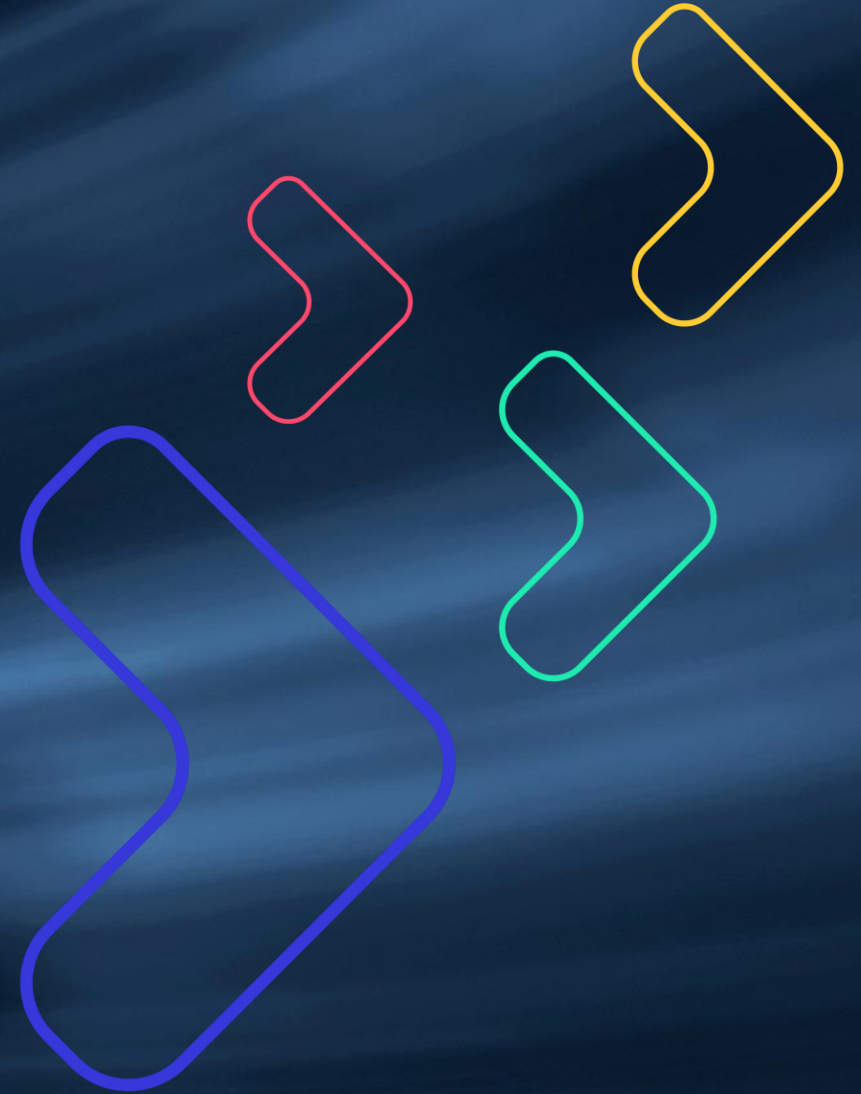


The UK Plastics Pact Annual Summit



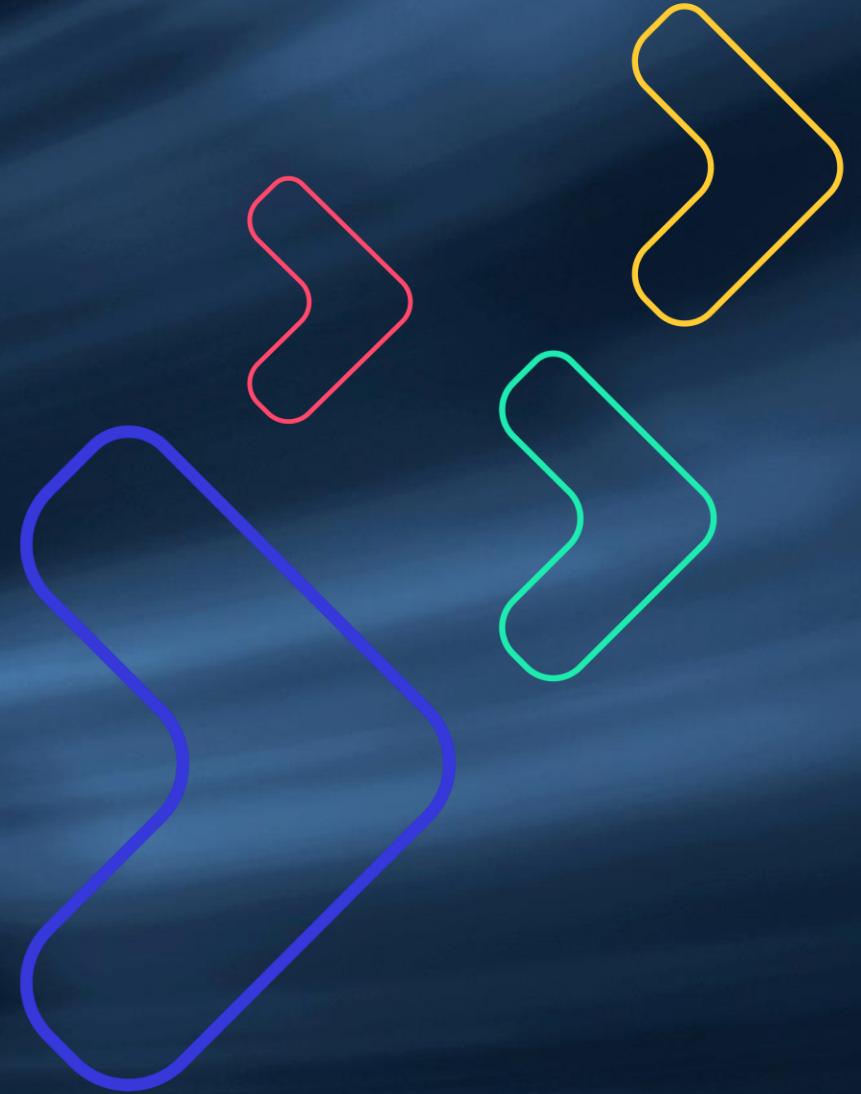
#UKPlasticsPactAnnualSummit2024

WELCOME

Jen Emerton
Head of Business Engagement



#UKPlasticsPactAnnualSummit2024



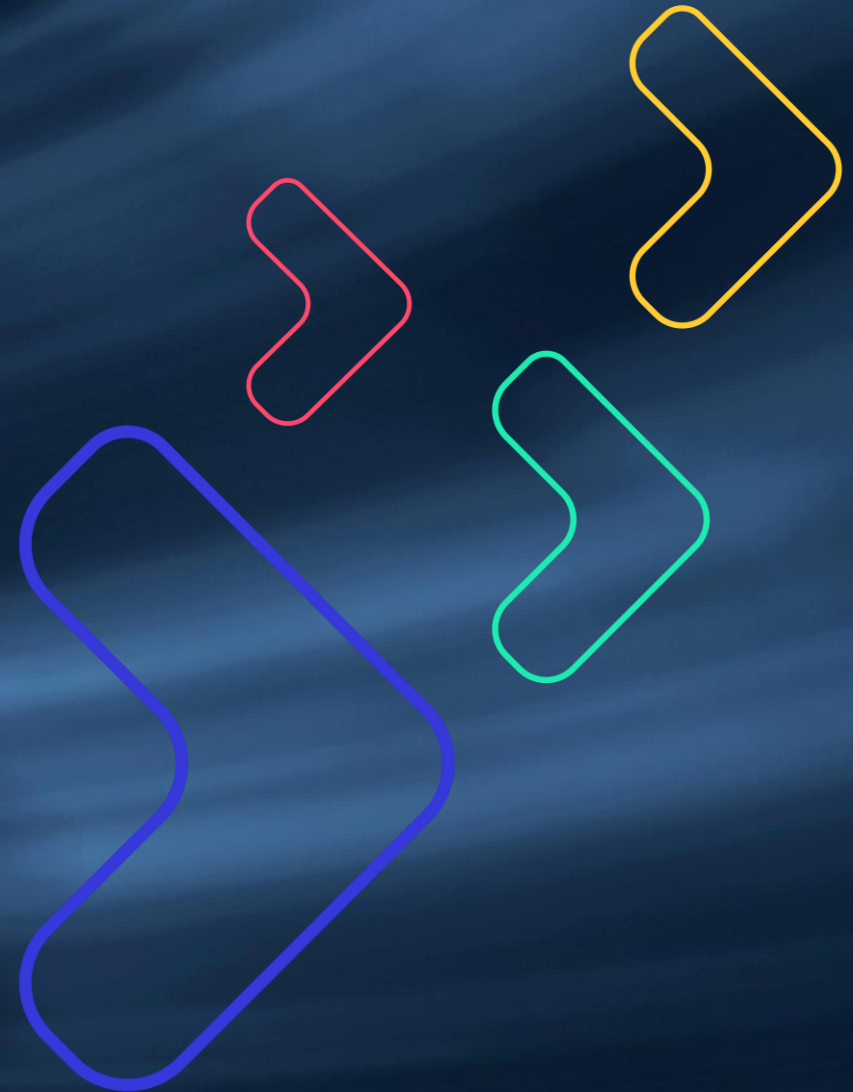
HOUSEKEEPING



- The emergency exit are at the back of Florence Hall, via the staircase and via the roof terrace. The assembly point are located in the front of the RIBA building and on the alley behind the RIBA building.
- Bathrooms can be found in the basement.
- We ask that you respect Chatham house rules throughout today.
- Please put your phone on silent.
- Social media – post but no attribution of content or statements.
- Please use Slido for any questions. Further info and codes are on tables.



Slido QR code



Competition Law Statement

We agree to conduct this meeting in a competition law compliant manner. This meeting will neither involve nor require any discussions, decisions or subsequent behavioural change that may be construed as anti-competitive. Nor shall we act in a manner that could be construed as advertising or promoting our own business or business concerns or soliciting for business or work.

Competition Law concerns can arise in several ways including: from the exchange of commercially sensitive information; from an agreement (or from a general understanding) or decisions to boycott or to refuse to deal with certain businesses; agreements amongst competitors to impose unfair trading terms as well as agreements to fix prices or which otherwise limit output and supply.

Attendees are reminded that the disclosure or exchange of information between competitors will be problematic where the information is not publicly available strategic information about a business' commercial policy. This includes, but is not limited to, any future pricing or output plans.

Failure to adhere to these conditions will result in the immediate termination of this meeting.

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Agenda - AM

09:30 - 10:00 Arrivals, Coffee & Networking

10:00 - 10:10 Welcome and Housekeeping

10:10 - 10:25 Opening Address

10:25 - 11:25 Critical Pathway to 2025 and beyond

11.25 - 11.30 X Trillion

11:30 - 11:50 Coffee Break & Networking

11:50 - 12:50 Flexible Thinking: Creating Solutions
for Circular Films and Flexible Packaging

12:50 - 13:45 Lunch and the Innovation Show

Agenda - PM



13:45 - 14:20 A Global Challenge: Sharing Solutions and Insights

14:20 - 15:10 Scaling Up Reuse: How Collaborative Action can Accelerate Reuse to the Next Level

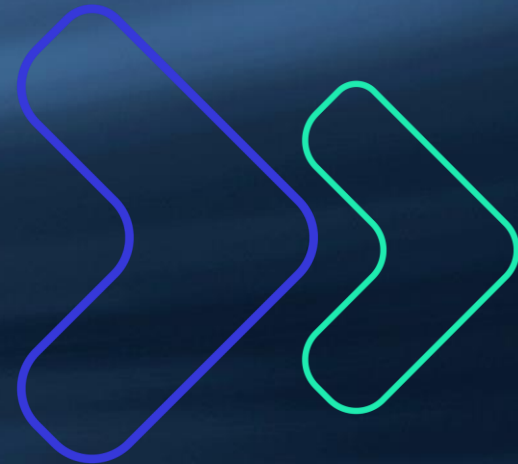
15:10 - 15:50 Preparing for the Future

15:50 - 16:00 Summary and Close

16:00 - 17:00 Networking Drinks



#UKPlasticsPactAnnualSummit2024

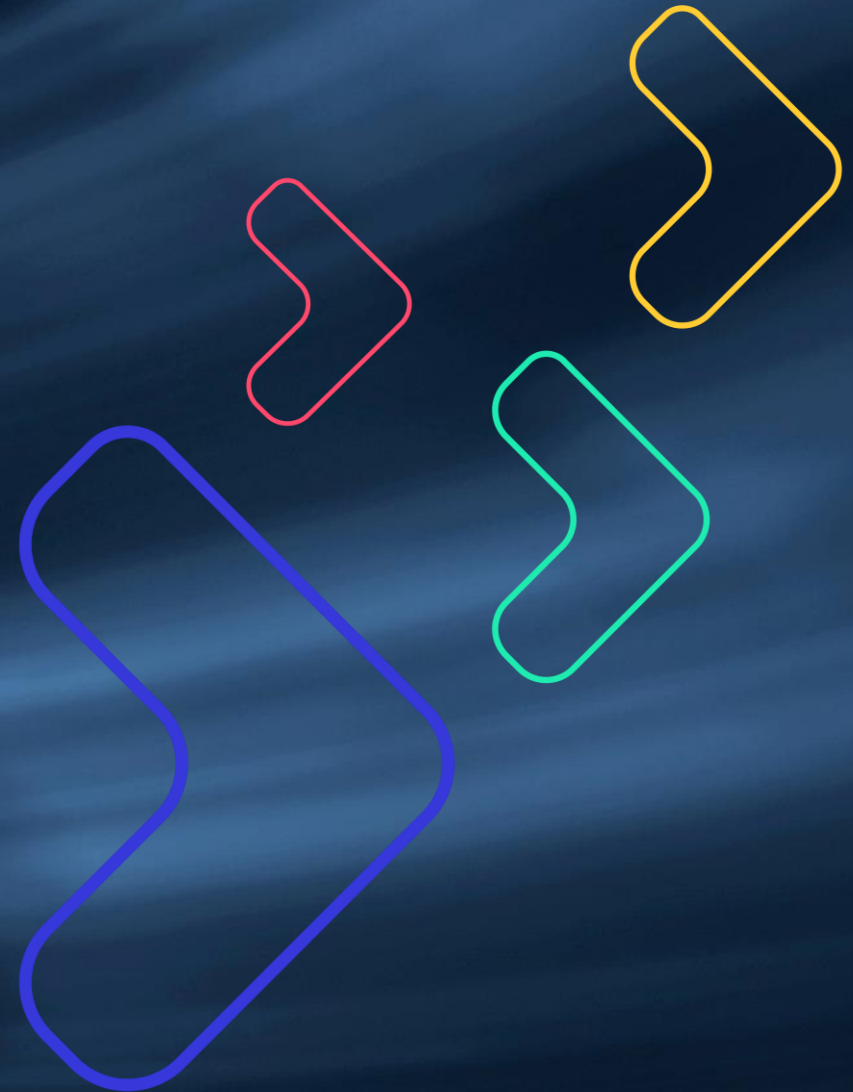


Opening Address

Sebastian Munden
Chair, WRAP



#UKPlasticsPactAnnualSummit2024



“Architects from all over the country who have been viewing their new temple during this week are making excited enquiries now about certain Empire woods and marbles”







