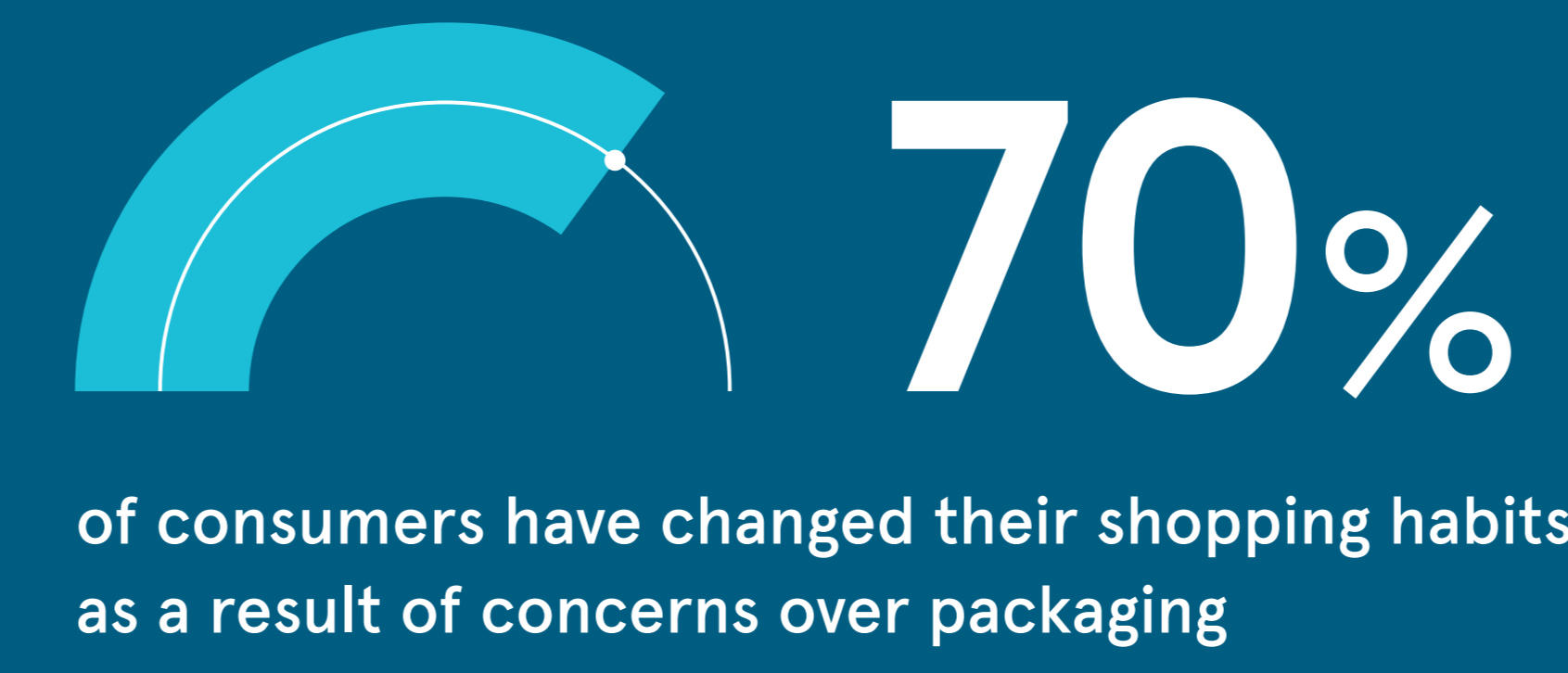


# TAKING ACTION

## FIGHTING RISING PACKAGING WASTE

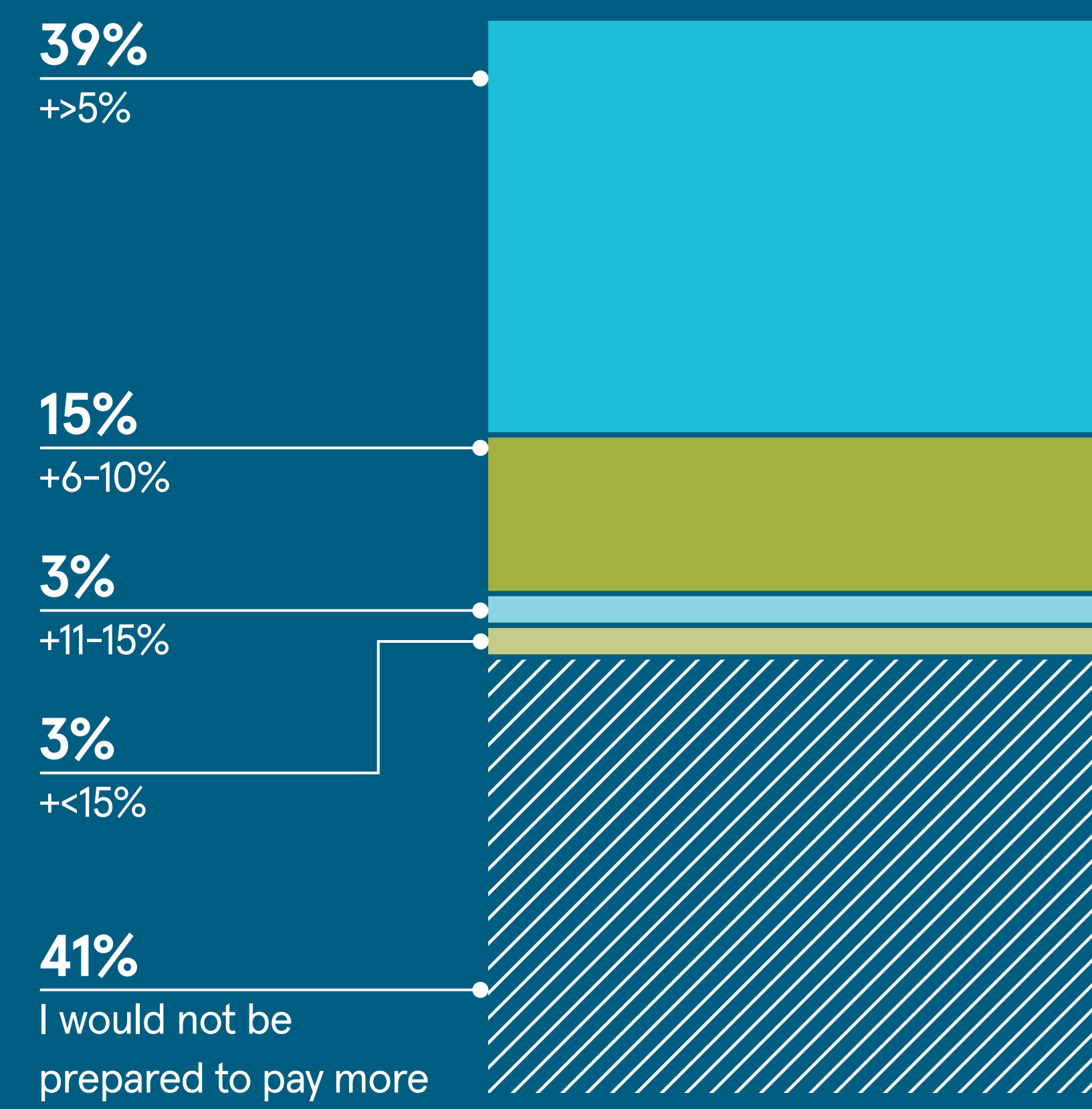
As consumption grows, so does the demand for packaging. But how do consumers feel about sustainable options, and what is being done to cut down on waste?



The Grocer/PwC 2019

### COST IS A BIG BARRIER

Consumers were asked how much more they would be prepared to pay for an item if it moved to packaging with better environmental and social credentials



### MORE EDUCATION NEEDED

34% of UK consumers are very confident they put different waste in the right bins

46% say they are provided with enough information to know how and what to recycle

