ELIMINATING PROBLEM PLASTICS

THE UK PLASTICS PACT

wrap

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PROBLEM PLASTICS EXPLAINED

Plastics appear everywhere in our daily lives, and we are using them in all sorts of positive ways. However, this has led to an increase in plastic waste which harms our environment.

So, what's the solution?

UK Plastics Pact members account for two thirds of all consumer plastic packaging used in the UK and they have pledged to take action on problematic or unnecessary single-use packaging items by 2025.

In 2019 eight plastic items were identified to be eliminated as far as possible by Pact members. A longer list of 19 items was identified as being problematic or unnecessary with members developing action plans to tackle them.

Progress has been steady across all items, but we must continue to accelerate action if we are to address the issue of plastic waste.

Now is the time to strengthen our ambition

Through monitoring progress, reviewing evidence and consulting with members, six more items have been identified to be eliminated[1]. Members are exploring and implementing solutions to address the problems associated with them through removal, move to reuse/refill, improved design, citizen engagement and/or smarter recycling by 2025.

We are in this together

We have a shared responsibility to address plastic waste. Businesses need to demonstrate leadership, governments implement policies for those slow to take action, and citizens need 'to do the right thing'. And we must avoid unintended consequences. Substituting plastic with another material should not create additional environmental impact. Food waste should not increase as a result of the changes made.

What do we mean by problematic packaging?

- Its use is avoidable or reusable options are available.
- It does not commonly enter recycling or composting systems.
- It's not recyclable or hampers the recycling process.
- It pollutes our environment.

THE UK PLASTICS PACT TARGETS TO 2025:

1. **Eliminate problematic or unnecessary single-use packaging through redesign, innovation or alternative (reuse) delivery models.**
2. **100% of plastic packaging to be reusable, recyclable or compostable.**
3. **70% of plastic packaging effectively recycled or composted.**
4. **30% average recycled content across all plastic packaging.**

[1] Members are required to take action as far as possible.

THE ORIGINAL EIGHT

In 2019 The UK Plastics Pact identified eight items to be eliminated by the end of 2020 as far as possible. This was in anticipation of the European Single Use Plastics Directive and because no practical options, such as better design or smarter recycling systems could make them environmentally acceptable.

In the original list of eight, there are some necessary exemptions and some items will take longer to change[2].

Significant business disruption over the past two years, exacerbated by the COVID-19 pandemic, has created delays. Substantial capital investment is required and licensing processes in pharmaceutical packaging means that whilst not 'exempt', packing changes will take longer to implement. Social and medical implications need to be considered, for example, the provision of plastic straws for those with a specific disability. And it is important to ensure that actions have no unintended environmental impact.

1. **Disposable plastic cutlery***

   Along with straws and stirrers, disposable plastic cutlery is frequently found littered on beaches. Wherever possible reusable cutlery should be used, and if not, alternative materials adopted.

2. **Disposable plastic plates and bowls***

   Disposable plastic plates and bowls are designed to be used just once. They should be replaced with reusable options.

3. **Plastic straws***

   In most circumstances, the use of plastic straws is unnecessary and they are not recycled. If not removed, alternative materials should be used.

4. **Cotton buds with plastic stems***

   Cotton buds are often found during beach clean-ups. Whilst citizens need to play their part when they dispose of them, the plastic stem should be substituted with card or other fibrous materials.

5. **Plastic stirrers***

   In many cases plastic stirrers should be substituted with an alternative material, or a metal spoon that can be washed and reused.

[2] It will not be possible to confirm the extent to which the 8 items were eliminated by the end of 2020 (the original target date for removal as far as possible) until next year when WRAP will review data for 2021.
* This item falls under the Single Use Plastics Directive or are subject to government legislation. While the Directive is not applied to England, Wales and Scotland, it will apply in Northern Ireland which has a deadline of 1st January 2022 to implement the bans. For further information regarding government legislation see the Appendix.

THE ORIGINAL EIGHT

6. Household Polystyrene Packaging*

Polystyrene that enters the household recycling system is not recycled in the UK. It represents 2% of all consumer plastic packaging and, as a minority polymer, the commercial viability of recycling it is highly challenging. Rationalising polymers to make recycling simple for citizens and commercially viable for recyclers is a key strategy of The UK Plastics Pact. Polystyrene is often used for food takeaway containers, yoghurt pots and to package white goods. Alternative materials should be used.