Target	Progress (2022)	Likelihood of meeting Target
Target 1: Elimination of Problematic & Unnecessary Plastic	<ul style="list-style-type: none"> 99.4% reduction in units 55% reduction in PS/PVC 8% reduction in total single use plastics 	<ul style="list-style-type: none"> Further effort on PS/PVC Loose fresh produce
Target 2: 100% Recyclable, Reusable or Compostable	<ul style="list-style-type: none"> 71% recyclable 73% recyclable or reusable 94% of rigids are now recyclable 	<ul style="list-style-type: none"> Could achieve 78% recyclable (kerbside) and 97% recyclable at kerbside or supermarkets
Target 3: 70% Effective Recycling Rate	<ul style="list-style-type: none"> 55% recycled 	<ul style="list-style-type: none"> Will require kerbside collections for films & flexibles and investment in infrastructure
Target 4: 30% Average Recycled Content	<ul style="list-style-type: none"> 24% average recycled content 	<ul style="list-style-type: none"> Will require revisions to the Plastics Packaging Tax, or PET to do the majority of heavy lifting.

im

possible

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"A world without unnecessary packaging, where materials are valued and kept out of the natural environment"

Eliminate problematic and unnecessary packaging

Scale reuse systems

Design all packaging to be recyclable

Drive up packaging recycling rates

Increase recycled content in plastic packaging

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The Critical Pathway to 2025 (and beyond)



Helen Bird
WRAP



Vikki Chesterman
WRAP



Dr. Paul Davidson
UKRI



Joe Muscat
Haleon



Catherine Loader
John Lewis Partnership



Madeleine Barr
Lidl



Thomas Merry
SUEZ

The UK Plastics Pact Advisory Group

Aimee Goldsmith	P&G	Madeleine Barr	Lidl
Natasha Cook	Luke Emery	Denise Mathieson	Madeleine Barr
James Marsh	Nestle	Denise Mathieson	Waitrose
Morrisons	Aldi	Waitrose	Lidl
Natasha Bamford	Premier	Timothee Duret	Veolia
Helen Fenwick	Unilever	Dr Geoff Brighty	Mura Technology
Hannah Feiner	Aimee Goldsmith	Natasha Cook	James Bull
Luke Emery	Aldi	Stuart Hayward Higham	SUEZ
PepsiCo UK and Ireland	P&G	Morrisons	Tesco
Hannah Feiner	PepsiCo UK and Ireland	Tim Rotheray	Viridor
Anoushka Harris	ABF	Mike Baxter	Berry
Davina Miller	Faerch	Andrea Cantu	EMF
Nina Schrank	Greenpeace	Chris Preston	Defra
James Marsh	Natasha Bamford	Helen Fenwick	Anoushka Harris
James Bull	Tesco	Dawn Woodward	ABF
Nestle	Premier	Unilever	

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Faerch

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Veolia

Dr Geoff Blighty
Mura Technology

Tim Rotheray
Viridor

Stuart Hayward-Higham
SUEZ

Mike Baxter
Berry

Andrea Cantu
Ellen MacArthur Foundation

Dawn Woodward
DEFRA

Chris Preston
DEFRA

Nina Schrank
Greenpeace

Transforming the UK Plastics System

The UK Plastics Pact is transforming the way that the UK makes, uses, and disposes of plastic. Moving away from a linear plastics economy towards a **circular system** where we **capture the value of plastic**, keeping it in the economy and out of the environment.

With over 190 members, associates and supporters, together with government, local authorities, citizens and NGOs, we unite behind our shared vision and commitment to our four ambitious targets.

With 18 months of The UK Plastics Pact remaining, this is the final iteration of the Roadmap to 2025.

The priorities outlined for each target are designed to help the sector **prepare for the implementation of policy measures beyond 2025**, ensuring that they are the **final jigsaw pieces** rather than further stepping stones.



Delivering all four targets will be contingent on the effective implementation of packaging reforms along with significant investment by businesses. Using the latest available insight on packaging policy developments, the Roadmap sets out:

- Progress so far and key priorities moving forward
- The critical pathway to achieving targets 1 & 4
- Actions required by 2025 in preparation for implementation of key policy measures
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For many of the challenges, solutions already exist. The Pact will continue to share insights, experience and expertise through cross-sector collaborations.

As well as guiding members and supporters, the roadmap also acts as a tool to galvanise wider action by those who are not members but without which the Pact targets will not be reached.

Together we can. Together we will.



Scan here to read the full document



#UKPlasticsPactAnnualSummit2024

Eliminating Problematic & Unnecessary Progress



- ✓ 99.6% reduction in problematic items
- ✓ 55% reduction in weight of problematic materials
- ✓ 8% reduction in household plastic packaging

Item	2021 (m)	2022 (m)	Change
Plastic wrapping for multi-packs	97.5	35	-64%
PVC clingfilm	37.5	6	-84%
Non-compostable fruit & veg stickers	274,000	396	-99%
Non-compostable tea & coffee bags	15,900	8,810	-48%
Sachets & jiggers in restaurant settings	243	80.5	-44%
Total	290,000	8,810	-97%

Problematic & Unnecessary Consultation

Criteria:

- It's avoidable / reusable options are available
- It doesn't enter recycling or composting system
- It's not recyclable or hampers the process
- It pollutes our environment.

Possible Items & Materials for Removal

Multi-material non-recyclable plastics *for specific categories*

Non-recyclable coloured plastics

Wet wipes with plastic content

Disposable vapes

Silicone components

Plastic packaging with glass or metal components

Natural & clear PET trays with PE coating



Problematic & Unnecessary Roadmap

By end 2024

Removal of:

- Polystyrene (and if not fully removed, actions plans in place for complete removal by end of 2025)
- Residual PVC (excluding healthcare)
- Multipack wrappers
- Sachets & jiggers in restaurants
- Non compostable tea & coffee bags
- Non compostable fruit stickers
- PVC cling film

Clarity on the feasibility of removing multi-material film and phased targets set by category with deadlines for their removal.

Retailers provide a loose option provided for priority uncut fruit and veg

By end 2025

Removal of:

- **Non-NIR detectable plastic packaging**
- **Hard to recycle components**

Recyclable alternatives identified for:

- **Healthcare packaging**
- **Category 1 non-recyclable multi-material film (for agreed categories)**

Retailers sell 30% of uncut fresh fruit and veg loose

By end 2030

Removal of:

- **Remaining PVC from healthcare packaging where technically/regulatory feasible**

Recyclable alternatives or recycling pathways identified for:

- **Category 2 non-recyclable multi-material film for key categories which require further R&D**

Retailers sell 50% of uncut fresh fruit and veg loose by 2030

Target 2 Recyclability



The route to get there...

The art of the possible...

	2022	2025
% recyclable at kerbside	70.10%	77.49%
% recyclable kerbside + PP/PE front of store	87.10%	97.10%

Non-recyclable material	2022	2025
PP film	9.1%	11.7%
PE film	7.9%	7.9%
Other/unknown	5.6%	0.0%
Multi-material film	2.6%	0.5%
PET film	2.2%	2.2%
Polystyrene	1.3%	0.1%
Non-NIR detectable	0.4%	0.0%
Multi-material rigid	0.3%	0.0%
Hard to recycled e.g. metal components	0.3%	0.0%
PVC	0.2%	0.1%
PVC components	0.0%	0.0%
Total non-recyclable	29.9%	22.5%

Recyclability Roadmap

By end 2024

75% of all plastic packaging is recyclable at kerbside

94% of all plastic packaging is recyclable at kerbside or supermarkets

50% reduction in unknown/other reported by members

Removal of multi-material rigid packaging

Greater clarity on the recycling pathways for film

All rigid plastic packaging compliant with design guidelines

By end 2025

78% recyclable at kerbside

97% recyclable at kerbside or supermarkets

PET lidding film recycling pathways identified

Category 1 multi-material film removed and all flexible packaging compliant with design guidelines

Hard to recycle components designed out (metal components, non NIR-detectable components etc)

95% reduction in unknown/other reported by members

Design of compostable packaging compliant with standards and certification scheme rules.

By end 2030

100% packaging designed for recyclability ahead of implementation of Simpler Recycling film collections, leading to 100% packaging classified as recyclable once film collections are fully rolled out in 2028*.

**Achieving this target is contingent on the implementation of Simpler Recycling and clarity on the transition period for collections.*

Target 2 Reusable & Refillable



Reuse & Refill Roadmap

By end 2024

Brands and retailers identify priority packaging types/categories for reuse

Blueprint developed and trial(s) planned to standardise reuse in a key FMCG category

Citizen reuse/refill locator developed

International reuse community of practice with the network of Plastic Pacts developed

The benefits of reuse/refill are better understood through improved data capture, insight sharing and reporting.

By end 2025

Each member retailer and brand has commercialised at least two reusable packaging systems.

All brands and retailers share learnings from trials

Reuse/refill systems are increasing; becoming more visible

Reuse targets embedded within the Reuse Roadmap and consistent measurement in place

Clarity in UK policy measures for reuse

Citizens are using the Recycling Locator to find reuse/refill offerings.

Further blueprints refined and developed for standardisation of reuse in additional FMCG categories

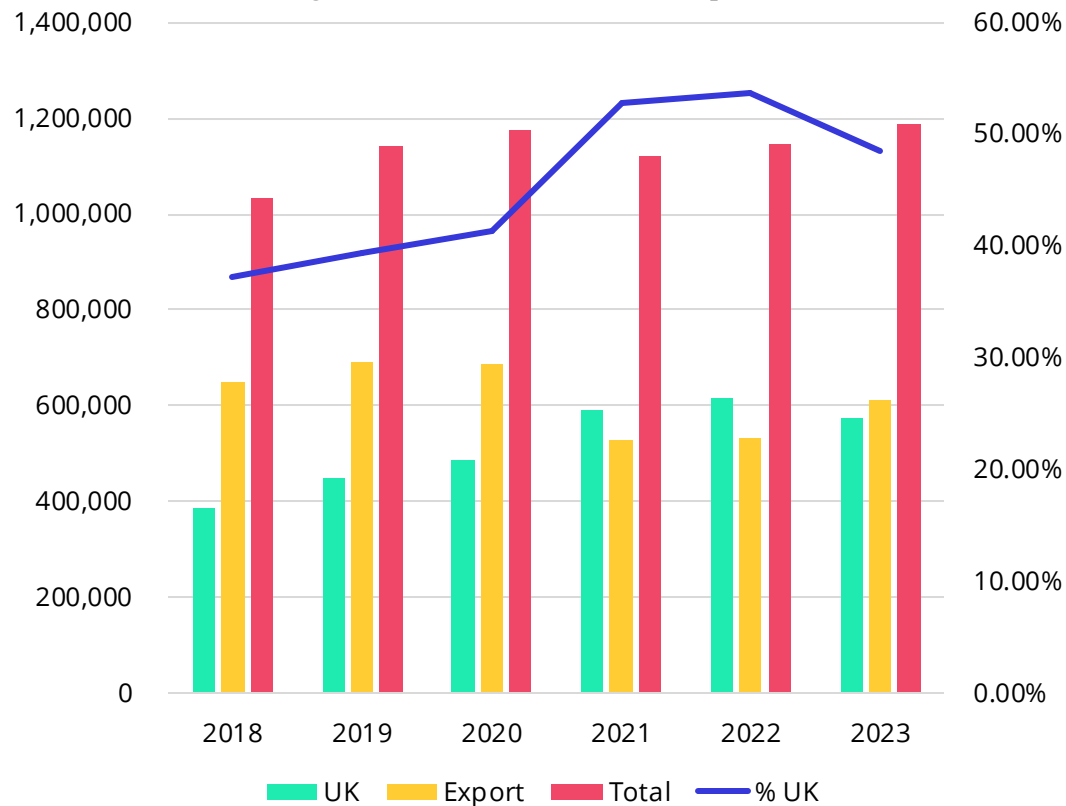
By end 2030

European Packaging & Packaging Waste targets delivered for categories in scope

Reuse/refill systems are more mainstream

Target 3 Effective Recycling

Plastics recycling (tonnage and % recycled in UK vs export)



Effective Recycling Roadmap

By end 2024

Supermarkets continue to provide collection points for films and flexibles

Supermarkets and brands support end market development

Industry supports citizen campaigns and amplifies messaging to help supercharge recycling rates for key formats

Recycle Week 2024 tackles confusion and uncertainty around recycling.

Recycling industry continues to invest in infrastructure to support roll out of Simpler Recycling.

By end 2025

Kerbside film collection trials completed and insights cascaded

Clarity of infrastructure capacity requirements and business case for investment

Growth in confidence in recycling

Feasibility for UK plastics bale specifications explored to drive up quality and reduce contamination

**Achieving this target is contingent on the implementation of Simpler Recycling, DRS and clarity on the transition period for collections and the effective implementation of packaging EPR*

By end 2030

Consistent collection of all rigid packaging (2026)

Consistent collection of PE/PP film (2027)

Implementation of DRS (2027)

70% effective recycling rate (by 2028*)

Implementation of EPR, Simpler Recycling and DRS policies drive collection rates and funds from EPR are targeted at critical infrastructure and communications activity

Mandatory labelling introduced.

Target 4 Recycled Content

- ✓ 24.1% average recycled content
- ✓ Increased from 8.5% in 2018
- ✓ 25.8% recycled content in primary packaging

Recycled Content Roadmap

By end 2024

28% average recycled content

Retailers and brands specify recycled content in packaging at the highest levels in line with technical limitations and market availability across all products and categories

Response on the Mass Balance Approach consultation within Plastics Packaging Tax

Commitment on the demand for recycle from end users

Members actively specifying non-food contact recycled content for skin contact packaging use.

Challenge test (P1-3) for rPP developed & published

By end 2025

30% average recycled content*

Output from non-mechanical recycling processes to count as PCR, within Plastics Packaging Tax

Challenge test (P4+) for rPP developed & published

UK tray to tray circularity becoming more prevalent

Further targets set for recycled content beyond 2025

By end 2030

Plastics Packaging Tax recalibrated to incentivise use of recycled plastic and stimulate collections and recycling?

