
North East Recycling Forum Conference

Newcastle, Wednesday 22 November 2023

*‘Together,
we can get more things done’*

Paul Vanston, CEO

Industry Council for Packaging and the Environment - INCPEN



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ArdaghGroup



M&S

Plastipak
PACKAGING



Red Bull



Unilever

Associated
British Foods
plc



Nestlé

Good Food, Good Life

Berry



klöckner pentaplast



Warburton's
Family Bakers
TESCO



PEPSICO

Boots

incpen
Industry Council for Packaging and the Environment



Coca-Cola
Hellenic Bottling Company



CROWN

Brand-Building Packaging™



DANONE
ONE PLANET. ONE HEALTH

ocado

essity

Huhtamaki

Faerch

CLEAN TECH
A PLASTIPAK COMPANY

Sainsbury's

L'ORÉAL

ProAmpac

Coca-Cola
EUROPACIFIC
PARTNERS

COSTA COFFEE

Johnson & Johnson

incpen

Reminder: We're all in the same boat! We have complementary roles



INCPEN approach

Best ambitions
Best results
Best value

INCPEN attitude

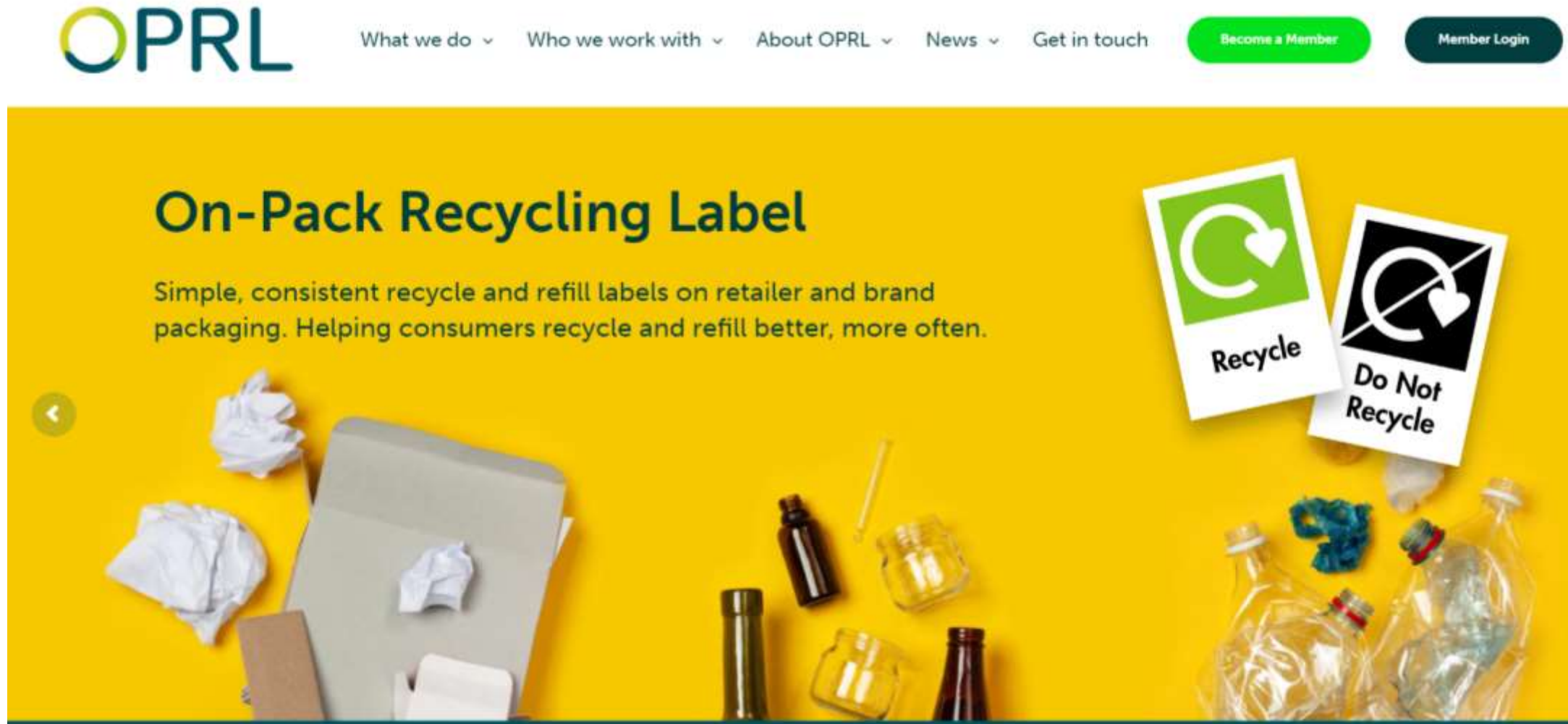
*'Together,
we've got this!'*



INCPEN focus

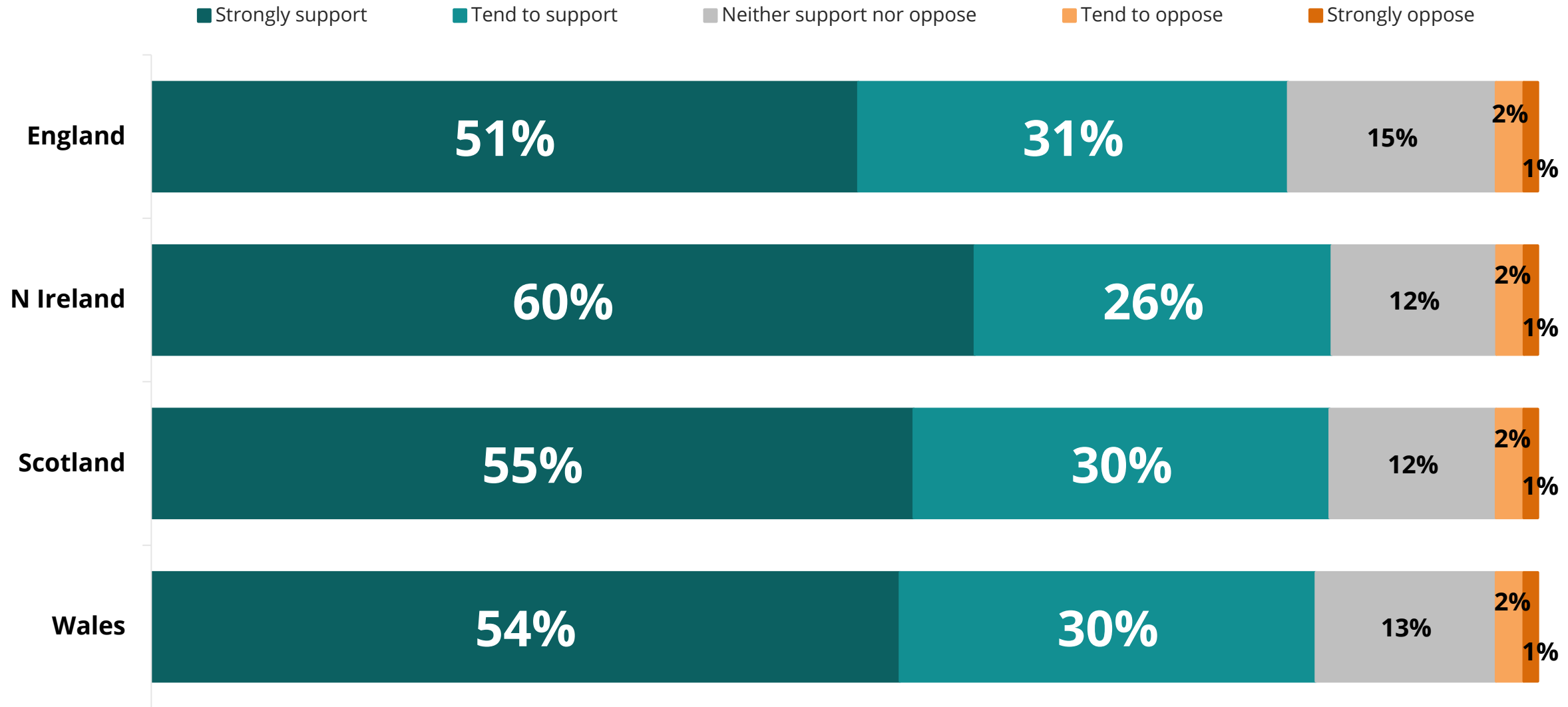
*Active on packaging,
environment and value
chain working in harmony*

'What do we want?' UK-wide common packaging labels



Picture Source: OPRL website. INCPEN is a guarantor of OPRL

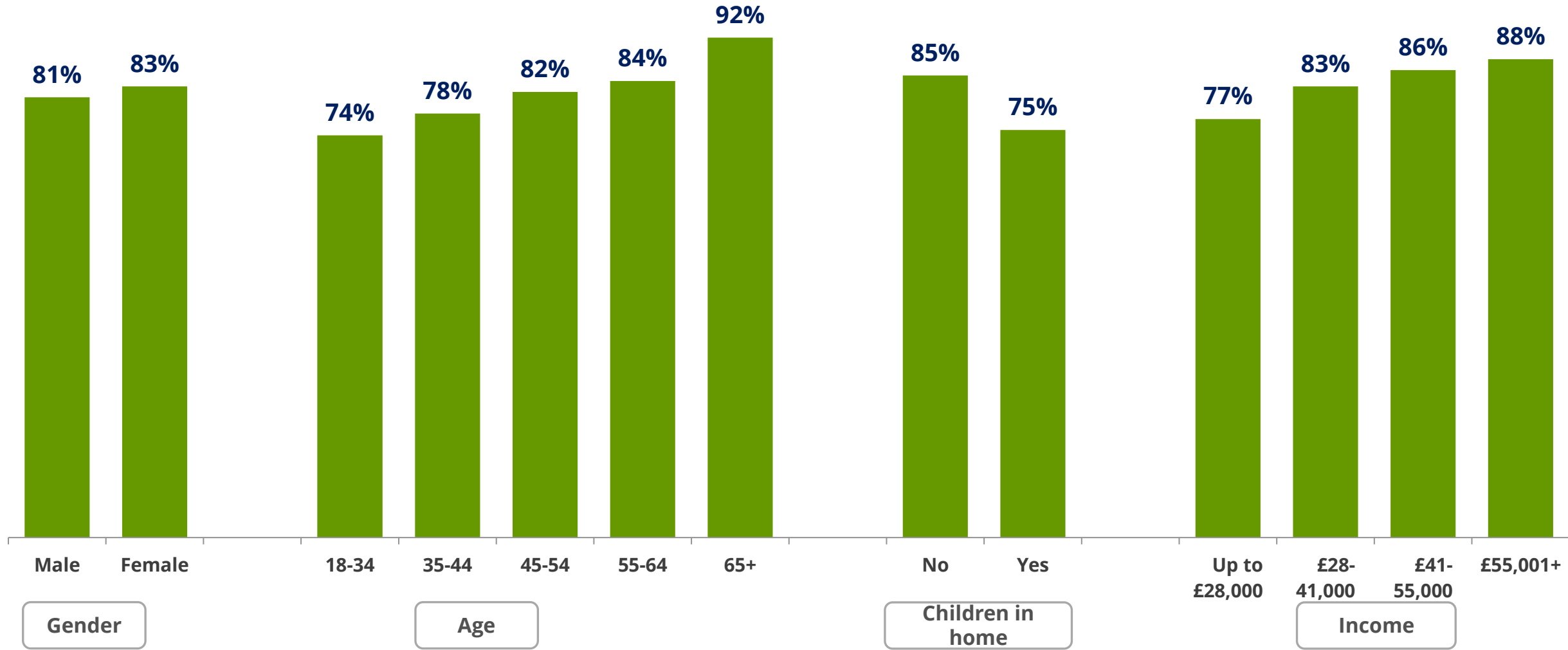
Citizens views: UK-wide common packaging labels



Base: 5,089 adults in UK. September 2023
(2,515 adults in England, 519 adults in Northern Ireland, 1,048 adults in Scotland & 1,007 adults in Wales)

