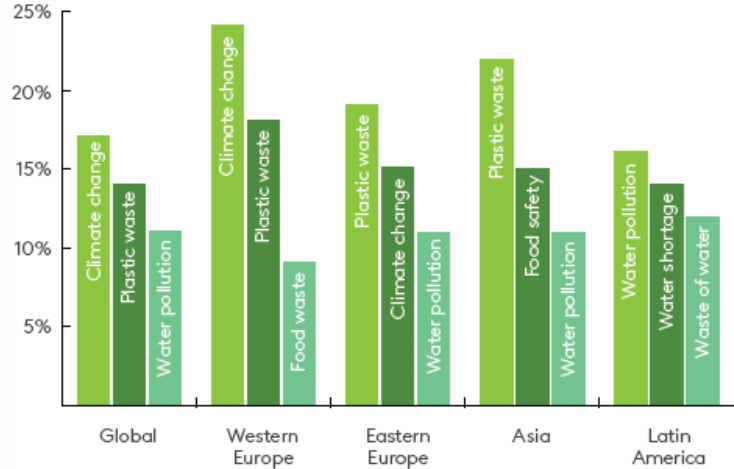
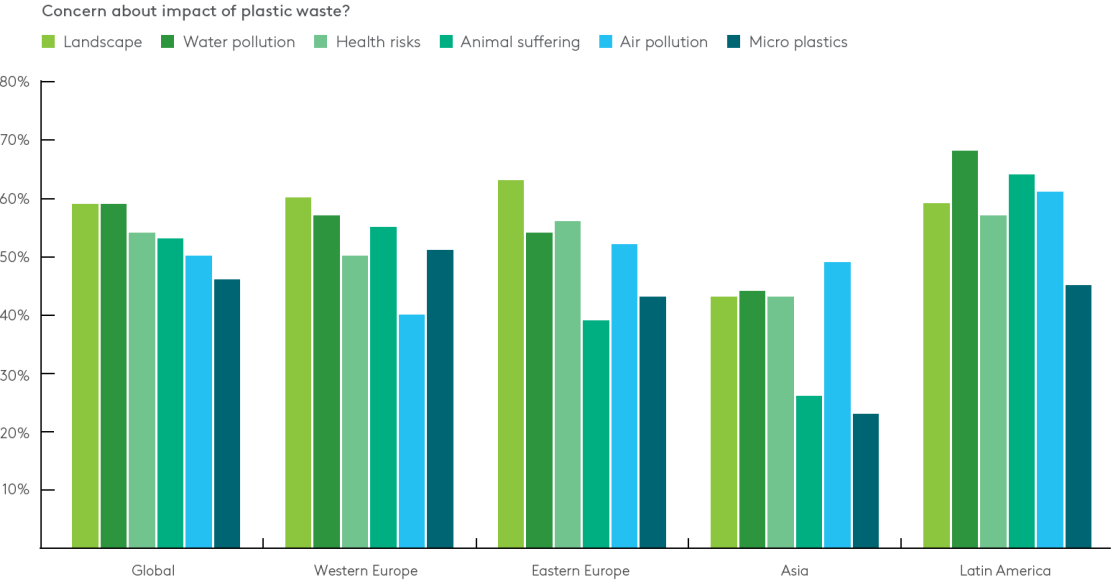
# Complex evolving customer response

# Plastic may be seen as a universal issue but its seen through many different lenses

Regional differences in consumer concerns



Source: Kantar, GB



# Consumers are looking to brands to deal with this issue but not at their expense

What actions do I take? Always or Frequently %



In my household we use washable, reusable rags, towels, cleaning utensils, etc. for cleaning



When I go out and take drinks with me, I use refillable drinking bottles



For products for which there are packaging-saving refill packs, I choose the refill pack



When out of home I drink tap water instead of bottled water



When I buy groceries or drugstore items, I have a bag/basket with me to carry my purchases



I avoid buying plastic cutlery or plastic plates when we plan barbecues, birthday parties or other parties at home