Tray-to-tray recycling is the norm and happening at scale

Recycle from non-mechanical processes used at scale

Wider approval and acceptance of food grade polyolefins

*Achieving this target is contingent on revisions to the Plastics Packaging Tax

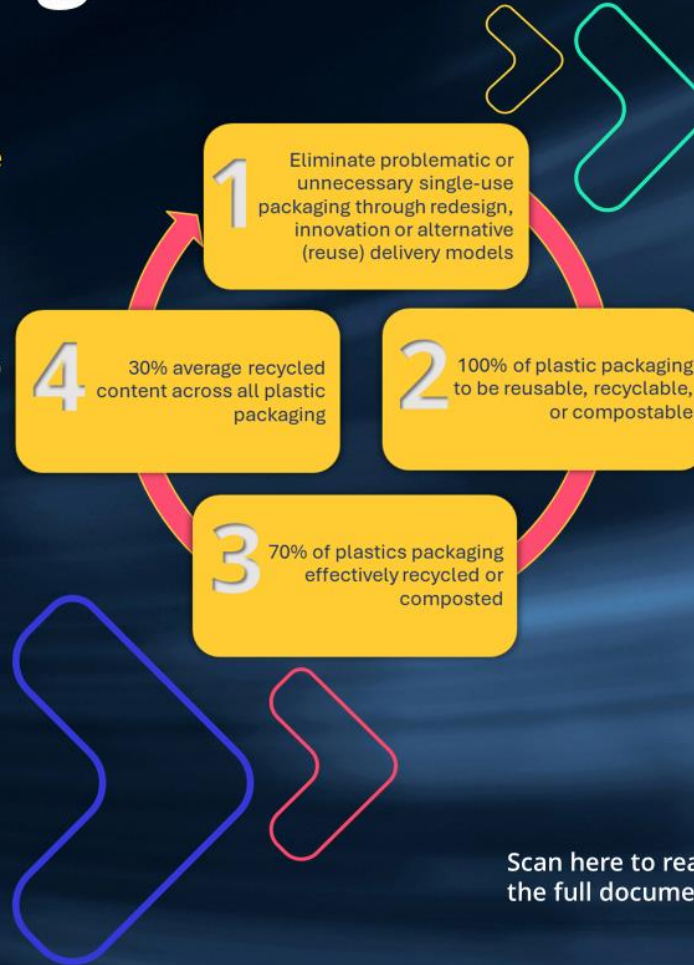
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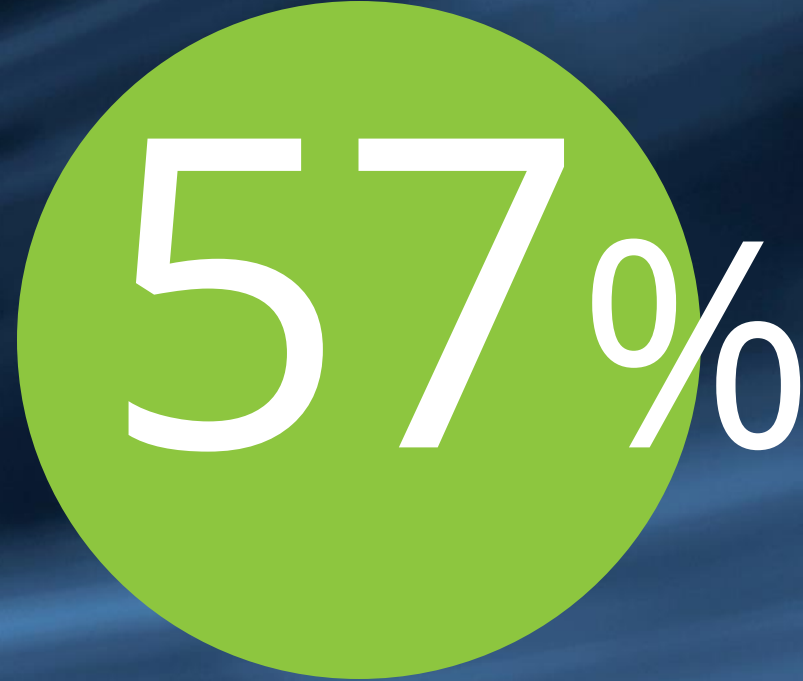
Scan here to read the full document



Recycle Now Strategy Development



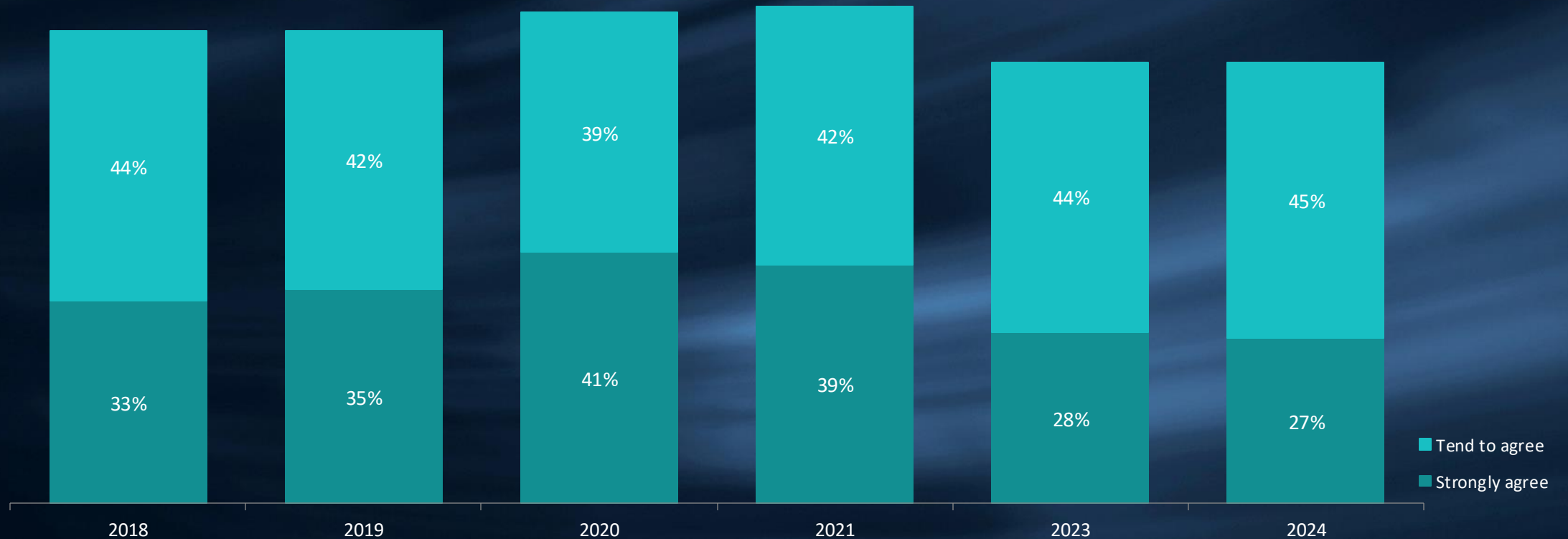
of UK households
regularly recycle



of UK citizens miss one or
more items which they could
recycle in their kerbside
collection

Households' judgement on the perceived worthwhileness of their own recycling efforts has declined since 2021 (especially the proportion who "strongly agree").

Q. Here are some statements people have made about themselves. Please select how much you agree or disagree with each one. I feel my recycling efforts are worthwhile



We need to increase people's perception
that recycling is worthwhile.

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Our communications proposition

Get people who don't care that much about recycling to recycle at least one more thing



If we drive action, the perception that recycling is worthwhile will follow

Increase the perception that recycling is worthwhile

"We all recycle as much as we can"

"My council deal with it well"

"It gets transformed and re-used"

Strategy

Show that other people do it

Drive the belief that recycling is worthwhile by encouraging those who don't care that much about recycling to recycle at least one more item.

Provide Feedback

Give information about what happens to our recycling once collected, how much is recovered, how little landfilled or sent to energy recovery.

Tell the story better

Show what happens to our recycling both at the MRF and reprocessors and in the transformation process back into products we use.

Recycle Now led

Local authority led

Business led



Rescue Me from the rubbish and Recycle Me instead

By giving commonly binned items a personality, we want to help people value more and more of the things they've been wasting and to recycle them.

It's easy to rescue, aerosols, perfume bottles, cleaning sprays and yoghurt pots from the rubbish and recycle them instead.



Rooting for our plucky characters in the face of jeopardy



Quite literally rescuing them from incineration or landfill



Multi-year campaign

Recycle Week 14th Oct launch

Recycling, Reuse and Refill

**Be a hero: help us
rescue waste**

Get in touch



The Smart Sustainable Plastic Packaging Challenge

Paul Davidson - SSPP Challenge Director



Delivered by
Innovate UK

Driving Packaging Sustainability

The **£60m Smart Sustainable Plastic Packaging Challenge** supports the UK's drive for clean growth by funding ground-breaking research and innovation to make plastic packaging fit for a sustainable future.

Supporting the 2025 UK Plastics Pact targets, aiming to:

- deliver a reduction in unnecessary and single-use plastic packaging
- increase the viability and uptake of reuse and refill systems
- support new and improved recycling technologies and systems

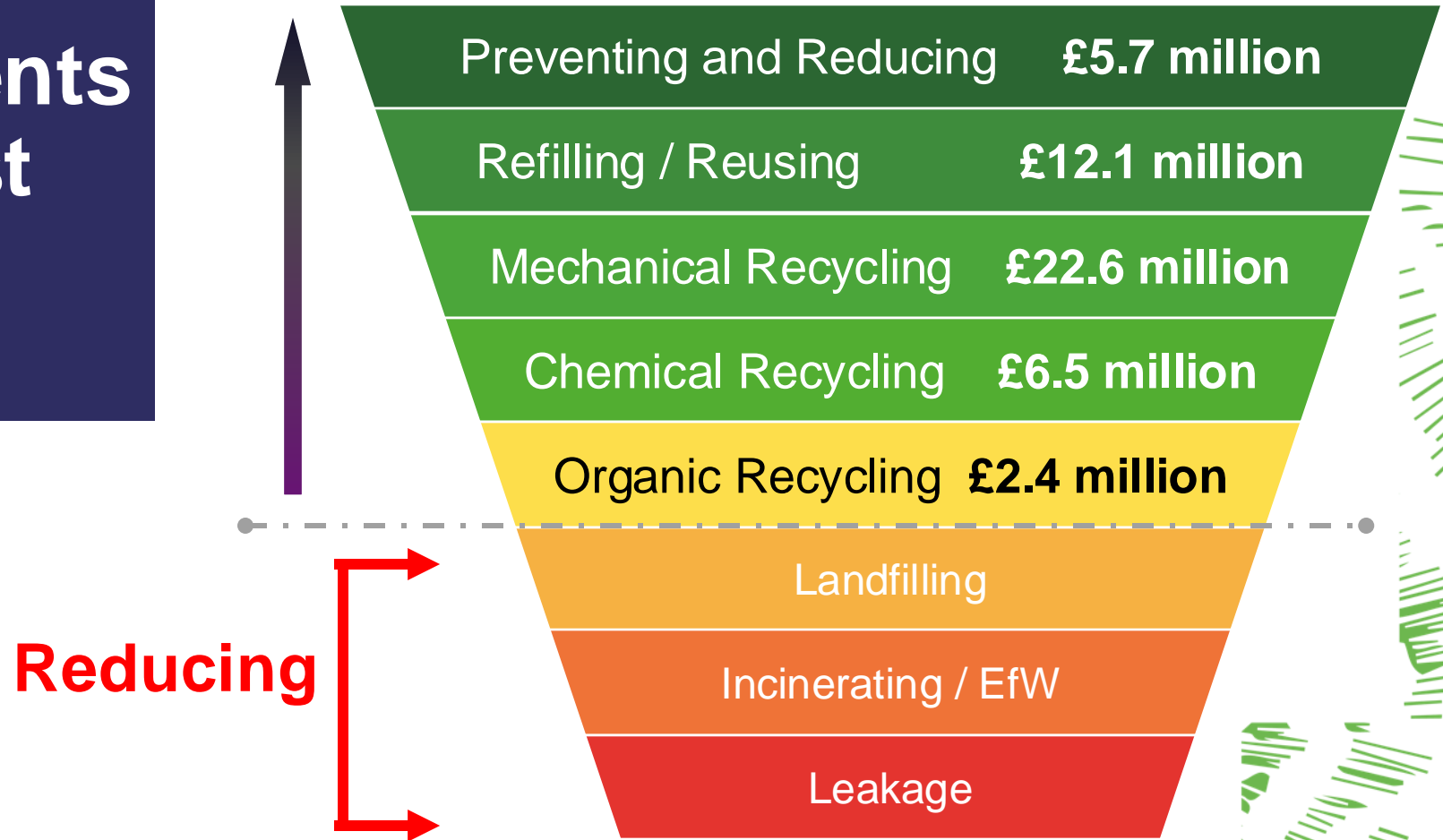
SSPP is on track to deliver £220m of co-investment.



Delivered by
Innovate UK



Balanced portfolio: SSPP investments mapped against the Waste Hierarchy



Holistic approach: resource use, carbon and plastic pollution

By improving the circularity of plastics, SSPP projects are...

- reducing the CO₂ emissions associated with fossil fuel consumption and virgin polymer production and the disposal of plastic packaging waste through incineration
- reducing the environmental impacts of recycling e.g. greener solvents
- reducing plastic pollution by tackling difficult-to-recycle and single use packaging that is most likely to leak into the environment



Tackling the key barriers to progress on Reuse and Refill

Reusable and refillable packaging has traditionally faced a number of barriers to uptake, including logistics, cost, convenience, food safety, hygiene, and acceptance in the supply chain.

But we could be at a tipping point:

- Mainstream trials with some of the UK's top retailers are happening, including GoUnpackaged's online trials with Ocado
- Tech-enabled reusable food & drink packaging solutions are gaining traction in the take-away and catering sectors
- Commercial scale cleaning solutions are being developed



Finding Solutions to the Food Grade Challenge

Demand for high quality food-grade recyclate has never been higher. The UK Plastic Packaging Tax has been a key driver, but food-grade recycling is also seen critical to increasing plastic packaging circularity.

One of SSPP's priority areas, our funded projects include:

- A world-first mechanical recycling plant to produce food-grade polypropylene – **Berry CleanStream®**
- A world-first supercritical water-based chemical recycling plant for mixed plastics – **Mura HydroPRS**
- Enhanced robotics and AI learning systems capable of delivering high quality feedstocks – **Recycleye & Grey Parrot**



Game-Changing Innovations for Films & Flexibles

Often called the final frontier of plastics recycling, significant advances are being made at every stage of this packaging format's life cycle, from design through to recycling, including:

- Major European collaboration (CEFLEX) providing independent, scientific data on the design, sortability and mechanical recyclability of flexibles
- Impact Recycling's novel separation technology to separate multi-layer and mono-layer flexibles
- Advanced cleaning and decontamination processes



Supporting major UK and international policy developments

Innovation is not just about technology - it's about informing **future policy, strategy and behaviour**. SSPP funding is also supporting initiatives like:

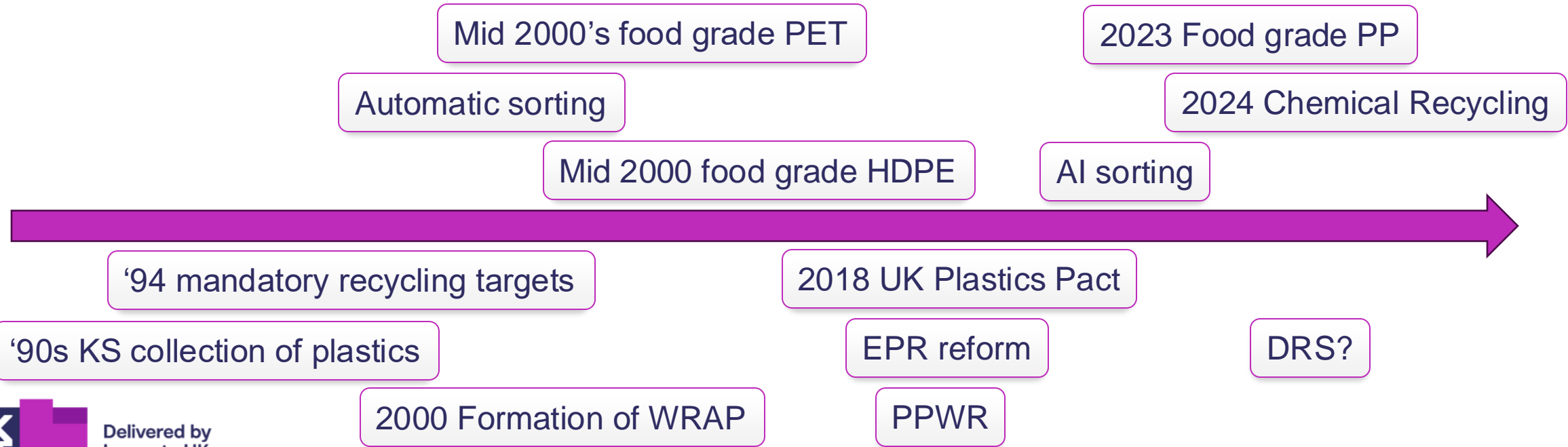
- The **Open 3P Data Standard** for packaging to support compliance and data sharing across the packaging supply chain
- **FlexCollect**, the most extensive pilot for household collection and recycling of flexible plastic packaging ever undertaken in the UK
- NERC's new Agenda-Setting Fellow, developing a UK research strategy in response to the **UN Treaty**



Delivered by
Innovate UK



Where are we?