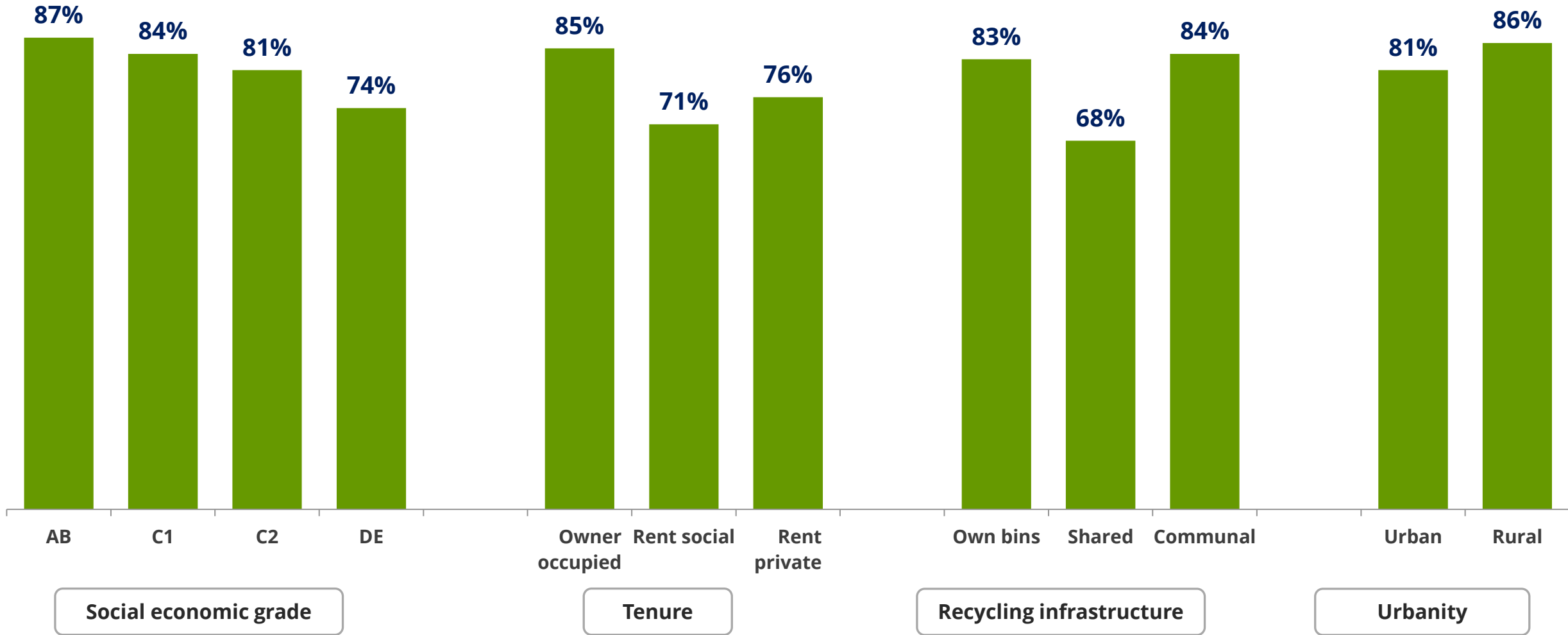
Differences by sub-group 1: England

The graph shows the “support” scores for each sub-group (strongly + tend to support)



Differences by sub-group 2: England

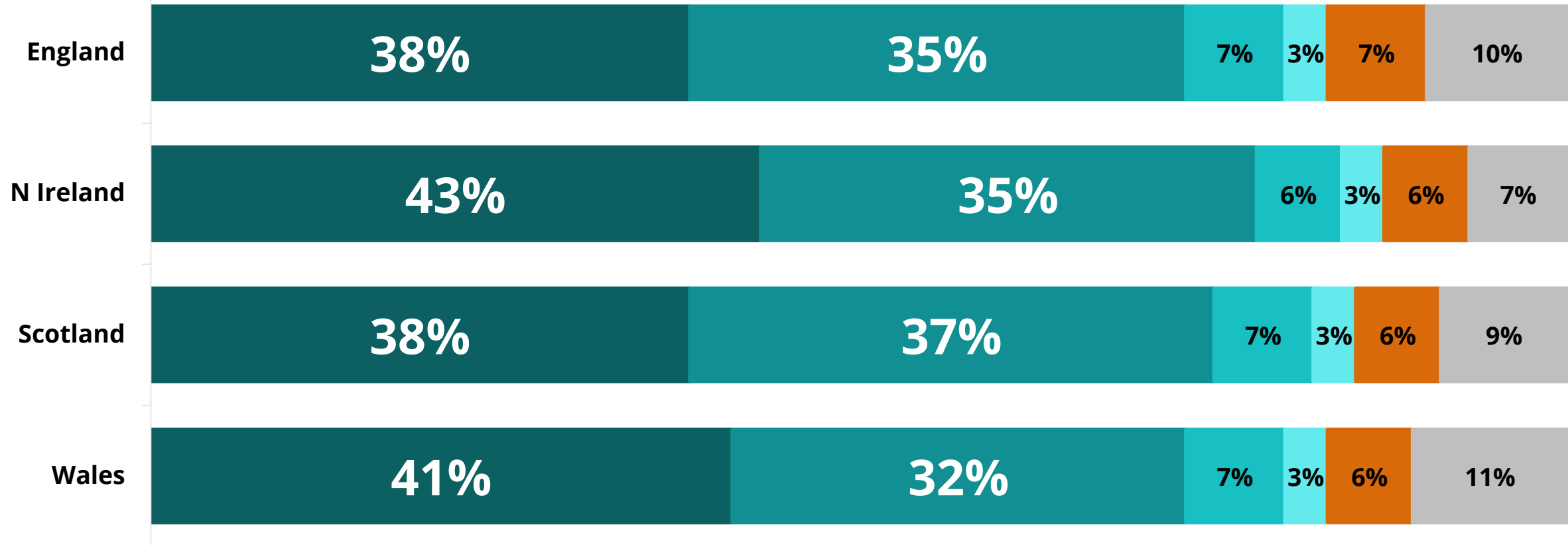
The graph shows the “support” scores for each sub-group (strongly + tend to support)



'When do we want it?' UK-wide common packaging labels

Q. Which of the following best describes your own view?

- I think this should be a priority and implemented without delay
- I think this is an issue that needs attention and I'd like to see it implemented by 2026
- I think this is an issue that needs attention and I'd like to see it implemented by 2028
- I think this is an issue that needs attention and I'd like to see it implemented by 2030
- I don't think this is a priority at all
- Don't know / Don't have a view

