

WHAT THE WORLD THINKS ABOUT WASTE

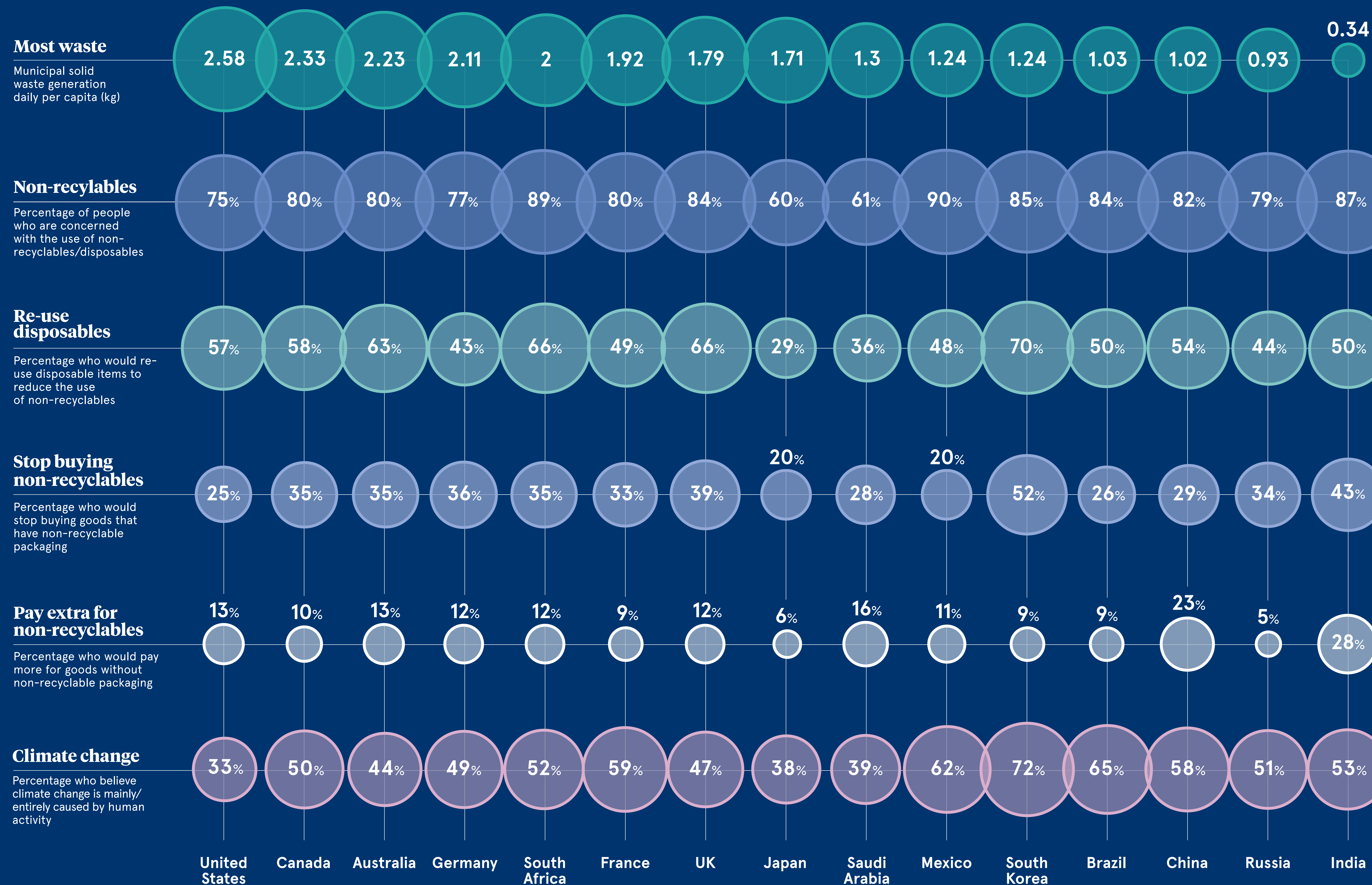
Attitudes towards the environment, and how packaging affects it, vary wildly from country to country. This infographic explores the views of different nations when it comes to waste, recycling and what's needed to reduce packaging's impact on the planet

72% of plastic packaging is not recovered at all

40% is landfilled

32% leaks out of the collection system (not collected at all or illegally dumped/mismanaged)

Ellen MacArthur Foundation 2018



World Bank 2018/ Ipsos 2018

Who's responsible for reducing waste?

