



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:

Contribute to the implementation of a world-class packaging recycling system in the UK, and to reduce the environmental impact of packaging.

Why Action is Needed

Packaging can have negative environmental impacts from the raw materials causing deforestation (eg, unsustainable wood) to the emissions during manufacturing, and finally to disposal with packaging waste littering our land and oceans and harming wildlife with the UN declaring the plastic pollution in our oceans a 'planetary crisis'. To tackle this, the government has brought in regulations such as the Plastic Packaging Tax, and the sector has made progress towards the UK Plastic Pact 2025 - a voluntary initiative by WRAP. Despite industry commitment and government policy interventions, the UK is stuck in a rut with flat recycling rates, and the sector is expected to miss at least two UK Plastic Pact 2025 targets.

For the sector to make progress, policy changes are needed to create a circular economy for packaging. The Government is introducing the Collection and Packaging Reforms which have three central pillars: Extended Producer Responsibility, a Deposit Return Scheme and Simpler Recycling - an approach to waste collection and recycling applicable to England. However, a broader suite of policy interventions need to happen alongside these: mass balance accounting for the plastic packaging tax,

faster safety approvals for mechanical recycling processes, consistent collections (including of flexible plastics) across the four nations, producers having material ownership and a DRS across all 4 nations. These need to be in place to achieve this pillar's ambition. Once implemented, producers will have confidence that their packaging can be recycled

into new high-quality packaging again and again. They can then focus on further meaningful actions to reduce the environmental impact of packaging, which may also contribute to restoring nature (Pillar 2) and in part to FDF's Net Zero Ambition (Pillar 1) - packaging accounts for 3% of the food sector's emissions. Careful thought is needed as packaging plays a role in reducing food waste (Pillar 4).

Figure 1: EPR Model

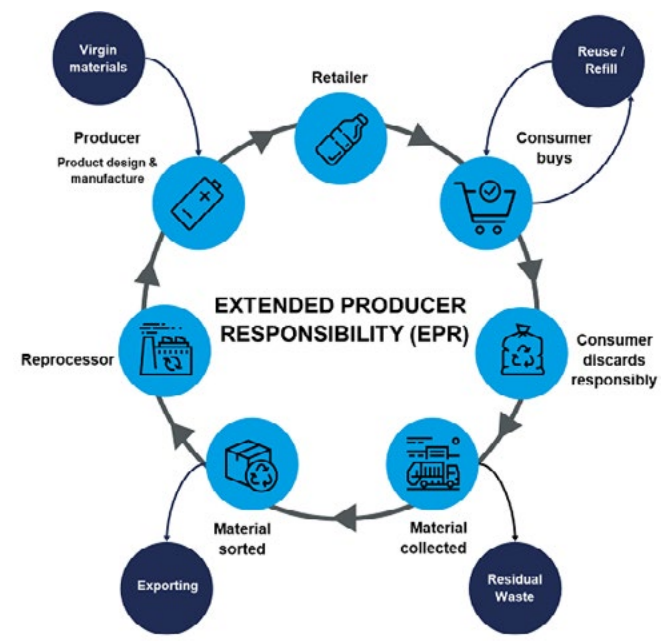
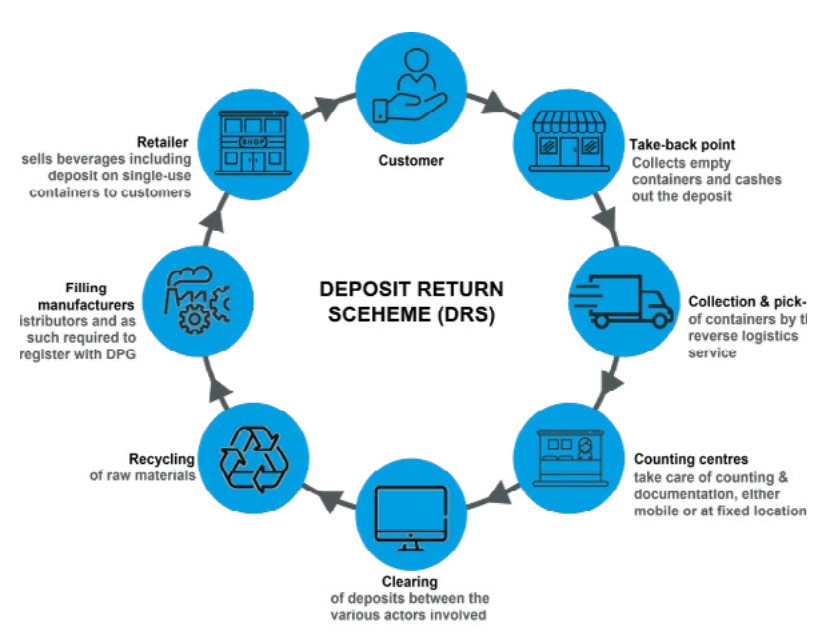


Figure 2: DRS Model



PILLAR 5: Packaging

Taking Action

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

FDF recommends members follow IGD's strategic framework for building a sustainability Roadmap, taking action across these key areas: **measure, target, implement, finance, and communicate and advocate**. Below sets out 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

- **Work** to UK Plastic Pact targets¹ and develop action plan:
- **Eliminate** unnecessary single-use packaging
 - 100% of plastic packaging is reusable, recyclable or compostable
 - 70% of plastic packaging is effectively recycled or composted
 - 30% of recycled content in all plastic packaging
- **Sustainably** source all paper and cardboard – this should be recycled or FSC-certified

ADVANCING

- **Reduce** environmental impact of packaging by 50% by 2030 (IGD Initiative), which includes delivering a 20% absolute reduction in packaging
- **Collaborate** 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 Carbon Disclosure Project. Example metrics for Packaging:

- Number of members signed up to WRAP's UK Plastic Pact
- Percentage of packaging with is reusable, recyclable or compostable
- Total percentage reduction in plastic placed on the market by members

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, and with national and local government. Members need an improved public 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 collaborating with government to guide thinking and ensure schemes can be as industry-led as possible, providing guidance to members, advocating on behalf of industry alongside supply chain partners and wider value chain stakeholders. 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 recycled and 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 to update the UK Plastics Pact



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