What's next? (caution)

“It's difficult to make predictions, especially about the future”

Niels Bohr



What's Next?

Refill interoperability

"Retail system" approach

Reuse/refill

AI designed catalysts/enzymes

Defossilisation of feedstocks

2025 UK (Plastics) Pact

UN Treaty

GRAZE (Grocery Retail and Zero Emissions)

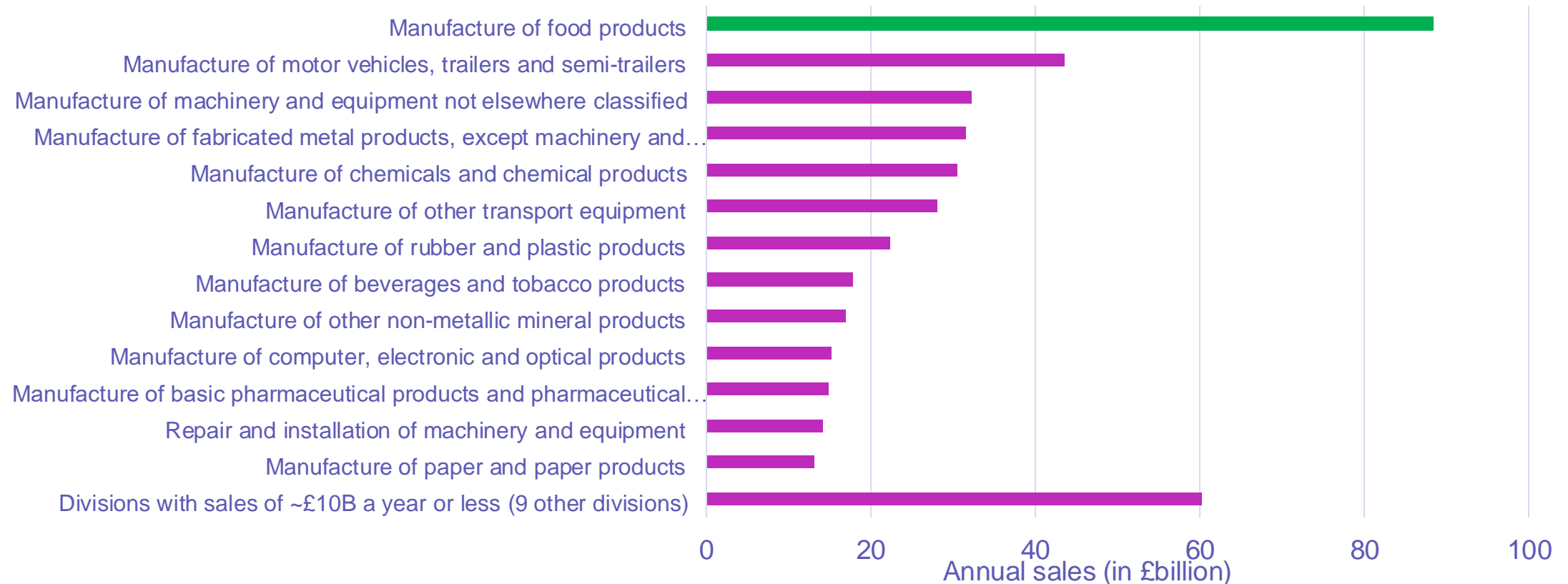


Programme Concept

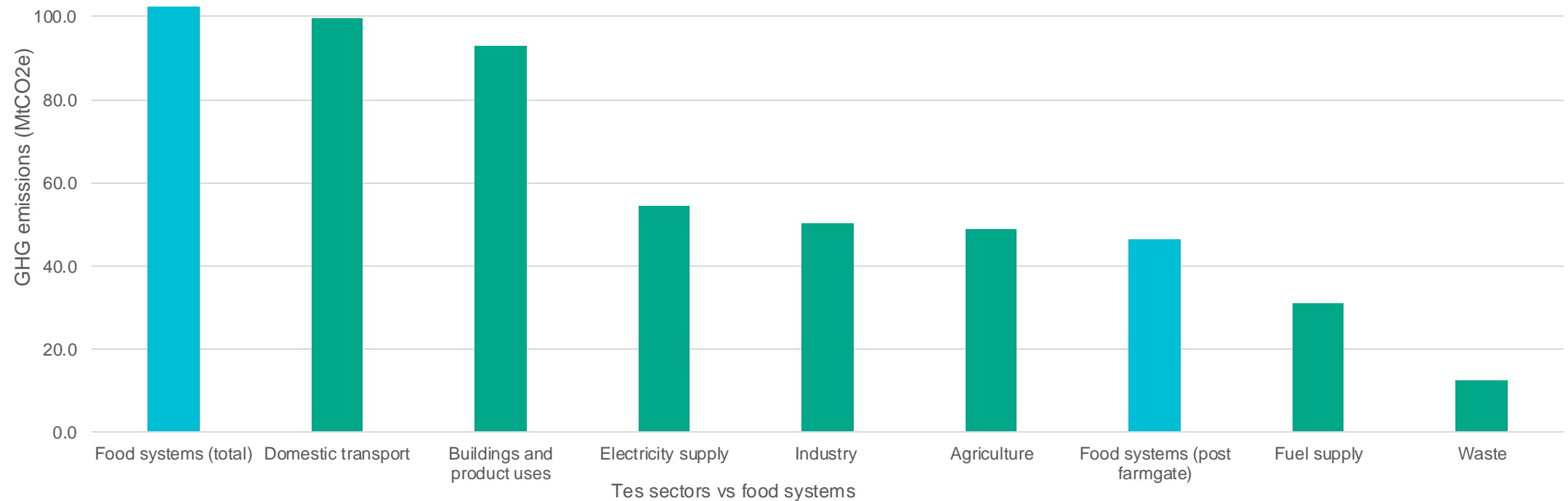
- GRAZE will work on a broad grocery retail agenda, including packaging.
- Building on SSPP's success – expanding to include all packaging, not just plastic

Importance of the Food and Drink Sector

Comparison of Sales from The UK's Manufacturing Divisions for the Year 2022



UK Territorial GHG emissions





THANK YOU

Paul.Davidson@iuk.ukri.org

www.ukcpn.co.uk/SSPP

www.ukri.org/smart-sustainable-plastic-packaging-challenge/



Innovate
UK

Panel Discussion



Helen Bird
WRAP



Vikki Chesterman
WRAP



Dr. Paul Davidson
UKRI



Joe Muscat
Haleon



Catherine Loader
John Lewis Partnership



Madeleine Barr
Lidl



Thomas Merry
SUEZ

Choose your challenge(s)!

Vote now and write it on a sticker!



- **Elimination of unnecessary** e.g. multi-wrap or fresh produce
- **Design for recyclability** e.g. PVC, PS or multi-materials
- **Data** - are you struggling to identify the material you're placing on the market?
- **Reuse/refill** – want to collaborate with others? Unsure where to start?
- **Recycled content** – struggling with availability? Trying to get internal buy in?
- **End markets** – struggling with finding markets for materials?
- **Infrastructure** investment and development – business case holding you back?

X TRILLION

Eleanor Church
Director

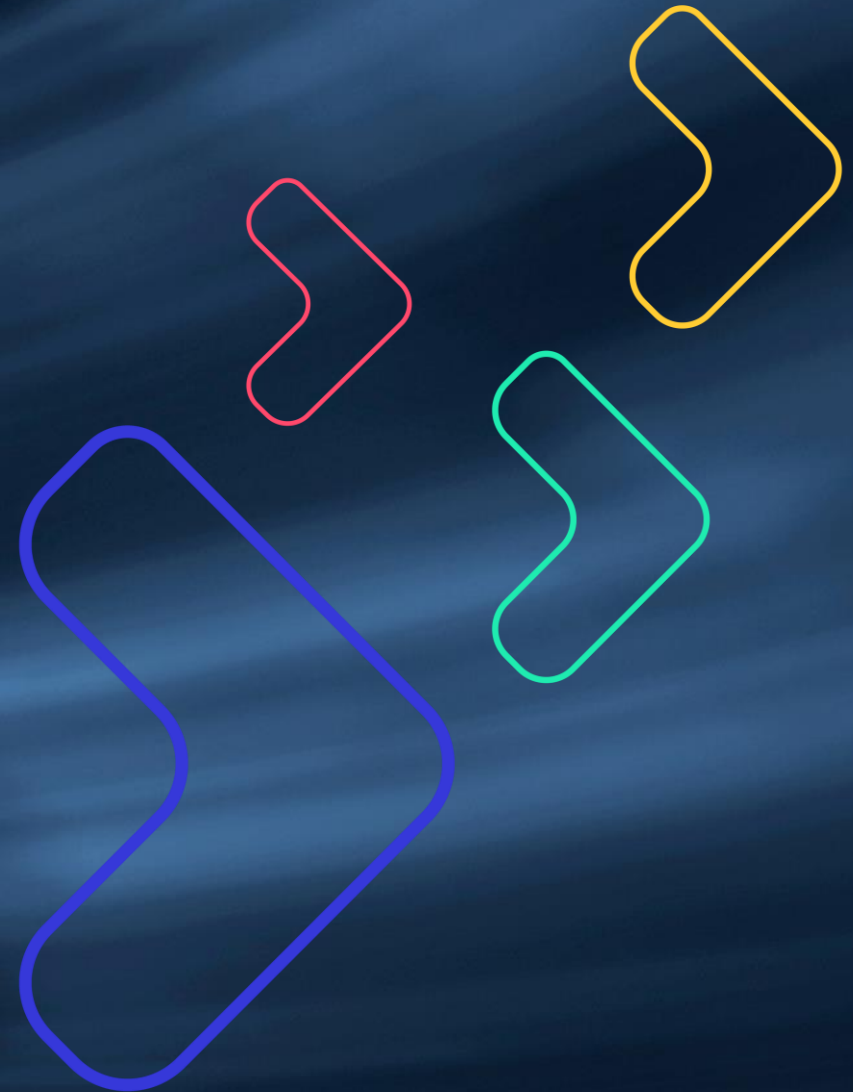


An underwater scene with sunlight rays filtering down from the surface, creating a serene and ethereal atmosphere. The water is a deep blue, and the light rays are bright and distinct.

[TRAILER | X Trillion \(xtrillionfilm.com\)](#)

Networking and Refreshments

See you back at 11:45am



Flexible Thinking: Creating Solutions for Circular Films and Flexible Packaging



Claire Shrewsbury
WRAP



Louis Lindernberg
CEFLEX UK

UK Plastics Pact Annual Summit July 2024

Louis Lindenberg
CEFLEX Project Consultant

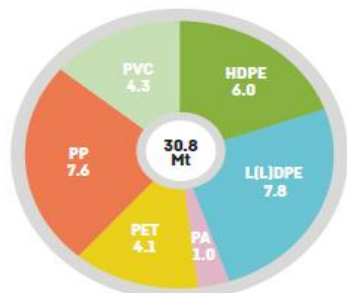


**Working together to achieve circularity
for flexible packaging**

Creating solutions for circular films and flexible packaging

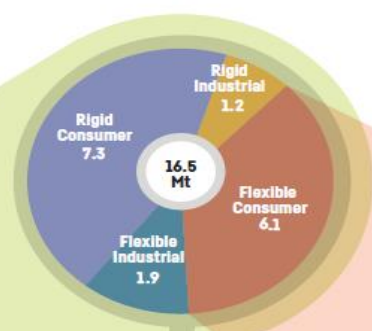
Plastic recycling rate targets/goals - can only be met if flexible packaging materials are also circular

Total polymer placed on market – all formats, all applications*



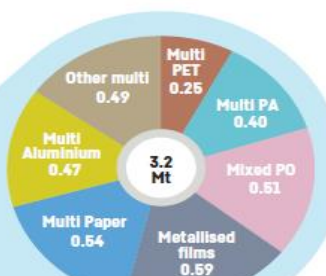
**Packaging
16.5 MT**

Polymer used in packaging applications split by format and end user*



Non-polymer materials e.g. paper, aluminium added plus 10% estimated increase for inks, adhesives, barriers, etc.

Flexible multi-material consumer packaging placed on market split by material type



50 : 50 : 50

**Packaging
~50% of total
plastics market**

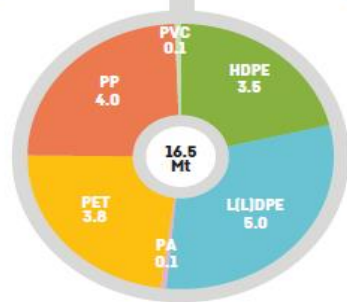
**Flexible packaging
~50% of plastic
packaging**

**>50% of food portions
use flexible packaging**

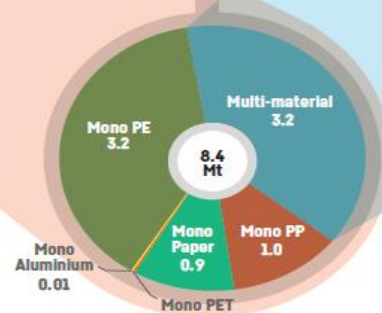


Total polymer placed on market – packaging vs. non-packaging*

**Total polymer –
30.8MT**



Polymer used in packaging applications split by polymer type*



Flexible consumer packaging placed on market split by material type

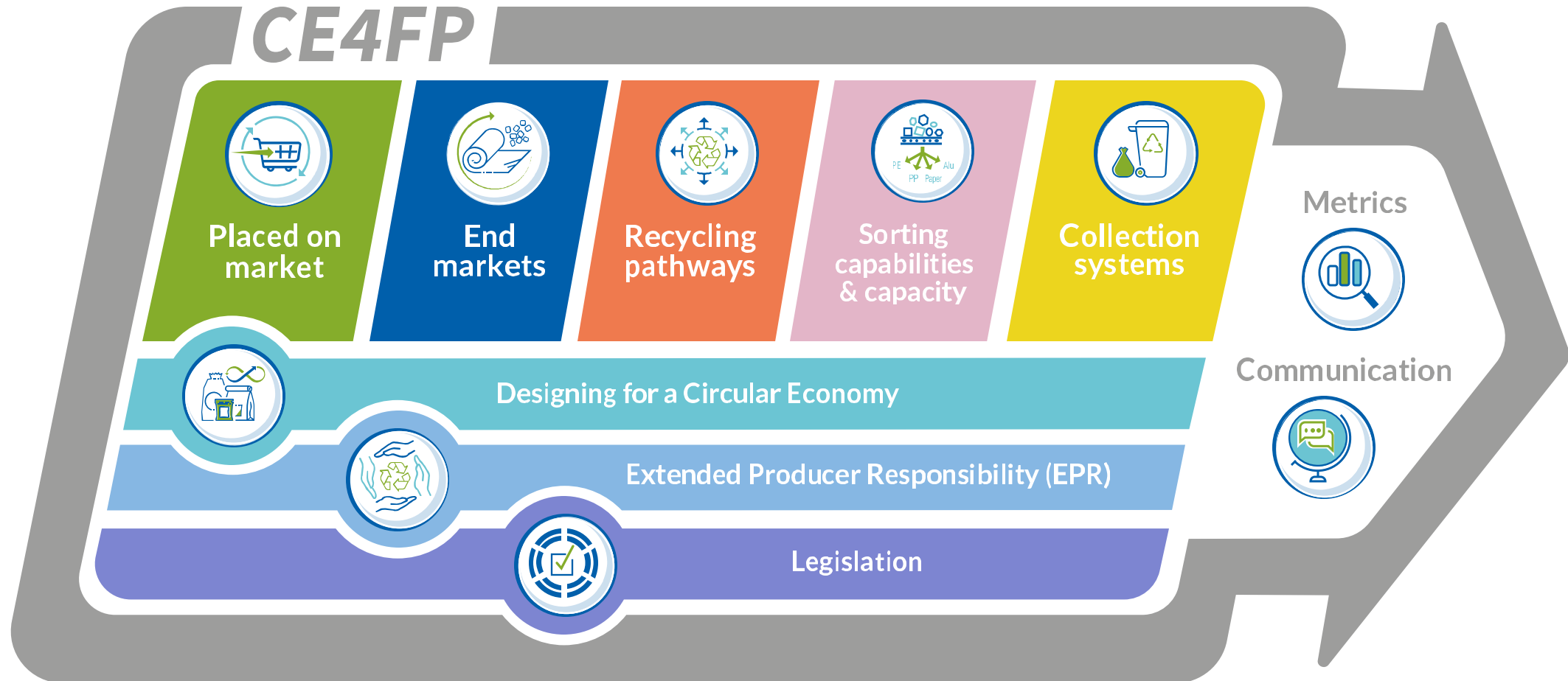
**Flexible consumer packaging
8.4 MT – including 3.2 MT multi-material**

*Note does not include PS



Creating the circular transition

Demand, understanding, alignment, information, guidance, tools...

