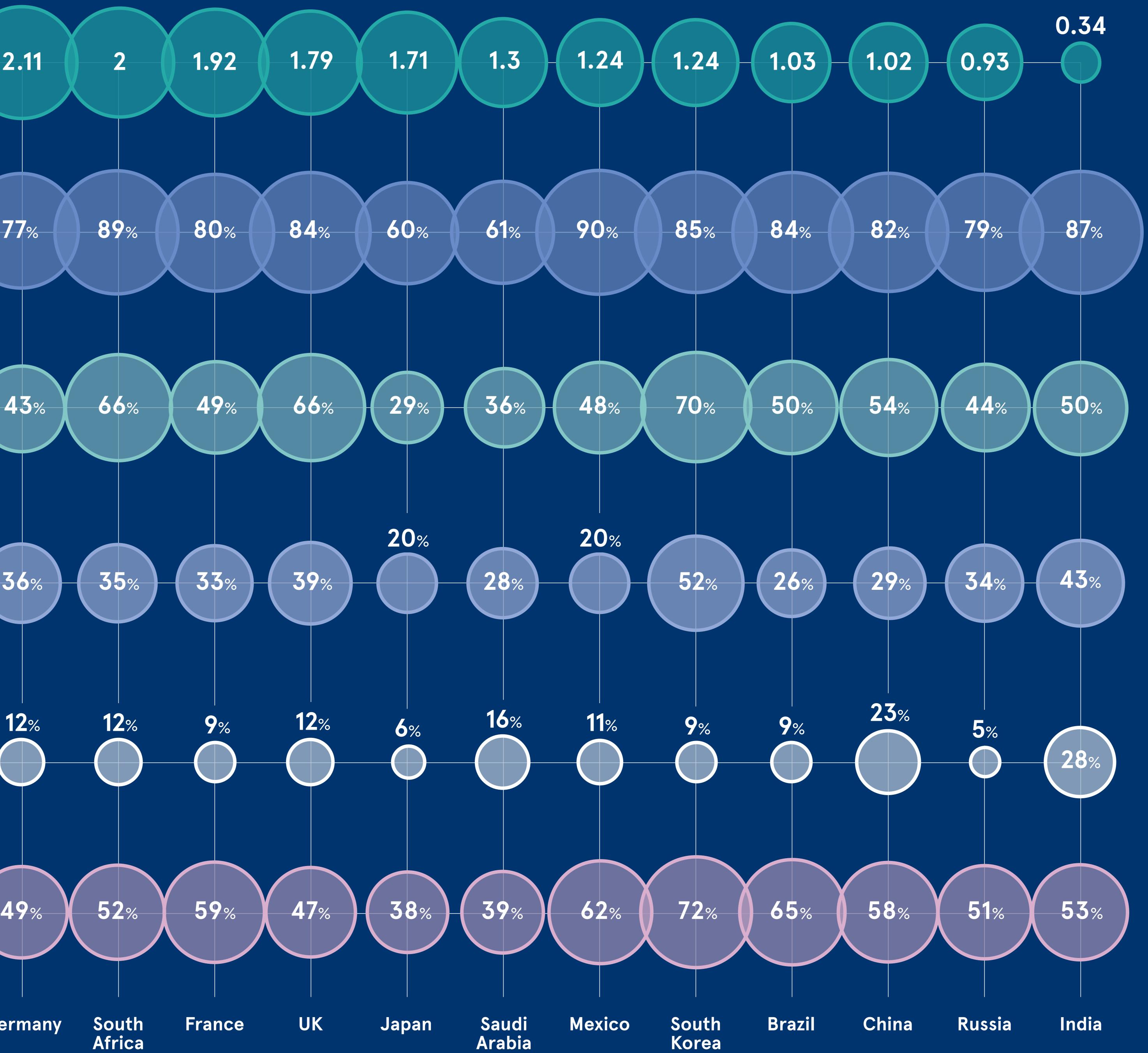
WHAT THE WORLD THNKS ABOUT WASTE

| Municipal solid waste generation daily per capita (kg) | 2.58 | 2.33 | 2.23 2 |
|---|-------------------------|---------------|---------------------------|
| Does not a serie of people who are concerned with the use of non-recyclables/disposables | 75% | 80% | |
| <section-header><text></text></section-header> | 57% | 58% | 63% |
| <section-header><section-header><text></text></section-header></section-header> | 25% | 35% | 35% |
| <section-header><text></text></section-header> | | | |
| <section-header><text></text></section-header> | United States | 50% Canada | A 4 % (A Australia Ger |



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

World Bank 2018/ Ipsos 2018



of plastic packaging is not recovered at all





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

Ellen MacArthur Foundation 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



lpsos Mori 2018

Important factors of environmentally friendly packaging

| Survey of global consumers | Extremely important | Very important |
|---|---------------------|----------------|
| Easy to separate different materials for disposal | 22% | 49% |
| Recyclable | 27% | 47% |
| Refillable/reusable | 22% | 47% |
| Made from renewable sources | 21% | 47% |
| Reducing unnecessary packaging | 26% | 46% |
| Made from recycled materials | 19% | 46% |
| Compostable/biodegradable | 26% | 45% |
| Lightweight/lower- weight packaging | 17% | 45% |
| Reduced carbon footprint | 25% | 41% |
| Made from unbleached paper | 15% | 38% |
| | | |