Currently out of scope is polystyrene packaging used between businesses where it is demonstrated that effective recycling is taking place, and polystyrene garment hangers where it can be demonstrated that effective take back and reuse schemes are in place and successfully implemented.

7. Oxo-degradable plastic products*

Oxo-degradable plastics fragment into microplastics which contribute to plastic pollution. This material is difficult for citizens to identify. Our 2020 data indicates that Pact members are no longer placing this material on the market. If businesses are still looking to use this material, they should explore reusable alternatives wherever possible, and if not, consider compostable or recyclable plastics.

8. Polyvinyl chloride (PVC) packaging

PVC is a plastic which is problematic when used for and within food packaging because it is not recyclable and is a contaminant if it enters the recycling system. It can be found in various forms, such as meat trays, plastic film around mushrooms or blister packs that citizens are unable to identify and separate. PVC is frequently used for pharmaceuticals. Whilst not 'exempt', it is recognised that it will take longer to change pharmaceutical packaging to a recyclable alternative, although we are already starting to see innovations in this area. Outside of food packaging, it has many valid applications, for example for doors and window frames. In these situations, it is often recycled in the UK.

* This item falls under the Single Use Plastics Directive or are subject to government legislation. While the Directive is not applied to England, Wales and Scotland, it will apply in Northern Ireland which has a deadline of 1st January 2022 to implement the bans. For further information regarding government legislation see the Appendix.

THE ORIGINAL EIGHT

It was acknowledged from the outset that there would be areas where elimination would be more challenging to deliver than in others. Progress has been slower on polystyrene (a 3% reduction) which, amongst other things, is used to package multipack yoghurts and white goods. Business members report that the COVID-19 pandemic has had an impact on making the necessary changes, with a key barrier to change being cost. Despite this, 20% of members have already successfully removed polystyrene, a further 20% will have removed it by the end of 2021, and most others will remove it in 2022.

PROGRESS TO DATE

10%

reduction in consumer packaging between 2018 & 2020.

80%

The most significant reduction has been achieved in PVC packaging, which has fallen by more than 80% since 2018.

46%

reduction in problematic and unnecessary plastic items since 2018 to 398 million items (numbered 1-5 in the list). The tonnage of all items has reduced by 42%, from 22,700 tonnes to 13,100 tonnes[3].

Further information on progress including examples of member action can be found in The UK Plastics Pact Annual Report.

1. **Disposable plastic cutlery**
2. **Disposable plastic plates and bowls**
3. **Plastic straws**
4. **Cotton buds with plastic stems**
5. **Plastic stirrers**
6. **Household polystyrene packaging**
7. **Oxo-degradable plastic products**
8. **Polyvinyl chloride (PVC) packaging**

[3] These numbers are based on members who reported each year since 2018 to give a meaningful data comparison. The membership of the Pact has grown by 20% since 2018; despite this, the overall tonnage of problematic items has fallen by 30% and the number of items by 36%.

THE NEW SIX FOR ELIMINATION

Six new items / materials have been added to the elimination list following consultation with UK Plastics Pact members.

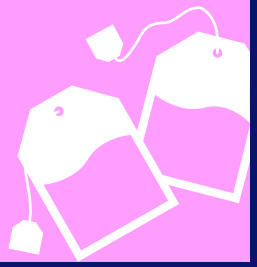
Items 1-5 should be removed by the end of 2022 as far as possible. Elimination of plastic packaging for uncut fresh fruit and vegetables is a longer term goal. With all items, if alternative materials are considered, care should be taken not to negatively impact the environment.

1. **Plastic wrapping for multi-sales of tins, bottles and cartons**

2. **PVC cling film**

3. **Non-compostable fruit/veg stickers**

4. **Non-compostable tea and coffee bags**



5. **Single-use, single-serving plastic sachets/jiggers** in restaurant settings

6. **Plastic packaging for uncut fresh fruit and vegetables** unless it is demonstrated to reduce food waste

WHY THESE ITEMS

1. Plastic wrapping for multi-sales of tins, bottles, and cartons

Industry has demonstrated that items such as cans, tins and bottles are already being sold individually rather than in multi-packs with shrink wrap. Whilst multi-packs may be required for small items, WRAP challenges Pact members to remove plastic wrapping for multi-packs of fewer than 5 items, 400ml/400g or larger, for steel tins, aluminium cans, bottles, and cartons by the end of 2022 as far as possible. There are greater logistical challenges for items more than 5 and for this reason smaller multipacks are targeted initially, but packaging should be removed where possible. Shrink wrap should not be replaced with a substitute material since any packaging is unnecessary and all packaging has an environmental impact[4].