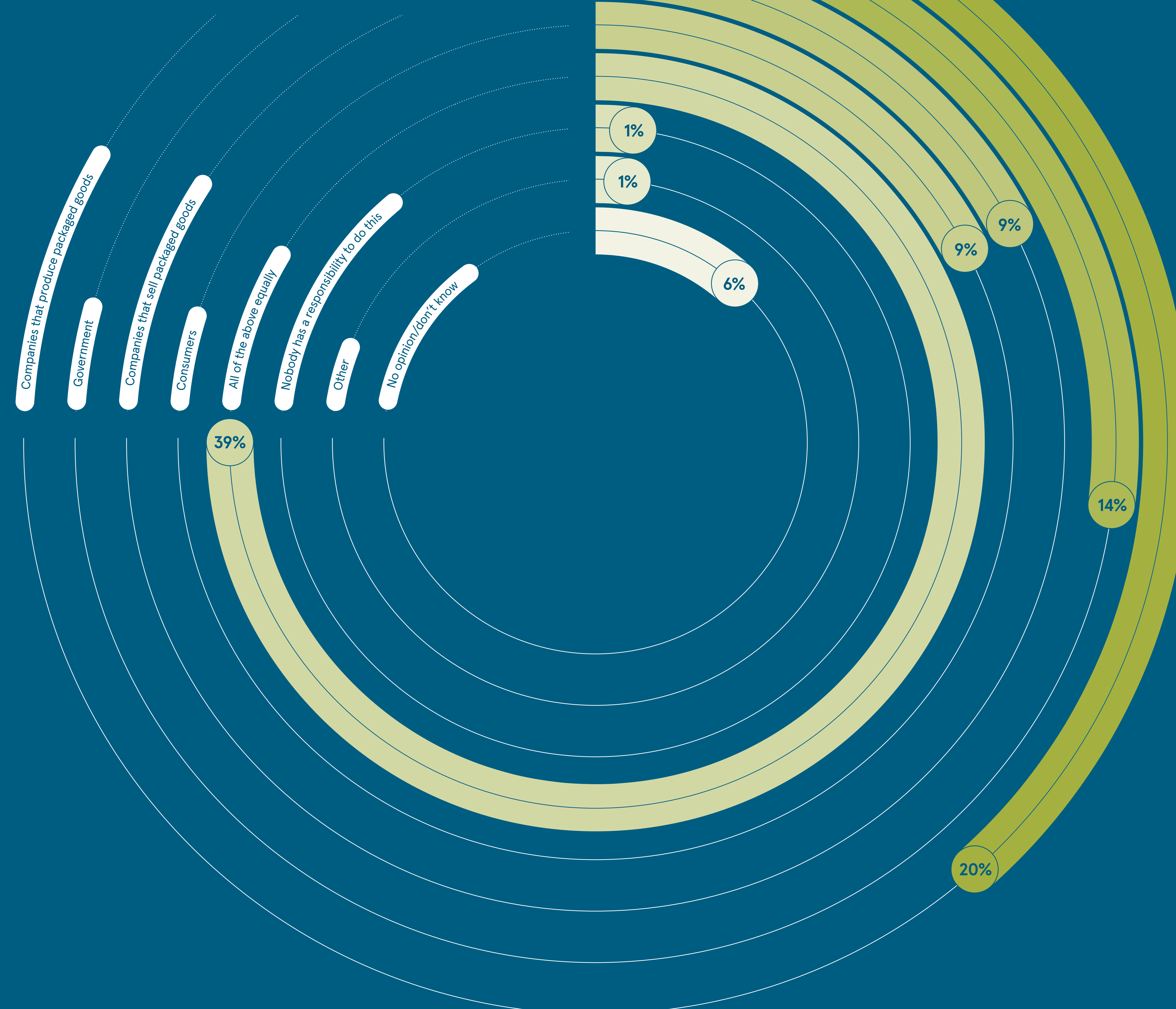
76% are frustrated about not having enough educational materials available on recycling

