

DECOUPLING MATERIAL INPUTS & GROWTH: PLASTICS & PACKAGING - A PEOPLE ISSUE?

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IOM3 Resources Strategy Working Group Webinar
19th January 2021 | on-line



IOM3

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Who am I?

- External Affairs Director @ SUEZ (3 years and counting!)
- 25 years of sector experience (and its always changing!)
- Former Local Authority Officer, Academic, & Consultant
- Chartered Environmentalist (CEnv)
- Chartered Resource & Waste Manager (CRWM)
- Fellow of the Royal Geographical Society (FRGS)
- Fellow of the Royal Society for the Advancement of Arts & Sciences (FRSA)
- Fellow of the Chartered Institution of Wastes Management (FCIWM)
- Senior Vice President of CIWM (will be President from November 2020)
- Have been supporting DEFRA & BEIS as they think longer term about the Resource & Waste landscape
- Spend a lot of time working with big brands on their longer term thinking (reacting to policy landscape)
- Author, Blogger, Tweeter and Social Media enthusiast Plus a renowned coffee drinker!



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Expertise across the supply chain | sharing knowledge & insight

unpackaging extended producer responsibility
Achieving a circular economy in the United Kingdom through a world-leading producer-responsibility system for products and packaging

a vision for England's long-term resources and waste strategy

how a deposit return scheme for 'on the go' could be designed for the UK
Commentary from SUEZ recycling and resources UK on the report by Ecodesign Hub

Upcoming reports include: **Textiles EPR** | **Investment Opportunities in Resource Reprocessing** | **Innovating post plastic** (with Green Alliance Circular Economy Task Force) | **Economics of Change**

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OUR OUTRAGEOUS AMBITION?

Our vision is we want to live in a society where there is **no more waste**

SERVICE HARVEST PROCESS PRODUCT

CUSTOMER FOCUS PRODUCTION FOCUS CUSTOMER FOCUS

Chemical recycling lyondellbasell Loop

RUBICON NextADon MRF Recovery TERRACYCLE

INTEGRATED CUSTOMER, LOGISTIC AND VALUE CHAIN MANAGEMENT
Supported by innovation, partnerships & realignment of our business models

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It's light! It's bright!

Tote those empties? Or toss 'em away?

Why make hard work out of enjoying soft drinks? Every beverage flavor now comes in ~~throwaway~~ steel cans. No deposits, no returns. And soft drinks in steel cans taste so darn good!

BETHLEHEM STEEL CHILDREN'S CHOICE

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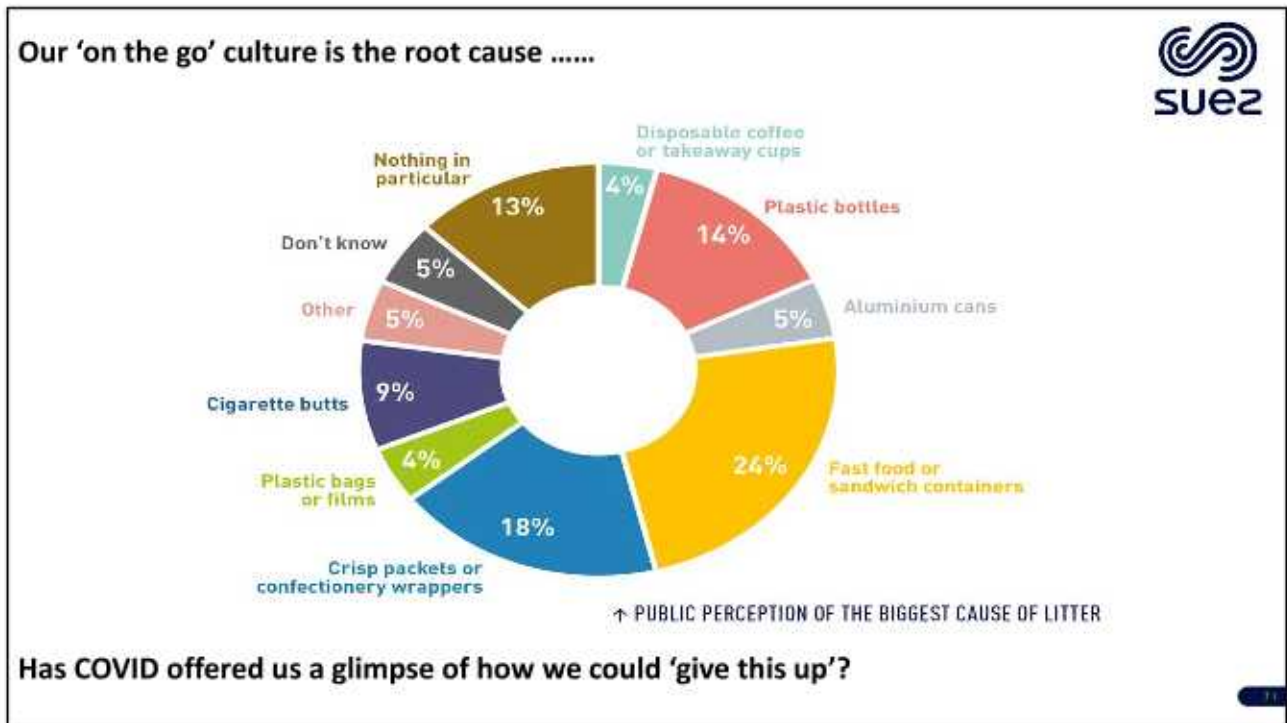
Plastic fantastic!

