



WRAP & The Plastics Pact

Web Address

www.wrap.org.uk

Who are WRAP?

WRAP stands for the Waste and Resources Action Programme. It was formed in 2000 to promote sustainable waste management, it operates in the space between Government, Business, Communities and Individuals providing a pivotal role in forging partnerships and collective strategies that deliver improvements in waste reduction. It focusses in three key market sectors; Food & Drink, Electricals and Clothing & Textiles.

What is the Vision of WRAP?

“A world which uses resources sustainably”

What is the Mission of WRAP?

To accelerate the move to a sustainable resource efficient economy through;

- Re-inventing how we design, produce and sell products
- Re-thinking how we use and consume products
- Re-defining what is possible through re-use and recycling

What is the Plastics Pact?

The UK Plastics Pact is a trailblazing, collaborative initiative that will create a circular economy for plastics. It brings together businesses from across the entire plastics value chain with UK governments and NGOs to tackle the scourge of plastic waste. Members include representatives from Retail, Waste Management, Packaging Manufacturers, NGOs, Plastic Material Manufacturers, Food Producers, Drinks Manufacturers & Government.

The Plastics Pact is designed to move the UK away from a linear plastics economy where we make use and dispose to a circular system where we keep plastic in the economy and out of the environment.

It brings together the entire plastics packaging value chain behind a common vision and ambitious set of targets;

The Roadmap to 2025



Four key targets of the Roadmap to 2025

1. Eliminate problematic or unnecessary single-use plastic packaging through redesign, innovation or alternative (re-use) delivery models.
2. 100% of plastic packaging to be reusable, recyclable or compostable
3. 70% of plastic packaging effectively recycled or composted.
4. 30% average recycled content across all plastic packaging.

8 Plastic Product Categories targeted by end 2020

1. Plastic Cutlery
2. Polystyrene Packaging (Burger Boxes, Chip Trays etc)
3. Cotton Buds
4. Plastic Straws (including PLA)
5. Oxy Bio Degradable Products
6. PVC Packaging
7. Plastic Stirrers
8. Disposable Bowls & Plates

The above items will be targeted in various ways through a combination of the EU Directive on Single Use Plastics and the UK Government Legislation. Many of these are covered by the UK Government Straw Ban effective from April 2020 (Cotton Buds, Plastic Stirrers & Plastic Straws including PLA).

What does all this mean for me and my customers?

The Plastics Pact will mean there will be a reduction in the number of Plastic materials used and the market will move towards those which are more “widely recyclable”. This means that materials such as Polystyrene and PVC will be used less and Polypropylene & PET will be used more.

It also means that many types of disposable products featured in the list of 8 Product Categories are very likely to disappear and will need to be replaced by alternative materials.

Suggested Action Plan

1. Identify the products in your range that are affected, discuss and agree with your internal teams what will be your alternative product offer.
2. Identify the customers where you are most heavily exposed in the product categories that are targeted in the list of 8 products.
3. Contact your customers and ask if they are aware of the changes that are happening and if so, how do they plan to react. If not, advise them you have a range ready to introduce and help them resolve the problem they will face.
4. Sell the solution and ask them to call you if there are any questions they need help with.
5. Call Dtangle with any questions you cannot answer yourself, we will be delighted to help.

Summary

This is just the tip of the iceberg, with the new report also capturing pledges Pact members have made for action against the targets in the near future. Many members are looking at refillable alternatives for their plastic packaging – particularly for cleaning products – so that the primary packaging is reusable. Further efforts to help citizens recycle more and recycle better also feature.

Removing unrecyclable plastics will be a key focus for members over the coming year. While the Pact targets run until 2025, WRAP is challenging members to act urgently. As far as possible, by the end of this year, they should remove polystyrene and PVC from food packaging and by the end of 2020 they should be eradicated from non-food products. These plastics are not recycled and in the case of PVC it also contaminates plastic recycling. Also by the end of 2019 members are being requested to only use plastic that can be sorted effectively in the recycling process, such as adopting ‘detectable black’ pigments.

Useful Links

<http://www.wrap.org.uk/content/the-uk-plastics-pact>