76% say there should be mandatory lessons on recycling in schools

Viridor 2019

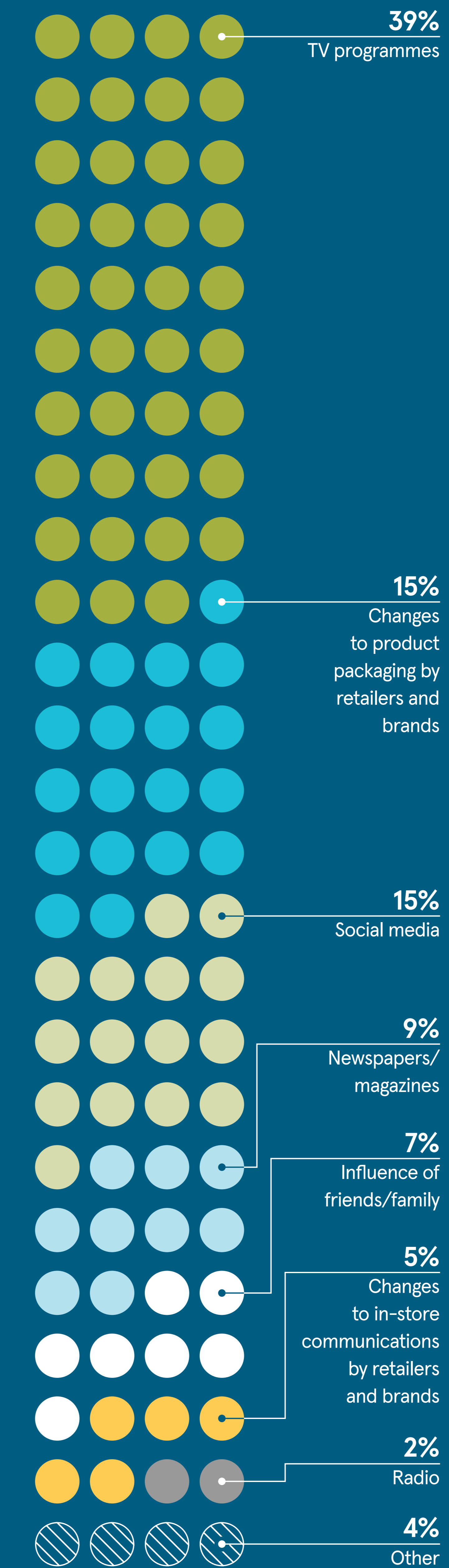
### TAKING RESPONSIBILITY

Global consumers were asked who should take most responsibility for finding a way to reduce the amount of unnecessary packaging which is sold



### MAKING YOU THINK

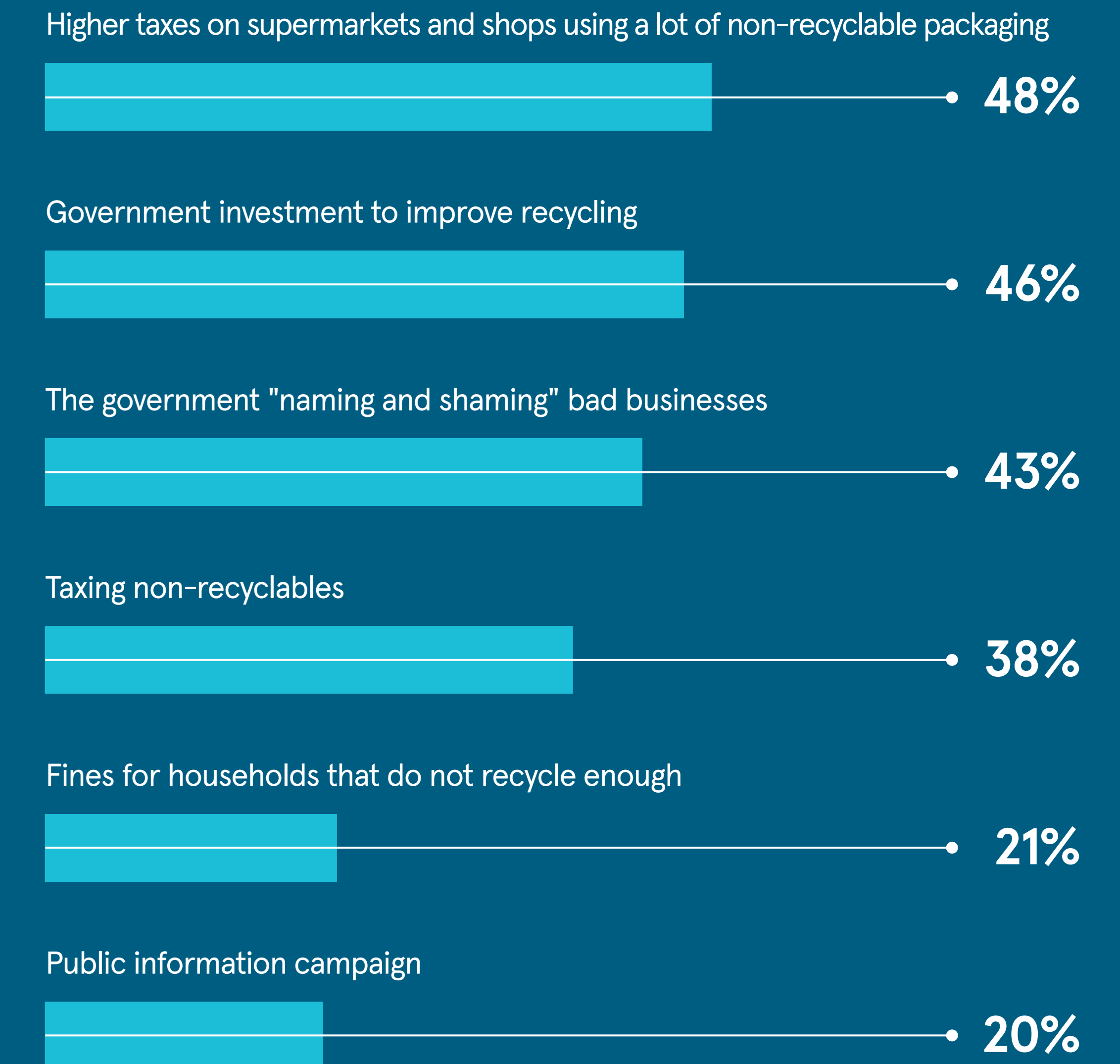
Most important factors in making consumers think about the environmental or social impact of their food and drink packaging