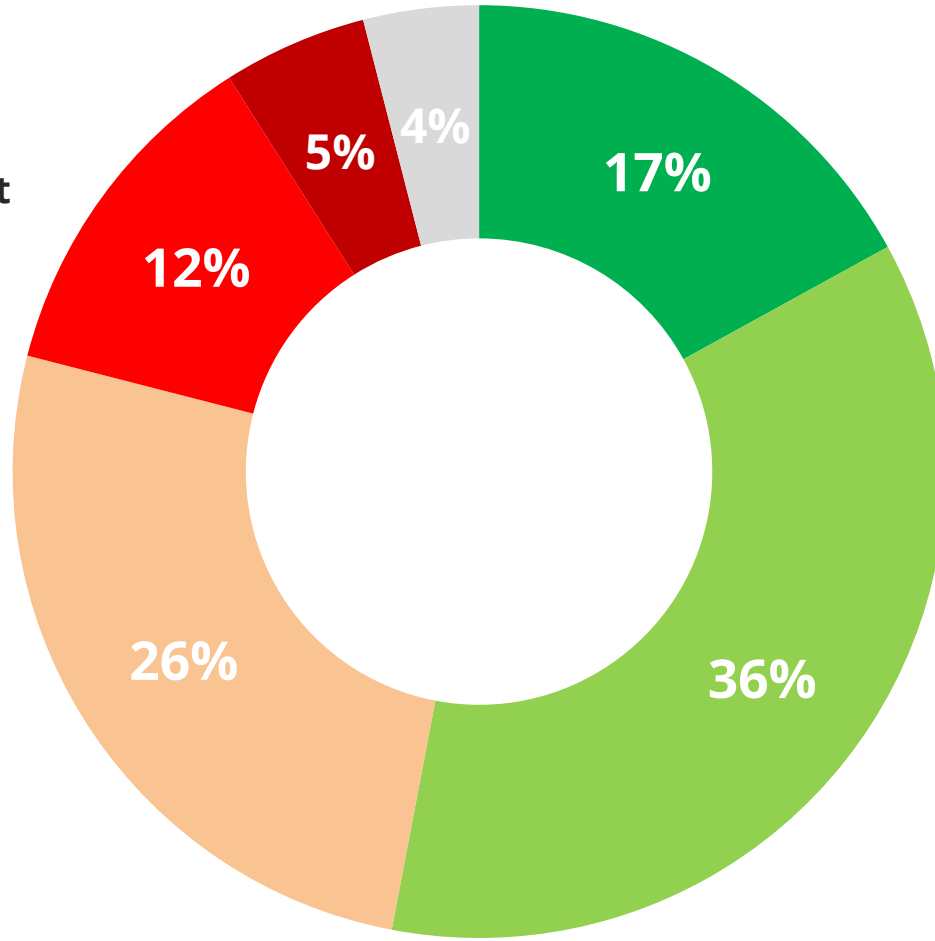


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Confidence in recycling: Wales 2023

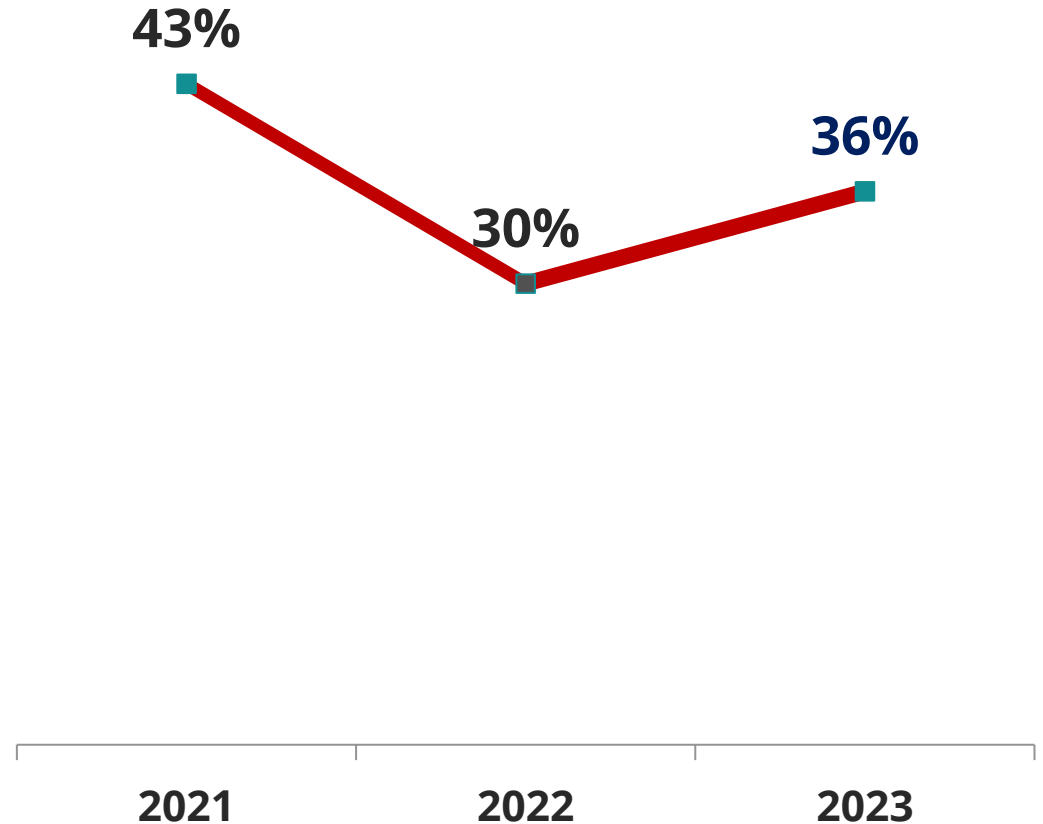
Q. How confident are you that the recycling collected from your home is actually recycled?

- Highly confident
- Mostly confident
- Moderately confident
- Not very confident
- Not at all confident
- No opinion/not sure



Net confidence (greens minus reds)