I often bring my lunch with me rather than buy takeout



If I have to buy a bag at the checkout, I normally choose a fabric or paper bag instead of a plastic bag

What actions do I take? Always or Frequently %



I wash with bar soap instead of shower gel or liquid soap to reduce plastic waste



When buying fruit and vegetables I would choose/try to choose stores that offer fabric nets or paper bags instead of plastic bags



I avoid buying drinks in plastic bottles



Use reusable products for baby care, beauty applications or feminine care



When I drink hot drinks on the go, I use a reusable (to go) cup



I avoid buying plastic products in other areas of my life (e.g. kitchen accessories, toys, home decoration)

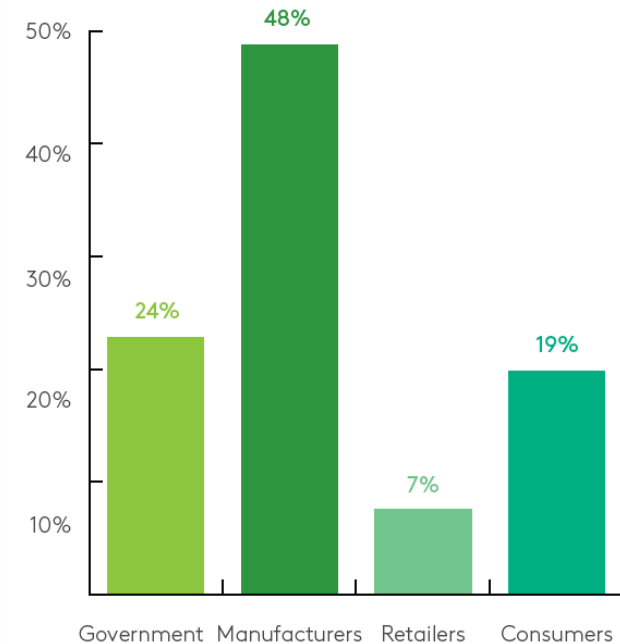


I buy cotton swabs for cosmetic use that consist of paper or wooden swabs and not plastic swabs



When buying products, I make sure that they are not packed in plastic

Who should act on plastic waste?





**This cant be addressed with a typical  
business response**

# We cannot recycle our way out of the problem of ocean plastic pollution



- Its essential to turn down the tap of plastic production
- This is why we have committed to **eliminate plastic packaging** from our own label food **by 2023**
- We are determined to **lead**, determined to **stimulate the debate** and **encourage others** to take action

# Plastic .....to plastic free

## Our destination is plastic free

- No over-packaging
- No increased food waste
- No impact on food safety
- Conscious of carbon impacts and life cycle analysis but focused on the wider impacts of plastic
- Our customers can easily recycle our packaging
- Clear on-pack information on recycling
- Commercially sustainable
- Customer focused

## On the journey we will seek to give customers choice and normalise change

- Plastic free options
- Still using plastic
  - Easily recyclable by our customers
  - Using recycled material where we can

**We will turn the tap off and we will get to the horizon**



*Thank-you*



## **What is the Future for Plastic Packaging?**

Hannah Woodrose, Policy Advisor, Valpak Limited

# Agenda

- Introduction to Valpak
- A brief overview of the current UK Packaging Regulations
- What is Extended Producer Responsibility?
- UK packaging consultations timeline
- Packaging consultations key points
- Plastic packaging: some key policies
- Plastic packaging: discussion points

# Introduction to Valpak

## Market Leader

The UK's First & Largest UK Producer Responsibility Scheme

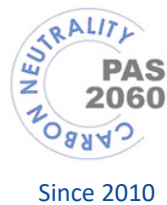


100% compliance record, over 20 years experience, 150 employees



Strong relationships and influence with Government to improve and develop legislation with the aim of increasing UK recycling rates

