

## What is Ambition 2030?

The impacts of climate change and nature's decline are being felt right across the globe, posing an ever-growing threat on food production and food security. As one of the most significant contributors, the food sector must address these issues from farm to fork. FDF's environmental sustainability strategy - *Ambition 2030* - sets out how the sector can tackle these sustainability challenges and how every business can make its contribution. The strategy is supported by practical guidance on measurement, target-setting and action, such as FDF's Net Zero Handbook, and on how to navigate the increasingly complex landscape of initiatives and reporting frameworks. The strategy has five pillars, reflecting the areas our members can make greatest contribution through their action:

-  **Net Zero**
-  **Nature Restoration**
-  **Sustainable Commodities**
-  **Food Waste**
-  **Packaging**

This work sits alongside actions that members and FDF are taking on other sustainability issues including labour and human rights, diet and health, industry growth and more.

## **PILLAR 5: Packaging**

### Ambition:

**Reduce the negative environmental impact of packaging, including through contributing to the implementation of a world-class packaging recycling system in the UK.**

### Why Action is Needed

Whilst accounting for only 3% of the food sector's emissions, packaging, especially the disposal of used packaging, can have negative and highly visible environmental impacts when it is not kept within the circular economy and allowed to litter our land and pollute our oceans. The UN has declared that plastic pollution in our oceans is a 'planetary crisis'. To tackle this, the government has brought in policy instruments such as the Plastic Packaging Tax, and the sector has made progress towards addressing the challenges posed by plastics packaging under the UK Plastics Pact - a voluntary initiative led by WRAP and designed to accelerate the transition to a circular economy for plastics. Despite industry commitment, delays in bringing in other government policy interventions, means that the UK is stuck in a rut with flat recycling rates. For example, WRAP now recognises that two of the four UK Plastic Pact targets will not be met by 2025.

For the sector to make progress, the key policy changes needed to create a circular economy for packaging are the Collection and Packaging Reforms comprising three central pillars: Extended Producer Responsibility, Deposit Return Scheme and Consistent Collections. Within these, increased investment in recycling infrastructure (for collection, sorting and reprocessing), moving towards a producer leadership model for EPR, the introduction of consistent collections (including for flexible plastics), and introduction

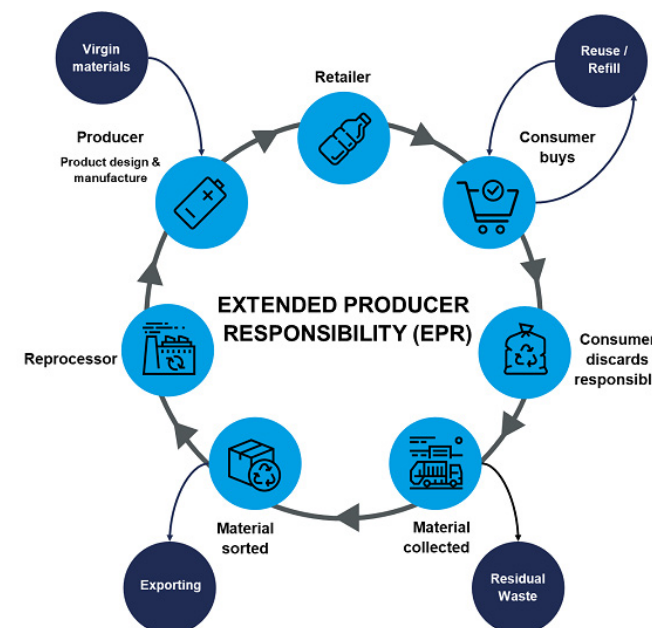
of a DRS are key requirements for the sector that need to be implemented speedily across all four nations.

Alongside these a broader suite of policy interventions are also needed, including speedy implementation of mass balance accounting for the plastic packaging tax and faster safety approvals for mechanical recycling processes.