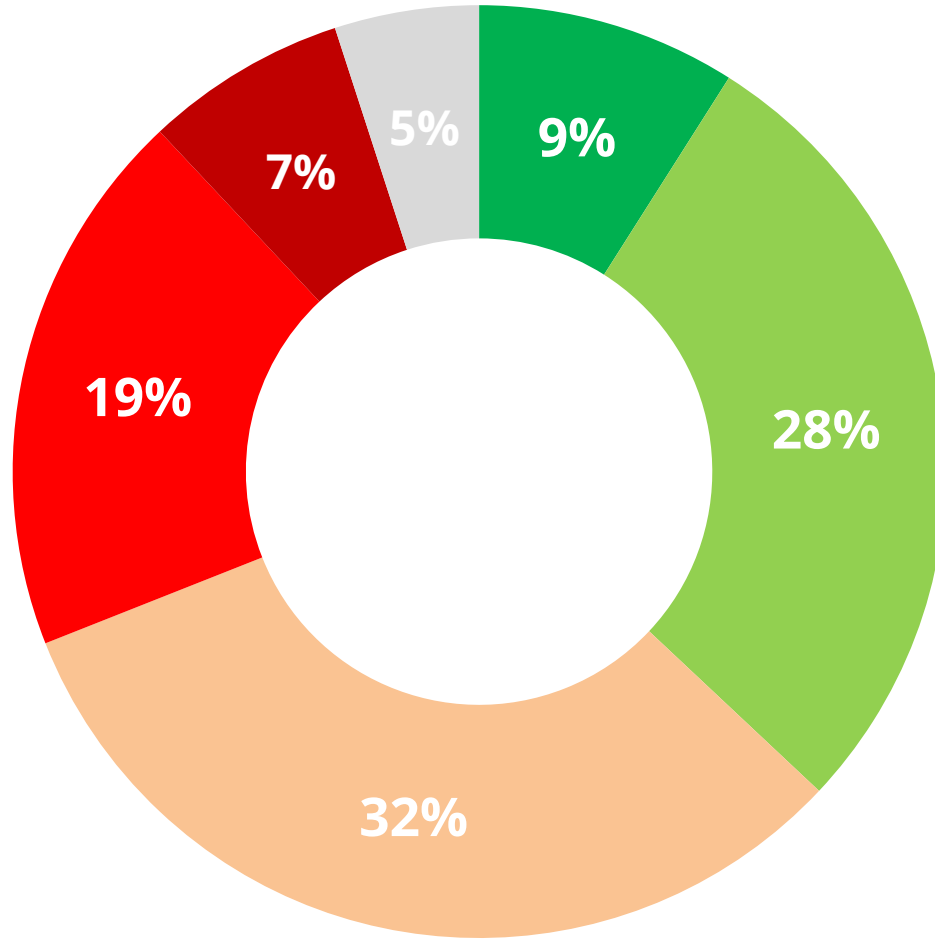
(highly/mostly minus not very/not all all):



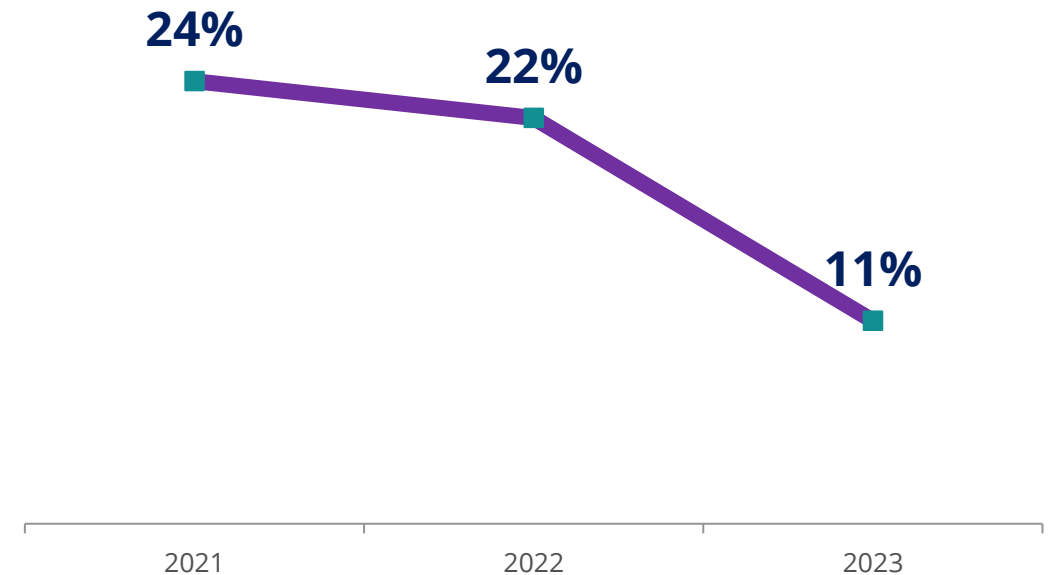
Confidence in recycling: England

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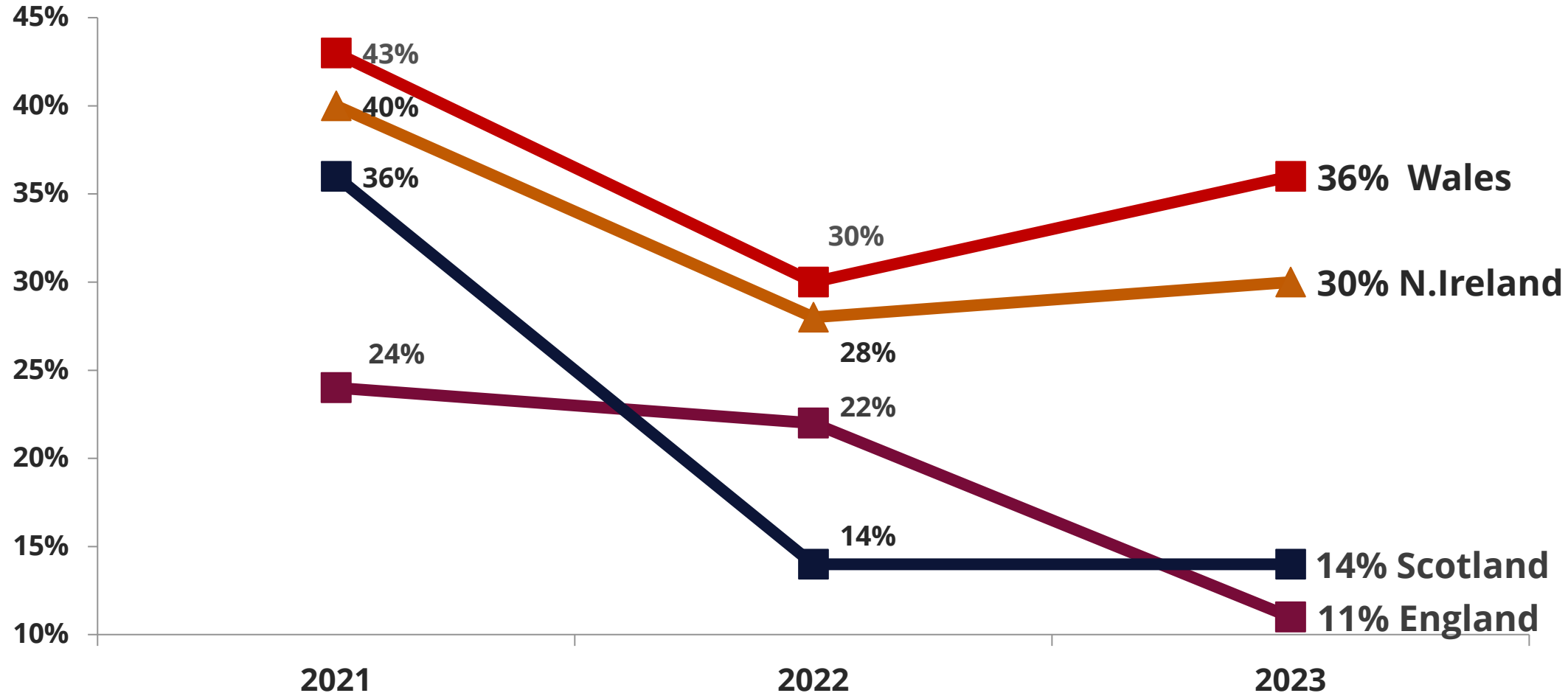
Net confidence (greens minus reds)
(highly/mostly minus not very/not all all):



