



Recyclability- greenwashing versus reduced carbon footprints

How to make changes to packaging that actually reduce food's carbon footprint rather than pretends to. And how to communicate this to the consumer.

Stakes at hand & constraints :

- **Stake 1:** Consumer Heuristic/Reptilian decisions
- **Stake 2:** Law of unintended consequences
- **Constraint 1:** Consumer education
- **Constraint 2:** Recycling infrastructure

Framework :

- EU wide recycling and packaging legislation
- Traffic light system for packaging
- Private/public initiatives
- Standard packaging taxes
- Deposit return schemes



Room n°
Conference time

Consumer Heuristic/Reptilian decisions



- **Stake 1:** Consumers are not fully informed so they often make short hand decisions.

How can consumers be fully informed?

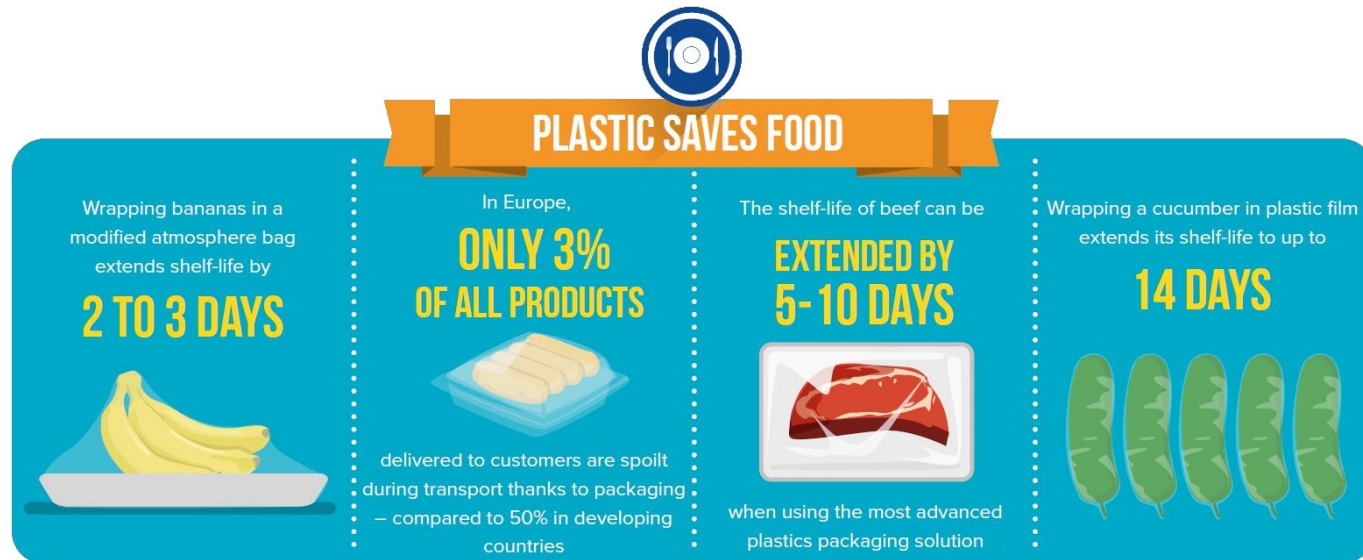
98% of green-labelled products are actually greenwashed.

- Example: Environmental Imageries, Misleading labels, Irrelevant Claims, Lesser of two evils



Law of unintended consequences

- **Stake 2:** Banning plastic might seem the right thing but if reduces shelf life and increases food waste not necessarily














More than 50% of all products manufactured in Europe are packed in plastics.

Consumer education

- Constraint 1: Lack of communication from public bodies about recycling labels

Packaging symbols explained

	The 'Mobius Loop' shows it can be recycled		Widely recycled by 75% or more of Local Authorities (LAs)
	Not collected by all LAs so check locally		Indicates packaging is recycled by less than 20% of LAs
	Product is made from recyclable aluminium		Recyclable glass. Remember to separate colours
	The number indicates the resin code for the type of plastic used		Wood-based products from forests that are well managed
	Producer contributes to a packaging recovery scheme		Reminder to be tidy and dispose of an item appropriately





Recycling infrastructure

- **Constrain 2:** The packaging might be recyclable but won't be unless the recycling facilities exist. Especially true of new recyclable packaging eg 100% OPP retortable pouches.

78% of plastic packaging is recovered

[3]

74% of plastic drinks bottles are recycled

[6]

46% of plastic packaging is recycled

[4]

70% of all plastic is recovered

[5]

59% of all plastic bottles are collected

[2]

31% of all plastic is recycled

[5]

**includes all plastics used in construction and automotive, etc.*

**includes all plastic bottles, such as shampoo and bleach bottles, etc.*

**figure immediately above includes the whole of Europe*

The UK now recycles over 350,000 tonnes a year

Example 1

Pott's

- Example 1: Pott's' – Moving from plastic doy to aluminium can:



Pott's' estimates it could save up to 1.1 million tonnes of plastic a year by switching to the 100% recyclable new format for its Beef, Chicken and Vegetable variants of ambient liquid stock

Using relatively little energy, it could “be recycled an infinite amount of times in a closed loop recycling process.

