



UNPACKAGED<sup>®</sup>

Reusable Packaging in the UK

10/10/22

# OUR PARTNERS

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Sainsbury's



**LUSH**  
FRESH HANDMADE COSMETICS



M&S  
EST. 1884

Abel & Cole

ecover



sodexo

**CHEP**  
A Brambles Company



**BETTER FOOD**  
Organic. Local. Ethical.

ADVENTURES IN UTOPIA  
SHAMBALA



live zero



\*honestcake

UNICORN  
macknade's co-operative grocery



**MACKNADE**  
FINE FOODS



THE FARM  
Handmade specialities



RE:STORE



# The UK Context

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# UK GROCERY PLASTIC PACKAGING FOOTPRINT

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2019 - 2020

**56.5 billion** individual sales units

**114 billion** packaging  
components

**896,853** tonnes in weight

*Sources: Greenpeace, EIA, WRAP, Changing Markets  
Foundation*

This is only consumer packaging, it  
does not include:

Carrier bags (225 million single-use  
& 1.5 billion bags for life)

Transit (secondary & tertiary)  
packaging (+/- 850,000 tonnes) in the  
supply chain



# UK: REGULATORY FRAMEWORK

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## 25 year Environment Plan (2018)

## UK Waste and Resources Strategy (2018)

- “Target” of eliminating avoidable plastic waste by the end of 2042.
- “Strategic ambition [...] to work towards all plastic packaging placed on the market being recyclable, reusable or compostable by 2025.”

## The Environment Act 2021

### Polluter Pays” framework:

- Extended producer responsibility (EPR) makes producers pay for 100% of cost of disposal of products (April 2024 +), includes Plastic Packaging Tax (April 2022)
- A Deposit Return Scheme (DRS) for single use drinks containers (Scotland 2023, rest of the UK 2024 +)

*“Increasing the uptake of reusable packaging is essential for reducing the total amount packaging consumed in the UK.*

*Government must ensure that any Extended Producer Responsibility system fully incentivises all routes for tackling plastic waste— not just recycling—and should give the greatest incentives to options that are higher up the waste hierarchy: reduction and reuse”*

## Recommendations:

- Government targets should be revised to reflect the waste hierarchy – reduction & reuse
- Publish, in 23/24, the plan for including reuse under EPR so businesses can prepare.
- Review proposals to see how EPR fees can encourage the use of reusables and encourage “universal” packaging
- Reuse targets to increase the market share of reusable plastics products, particularly packaging.

# UK: VOLUNTARY AGREEMENTS

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## The UK Plastics Pact (2025 Targets):

- T1: Eliminate problematic or unnecessary single-use packaging through redesign, innovation or alternative (reuse) delivery model.
- T2: 100% of plastics packaging to be reusable, recyclable or compostable

vs.

## Greenpeace:

- Set ambitious targets to cut single-use plastic by 50% by 2025
- Set targets to ensure at least 25% of this is met by systems of reusable packaging

# UK Reuse & Refill Trials

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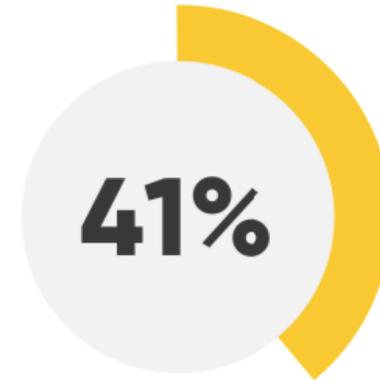
# IGD: HOW TO HELP CUSTOMERS ADOPT REUSABLE PACKAGING (2021)

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## Consumers are ready to change



...of consumers are open to change\*



...have already used reusable packaging:

- ▲ 31% had used refill at home
- ▲ 17% had used return on the go
- ▲ 11% had used refill on the go

2020



ASDA



2020

**TESCO**



2022



Algramo



2022



**BEAUTY KITCHEN**  
EFFECTIVE • NATURAL • SUSTAINABLE



*“Despite the importance of reuse in creating a circular economy for packaging, reuse pilots are often fragmented and not embedded in a business strategy that could lead to scale over time”.*

*"It is paramount that businesses... develop an integrated approach to reuse. **While some reuse models can be introduced by individual businesses, others would significantly benefit from cross-industry collaboration.** For example, a shared infrastructure for distribution, cleaning, and logistics of reusable packaging across businesses enables the reduction of costs through economies of scale and decreased emissions"*