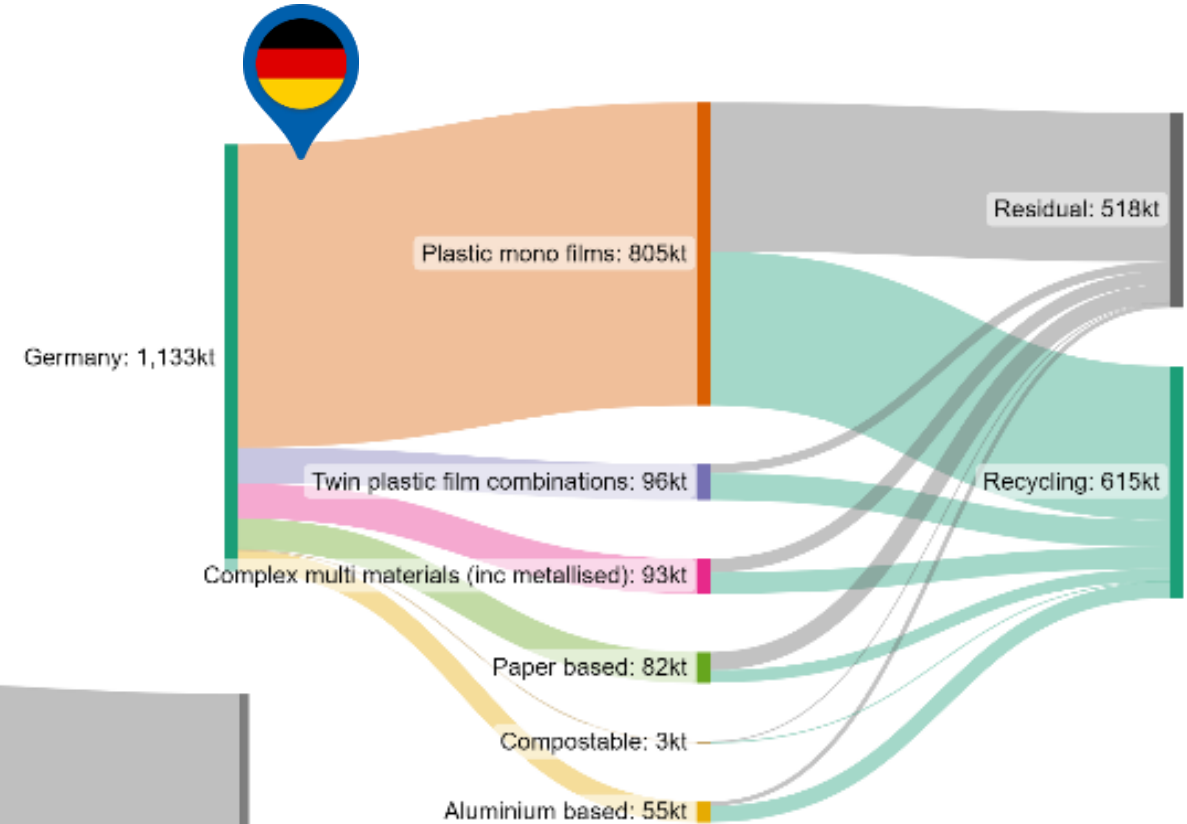
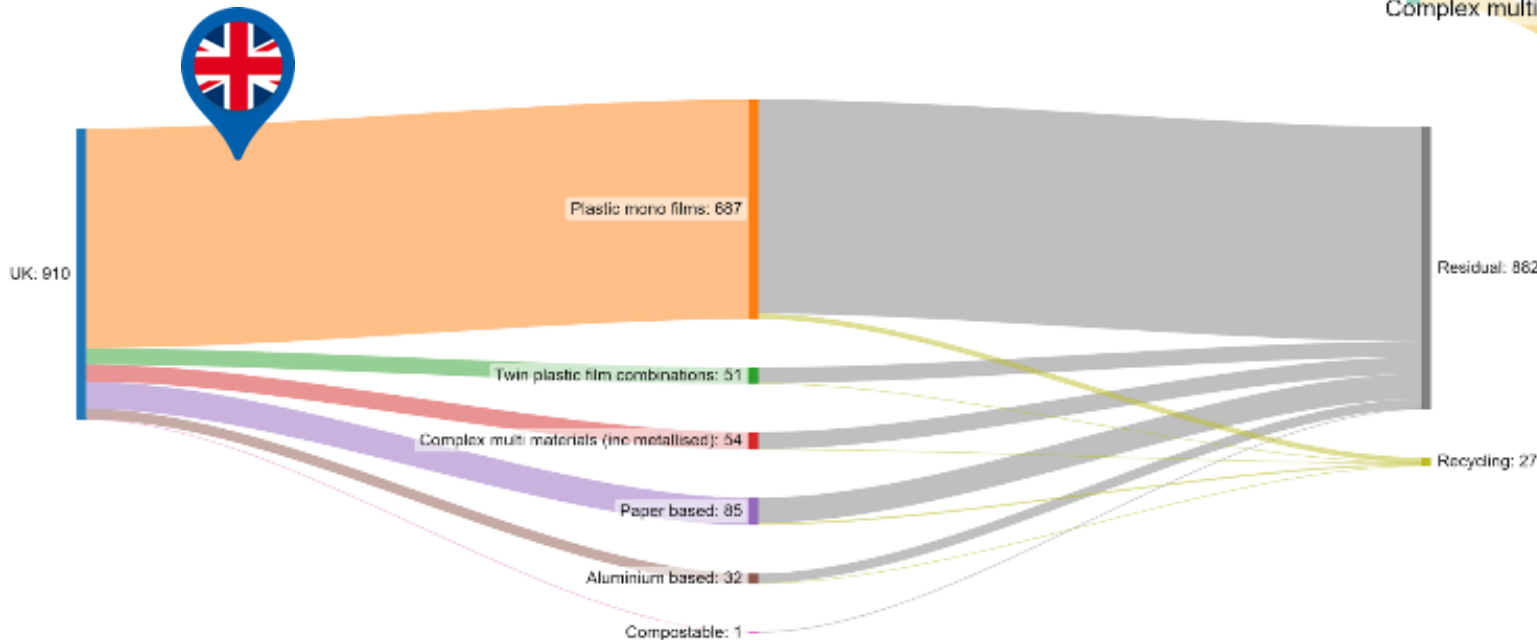


The CEFLEX demand driven circular economy model

UK vs. Germany flexibles flows

Essential to establish **infrastructure requirements for collection, sorting and recycling** in countries:

- **Required capacity by technology type** – conventional mechanical, advanced mechanical and chemical recycling
- **Sorting:** levels of recyclables in residual waste stream was significant in all countries (UK, DE, NL, FR)





COLLECTION: Separate collection and sorting can tap into lots of ready to recycle resources



Impact of a well-established separate collection system for recyclables



- Well-established, consistent and comprehensive collection system for recyclables
- Approximately 2/3 of flexible packaging is collected through the separately collected recyclables stream

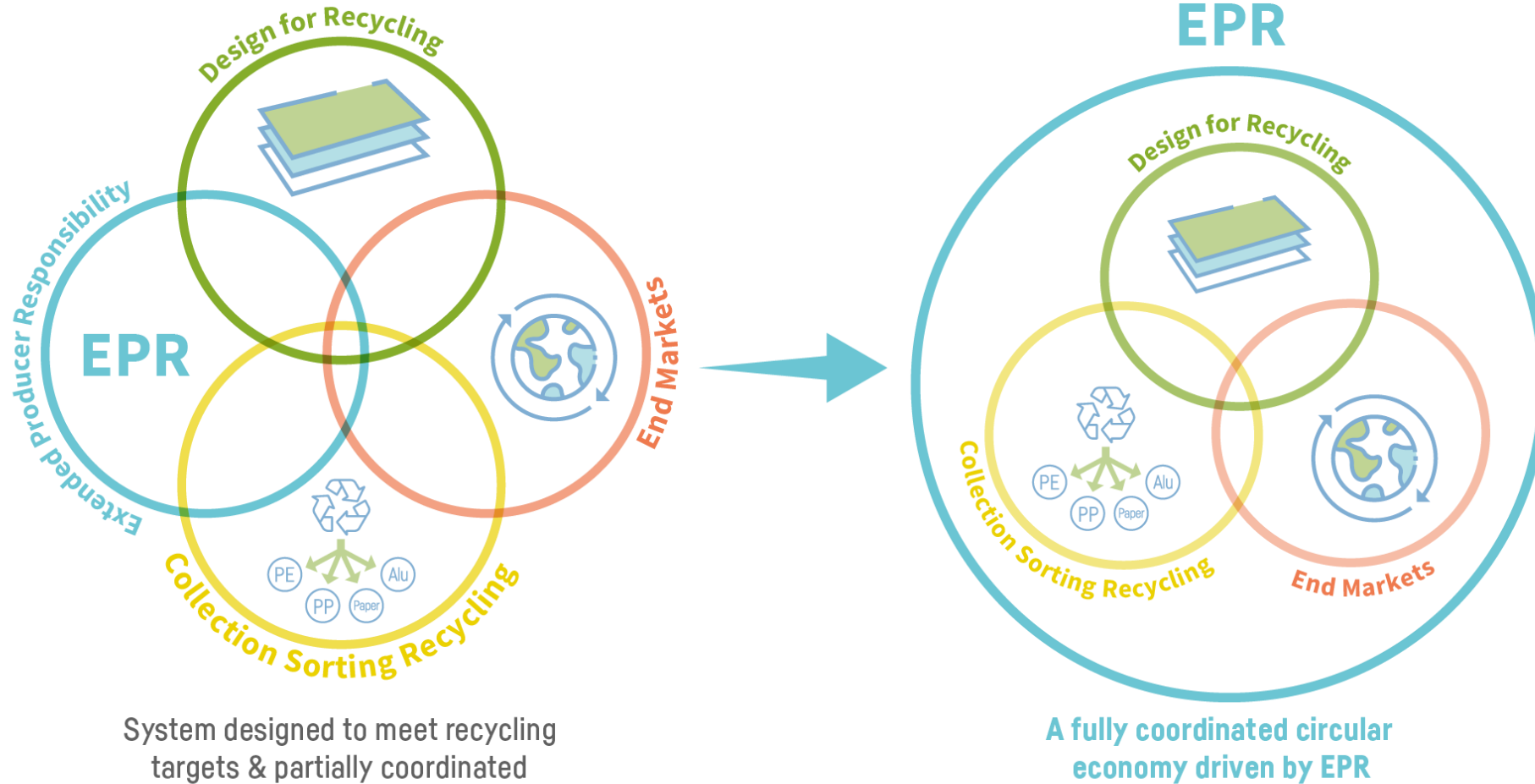


- No widespread separate collection of flexible packaging (only 12% LA's have kerbside collection)
- 4% of flexible packaging appearing in recyclables stream, with 96% in the residual waste stream and not getting recycled

Flexibles collection: system should be designed that works for both C&I, and household waste streams



Role for EPR in the Circular Economy



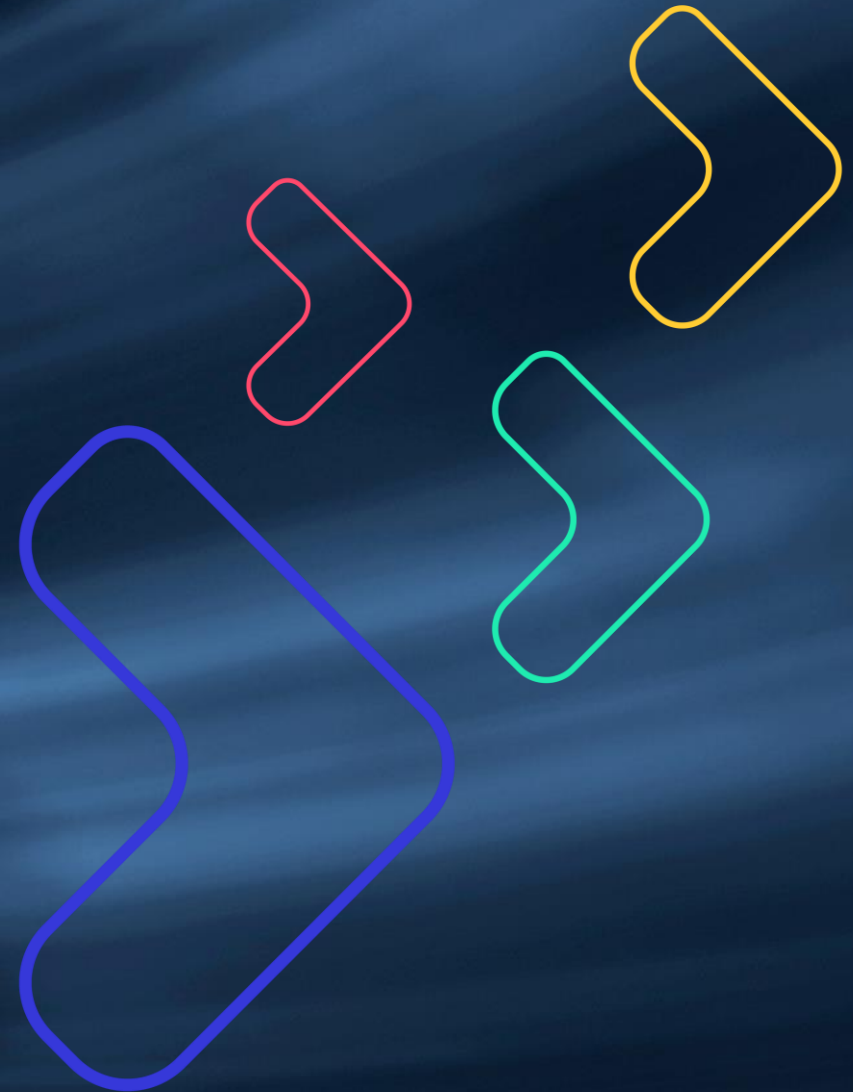
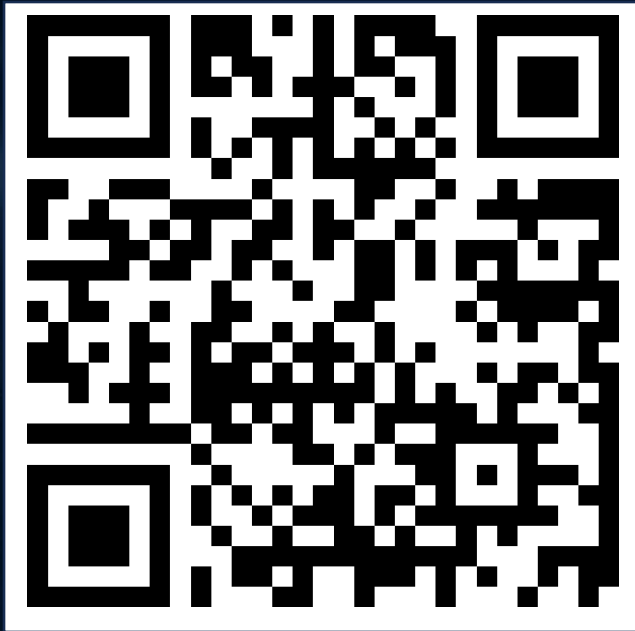
EPR = the 'conductor' of the orchestra - bringing everything together