2. PVC cling film

PVC cling film can be part of packaging as well as used as a product. It has already been outlined that PVC packaging should be replaced. PVC is widely recognised by industry as a contaminant to the recycling process[5] and with recycling of plastic bags and wrapping being rolled out across supermarkets (and from homes/places of work in future years), it will be increasingly likely to enter the recycling system. All PVC cling film should be replaced with non-PVC alternatives such as low-density polyethylene and citizens encouraged to adopt reusable options such as plastic containers e.g. Tupperware.

3. Non-compostable fruit/veg stickers

These are not recycled and can contaminate compost when they are disposed of via food waste collections. Fruit stickers should be avoided where possible, and where not possible should be made of compostable material[6].

4. Non-compostable tea and coffee bags

Tea and coffee bags that contain or are made from non-compostable plastic can contaminate compost when they are recycled with food waste. See WRAP compostable plastic packaging guidance regarding compostable packaging standards.

[4] https://wrap.org.uk/resources/report/material-alternatives

[5] https://wrap.org.uk/resources/guide/guidance-use-polyvinyl-chloride-pvc

[6] See WRAP compostable plastic packaging guidance regarding compostable packaging standards.

WHY THESE ITEMS

5. Single-use, single-serving plastic sachets/jiggers in restaurant settings

Single-use, single-serving sachets/jiggers used in restaurants are avoidable. This would exclude takeaway, 'on the go' and in contexts such as hotel rooms where providing refill options is recommended but is significantly more challenging. As a result of COVID-19, there could be some delays in progress to achieving this, although end 2022 is still targeted.

6. Plastic packaging for uncut fresh fruit and vegetables, unless it is demonstrated to reduce food waste

WRAP has undertaken ground-breaking research to investigate the impact of selling fresh produce packed or loose on household food waste[7]. The research has highlighted that in some instances both plastic packaging and household food waste could be reduced by selling fresh, uncut produce loose. This is because, for some items, removing packaging enables citizens to buy what they need, and use what they buy in time.

It is acknowledged that removing plastic packaging from fresh, uncut produce is not without its challenges. Further information on the issue, opportunity, and ambition for moving to a largely packaging free system for fresh produce is explored further in this report.

Household food waste accounts for

70%

of food waste post farm gate. Fresh fruit and vegetables make up more household food waste, by weight, than any other category.

Total fresh vegetable and salad waste in the UK is 1.6Mt, of which 80% (1.3Mt) could have been eaten.

This costs citizens

£2.7 BILLION

[7] Reducing household food waste and plastic packaging.

UNCUT FRESH FRUIT AND VEGETABLES

The Opportunity

WRAP has undertaken a programme of research to investigate the impact of selling fresh fruit and vegetables loose or packaged on household food waste. The research highlighted that in some instances both plastic packaging **and** household food waste can be reduced by selling fresh, uncut produce loose. Selling loose enables citizens to buy what they need, and therefore reduce waste at home. In most cases investigated, the benefit of packaging to increase shelf-life was found to be negligible.

There will still be instances where packaging is required. For example, to prevent product damage and contamination along the supply chain or differentiate lines such as organic or different sizes. However, to eliminate unnecessary packaging and help people buy what they need, retailers should work towards a largely packaging free system. The default position going forward should be for uncut fresh fruit and vegetables to be sold loose, unless it can be evidenced that the use of plastic packaging gives a net reduction in food waste from farm to fork.

If all apples, bananas and potatoes were sold loose it would reduce plastic packaging by more than

8,800

tonnes per year[8] saving more than 27,300 tonnes of CO_2e.

WRAP's research has demonstrated that allowing people to buy the right amount of apples, bananas and potatoes would reduce household food waste by

60,000 TONNES

The Challenge

Removing plastic packaging is not without its challenges. Solutions will need to be found which could have considerable cost and management implications to minimise food waste along the supply chain. Moving to sell more items loose will involve planning and implementation, for example supporting customer demand for more loose fruit and vegetables, managing in-store food waste and impacts on supply chain food waste. WRAP's existing implementation guidance will also be updated and strengthened in response to the latest evidence. Automated online retail and delivery present additional challenges and will require further trials to identify items that could be sold loose.

