Marine litter &
single use plastics items
how a serious health issue...
found a simple, trustworthy solution...
... and how this simple solution soon became indispensable.
so evident, so convenient; it spread to many other food sectors.
Until today.
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
Food & beverage convenience packaging are indispensable for hygiene and safety...

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:
  
  
  – install producer responsibility for litter prevention communications across the supply chain
Final Thought…

• Avoid “quick fix” measures which may give the appearance of action…

• They tend to unfairly discriminate without addressing the fundamental issues…

THANKS!