Confidence in recycling from home: 4 nations

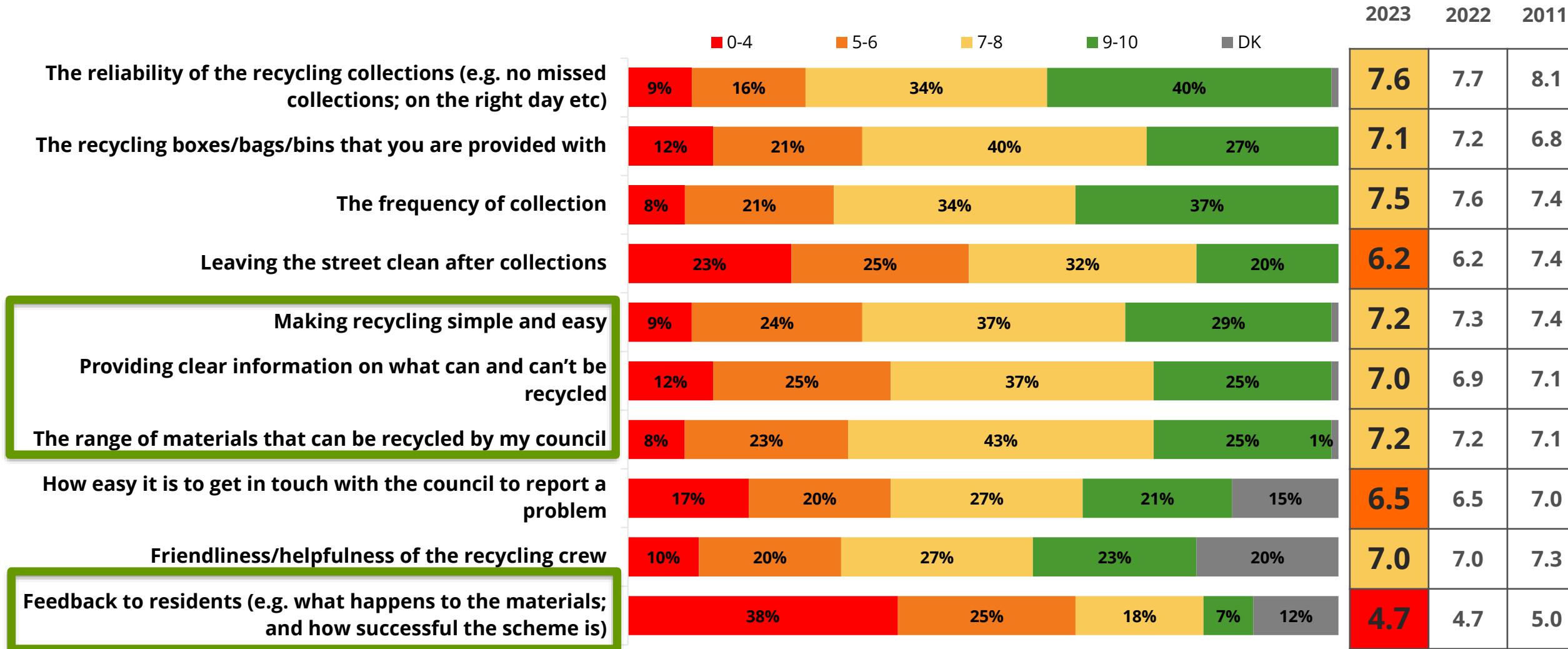
Q. How confident are you that the recycling collected from your home is actually recycled?

Net confidence



Citizens' recycling ratings: Wales 2023

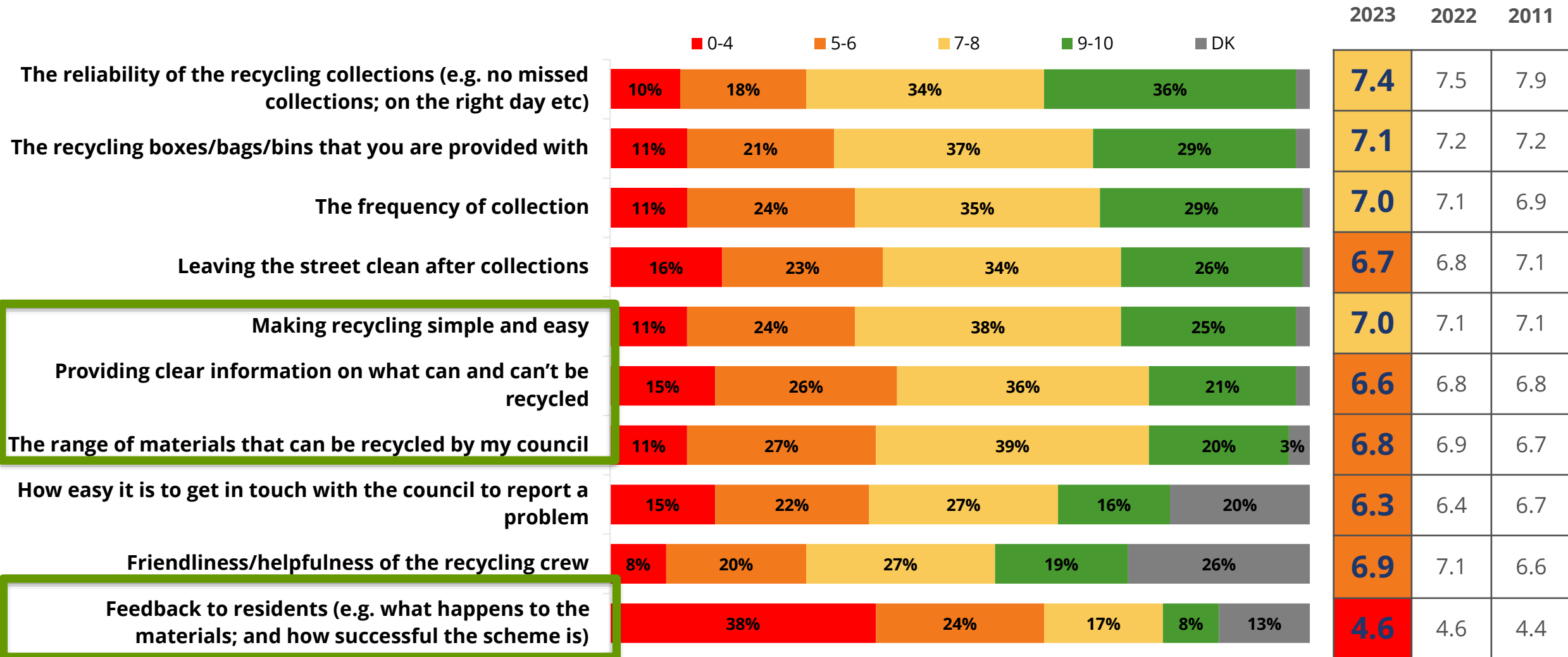
Q. And using the same scale (0 = extremely poor, 5 = average and 10 = excellent), how would you rate each of the following aspects of your recycling service?