# The Refill Coalition

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# THE REFILL COALITION

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A Brambles Company

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# THE CHALLENGE FOR CURRENT REFILLS

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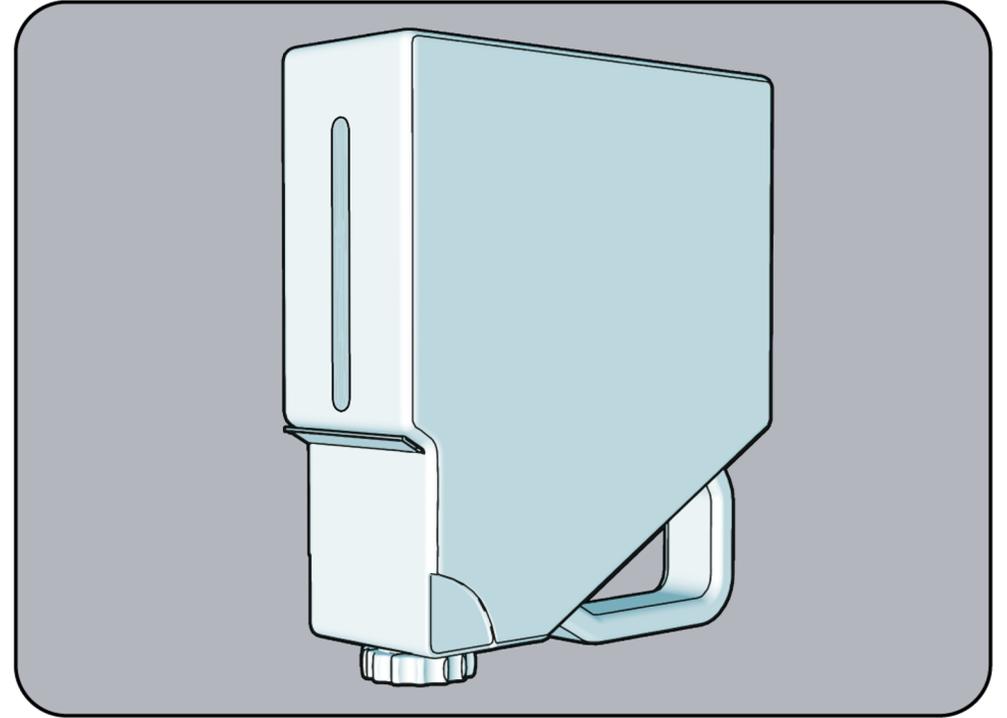
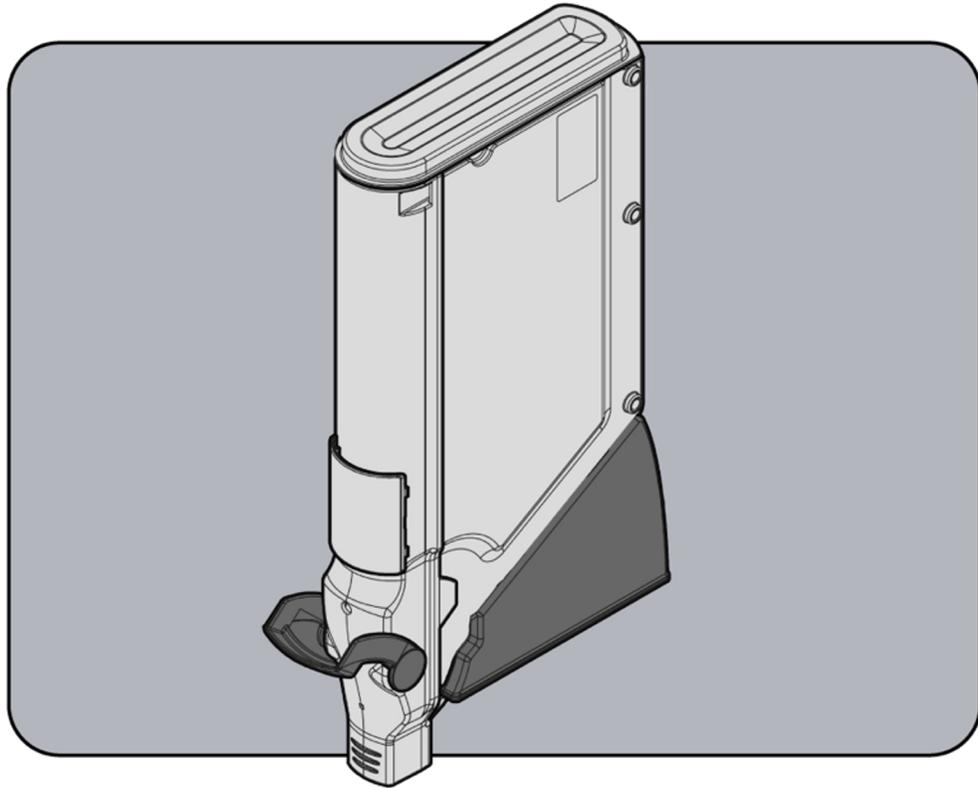
- Operational burden & cost
- Back of house requirements
- Customer experience
- Not zero waste