## Standards of Excellence



# A brief overview of the current UK Packaging Regulations (1/3)

01

Based on a EU Directive with the aim of increasing recycling rates:  
**Came into force in the UK in 1997**

03

Obligated businesses must recover and recycle a percentage of their share of packaging put onto the UK market

02

If a business meets the below thresholds it is obligated:

- **Turnover greater than £2 million**
- **And handles 50 tonnes of packaging**

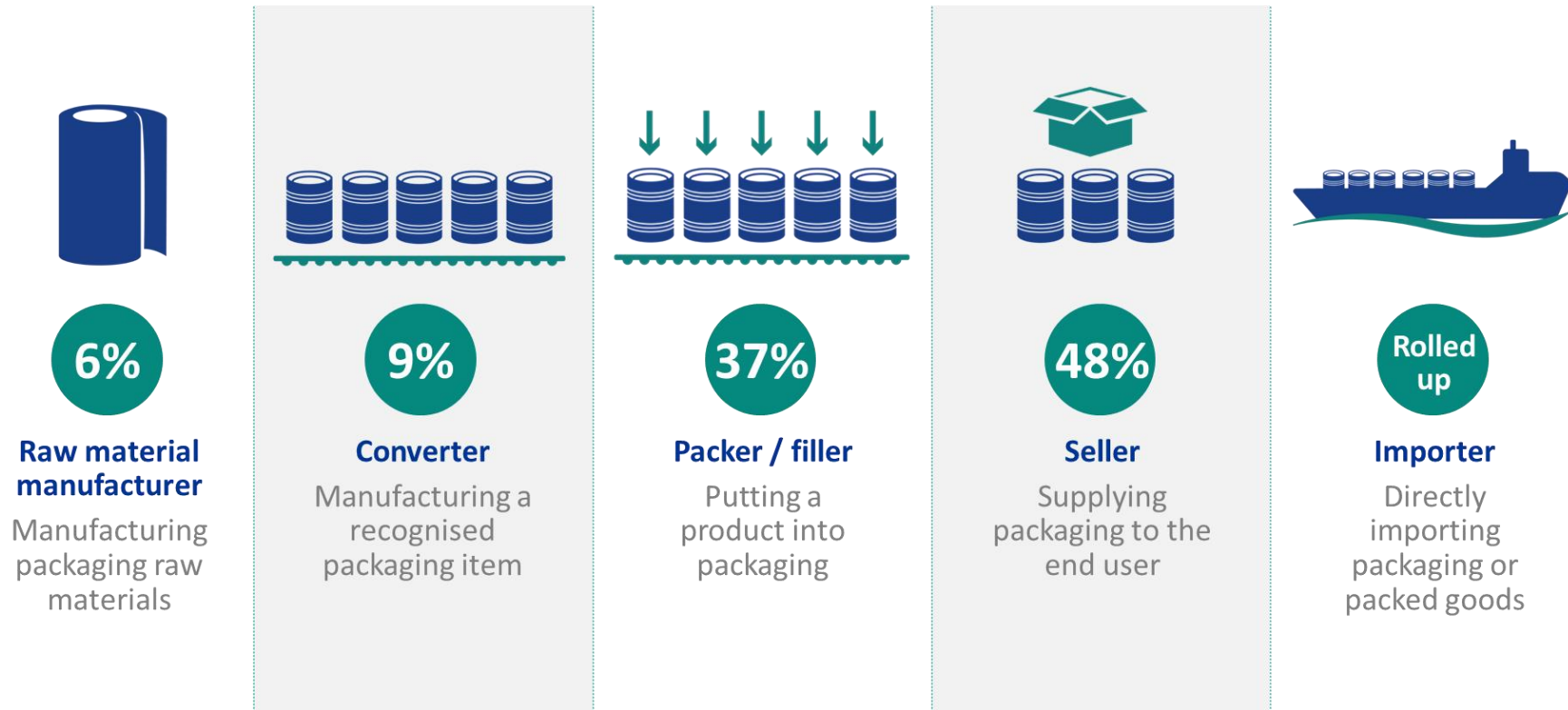
04

Businesses meet obligation by procuring recycling evidence notes known as **PRNs** (Packaging Waste Recovery Notes) to offset their obligation