Plastics were embedded in the move towards a post war boom in consumerism....

BUT plastics are not evil.... yet how we use them and our lack of perceived value in them results in 'leakage' from the economic system....

January 13, 2021

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ONGOING RESEARCH INTO UNINTENDED CONSEQUENCES OF KNEE-JERK REACTIONS AGAINST PLASTIC

green alliance...

Developing a holistic approach to plastic

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Managing post-consumer 'mis-placed' resources ...



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Collections & Harvesting



- Plastics are light, voluminous, and mixed
- Not a priority material for many Local Authorities But

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MRFs can work miracles (almost!)



- But the system is often focused on low quality materials (mixed @ source)
- Relies on export markets (with inherent risks)

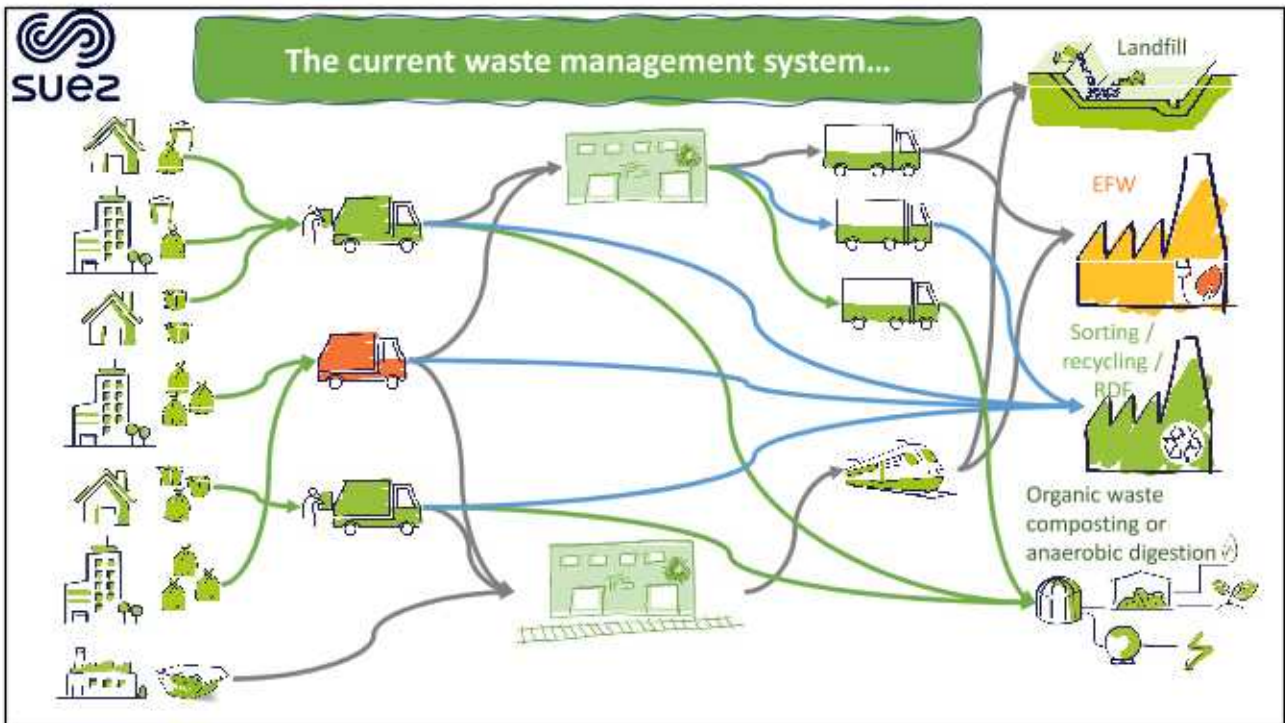
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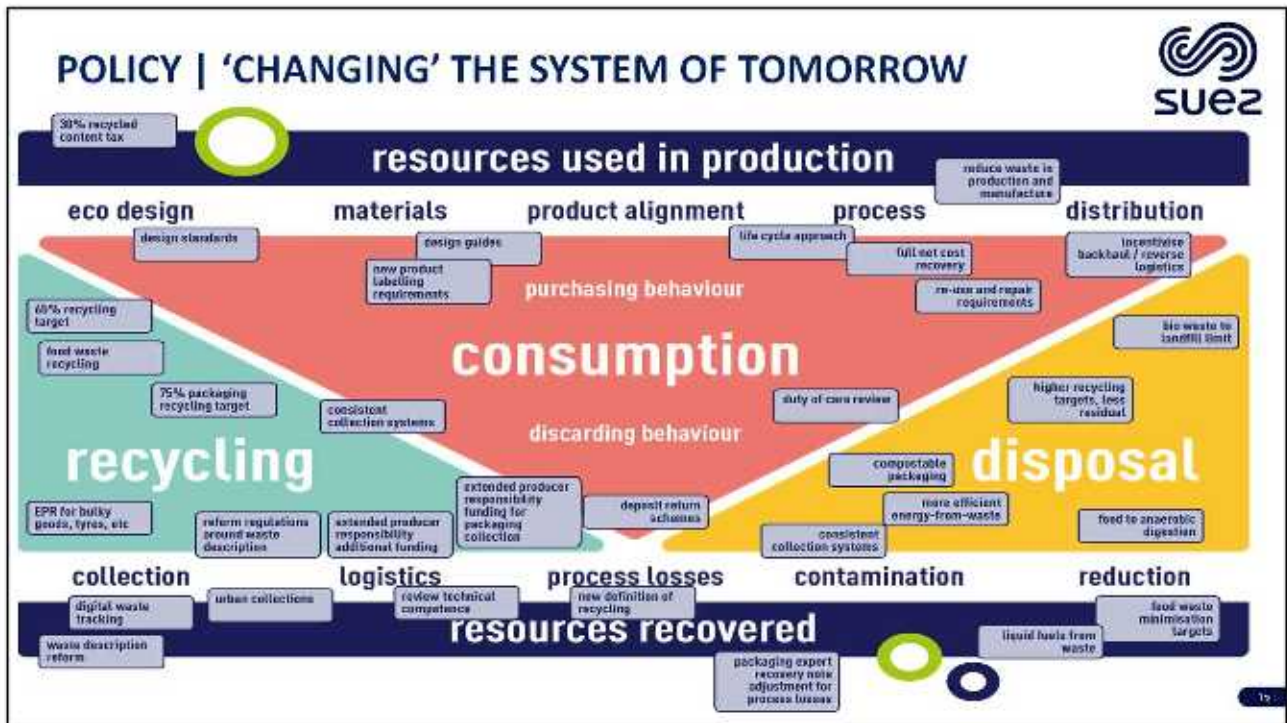