The Grocer/PwC 2019

### CUTTING DOWN ON NON-RECYCLABLES

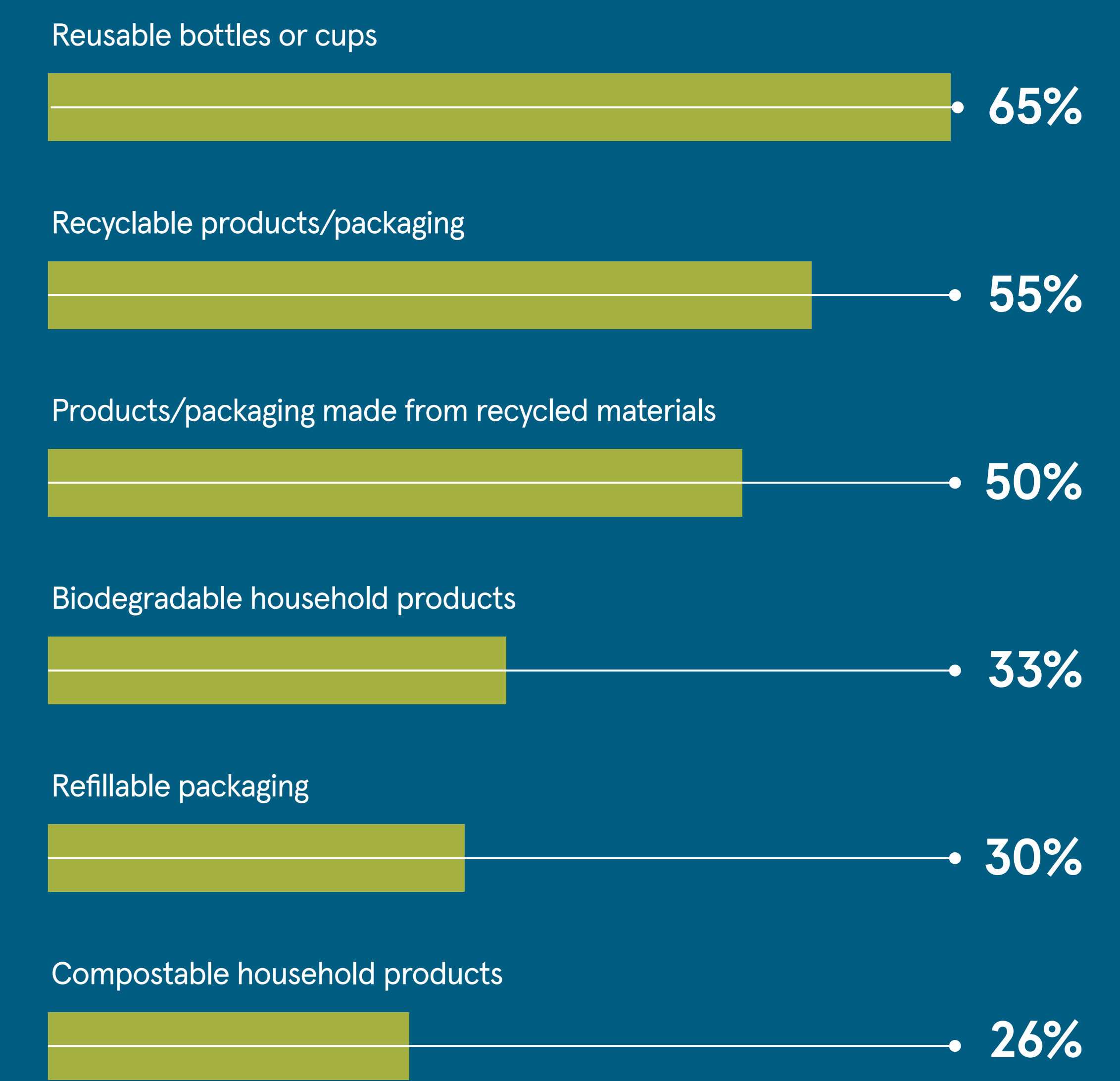
Percentage of consumers who think the following would be effective at reducing the problems caused by unnecessary use of packaging that cannot be recycled



Ipsos 2019

### EXTENT OF ECO-FRIENDLY OPTIONS

Percentage of UK consumers using the following methods



Viridor 2019