The customer shopping experience will also need consideration, from encouraging citizens to: buy the right amount; clear pricing; transport through store and home without the use of single use produce bags (whatever they are made from); and limit handling and product damage. COVID-19 has also had an impact on sales of loose fruit and vegetables with citizens reverting to buying packaged items. It is not known how long this will continue to be a factor.

[8] Packaging tonnage courtesy of Valpak 2019. CO_2e figures relate to plastic packaging savings only.

UNCUT FRESH FRUIT AND VEGETABLES

Many supply chains have been optimised to sell packed fresh produce and, in turn, citizens have become used to it. We are all on this journey together.

Plastic packaging for fresh produce should not simply be replaced with a different type of packaging since all materials have an environmental impact. A key benefit of removing packaging for some items is to enable citizens to buy what they need and therefore reduce food waste.

Some retailers already offer customers the choice to purchase some products loose or packaged. But the reasons that drive citizens to choose packaged over loose are complex. Normalising the sale of core items loose and removing packaged lines completely across the retail industry will help citizens buy what they need, change ingrained behaviours and avoid food waste, whilst reducing unnecessary packaging.

The Ambition

While wholesale change cannot happen overnight, retailers should work towards selling a significant proportion of fresh produce loose by 2025. The rate of progress will vary across supermarkets depending on their current offering and infrastructure. To support The UK Plastics Pact target of eliminating problematic and unnecessary plastic packaging, retailers are expected to:

- extend the number of lines available loose;
- reduce the number of lines sold packaged; and
- make loose lines attractive to citizens, for example through prominent display and clear and equitable pricing.

WRAP, retailers, and other stakeholders will also need to engage with citizens to encourage the purchasing of and drive demand for loose produce.

Next Steps

WRAP will work with retailers to develop a Pathway to 2025 for the sale of loose fresh produce. Retailers that are members of the Pact will be expected to improve performance year on year and amalgamated data will be shared as part of The UK Plastics Pact annual reporting. WRAP encourages retailers to also report externally on an individual basis.

Where fresh produce remains packaged (in the short-term or because it is evidenced that it would otherwise lead to increased food waste) retailers must follow the latest Best Practice Guidance for labelling. This includes not applying any date label and providing clear and prominent home storage advice, including the 'Little Blue Fridge' and numerical temperature advice[8].

[8] Excluding some items that should not be refrigerated at home

UNCUT FRESH FRUIT AND VEGETABLES

WRAP has identified key products that should be prioritised based on:

- where there is the greatest opportunity to prevent household food waste, for example potatoes;
- where the barriers to removing plastic packaging are less, for example for peelable items such as bananas; and / or
- where the items are already sold loose by at least one major UK retailer and so demonstrates a precedent to build from.

The longer-term goal is for all lines within a category, for example all types of apples, to be sold loose. However, in the first instance, the priority is on the main selling lines. For example, organic lines may be packaged while the main or core line is sold loose. A key point is that this is not about simply selling the same product both packaged and loose, it is about selling it only loose to drive the desired citizen behaviour.

If all the items identified as a priority were sold loose rather than packed, it would save more than 21,500 tonnes of plastic[9] and nearly 69,500 tonnes of CO_2e.

	Significant opportunity to prevent household food waste by selling loose	Peelable item	Already sold loose by at least one major retailer
Apples & Pears	✓		✓
Aubergines	✓		✓
Avocados	✓	✓	✓
Bananas	✓	✓	✓
Broccoli, Cabbage & Cauliflower			✓
Carrots, Courgettes, Leeks & Parsnips	✓		✓
Garlic & Ginger	✓	✓	✓
Oranges, Lemons & Limes	✓	✓	✓
Mangos	✓	✓	✓
Onions	✓	✓	✓
Peppers & Tomatoes	✓		✓
Potatoes	✓		✓
Squash & Swedes		✓	✓

[9] Packaging tonnage courtesy of Valpak 2019. CO_2e figures relate to plastic packaging savings only.

BUT THAT'S NOT ALL.

The UK Plastics Pact vision is a world where plastic is valued and doesn't pollute the environment. This means avoiding, reducing, refilling/reusing, designing for recyclability, getting material recycled and, as far as possible, recycled back into plastic packaging. All four of The UK Plastics Pact targets work together to achieve this.