Base: 984 adults in Wales who give a score on their service. September 2023

Citizens' recycling ratings: England

Q. And using the same scale (0 = extremely poor, 5 = average and 10 = excellent), how would you rate each of the following aspects of your recycling service?



Base: 2,387 adults in England who give a score on their service. September 2023

Maintaining residents' confidence in recycling is important since it strongly correlates with both how local residents rate their services as well as their own recycling behaviour.

Higher confidence is associated with higher service ratings

83% **v** **37%**

of those confident in recycling give their own service a good rating

who are not confident



Higher confidence interacts with propensity to recycle

almost **two in five** (38%) agree with the statement:

“
My own recycling behaviours are influenced by whether items actually get recycled.
”



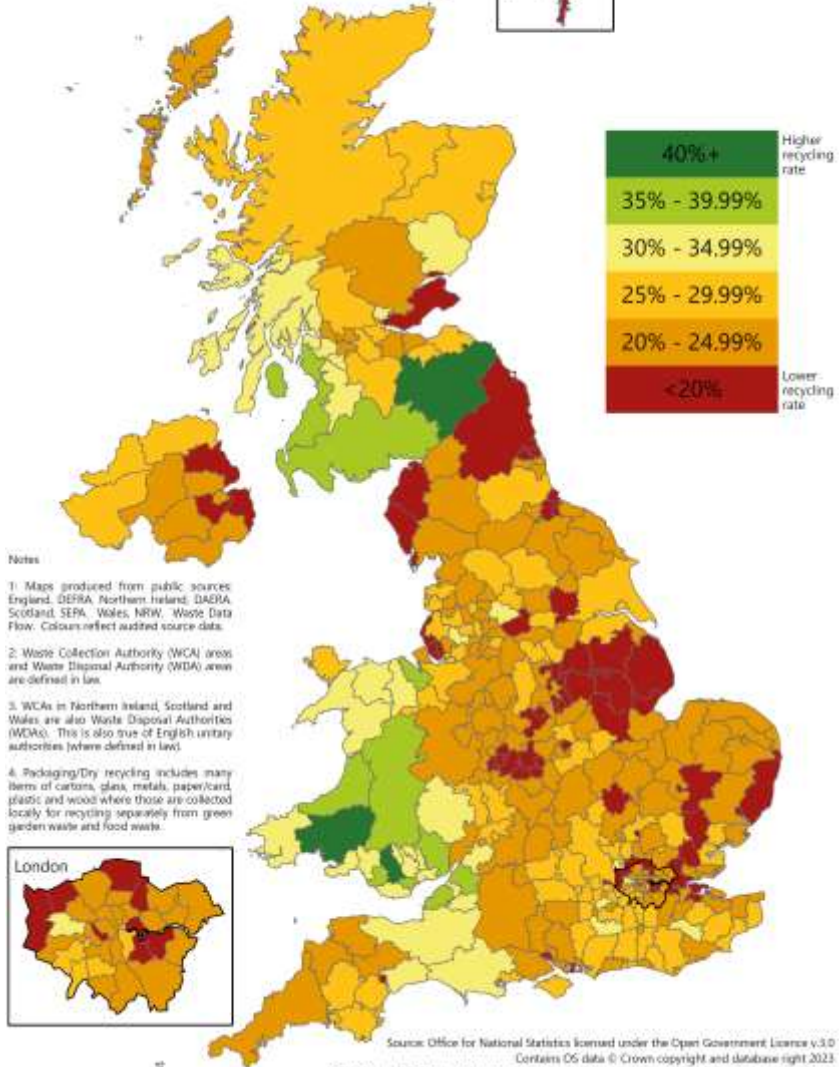
Reminder: Household EPR recycling targets start from 2025