# A brief overview of the current UK Packaging Regulations (2/3)



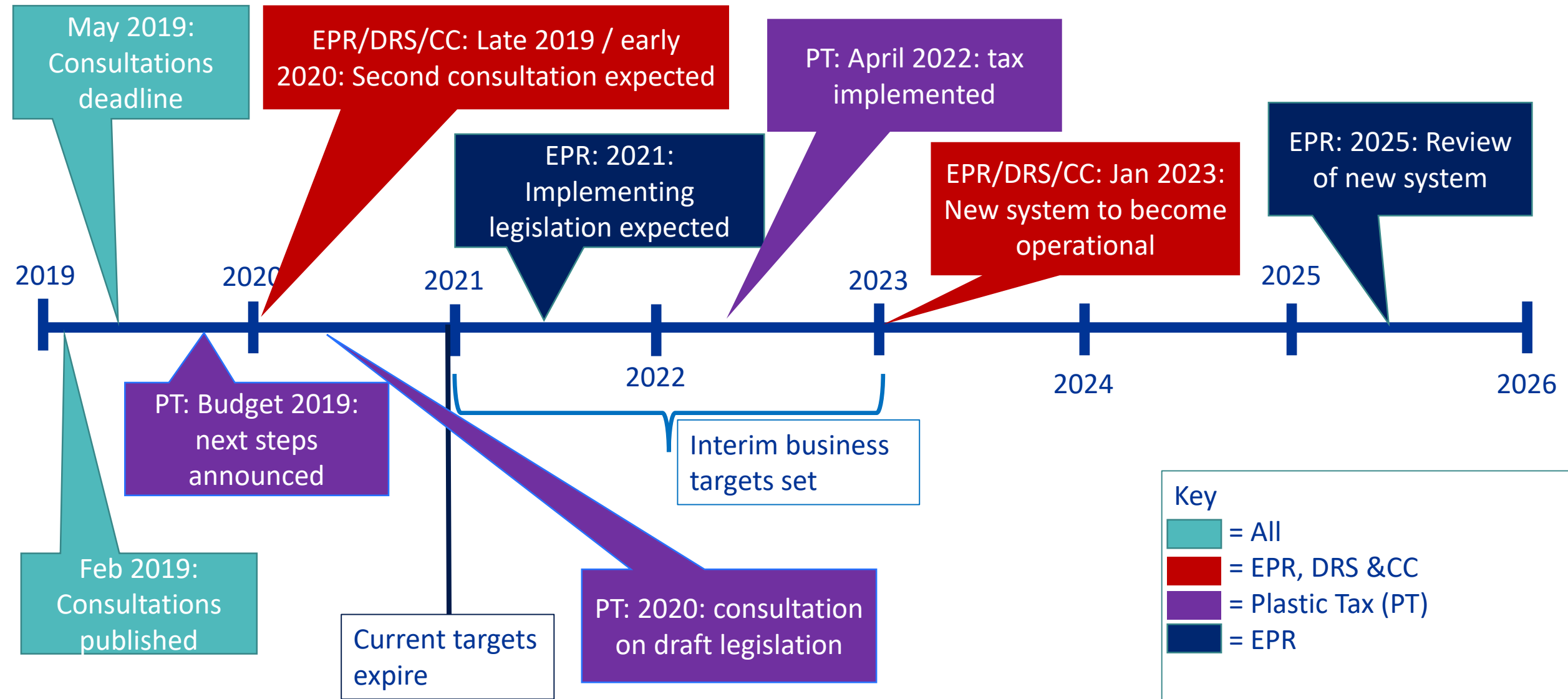
$$\text{Packaging handled (t)} \times \text{Activity \%} \times \text{UK Target \%} = \text{Obligation (t)}$$