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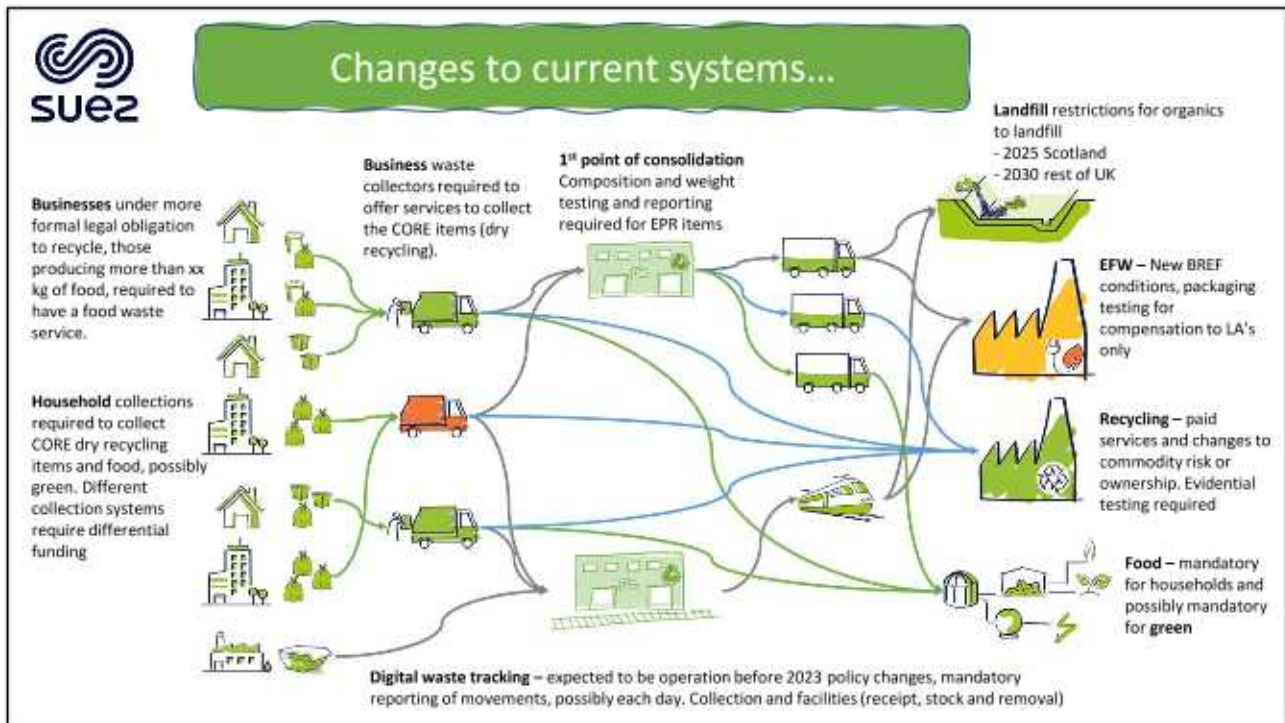
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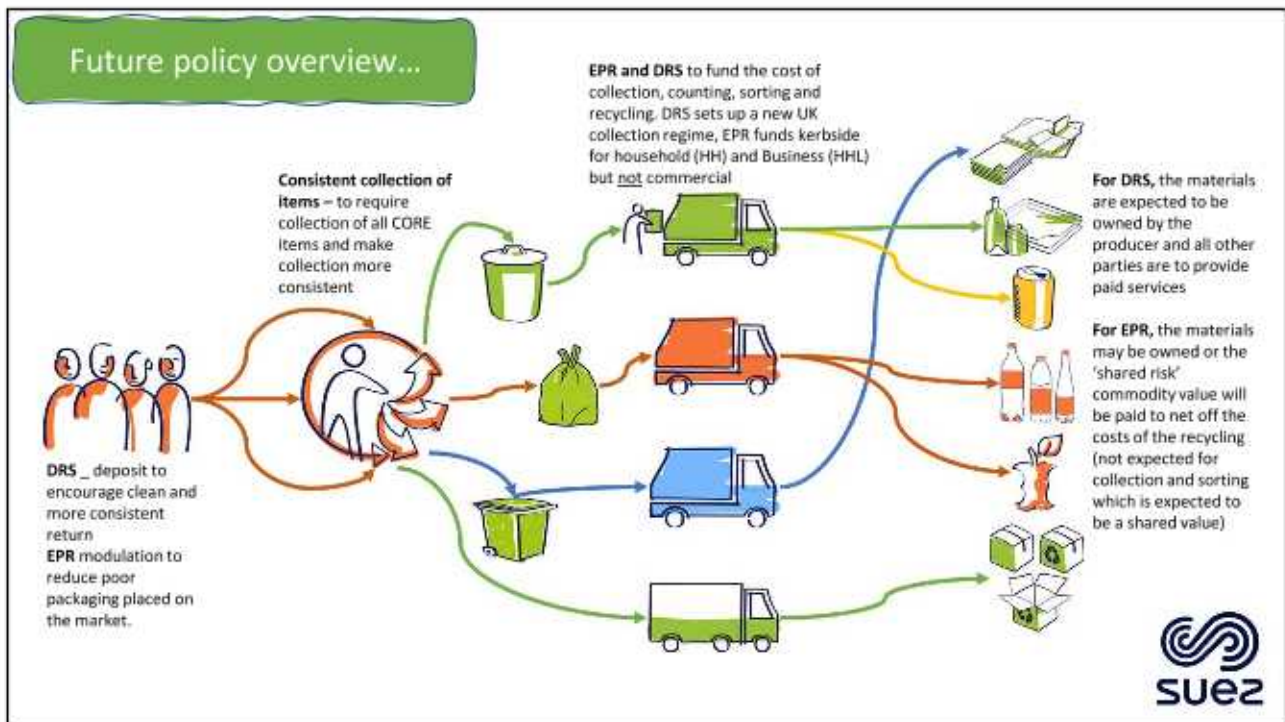
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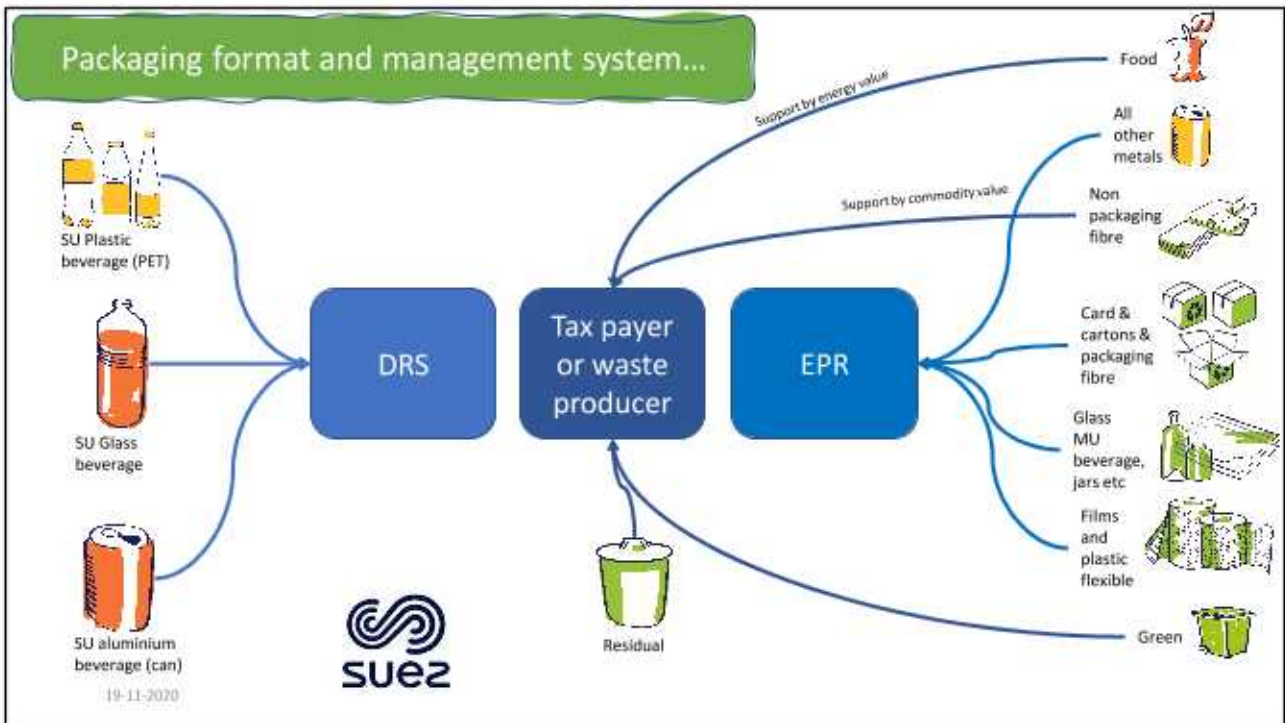
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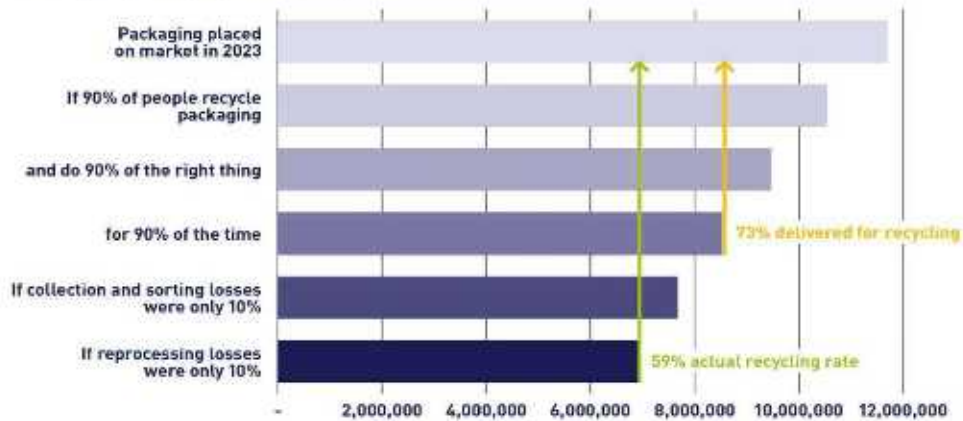