Example 2

Loliware

- Straws made from seaweed that edible and degradable



LOLI
STRAW

■ **LOLISTRAW**
Feels like a plastic straw

■ **Durable**
Lasts up to 24hrs

■ **Hypercompostable**
Straw to soil in 60days

■ **Edible**
Delicious, fun, & 0 Calorie

The LOLIWARE Straw is 100% plant-based, *hyper-compostable* and marine degradable, in addition to being gluten-free, sugar-free, and non-GMO

The team is focused on replacing the 360 billion plastic straws used globally every year.

Example 3

Day by day

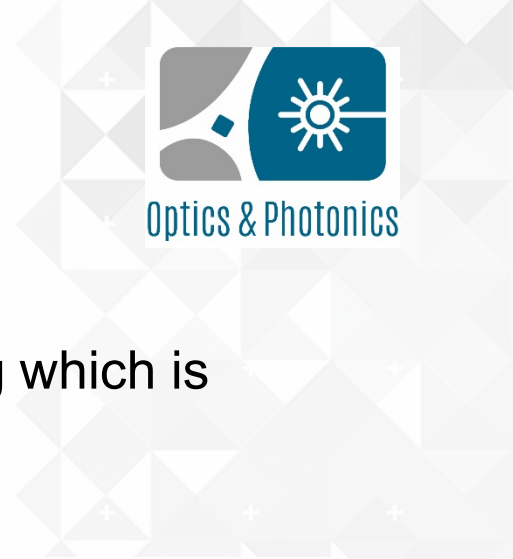
- 100% packaging free supermarkets

The brand offers 750 references, in organic and conventional products, including traditional groceries but also many personal care and house cleaning items, and even toothpaste.

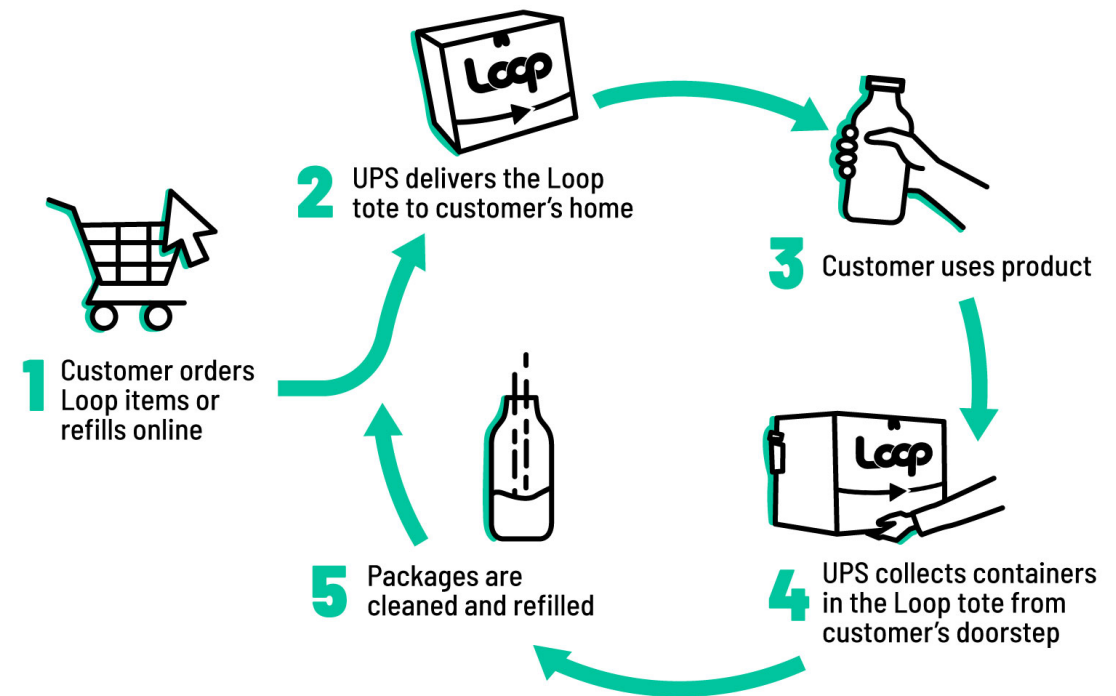


Example 4

TerraCycle



- Loop allow consumers to 'responsibly' consume products in refillable packaging which is collected, cleaned, and reused.



Example 5

Quinola Mothergrain

- Moving from a plastic + cardboard packaging to a paper bag.