No single brand, or retailer can solve this alone...



# OUR SUPPLY CHAIN SOLUTION: THE “VESSEL”

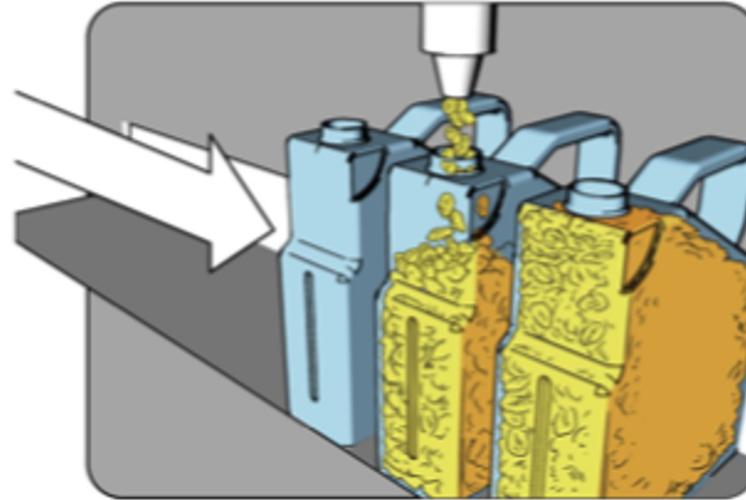
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## HOW IT WORKS: IN-STOR



1. CCHP sends clean vessels to supplier



2. Supplier fills vessels on production line



3. Supplier sends vessels on pallet out to retailer DCs (distribution centres)



4. Pallet of filled vessels arrive at retail DC



5. Vessels moved onto roll cages to go to individual stores



6. Vessels arrive on roll cages at back of store



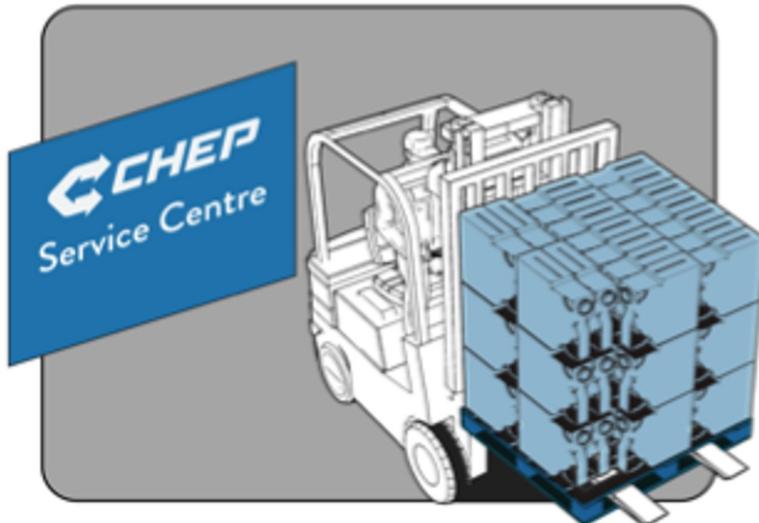
7. Colleague loads vessels onto in aisle fixture