Collaboration: vital to delivering “PPWR-like” requirements and the circular economy

**Let's work together:
louis@ceflex.eu**

Slido QR code



Over to you for roundtable discussions



#UKPlasticsPactAnnualSummit2024

Lunch & The Innovation Show

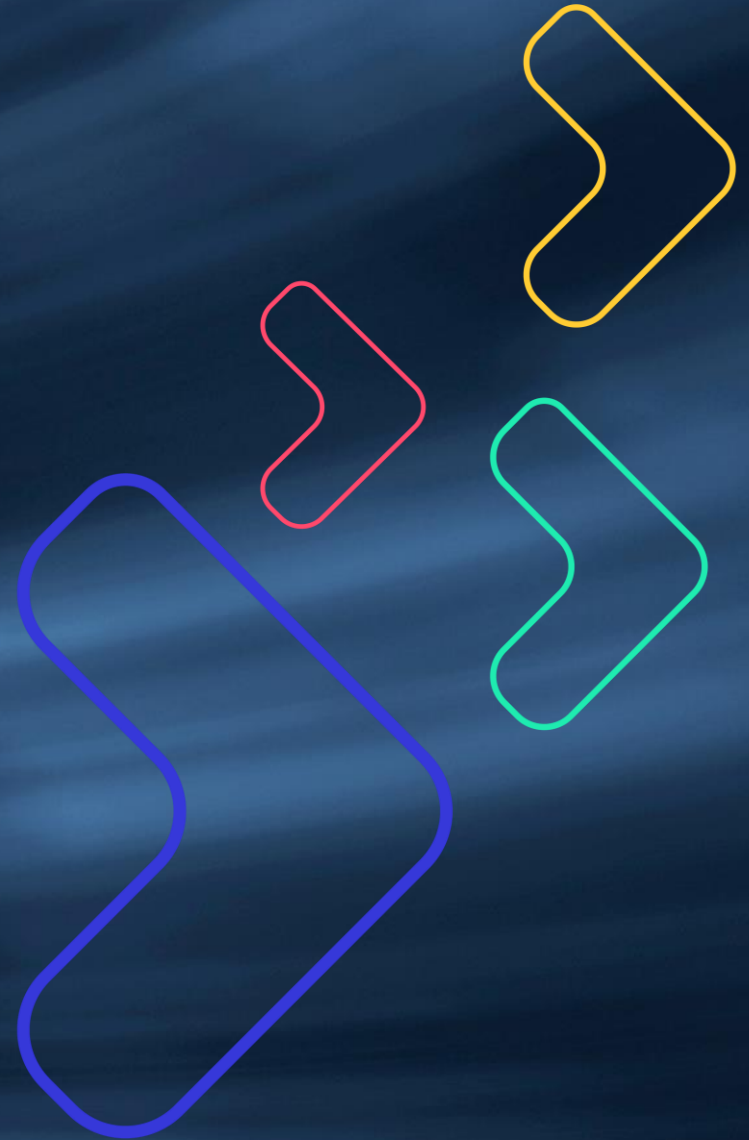
See you back at 13:45

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wrap

#UKPlasticsPactAnnualSummit2024



A Global Challenge: Sharing Solutions and Insights



With Peter Skelton & Cher Mereweather, MD
for the Canada Plastics Pact



Scaling Impact

The Global Plastics Pact Network

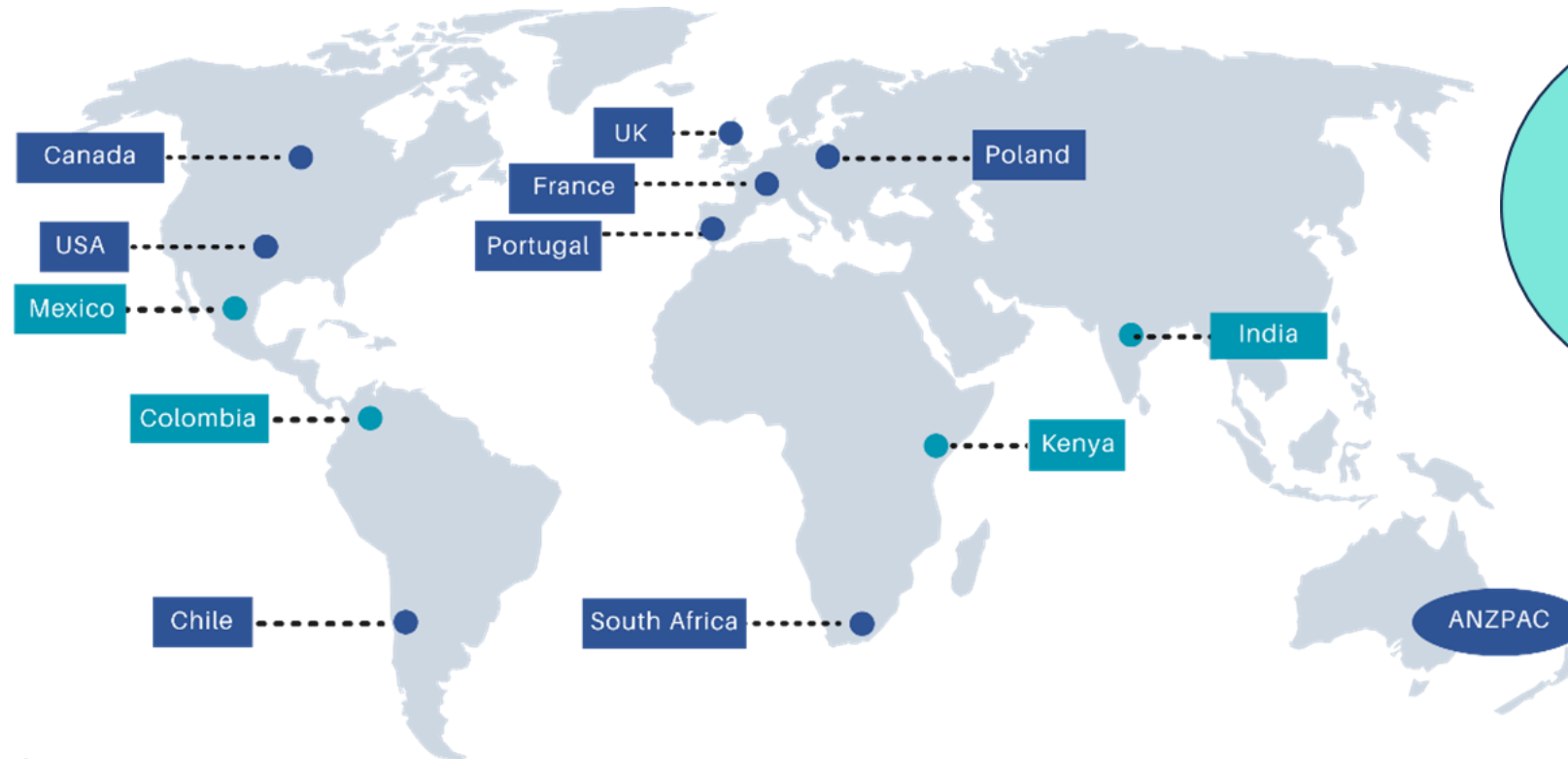
Peter Skelton

Strategic Partnerships Manager:



The Global Plastics Pact Network

Convened by Ellen MacArthur Foundation and WRAP



Over **900**
members
business, NGO,
public sector
organisations

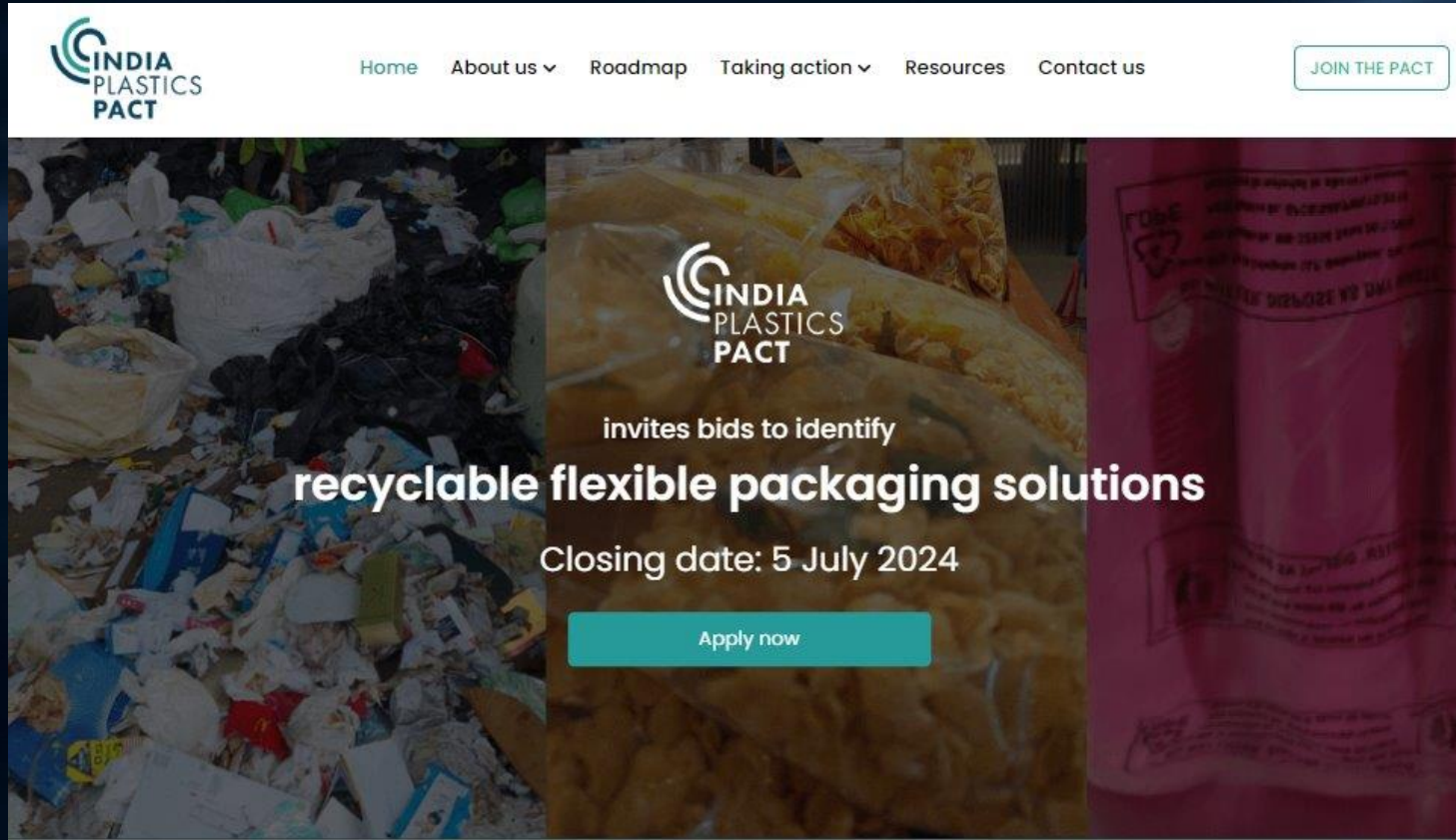
- Plastic Pacts with 2025 targets
- Plastic Pacts with 2030





Global Impact



Unlocking Innovation and Insights

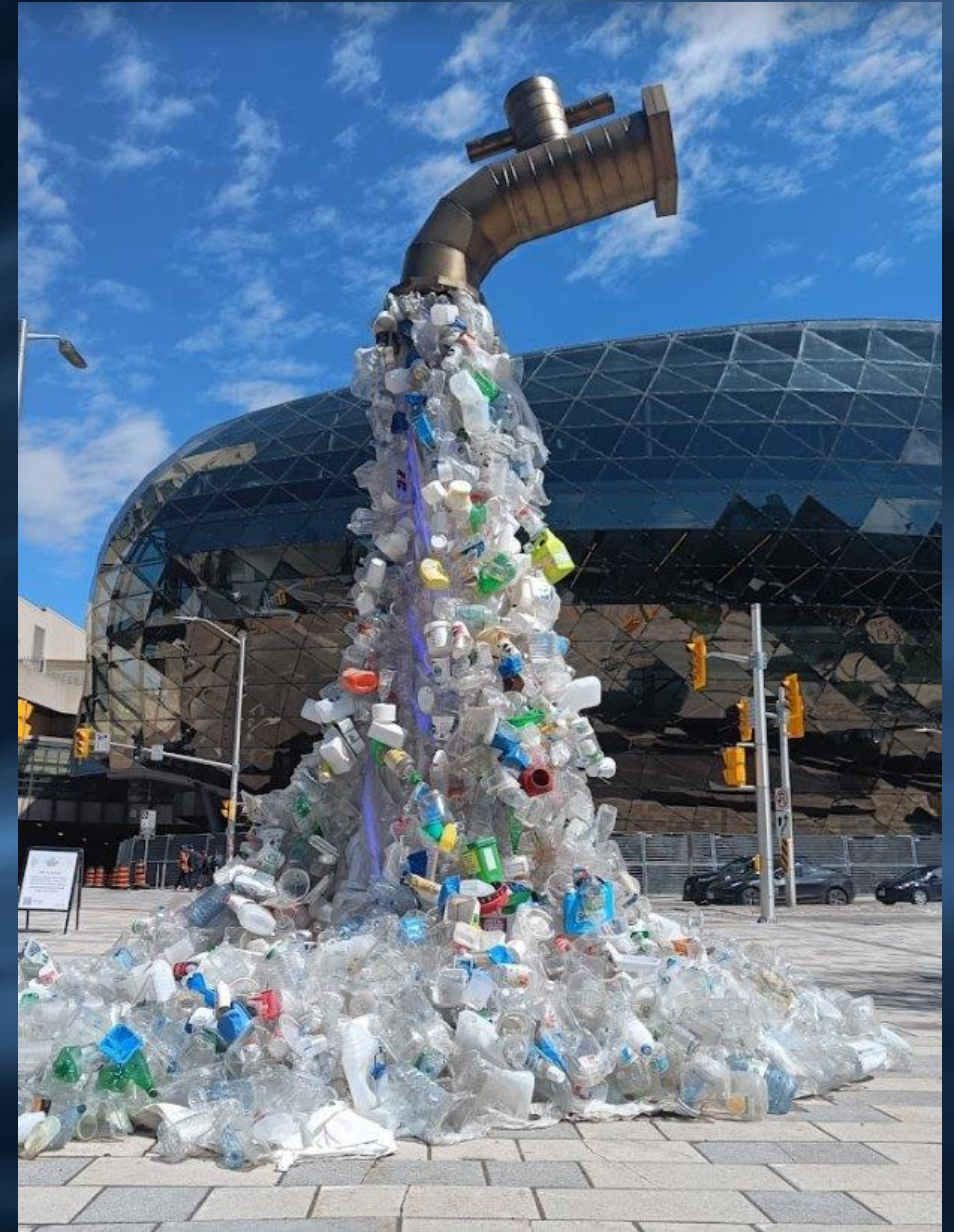


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invites bids to identify
recyclable flexible packaging solutions
Closing date: 5 July 2024
[Apply now](#)



