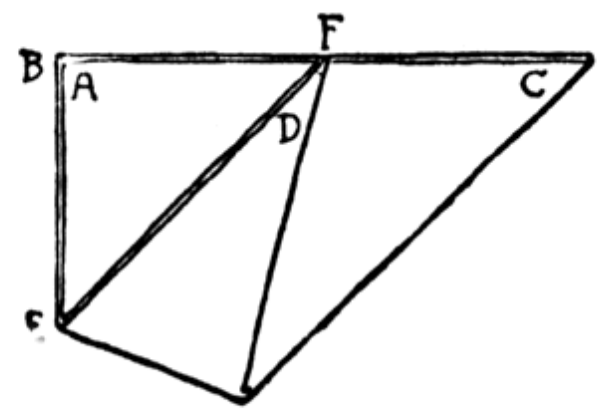
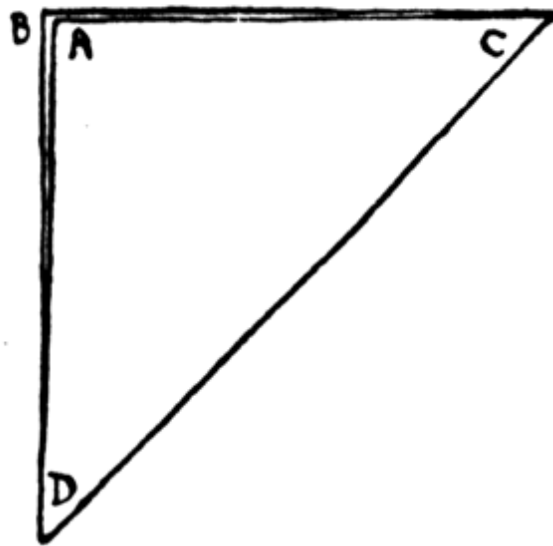
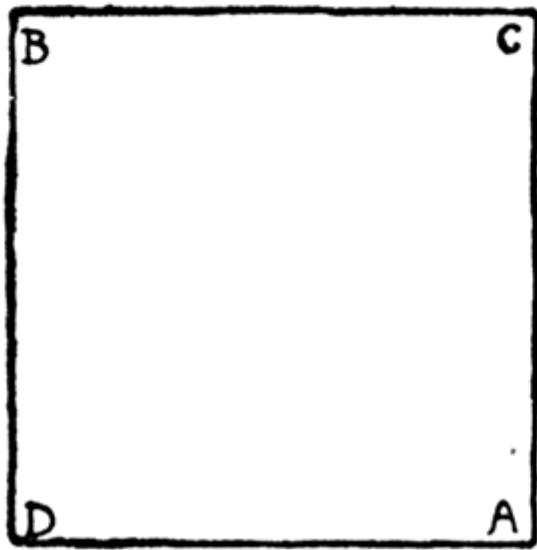




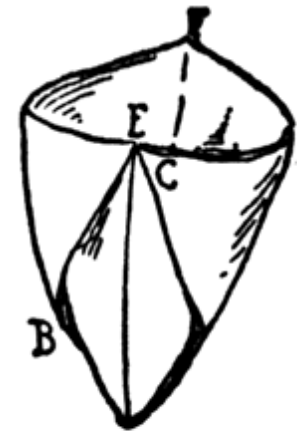
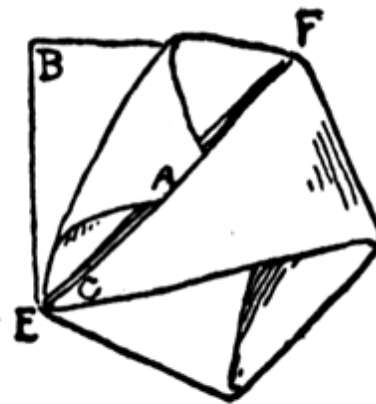
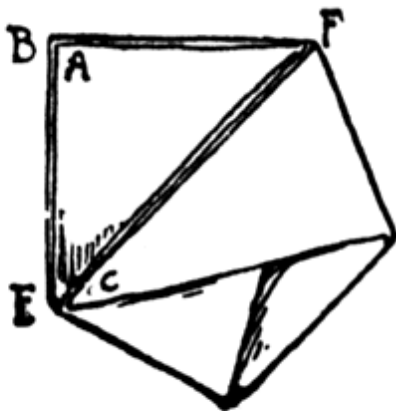
# **Marine litter &** **single use plastics items**

how a serious health issue...





found a simple, trustworthy solution...



*Courtesy, Chicago Board of Health*

... and how this simple solution soon became indispensable.



... so evident, so convenient; it spread to many other food sectors.



