

RECYCLING REFORM

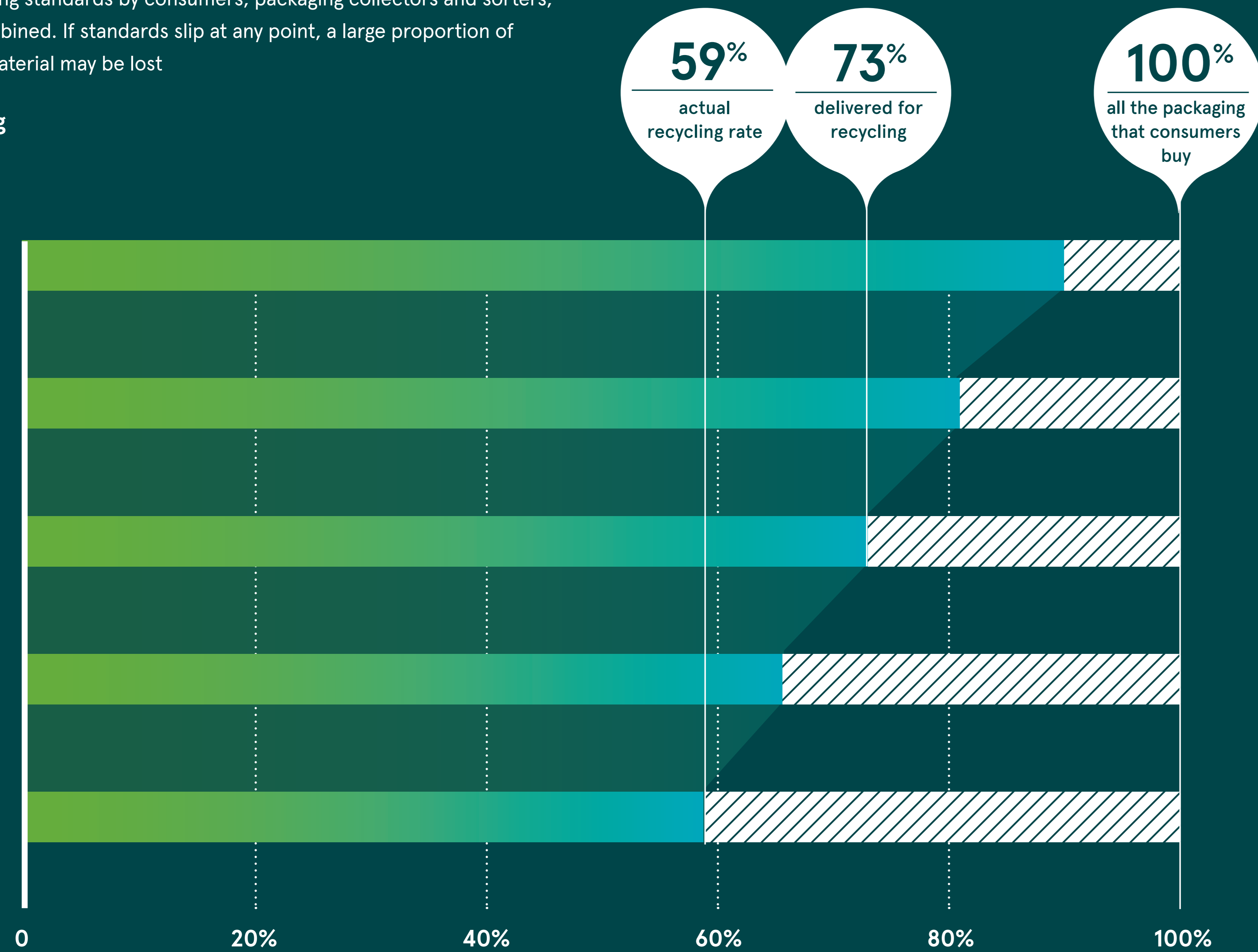
Brands are rushing to adapt their supply chains, packaging processes and materials to shifting consumer sentiment. But what progress is being made, and whose responsibility is it to drive change?

SUPPORT NEEDED AT EACH STAGE OF THE RECYCLING JOURNEY

A large portion of packaging can be lost at each stage of the recycling journey. The following diagram shows that in order to achieve a recycling rate of just 60 per cent, it requires high recycling standards by consumers, packaging collectors and sorters, and reprocessors combined. If standards slip at any point, a large proportion of potential recyclable material may be lost

Amount of packaging that gets recycled

- ...If 90 per cent of people recycle their packaging
- ...and recycle 90 per cent correctly
- ...for 90 per cent of the time
- ...and collection and sorting losses are only 10 per cent
- ...and reprocessing losses are only 10 per cent



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91%

of consumers say they try to recycle and dispose of items in the correct way as much as they can

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83%

say they feel confident that they recycle and dispose of their household waste in the correct way



56%

say the environmental credentials of a product are important in their purchasing decision

WHO HAS THE MOST RESPONSIBILITY FOR MAKING SUSTAINABILITY IMPROVEMENTS TO PRODUCTS/PACKAGING?

Percentage of the public who chose the following as their top choice



Producers of the product/packaging

17%

Retailers who sell the products

12%

National government

9%

Local councils



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SUPERMARKET PLASTIC PACKAGING RECYCLING RATES IN THE UK

Share of widely recyclable plastic packaging



Which? 2018

WHO SHOULD BEAR THE COST?

Percentage who strongly agree or tend to agree



83%

Manufacturers and retailers should cover at least some of the cost associated with collecting and treating waste from the products they sell



62%

Only manufacturers should contribute towards the costs



55%

Manufacturers and retailers should collectively cover all of the costs

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