

Making the Most of Packaging

A strategy for a low-carbon economy

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Packaging: a new strategy



- ‘Making the Most of Packaging’, UK-wide strategy published on 9 June.
- Responds to three strategic drivers:
 - climate change agenda
 - resource efficiency agenda
 - consumer concerns
- Sets policy direction over the next decade.
- Aim: to minimise the environmental impact of packaging through:
 - optimising packaging
 - recycling more of what gets used.

Optimisation means:

- Packaging designed with re-usability, recyclability or recovery in mind – as a standard;
- market innovation and development to meet the growing demand for recycled contents in packaging;
- reductions delivered through voluntary agreements and better use of standards

- **Increase take-up of eco-design** among packaging designers and marketing executives.

WRAP 'Packaging Innovation Hub' will bring together all existing tools (Standards, industry guidance, WRAP and Envirowise resources etc) on eco-design

Eco-design course run jointly with Institute of Packaging

Optimisation

- Increase take-up of eco-design.
- **Voluntary agreements:** Courtauld Commitment phase II + new voluntary agreements for other sectors

Voluntary agreement with the home improvement sector launched on 24 September. Targets: 15% packaging reduction, 50% reduction in waste to landfill + helping consumers recycle more.

To support this and Courtauld II, WRAP work on refillable and reusable packaging & use of concentrates.

Optimisation

- Increase take-up of eco-design
- Voluntary agreements
- Make **compliance** with and **enforcement** of the Essential Requirements Regulations easier

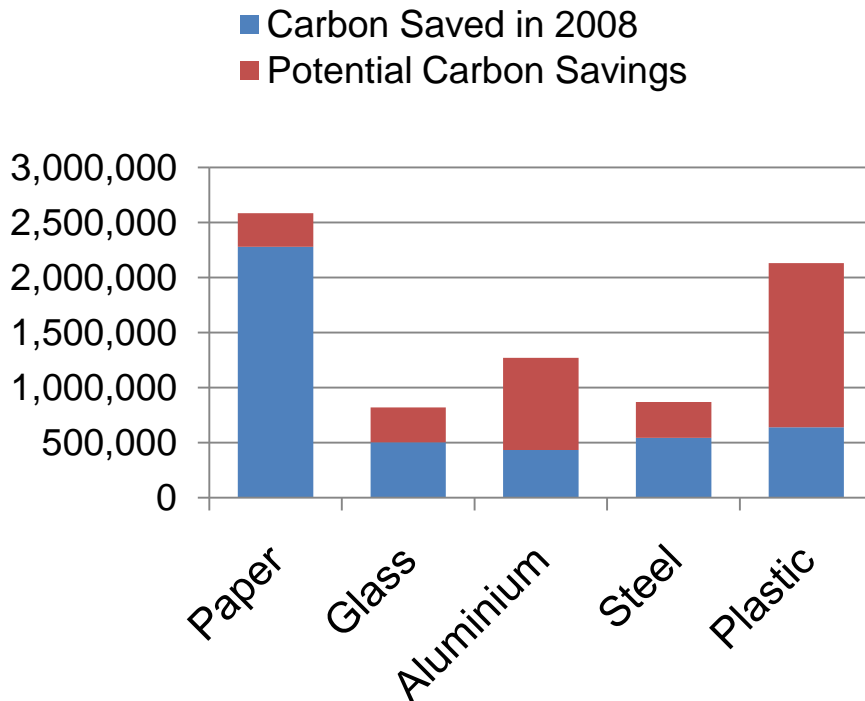
Enforcement support tool for Trading Standards Officer developed by LACORS and BIS launched this month.

BSI campaign to promote uptake of environmental and technical Standards by businesses;

UK Government contributing to EU review of Essential Requirements implementation

Recycling: what next?