There are many other plastic packaging items that are considered problematic or unnecessary which are outlined in this section. For each of these items, Pact members will assess whether the following actions can justify continuing use:

- Can its use be **avoided** in the context within which it is being used?
- Can it be replaced with **reusable or alternative** options?
- Can the **design** be improved to increase its recyclability?
- Can investment be made in **labelling, messaging and collections/recycling infrastructure** to boost retrieval and recycling?

If the reasons why an item is considered 'problematic or unnecessary' can be overcome, or if the benefits of its use outweigh the impact, members may decide not to replace it.

It will be the responsibility of all Pact members to undertake the actions that work for their businesses, supported by WRAP.

A considered approach is critical to ensure there are no unintended consequences. With all items on the list, if replacement with alternative materials are considered, care should be taken not to negatively impact the environment or increase food or product waste.

THE INVESTIGATION LIST

For the following list of items, Pact members should develop and implement solutions to address the issues they present.
The items on this list are under regular review.

	Plastic Item	Rationale and options	Key actions
1	**Multi-layer non-recyclable plastics (e.g., pet and baby food pouches)**	These materials are very challenging to recycle.	Members are required to align with CEFLEX design guidance by the end of 2023, meaning that multi-layer non-recyclable plastics should be phased out as far as possible.
2	**Multi-pack rings for canned drinks**	Industry developments have demonstrated that canned drinks do not require the multi-pack ring and that alternative systems, for example use of glue, can be adopted at a commercial scale. If multi-pack rings cannot be removed, they can be recycled with plastic bags and wrapping.	Removal – consider whether required at all. Encourage citizen recycling with plastic bags and wrapping.
3	**Single-use plastic bags, including carrier bags and fresh produce bags**	These can be avoided and reusable options used. There are low levels of recycling of plastic bags. Reusable options are frequently available and can be promoted.	Removal – consider whether required at all. Replacement with reusable. Encourage citizen to reuse and recycle at end of life.

THE INVESTIGATION LIST

	Plastic Item	Rationale and options	Key actions
4	**Mono material flexible plastic packaging (e.g. crisps, fruit and vegetable film packaging)**	In many instances, flexible plastic packaging (where packaging is necessary) can be a resource efficient material to use. However recycling levels are low. A Roadmap for the recycling of flexible plastic packaging outlines the role the whole value chain has to play in ensuring this material is recycled. A critical step in the strategy is to recycle plastic bags and wrapping at supermarkets ahead of kerbside collections. All business members can promote these collection points by directing citizens to RecycleNow.com as a minimum.	Removal – consider whether required at all. Encourage citizen recycling with plastic bags and wrapping.
5	**Bottle tops/caps**	Frequently these are not recycled, as citizens are unsure about what to do with them and there is some inconsistency across local authorities and waste management companies on acceptance of them. These items can also be lost in the recycling process due to their small size. Along with drinks bottles, they are frequently littered. Litter issues will be largely addressed upon the introduction of deposit return schemes.	Redesign – consider tethering. Invest in recycling infrastucture to recover small formats. Provide clear and consistent guidance to citizens to replace the lid before recycling. Consistency across waste management facilities in acceptance of bottles with lids.
6	**Single-use plastic bottles**	Plastic bottles are not always recycled, particularly away from home/on-the-go and bottles from the bathroom. Drinks bottles are frequently littered. There are potential reuse/refill options in some circumstances. Recycling and litter issues associated with drinks bottles are anticipated to be largely resolved upon the introduction of deposit return schemes.	Replace with reusable/refillable alternative. Encourage citizen recycling.

THE INVESTIGATION LIST

	Plastic Item	Rationale and options	Key actions
7	**Internal plastic trays e.g. trays for premium biscuits.**	These are sometimes avoidable and can be made from plastic that is not recyclable. As with other plastic trays, recycling rates are relatively low and there is a particular challenge to recycle polyethylene terephthalate (PET) trays back into PET trays.	Removal – consider whether required at all. Redesign for recyclability. Investment in PET tray to tray recycling. Encourage citizens to recycle.
8	**Disposable plastic cups**	These are designed to be used just once and are often not recycled, particularly when used outside of the home due to lack of recycling collections.	Replace with reusable alternative. Invest in recycling collections.
9	**Plastic cup lids (from hot beverage cups)**	These lids are often made from a type of plastic which is not recycled (e.g. polystyrene).	Removal – consider whether required at all. Redesign for recyclability. Invest in recycling infrastructure. Encourage citizen recycling or use of reusable alternatives.