8. Customer refills their container brought from home



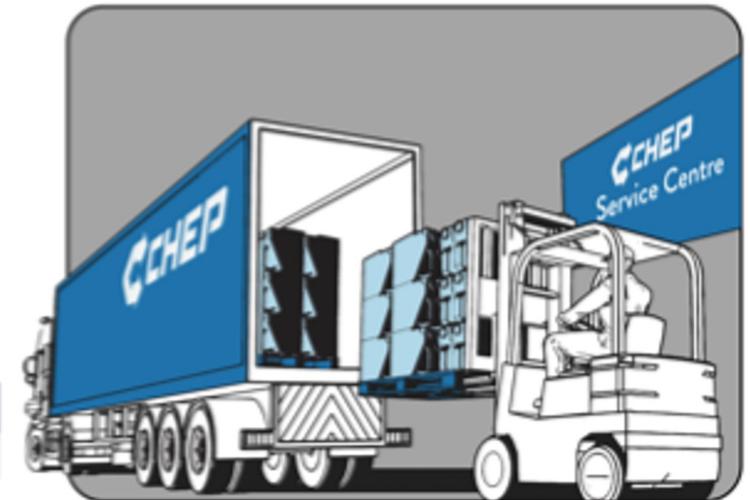
9. Once vessels are empty, colleagues take them to back of store and load onto roll cages back to DC