We can save (even) more emissions from recycling packaging waste (CO₂eq tonnes)



Some forms of recycling are more carbon-efficient than others:

1 tonne of...	Saves...
glass recycled into containers	0.263-0.315t of CO ₂ eq
glass recycled into aggregates	on average 0
plastic bottle into plastic bottle	1.5t of CO ₂ eq
plastic bottle into lumber	0.6t of CO ₂ eq

Maximising recycling: priorities

- *Aluminium*: more collected, especially beverage cans consumed on-the-go
- *Glass*: Work with hospitality sector to collect more. Reduce the reliance on aggregates over time.
- *Plastics*: develop collection, sorting and reprocessing infrastructure for a greater range of plastic packaging (WRAP work).
- Paper and steel: maintain capture rates, with incremental increases

In 2019, aim to be at or near 75% recycling

SUBJECT TO CONSULTATION

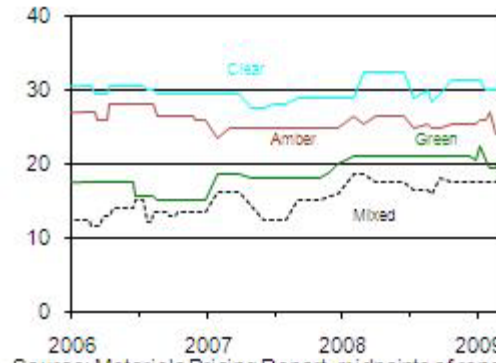
Waste packaging = resource



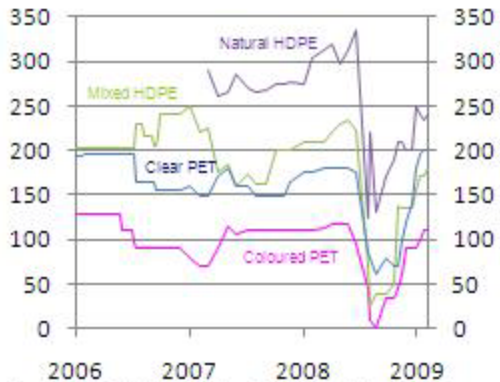
defra
Department for Environment
Food and Rural Affairs



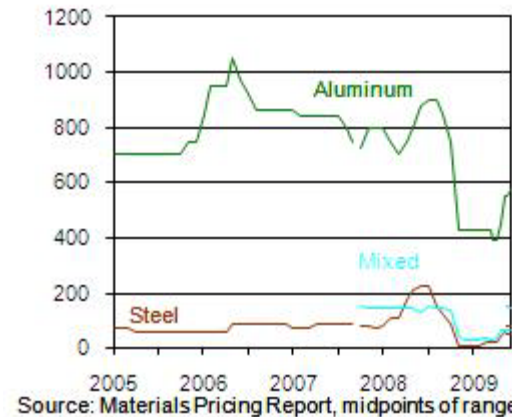
Source: Materials Pricing Report, midpoints of range.



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Prices for paper, glass, metals cans and plastic bottles, 17 June 2009

Maximising economic returns

- Current producer responsibility system cost-effective, but **needs greater transparency and stretch**

➤ ***increased packaging recycling targets*** over time, to stimulate activity and funding in line with the specific objectives for each material

➤ ***options to increase transparency of producer funding system*** to local authorities and producers. Other changes to incentivise long-term planning?

Consultation in 2010, with a view to bringing in new targets from 2011.

Maximising economic returns

- Producer responsibility system needs greater transparency and stretch
- **quality** of (and so value of) the materials collected depends on collection system and sorting infrastructure.

WRAP work on MRFs – benchmarking and assistance

Are the MRFs working with you part of the programme?

Maximising economic returns

- Producer responsibility system needs greater transparency and stretch
- quality (and so value) of the materials collected depends on collection system and sorting infrastructure.
- **partnership working**

WRAP and RIEPs work on procurement, support for partnership working for **local authorities**. Economies of scale and marketing muscle (beyond packaging!)

Defra keen to foster **voluntary agreements** between *sellers* or compliance schemes and groups of local authorities for specific initiatives, eg better communication with residents (2010). *Suggestions?*

Recycling, markets, and attitudes

- 47 per cent of people said they would like to do a bit more to help the environment (2007: 43%), despite the current economic climate. Source: *Defra survey of public attitudes and behaviours towards the environment, 2009*
- WRAP bi-annual survey showed that proportion of committed recyclers jumped from 67% to 73%
- Negative (and erroneous) media reports at the turn of the year did not influence behaviours.
- Real story is that recycling is a good use of resources and plays a part in the fight against climate change.
- Quality remains the key to a **sustainable** market.