THE INVESTIGATION LIST

	Plastic Item	Rationale and options	Key actions
10	**Plastic coffee pods**	Unless collected separately for recycling, these are generally not recycled because of their small size and because they contain spent coffee grounds.	Redesign for compostability. Invest in take back recycling schemes and recycling infrastructure. Engage citizens to participate or choose alternative models such as pod-less coffee machines and coffee bags.
11	**Single-use, single-serving sachets, jiggers and pots outside of restaurants**	These are not recycled and, in some cases, could be avoided. However, it is acknowledged that COVID-19 may impact any dates for implementation.	Replace with reusable alternative where possible (e.g. jugs and dispensers at the point of purchase for takeaway). Redesign for recyclability or compostability, and in parallel invest in recycling infrastructure to enable recycling.
12	**Tear off tamper evident strips on containers**	These are not recycled and could be removed or replaced with alternative materials e.g. paper strip on glass jars.	Redesign for removal. Replace with alternatives.

THE INVESTIGATION LIST

	Plastic Item	Rationale and options	Key actions
13	**Excessive headspace / oversize packaging**	Excessive packaging is unnecessary and can be avoided. It is acknowledged that what is deemed excessive needs consideration at the product level. For example, in some products more headspace is required for product protection and to allow for 'settling' in pack. In chilled goods, standard sizes of packs can be used for efficiency. Packaging needs to be fit for purpose, but unnecessary layers or headspace should be addressed. WRAP is interested to support collaboration to achieve this, similar to previous work where industry was convened to reduce Easter Egg packaging for medium eggs by a minimum of 25%.	Removal.
14	**Plastic lids (additional) on dairy, DIY etc. products**	Plastic lids, additional to a sealing lid, e.g. used in larger yoghurt pots, are considered unnecessary. Several retailers have made good progress in removing these as excessive packaging without substituting with alternative materials. Care should be taken to avoid food waste as a result of packaging damage. Some pack sizes may be more suitable for lid removal than others.	Removal.

APPENDIX

POLICY INTERVENTIONS (IN RELATION TO ITEMS IDENTIFIED FOR ELIMINATION AS FAR AS POSSIBLE).

Plastic straws: Sale of plastic straws were banned in England in October 2020. This includes exemptions to ensure that people with medical needs are able to continue to access plastic straws. Regulations have been drafted in Scotland. Welsh Government has announced its intention to also ban plastic straws, subject to consultation. In Northern Ireland these should be banned from sale in January 2022 on the implementation of the Plastics Directive.

Plastic stirrers and cotton buds with plastic stems: Sale of these items were banned in England in October 2020. Regulations have been drafted in Scotland. Welsh Government has announced its intention to also ban them, subject to consultation. In Northern Ireland these should be banned from sale in January 2022 on the implementation of the Plastics Directive.

Disposable plastic cutlery, plates and bowls: Defra is consulting on the ban of the sale of these items in England. Regulations to restrict the sale of these items have been drafted in Scotland. Welsh Government has announced its intention to also ban them, subject to consultation. In Northern Ireland these should be banned from sale in January 2022 on the implementation of the Plastics Directive.

Oxo-degradable plastic products*: Regulations have been drafted in Scotland. Welsh Government has announced its intention to also ban oxo-degradable plastics, subject to consultation. Consultation to ban is expected in England. In Northern Ireland these should be banned from sale in January 2022 on the implementation of the Plastics Directive.

Expanded polystyrene food and beverage containers: Defra is consulting on a ban on the sale of these items. Regulations have been drafted in Scotland. Welsh Government has announced its intention to also ban, subject to consultation. In Northern Ireland these should be banned from sale in January 2022 on the implementation of the Plastics Directive.

* As defined in Article 3 of the European Plastics Directive.

THANK YOU

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The UK Plastics Pact is led by WRAP with the support of the Ellen MacArthur Foundation. The UK Plastics Pact was cocreated by the Ellen MacArthur Foundation and WRAP to accelerate the transition to a circular economy for plastics in the UK and is one of the Ellen MacArthur Foundation's national and regional implementation initiatives around the world. The opinions expressed, and materials made available, by WRAP or The Ellen MacArthur Foundation or The UK Plastics Pact signatories do not necessarily reflect the views of the other parties who are not responsible for the same.

WRAP's vision is a world in which resources are used sustainably. Our mission is to accelerate the move to a sustainable resource-efficient economy through re-inventing how we design, produce and sell products; re-thinking how we use and consume products; and re-defining what is possible through re-use and recycling.

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