# A brief overview of the current UK Packaging Regulations (3/3)





# UK packaging consultations timeline



# Packaging consultations: Key points (1/2)

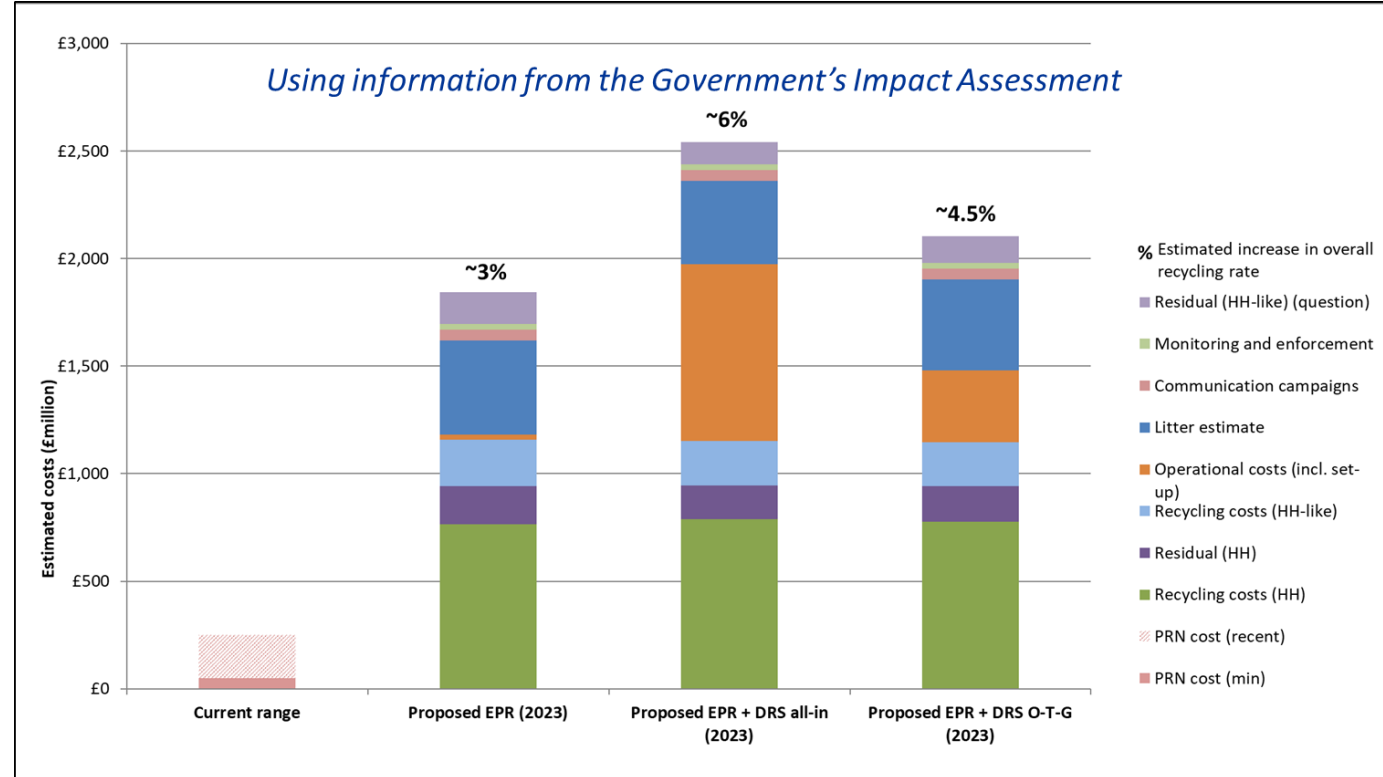


Point of compliance: ?