Global Treaty on Plastics



practical solutions





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Generate Canada

plasticspact.ca

@CanadaPact

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#UKPlasticsPactAnnualSummit2024

The UK Plastics Pact Annual Summit

Cher Mereweather



**We generate solutions
for a strong and inclusive
economy that thrives
within nature's limits.**

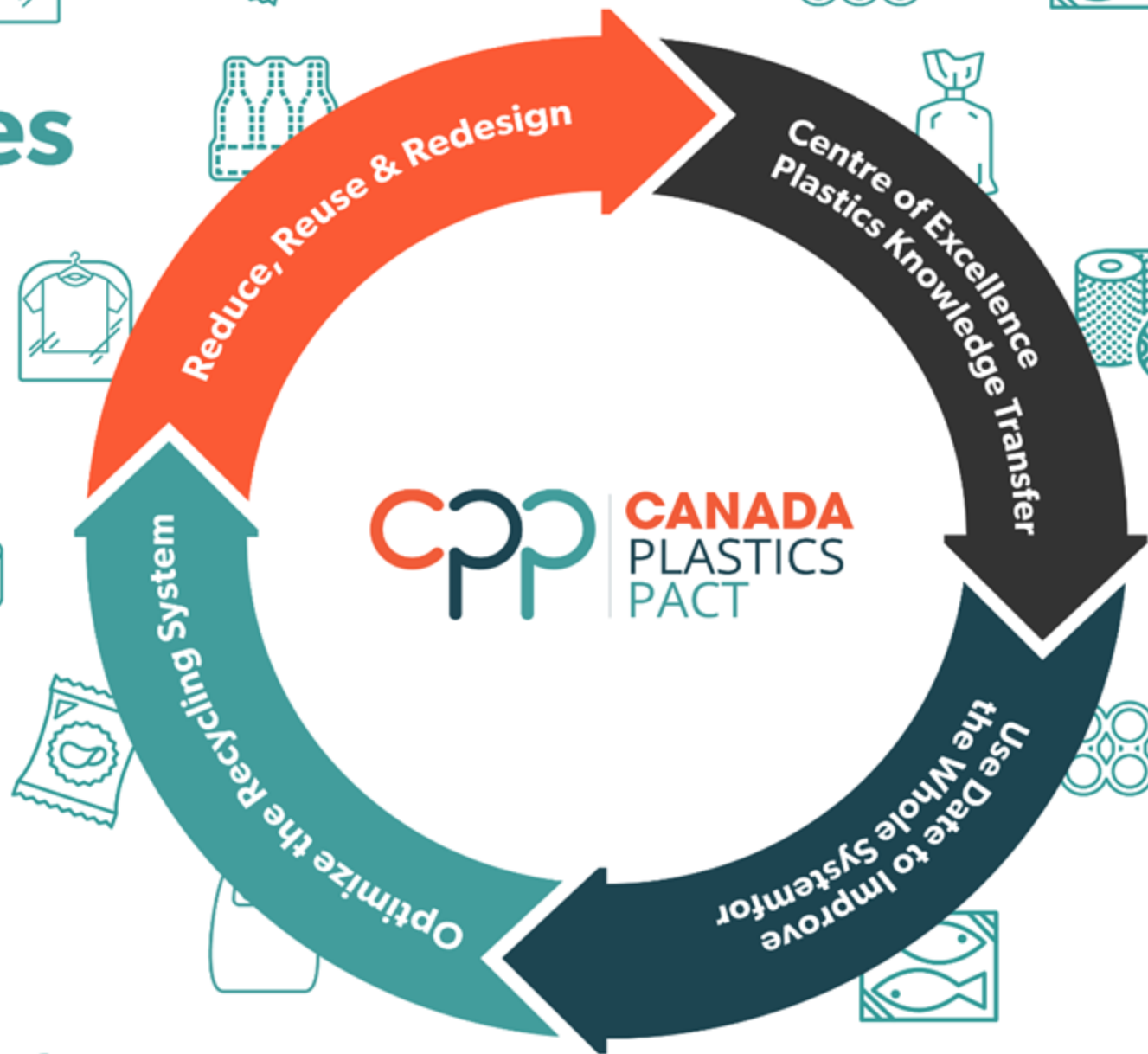


Find your space in the solution



The Power of the Plastics Pact Network

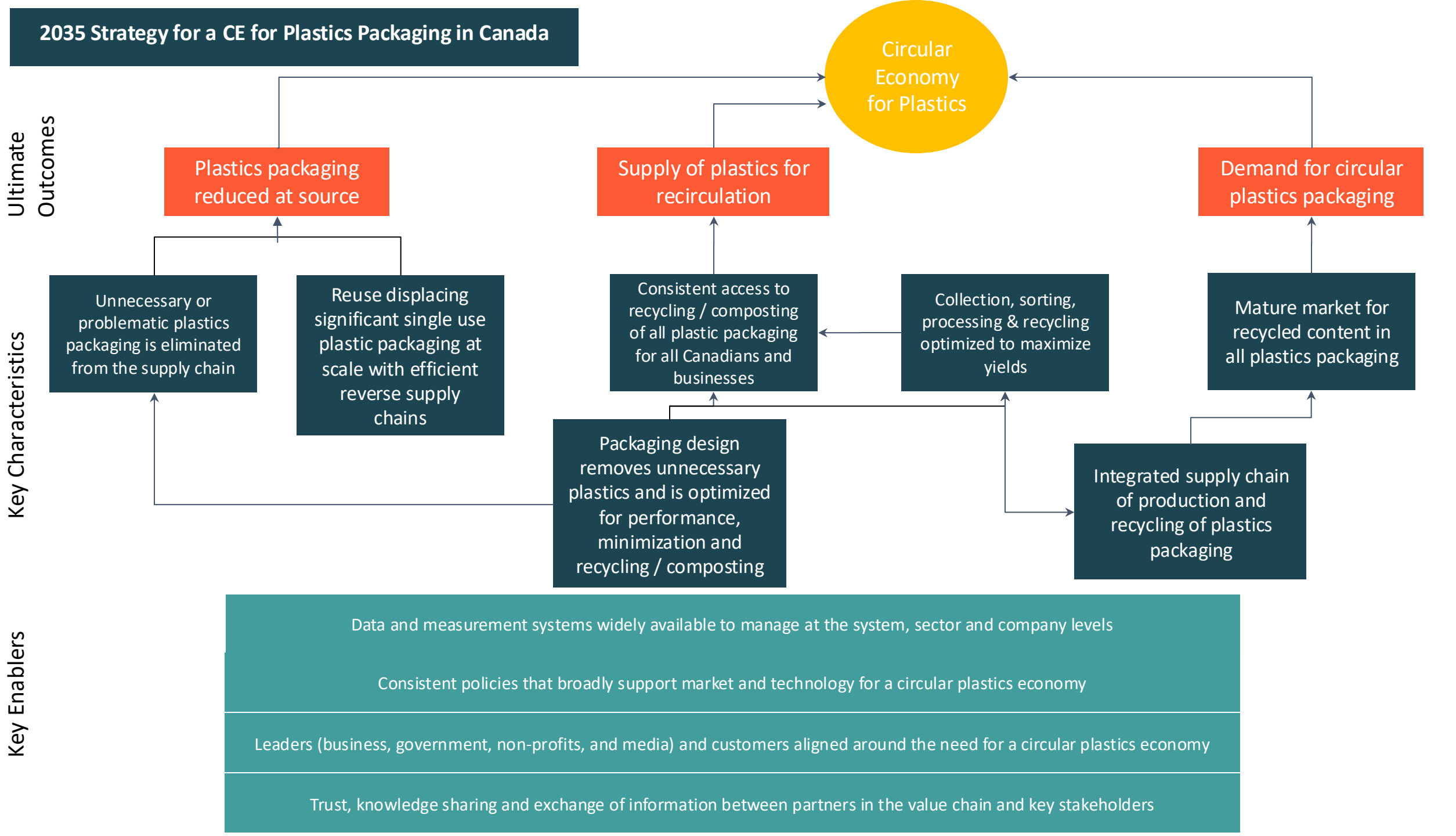
Our Priorities



Ultimate Outcomes

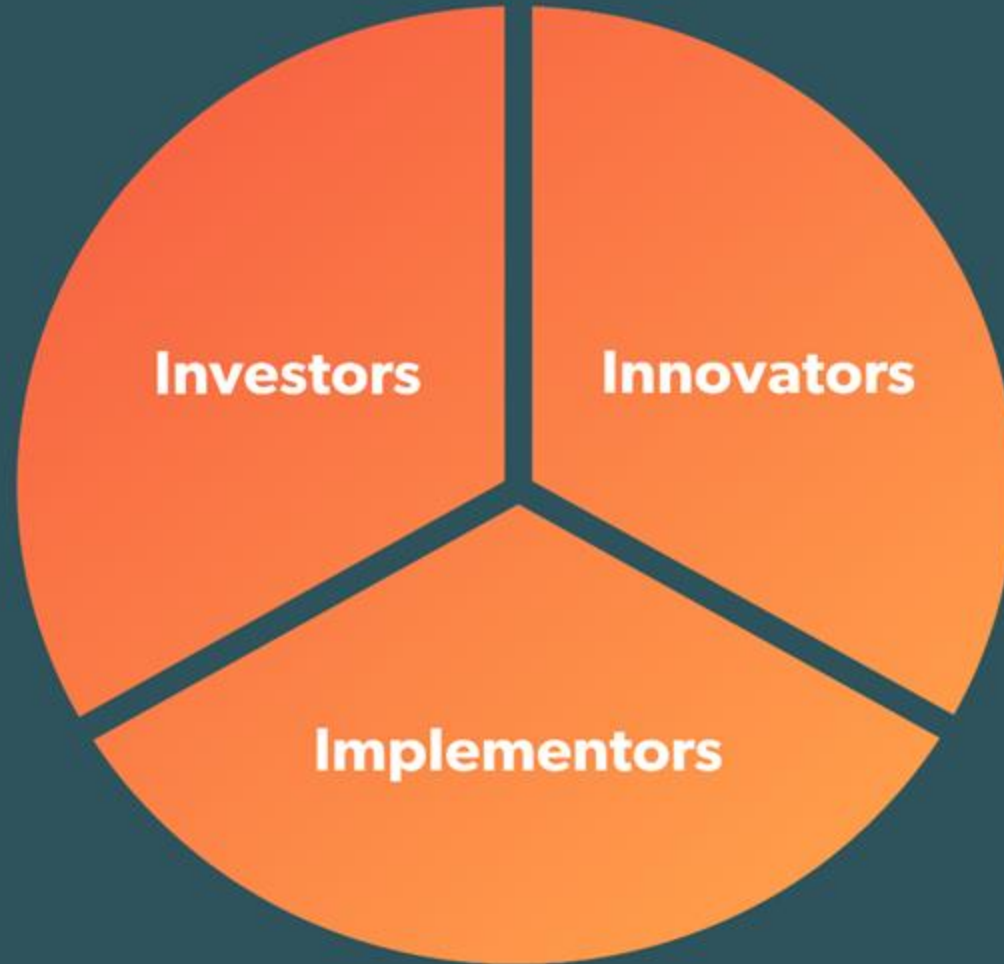
Key Characteristics

Key Enablers



Accelerating & Scaling Solutions

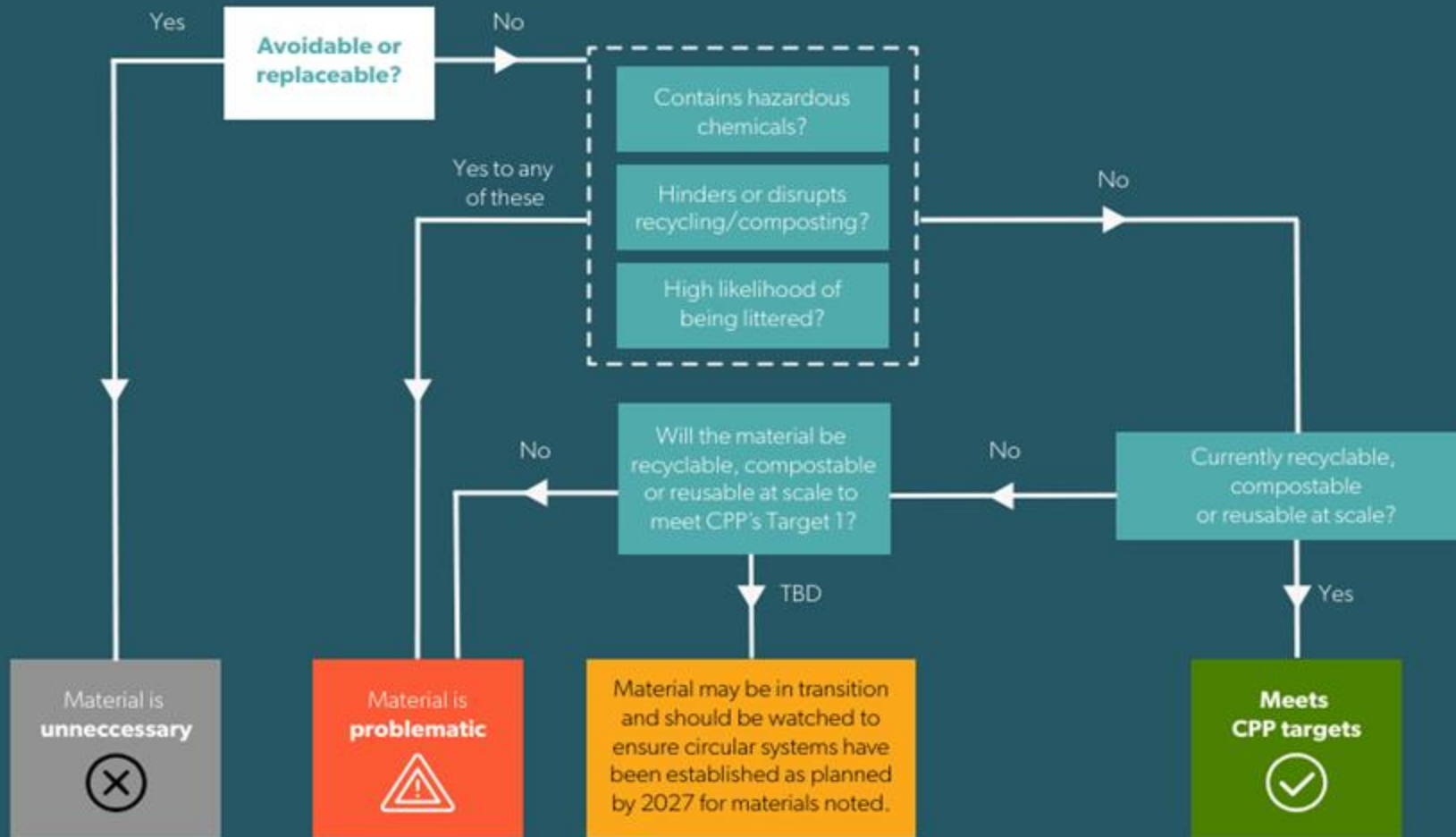
- 01 Committed companies align to create demand**
- 02 Solution providers scale to meet demand**
- 03 Investors underwrite the scaling**
- 04 Leverage results to drive policy and impact**



Roadmap 2.0

Priority 1: Reduce, Reuse & Redesign

Decision Tree: A Guide to Identifying Unnecessary & Problematic Plastics



A woman with curly hair is shown in profile, smiling as she pours a substance from a large black bulk dispenser into a clear glass jar. She is in a zero-waste or bulk food store, with shelves of various jars and containers visible in the background. The scene is brightly lit and has a warm, natural feel.