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COLLABORATIVE ACTION = KEY TO DRIVING IMPROVEMENT



The need for full value chain collaboration to recycle packaging [excellent performance]



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**However, 5 x 90% efficiency will give a recycling rate of 59%!
Q. Just how much more material will need 'handling & reprocessing'?**

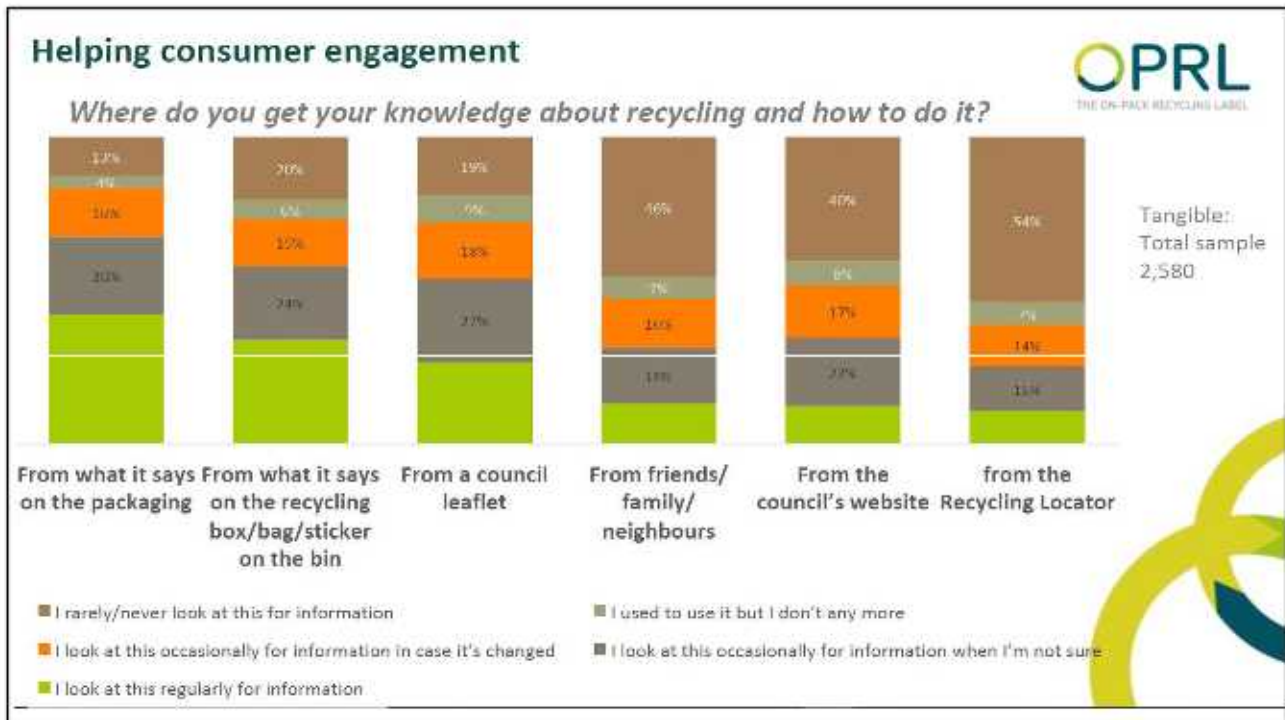
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But do the public do as much as they claim? Often 20% less....