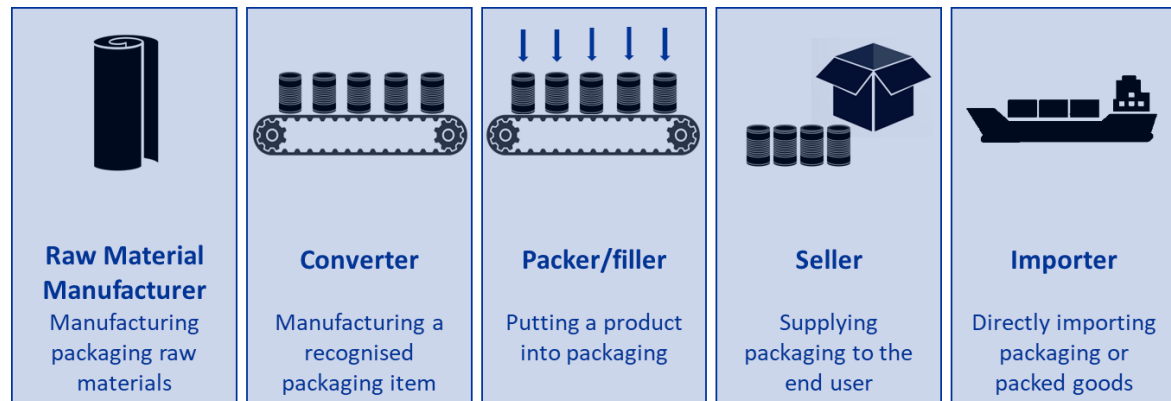
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Estimated net packaging recycling and residual management costs, £million.  
 Figures are annual average costs undiscounted, 2023 to 2032 (proposals)