Taking Reuse from Niche to Scale



INITIATING A REUSE REVOLUTION IN CANADA

ACCELERATOR POD PITCHES

TUESDAY

11:00 AM

13 FEBRUARY

PRESENTERS



CANADA PLASTICS PACT ANNOUNCES ACCELERATORS TO SCALE REUSE AND REFILL SOLUTIONS

BULK DISPENSER ALTERNATIVES FOR WINDSHIELD WASHER FLUID



REUSABLE PACKAGING PROGRAM AT UNIVERSITY CAMPUSES



PLASTICSPACT.CA

THE GOLDEN DESIGN RULES



Increase Value in
PET Recycling



Remove Problematic
Elements from Packaging



Eliminate
Excess Headspace



Reduce Plastic
Overwraps



Increase Recycling Value
for PET Thermoformed
Trays and Other PET
Thermoformed Packaging



Increase Recycling
Value in Flexible
Consumer Packaging



Increase Recycling
Value in Rigid HDPE
and PP



Reduce Virgin Plastic Use
in Business-to-Business
Plastic Packaging



Use On-Pack
Recycling Instructions

Roadmap 2.0

Priority 2: Optimize the Recycling System



Scaling Infrastructure

Photo Source: Merlin Plastics



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CANADA PLASTICS PACT | **ROADMAP TO CIRCULARITY**

A collage of various plastic waste items. In the top left, a clear plastic bag contains a white nutrition facts label. To its right is an orange mesh bag. Below the mesh bag is a yellow and white food package with a barcode. In the center, a pink package features a QR code and the number '60357'. To the right of this is a clear plastic bag with a barcode. In the bottom left, a clear plastic bag has a white label that reads 'SAFETY FIRST To avoid danger of suffocation wrapper away from baby'. In the bottom right, a pink package has the word 'Wind' visible. The background is a mix of these and other plastic items.

Tackling Flexibles

Photo Source: RecycleBC

PRFLEX

An unprecedented collaboration to
optimize the recycling system for
flexible plastic packaging in Canada



CIRCULAR
MATERIALS



CHEMISTRY INDUSTRY
ASSOCIATION OF CANADA

ASSOCIATION CANADIENNE DE
L'INDUSTRIE DE LA CHIMIE



**Film & Flexibles
Recycling Coalition**
THE RECYCLING PARTNERSHIP

CANADA
PLASTICSPACT



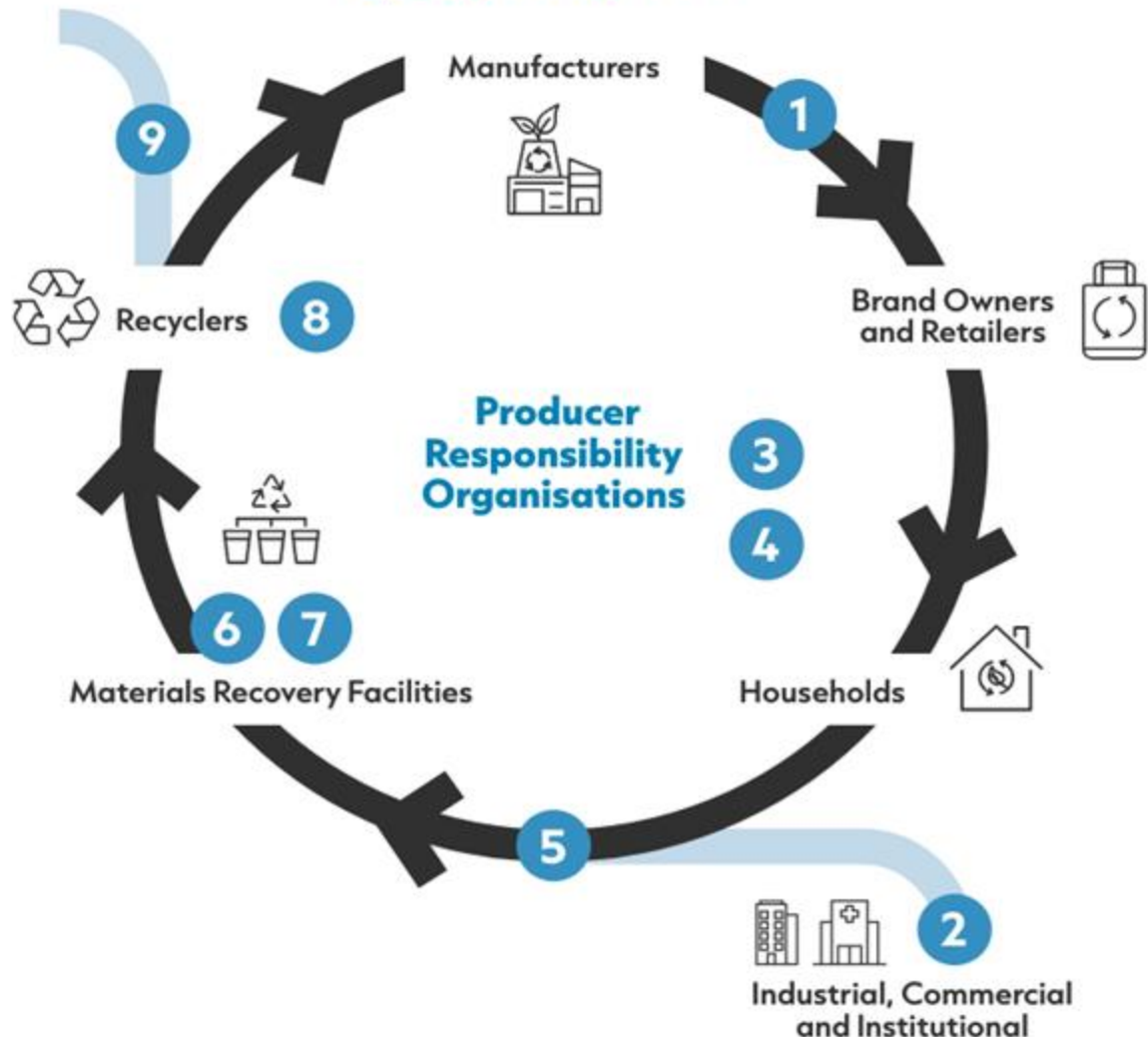
RECYCLEBC



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The Perfect Recycling System for FPP



- 1 **AIM** for better harmonization of FPP through the implementation of design for recyclability measures
- 2 **SET UP** dedicated collection of FPP in ICI
- 3 Through regulatory reporting and waste studies, **IMPROVE** the understanding of FPP composition and market
- 4 **ACCEPT** all FPP in curbside collection and make MRFs responsible for capturing FPP, and not for separating FPP by resin or type
- 5 Where not already implemented, **EVALUATE** the feasibility of dual stream collection
- 6 When dual stream is not suitable, **EVALUATE** the feasibility of building new single-stream MRFs designed to sort FPP more efficiently.
- 7 If building a new single-stream MRF is not feasible, **IMPLEMENT** solutions for reducing loose FPP, such as depots and bags-in-bag
- 8 **DEVELOP** new capacities for FPP separation at reclaimers and implement emerging sorting and recycling technologies.
- 9 Through supply chain collaboration, **SUPPORT** the building of viable end-markets for all types of collected FPP, including hard-to-recycle materials.

Film & Flex Workshop Series - TECHNICAL WORKSHOPS

Topic	Date	Notes
Designing Films & Flexibles for Recyclability: What, Why, and How	February 15	Open to the Public
Policy Landscape for Films & Flexibles in North America	April 18	Open to the Public
Innovation Showcase / Technical Workshop #1: Non-Food Applications	May 30	U.S. and CPP Partners
Innovation Showcase/Technical Workshop #2: FDA A-D (Heat Treatment, Retort, Hot Fill)	June 27	U.S. and CPP Partners
Innovation Showcase/Technical Workshop #3: FDA E (Room Temp – i.e. snacks, cereals, etc.)	July 25	U.S. and CPP Partners
Innovation Showcase/Technical Workshop #4: FDA F-G (Frozen/Refrigerated – i.e. meat, cheese, produce, frozen fruit, etc.)	August 29	U.S. and CPP Partners
Innovation Showcase/Technical Workshop #5: FDA H (Cook In – i.e. ready meals, frozen veggies, etc.)	September 26	U.S. and CPP Partners
Innovation Showcase/Technical Workshop #6: Medical / OTC	October 31	U.S. and CPP Partners
Innovation Showcase/Technical Workshop #7: Secondary/Tertiary (i.e. stretch films, shrink wrap, etc.)	November 28	U.S. and CPP Partners

A close-up photograph of two hands cupped together, holding a large quantity of bright green recycled plastic. The left hand holds small, uniform granules, while the right hand holds larger, irregular flakes. A dark grey horizontal bar with the text 'Recycled Content' is overlaid across the center of the image.

Recycled Content

Roadmap 2.0

Priority 3: Use Data to Improve the Whole System



Roadmap 2.0

Priority 4: Centre of Excellence for Plastics Knowledge Transfer



Source: <https://www.frontiersin.org/articles/10.3389/fmars.2022.980705/full>



Knowledge Transfer



Consumer Engagement

Photo Source: RecycleBC



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CANADA PLASTICS PACT | **ROADMAP TO CIRCULARITY**

Indigenous Considerations



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Key Take Aways

- Next phase of work, will focus on action.
Our Priorities:
 - 1: Reduce, Reuse & Redesign
 - 2: Optimize the Recycling System
 - 3: Use Data to Improve the Whole System
 - 4: Centre of Excellence for Knowledge Transfer
- Opportunity for deeper collaboration with the Network:
 - Global Plastics Treaty implementation
 - Technical innovation exchange for Accelerators **Engage**
 - Impact of plastics on human health

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A large pile of plastic waste, including bottles, containers, and other debris, stretches across the foreground and middle ground. The background shows a sunset or sunrise over a body of water, with a bright sun low on the horizon and a sky filled with soft, colorful clouds in shades of orange, yellow, and blue.

“It is the long history of humankind that those who learned to collaborate and improvise most effectively have prevailed.”

Charles Darwin

Let's Connect!

Cher Mereweather

cmereweather@plasticspact.ca

Scaling Up Reuse: How Collaborative Action can Accelerate Reuse to the Next Level



Sebastian Munden
WRAP
Facilitator



James Bull
Tesco PLC



Sam Jones
CCEP



Jolanda De Rooij
Unilever



Lowelle Bryan
WRAP



Catherine Conway
GoUnpackaged

Preparing for the Future

Harriet Lamb, CEO: WRAP in
conversation with Emma Bourne, Defra



Preparing for the Future



Catherine David
WRAP



Margaret Bates
Defra



Tim Rotheray
Viridor



William Blomefield
Mars



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Beach cleaners find pre-decimalisation plastic bag



PLASTIC FREE WEST SOMERSET
Volunteers discovered the bag on the Exmoor coast

Chris Lockyer
BBC News, Somerset

8 July 2024

A group of beach cleaners have recovered a plastic bag dating back more than 50 years as part of an "extreme" clean up over the weekend.

The bag for Tempo Peas includes a price tag of 2 shillings 6 pence, a price system not used since 1971.

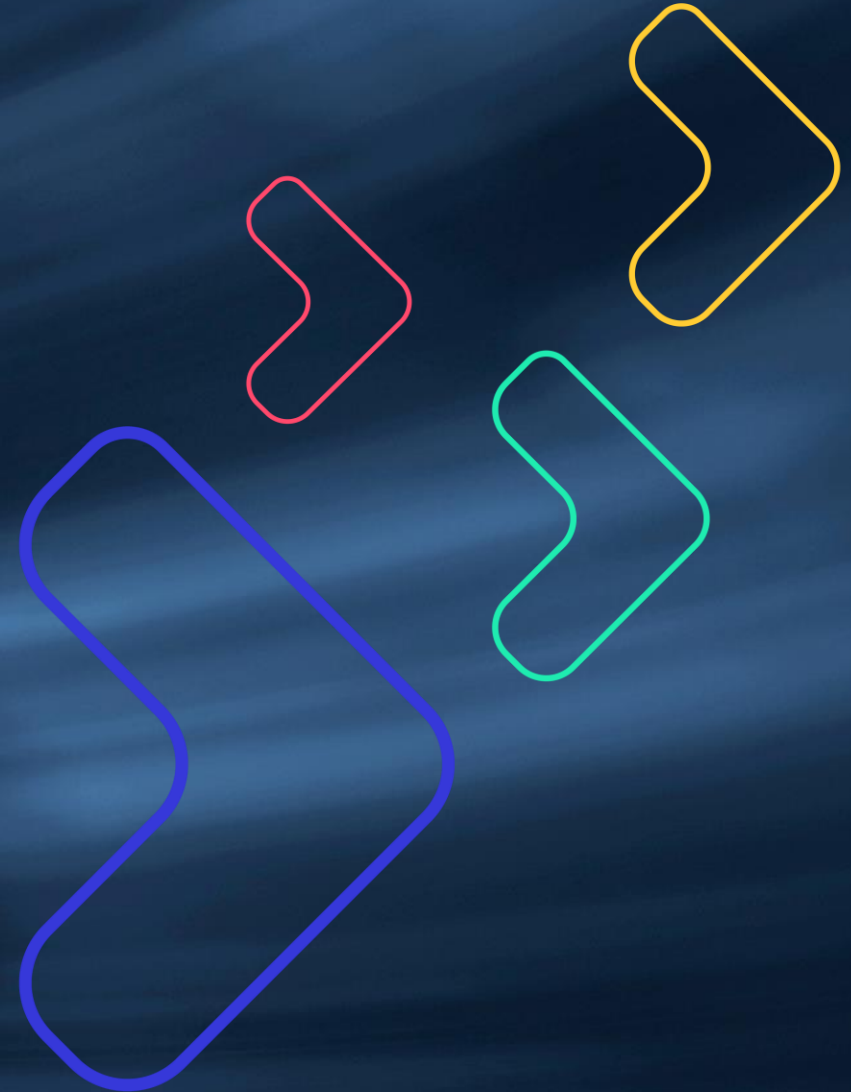
The group, working along the coast of west Somerset said the discovery of the bag revealed the impact of not recycling plastic.



Summary and Close

Catherine David

Director of Behaviour Change &
Business Programmes



modulation fee detail
policy roadmap
alternative materials
traceability
uniformity
government support
labelling
contamination
elimination
accept downcycling in the short term
digital watermarking
consistency of design for consumers
commitment
substitution
artificial intelligence
incentive schemes for recycling
make it all compostable
chemical/non-mechanical recycling
film only bin/collection
guidance against greenwashing
legislation
behaviour change
pcr
wales
refill
reuse
confusion
citizen engagement
cost of virgin vs recycled
costs
emissions trading scheme
bans
economics
scale
just use pet
transparency
end market and value
ban non-recyclable from the market
taylor swift (influencers)
knowledge
demystify
take away the choice of packaging type
effective epr
ppl escalation
advanced recycling
pact members to fund investment
joined up government
full cost in externalities in epr
recycled content performance
market development
drs for films
consistent collections
food contact
cross government dialogue
collaboration
plastic tax
lightweighting vs co2