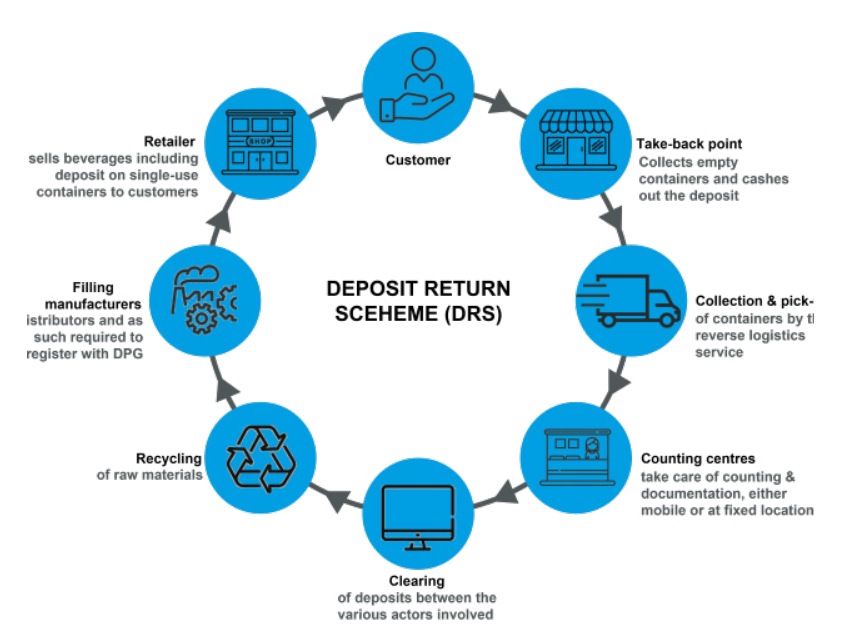
These policies need to be implemented speedily and consistently across all 4 nations to achieve this pillar's

ambition. Producers will then have confidence that their packaging can be recycled into new high-quality packaging. They can then focus on further meaningful actions to reduce the negative environmental impacts of packaging from a Net Zero perspective, which may also contribute to restoring nature (Pillar 2) and Net Zero (Pillar 1). It is also important that any action taken under this pillar considers the role packaging plays in reducing food waste (Pillar 4).

**Figure 1: EPR Model**



**Figure 2: DRS Model**



### Taking Action

FDF members are at different stages of their sustainability journeys. Ambition 2030 is designed to reflect this and demonstrate how each business can progress from their current starting point.

FDF recommends members follow IGD's strategic framework for building a Sustainability Roadmap, acting across these key areas: **measure, target, implement, finance, and communicate and advocate**. Alongside are some of the packaging related actions members may take as they progress on their sustainability journey:

### ENTRY

- **Prepare** well in advance for new Collection and Packaging Reforms
- **Measure** the weight of each type of packaging placed on the market, and whether it is reusable, recyclable or compostable.

### DEVELOPING

- **Sustainably** source all paper and cardboard
- **Work** to UK Plastic Pact targets and develop action plan:
- **Eliminate** problematic or unnecessary, single-use packaging
- 100% of plastic packaging is reusable, recyclable or compostable
- 70% effective recycling rate
- Average 30% of recycled content in all plastic packaging

### ADVANCING

- **Reduce** environmental impact of packaging by 50% by 2030 (IGD Initiative), which includes delivering a 20% absolute reduction in packaging
- **Collaborate** on initiatives to improve household recycling eg on pack and in-store messaging

### Supporting Frameworks

FDF is supporting members towards Ambition 2030 by providing guidance on reporting frameworks and initiatives for each pillar. These aim to provide clarity in an increasing complex landscape, freeing up resource to focus on implementing actions. For Packaging, this covers **The UK Plastics Pact, IGD's Packaging Initiative, Ellen MacArthur Foundation's The New Plastics Economy Global Commitment** and more.

### Measuring success

To communicate and advocate for the sector, FDF will provide annual progress updates for each pillar of Ambition 2030. FDF will source case studies from members and use existing data where available, for example, through data sharing with the Carbon Disclosure Project. Example metrics for Packaging:

- Number of members signed up to WRAP's UK Plastic Pact
- Percentage of packaging which is reusable, recyclable or compostable
- Increase in Recyclability Assessment as measured by the Recyclability Assessment Methodology (RAM) published under the EPR Regulations

### FDF's Supporting Activity

As the voice of manufacturing, FDF is leading the sector's efforts to move towards a circular packaging system.

This is challenging as it requires cross-industry collaboration as well as close working with national and local government. Members need an improved household recycling infrastructure to make progress but worry about the potential financial impact of new regulation, which could reach £2bn per year, if not designed appropriately. FDF will support members by providing guidance as well as continuing to advocate to government, alongside supply chain partners and wider value chain stakeholders, for the UK's EPR scheme to be as industry-led as possible. Specifically, FDF will support members within this Packaging pillar, through:

**Advocating** for vital improvements to the Collection and Packaging Reforms mentioned above

**Encouraging** investment in innovation for new recyclable packaging and in waste infrastructure

**Supporting** members and stakeholders to co-create solutions on regulatory reforms and share insights on industry and government thinking.

**Collaborating** with WRAP on developing a successor agreement to the UK Plastics Pact



1. Targets beyond 2025 are dependent on current discussions on a successor agreement

**Find out how FDF Membership can help with your sustainability journey. [Get in touch today](#)**