# Packaging consultations: Key points (2/2)



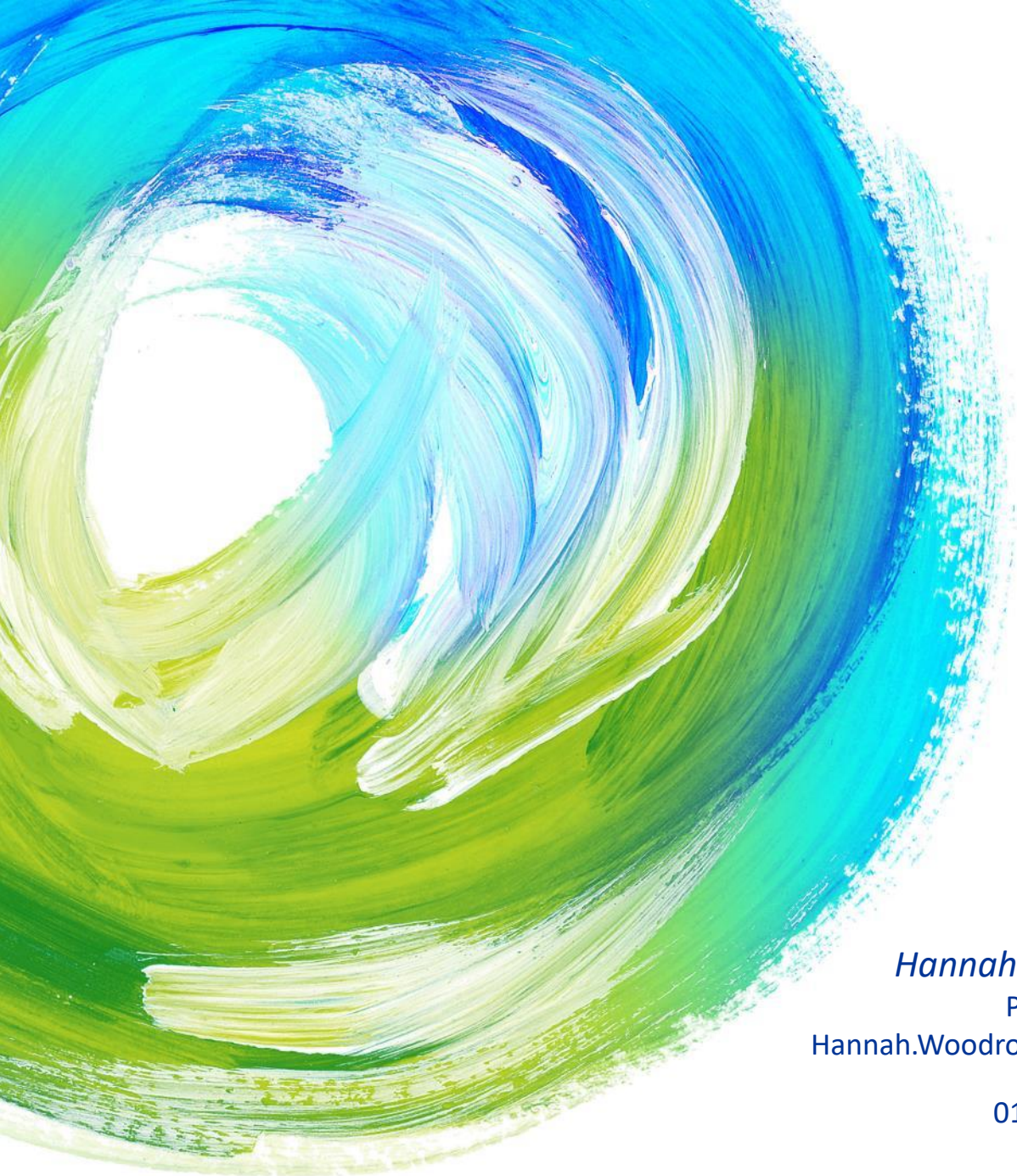
# Plastic packaging: some key policies

Policy	Brief Description
EU Plastics Strategy	<ul style="list-style-type: none"><li>• Forms one action from the Circular Economy Package</li><li>• Key targets and actions include<ul style="list-style-type: none"><li>• Ensuring all plastic packaging is recyclable or reusable by 2030</li><li>• Consumption of single-use plastics reduced</li><li>• Intentional use of microplastics restricted</li></ul></li></ul>
EU Single Use Plastics Directive	<ul style="list-style-type: none"><li>• Aim: reduce the amount of key single use plastic items found in the marine environment</li><li>• Various policy initiatives put forward, including bans, extended producer responsibility and design requirements</li><li>• Implementation begins July 2021</li></ul>
UK Plastic packaging tax	<ul style="list-style-type: none"><li>• Includes definitions of plastics and recycled content</li><li>• Strong respondent support to align with existing EU definitions or existing standards</li><li>• Government considering which definitions to use</li></ul>
Other UK plastic packaging legislation	<ul style="list-style-type: none"><li>• Government has confirmed bans for single use straws, cotton buds and stirrers (England) (certain exceptions)</li><li>• Carrier bag legislation continues to evolve</li><li>• Call for evidence regarding bio-based, biodegradable and compostable plastic packaging</li></ul>
UK Plastics Pact	<p>Key targets by 2025 include:</p> <ul style="list-style-type: none"><li>• 100% of plastic packaging to be reusable, recyclable or compostable</li><li>• 70% of plastic packaging recycled or composted</li><li>• Eliminate problematic single use plastics</li><li>• Average of 30% recycled content</li></ul>

# Plastic packaging: discussion points

- Definitions
  - single use plastic product from Article 3(2) of EU Single Use Plastics Directive: “means a product that is made wholly or partly from plastic and that is not conceived, designed or placed on the market to accomplish, within its life span, multiple trips or rotations by being returned to a producer for refill or re-used for the same purpose for which it was conceived;”
  - Plastic: should this include all plastics, for example bio-based, biodegradable and compostable
- Standards
  - Is ISO 14021:2016 suitable to measure recycled content?
- Recycled content
  - What about those applications where recycled content is not feasible / allowed?
  - Average 30% means higher demand for recycled plastics and possible increased prices
- Costs
  - DRS, EPR, modulated fees and plastic packaging tax...





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knowledge  
beyond  
compliance