Table 1: Recycling targets for packaging in scope of EPR regulations

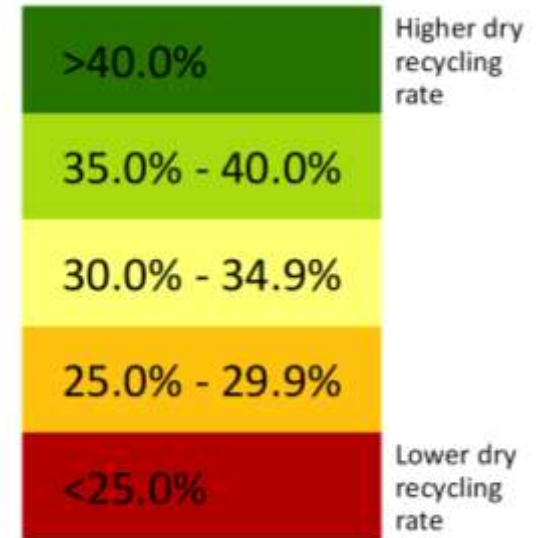
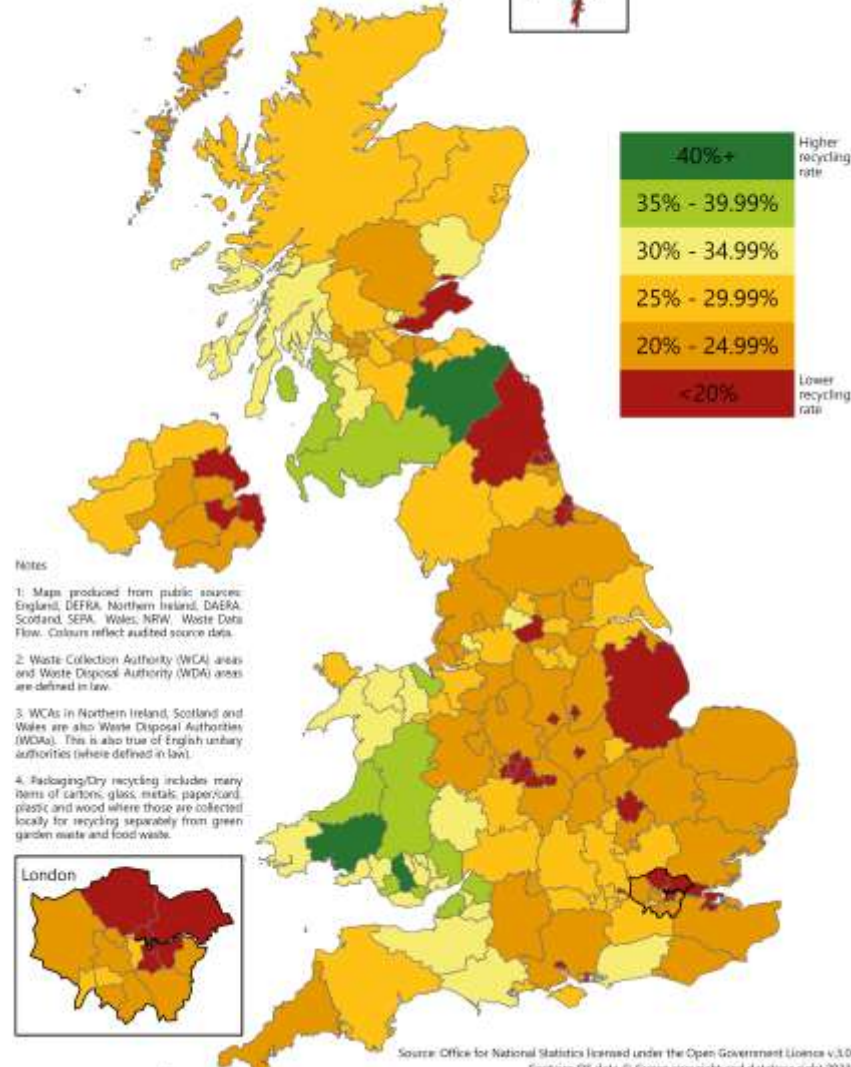
	Targets for 2025		Targets for 2030	
	Proposed in consultation	Final proposed targets	Proposed in consultation	Final proposed targets
Plastic	41%	51%	56%	62%
Wood	38%	To be confirmed	39%	To be confirmed
Aluminium	30%	45%	30%	50%
Steel	85%	82%	92%	85%
Paper/ Card	76%	80%	85%	89%
Glass	71%	75%	81%	83%
Glass re-melt	N/A	74%	N/A	80%
Overall recycling rate	63%	68%	81%	76%

Working *together* to drive up recycling performance

UK 2021-22 WCAs Packaging/Dry Recycling Rates

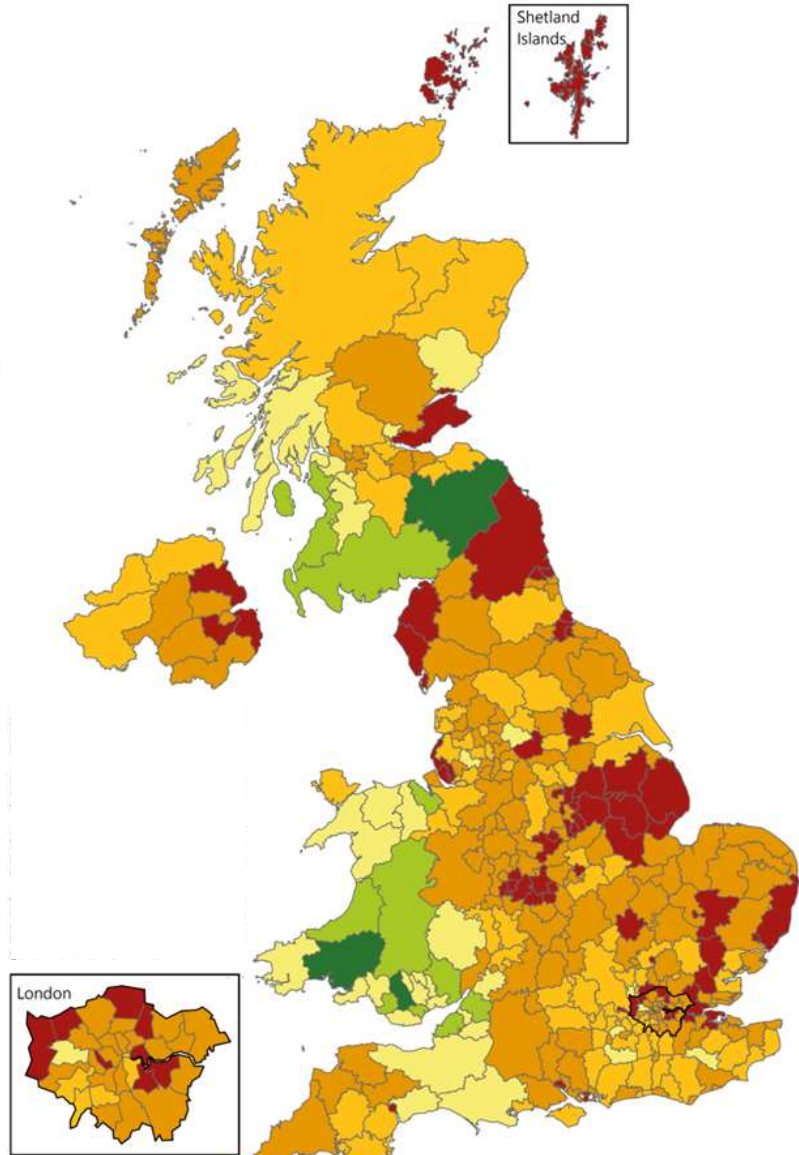


UK 2021-22 WDAs Packaging/Dry Recycling Rates



Working *together* to drive up dry recycling performance from now to 2030s

Progress
so far ...



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+

Approach

Best ambitions

Best results

Best value

+

Attitude

*'Together,
we've got this!'*

=





***‘Together,
We can get more things done’***



@paulvanston @incpen