10. Empty vessels are picked up from DC and taken to CHEP Service Centre



11. At Service Centre all vessels are fully washed and dried



12. Ready to be shipped back to suppliers

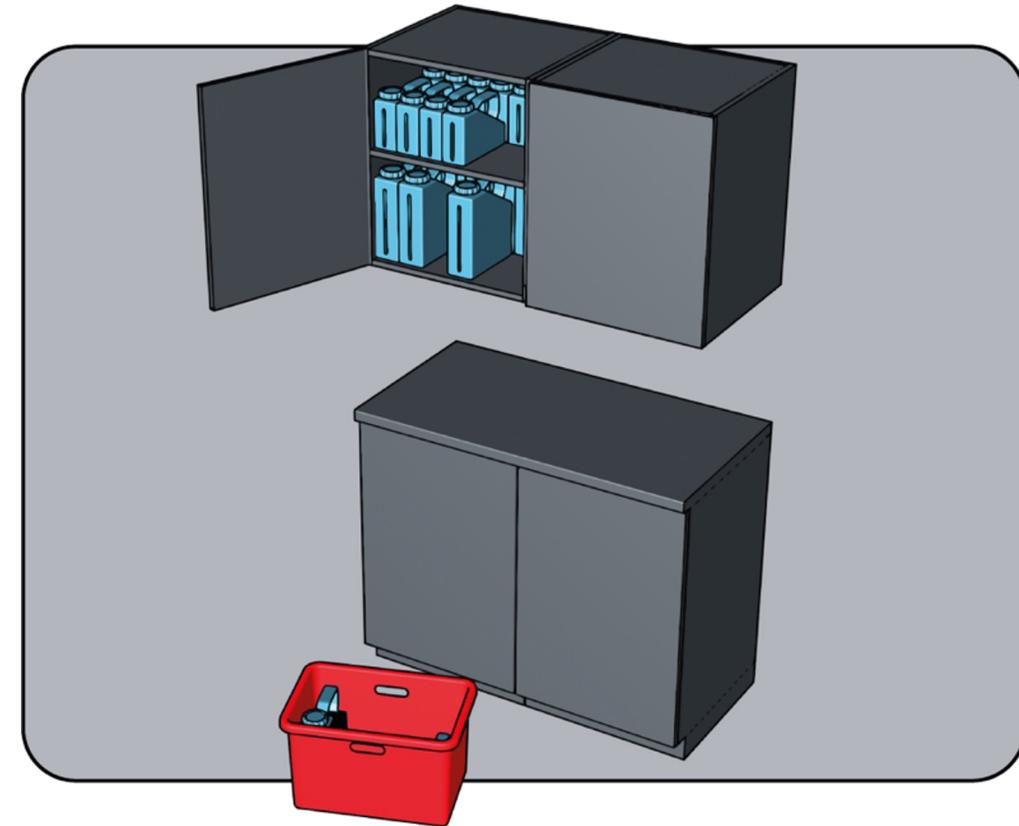
# HOW IT WORKS: ONLINE



1. Pre-filled “Mini-bulk” vessels go into customer totes at the Customer Fulfilment Centre (CFC)



2. Customer receives Mini-bulk vessels with standard order and returns empties

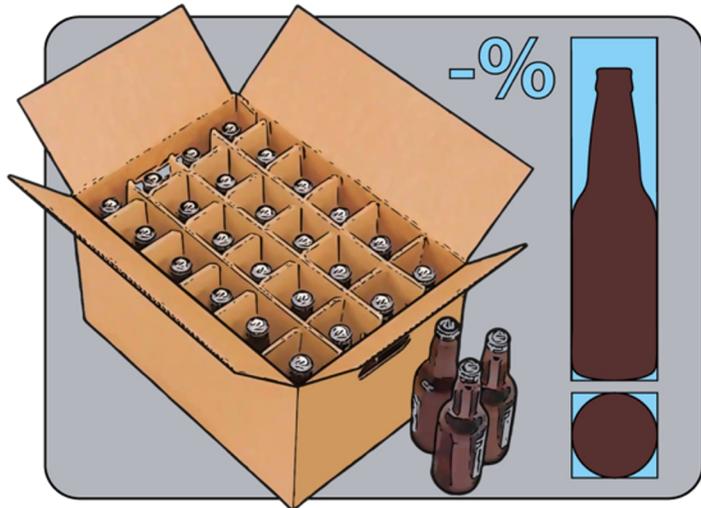


3. “Mini-bulk” at home:  
— 3.2 Litres  
— Optimised for delivery totes and for wall and base kitchen cabinets  
— Same aperture as the in-store “Vessel” to achieve supply chain efficiencies.



# BENEFITS

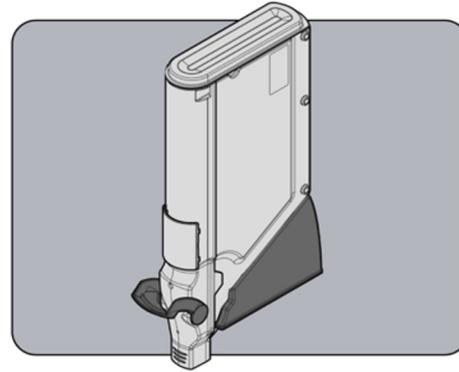
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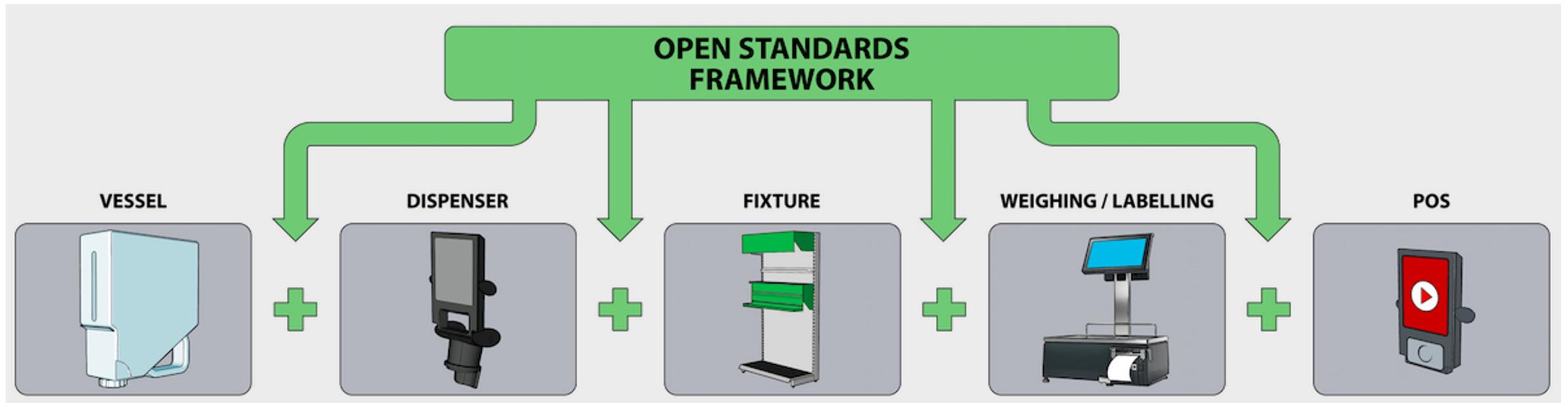
# OPEN STANDARDS, INTEROPERABLE

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OLD



NEW



**OPEN MARKET ECOSYSTEM**



Thank you!

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Catherine Conway

Founder

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