Percentage of global consumers who believe the following should take responsibility for reducing the amount of unnecessary packaging sold

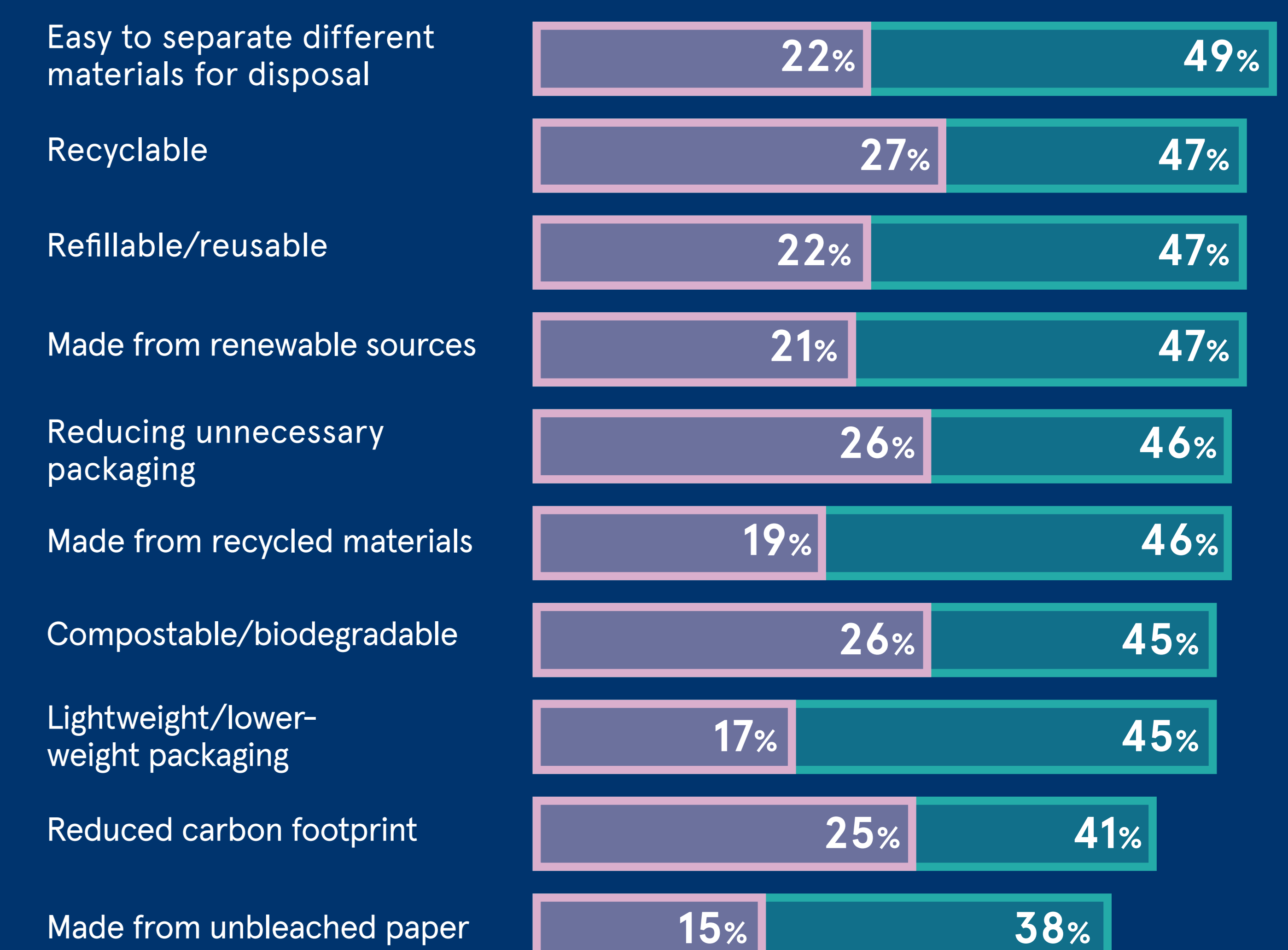


Ipsos Mori 2018

Important factors of environmentally friendly packaging

Survey of global consumers

Extremely important (Pink diamond) Very important (Green diamond)



Packaging Insights: Innovation Scenarios in Sustainable Packaging Materials, GlobalData 2018