**Until today.**





 **PINKPOP**

London Field • Middelheim • 2 tot 4 augustus 2008









# FISH & CHIPS

TEA • HOT CHOCOLATE • COFFEE

1000	SCAMPI	CHIPS & SAUCE	1.99	CHIPS & SAUCE	1.99
SCAMPI	1.99	CHIPS & SAUCE	1.99	CHIPS & SAUCE	1.99
FISH CAKE	1.99	CHIPS & SAUCE	1.99	CHIPS & SAUCE	1.99
SAUSAGE	1.99	CHIPS & SAUCE	1.99	CHIPS & SAUCE	1.99
PIE PASTE	1.99	CHIPS & SAUCE	1.99	CHIPS & SAUCE	1.99
SAUSAGE ROLL	1.99	CHIPS & SAUCE	1.99	CHIPS & SAUCE	1.99
CHIP BUTTY	1.99	CHIPS & SAUCE	1.99	CHIPS & SAUCE	1.99
SAUSAGE BUTTY	1.99	CHIPS & SAUCE	1.99	CHIPS & SAUCE	1.99
FISH CAKE BUTTY	1.99	CHIPS & SAUCE	1.99	CHIPS & SAUCE	1.99
BACON BUTTY	1.99	CHIPS & SAUCE	1.99	CHIPS & SAUCE	1.99
SALMON FISH CAKES	1.99	CHIPS & SAUCE	1.99	CHIPS & SAUCE	1.99



europa's convenience food packaging association

pack2go EUROPE

# Pack2Go Europe

- Manufacturers of high quality packaging that provides key benefits:
  - Food hygiene
  - Consumer safety
  - Public health
  - Consumer convenience
- Making possible a major sector of the economy



[www.pack2go-europe.com](http://www.pack2go-europe.com)

# Key issue to understand

- Single use service packaging and reusable/durable containers
- ...have **DIFFERENT ATTRIBUTES**
- ...have **DIFFERENT USES**
- ...are **NOT SUBSTITUTES**
- Where appropriate, **promote more re-use**
- Where single use is indicated, **ensure collection and recycling**

# On-the-go consumption

- On-the-go “consumption” is on the rise
- News, information, entertainment,...
- Estimate on average in the EU:
  - 20-25% of all food moments
  - 30-35% of all drinking moments
- ...occur on-the-go
- Increased litter risk
- But our systems are stuck in a time warp





people  
create litter...

# Sources of marine litter (i)

- 80% of marine litter starts on the land
- Multiple sources of “macro” plastics litter:
  - Inadequate waste management
  - Poor storm water management
  - Litter blown from the land
  - Litter washed down waterways
  - Marine-based activities like fishing, shipping and boating
- No silver bullet

# Sources of marine litter (ii)

- **NOT** significantly caused by the EU's on-the-go coffee sippers, water drinkers or hamburger eaters...
- Probably **5 to 10%** of macro plastics litter is from single use service packaging
- That does **not** mean we should assume “business as usual” ...
- ...but even-handed solutions are needed

# Elements of the Solution (i)

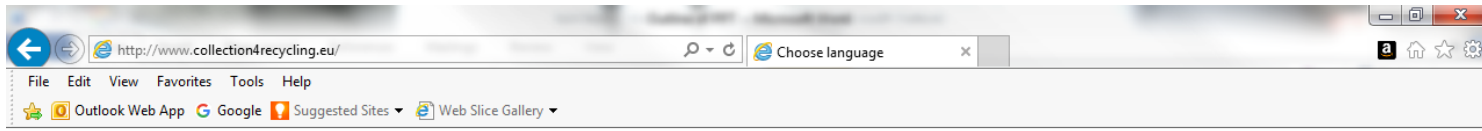
- Establish shared responsibility for delivering change because manufacturers cannot do it alone
- Understand the dynamics of every situation to target appropriate solutions
- Be sure of the science
- Set clear, fair and realistic goals & targets
- Make these binding but grant realistic timeframes to achieve them

# Elements of the Solution (ii)

- Behaviour change is vital
- Promote re-use where this is appropriate
- Ensure access to collection and recycling infrastructures and systems for recyclable products
- Promote product redesign...
- ...including material-use rationalisation to facilitate closing the loop

# Elements of the Solution (iii)

- Address land-based litter prevention:
  - adopt Commission and Parliament proposals for shared responsibility for litter and prevention of littering (Waste Directive)
  - install producer responsibility for litter prevention communications across the supply chain



- DE Deutsch
- EN English
- ES Español
- FR Français
- IT Italiano
- NL Nederlands

**www.collection4recycling.eu**



# Final Thought...

- Avoid “quick fix” measures which may give the appearance of action...
- They tend to unfairly discriminate without addressing the fundamental issues...

**THANKS!**



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