



# The Waste & Resources Action Programme Executive Director (WRAP)



# The Plastics Pact Network

## ● National Pacts

- Canada
- Chile
- Colombia
- France
- India
- Kenya
- Mexico
- Poland
- Portugal
- South Africa
- United Kingdom
- United States of America

## ● Regional Plastics Pact

- Australia, New Zealand and the Pacific Island Nations (ANZPAC)



# WRAP's methods of delivering change



**Voluntary Agreements**



**Collective Action Projects**



**1:1  
Corporate Partnerships  
and Consultancy**

# Our Legacy – UK Plastic Pact

Problematic items removed from shelves

**700m**

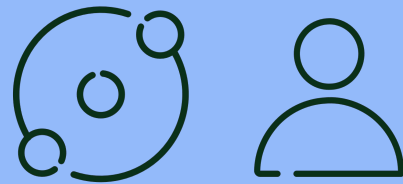
+

**20%**

Cut in greenhouse gas emissions.

**12%**

Primary plastics packaging reduction.



Shared vision for reuse developed across major retailers.

**€7.2m**

Saved ahead of modulated fees through removal and redesign of PVC, PS and non-detectable coloured plastic.

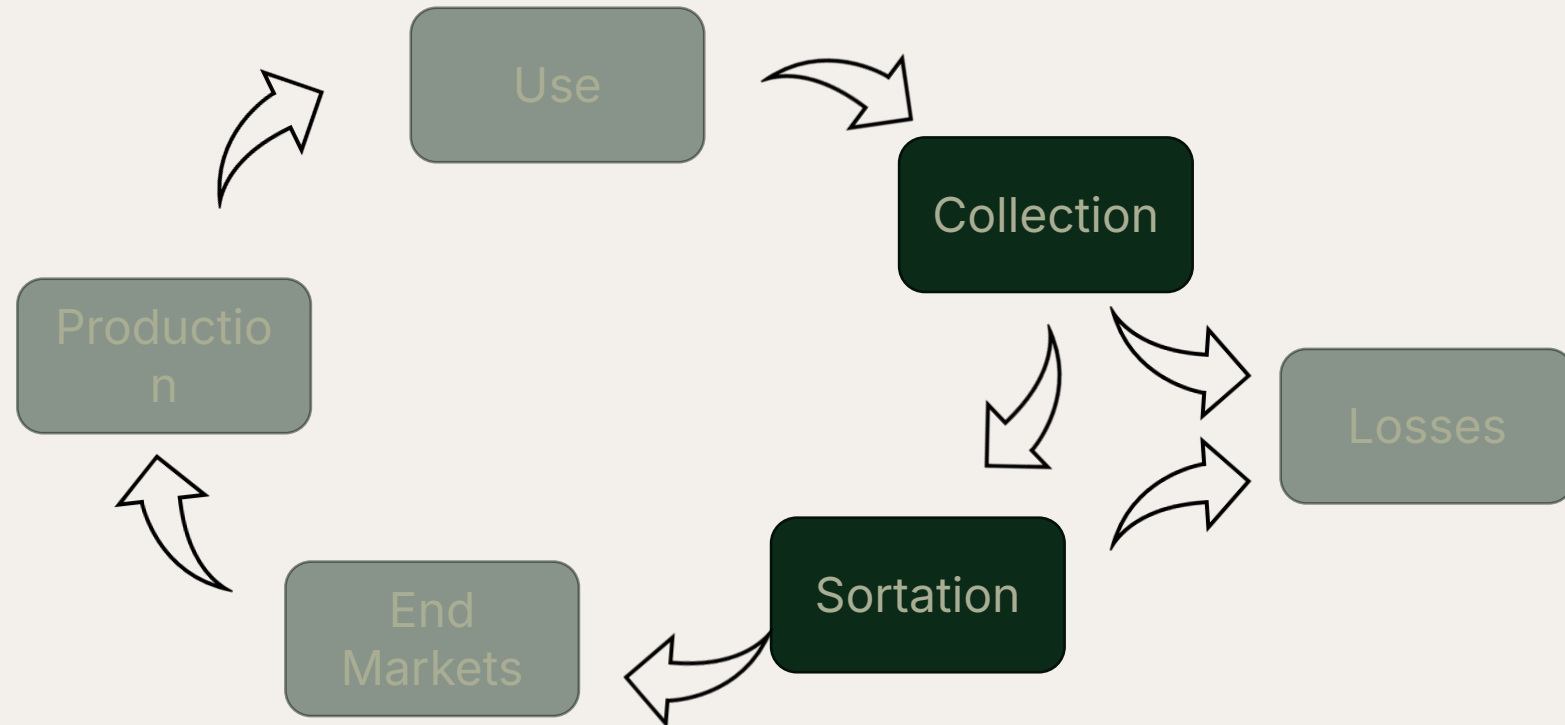
Reduction in polystyrene and PVC.

**80%**

**Tripled Recycled Content**

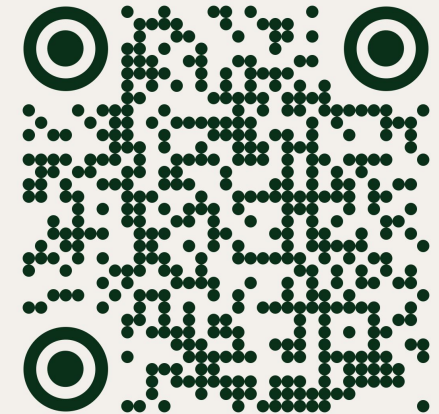
Helping industry prepare for PPWR and strengthened end-markets.

# Today's focus on **Collection & Sortation**: The Missing Link in Plastics Circularity



# Plastic Bags & Wrapping – FPF FlexCollect

- **Proven at scale** – over 160,000 households across 10 diverse local authorities
- **High citizen engagement** – participation and satisfaction were strong (up to 90%+ when comms and bags provided)
- **Operationally workable** – flexibles can be added to all collection service types with minimal disruption to crews or vehicles; collection bags proved most effective
- **Quality feedstock** – around 90% of collected material was target film, clean and suitable for recycling, with recovery rates often >80%
- **Blueprint for rollout** – the project provides tested communications assets, cost modelling (~£6.50/hh/yr), and evidence-based guidance for the mandated 2027 rollout



UK  
PACKAGING  
PACT



# Together, let's redefine packaging.

Join the new UK Packaging Pact as we embark on a **10-year journey** to transform the UK's packaging system.