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Do you know what these mean?

- Tidy Man icon
- Recycling symbol
- Recycling symbol with arrow
- Recycling symbol with leaf
- Recycling symbol with arrow
- PETE symbol
- FSC symbol
- Recycling symbol with arrow
- alu symbol

- **2,300 supermarket shoppers surveyed (November 2020)**
- **61% of Britons do not understand basic recycling symbols**
- **25% did not know the 'Tidy Man' figure!**
- **Most were confused by the 'alu' symbol for recycled aluminium products**

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SLEEVE
CARD widely recycled

TRAY
PLASTIC check local recycling

FILM
PLASTIC not currently recycled

Recycle

Don't Recycle

Our own labelling wasn't always easy to act on BUT is this more effective?

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Do we need better packaging labelling?

Sustainability labelling

And say that sustainability labelling would impact on perceptions of brands, and encourage them to switch from poor performers

57%
of the public surveyed would regularly check the eco-label on products they buy before purchasing them

65%
of the public surveyed agree that they would feel less positive about a brand if they found out it's products were less sustainable

"If every time I bought meat it had a negative eco-label I might think about it a bit differently."
Older, Manchester

"I look at labels all the time when I'm in the supermarket, so definitely, I would notice something like this as well."
Older, Birmingham

"You would feel bad if you were buying it and knew the company were being wasteful."
Younger, Birmingham

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COLOURS TO INFORM PURCHASE

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- Green:** Newspaper, Plastic water bottle, Drinks can
- Yellow:** Plastic yoghurt pot, Plastic margarine tub, Sandwich box
- Red:** Snack tubs, Cat food pouch, Crisp packet

NUMBERS TO RECYCLE BY

NUMBERS TO RECYCLE BY

- Bin 1 (Blue):** 1, 3
- Bin 4 (Dark Blue):** 4, 5, 7
- Bin 2 (Teal):** 2
- Bin 6 (Black):** 6, 8

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Possible collection system innovation | kerbside sort?

- Full net Cost Recovery (under EPR) plus 'brand' demand for quality feedstocks for their reprocessing will make kerbside sort programmes far more desirable and affordable in most DNA areas (rural, suburban and urban)
- LAs should no longer feel constrained to go commingled
- So long as one of the 'approved' models from WRAP / DEFRA is used (for obligated materials)
- This could open up significant innovation in vehicles and delivery models

EXAMPLE OF LOCAL AUTHORITY DNA POTENTIAL DIFFERENTIAL RECYCLING TARGET APPLICATION

Area Type	Target recycling rate
VERY RURAL	40-50%
RURAL	50-60%
SUBURBAN	55-65%
URBAN	40-50%
VERY URBAN	30-40%

Target recycling rate 50%

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Bio Polymer Confusion

- Digestible
- Compostable
- Degradable
- Bio?

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contamination

- CLARITY ON MATERIALS
- CLARITY ON LABELLING
- CLARITY ON BINS
- CLARITY ON END MARKETS



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Finally, how do we deliver net zero carbon?

- What choices will you make?
- What will you pay 'fully' for?
- What should be banned?







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Remember - attitude is everything!!

"Just because you're trash doesn't mean you can't do great things. It is called garbage can, not garbage cannot." - Oscar, the grouch

We must take the public with us.....

A close-up photograph of Oscar the Grouch, a green, furry Muppet character with a grumpy expression, looking slightly to the left. He has a small tuft of brown hair on his forehead.

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Any questions?

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The Suez logo, consisting of a stylized green swirl icon above the word "suez" in a bold, lowercase, sans-serif font.

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