

# Sustainable (transport and security) packaging 'Knowledge Still' workshop

28 April 2021



# Recording

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**We are recording this workshop so that it can be shared with members of Drinks Ireland|Irish Whiskey who cannot attend.**

# Workshop etiquette

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Please **turn off** camera during meeting. Please **mute** microphone during meeting.

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Please do not '*Take control*' of PowerPoint slides on screen.

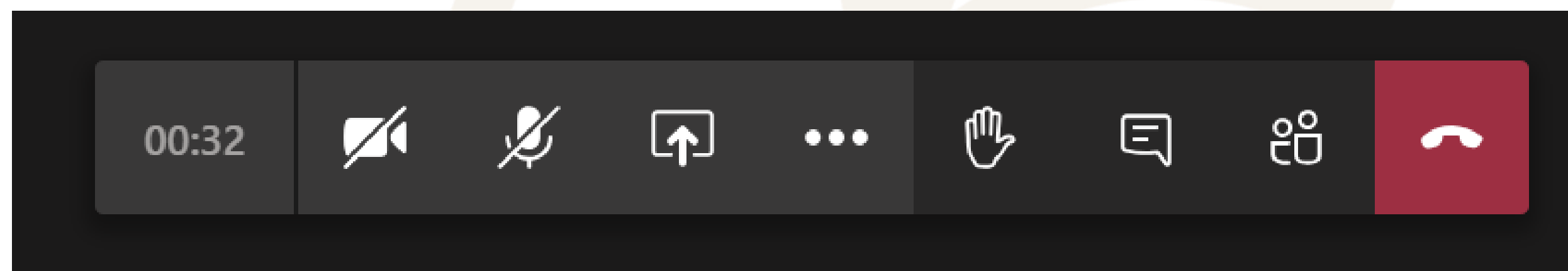
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There will a Q&A session where questions can be asked at the end of each section.

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You can also use the chat bar function to ask a question. This can be done through out a presentation and we can come back to the question(s) at the start of the Q&A.

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# Part one (the regulatory background)

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## Speakers

- **Brian Walsh**  
Packaging Technologist, **Repak Ltd.**
- **Jane Skelton**  
Commercial Manager , **OPRL Ltd.**

# Part two (the practical)

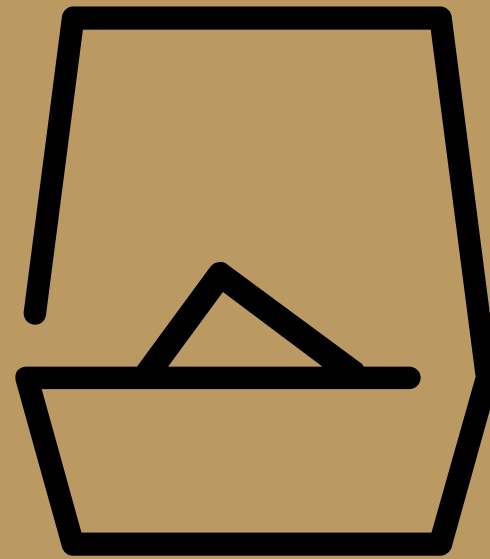
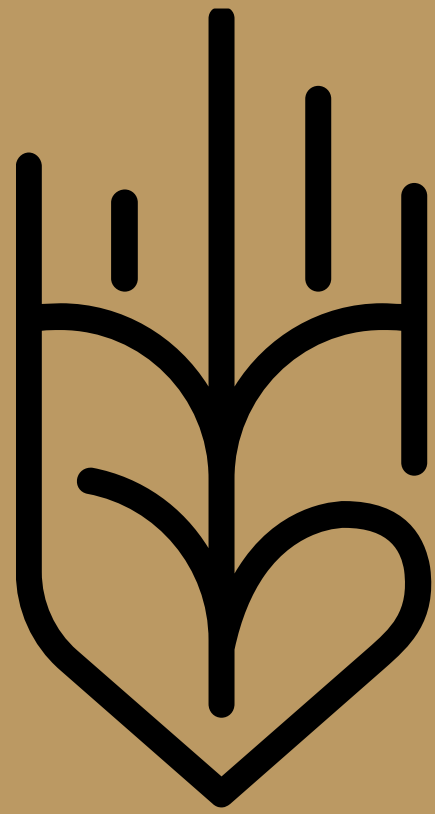
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## Speakers

- **Fiona Thompson**  
Sustainability & Packaging Consultant, **Ricardo**
- **Tim O'Connor**  
Retail, Online & Stock Manager, **Jameson Distillery**

# Part one – the regulatory background

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**The ‘Knowledge Still’**

# Part one (12:00 – 12:45)

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## Speakers

- **Brian Walsh**  
Packaging Technologist, **Repak Ltd.**
- **Jane Skelton**  
Commercial Manager , **OPRL Ltd.**
- **Q&A** to follow presentations

# Brian Walsh

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Packaging Technologist,  
**Repak Ltd.**

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FYI:

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# Packaging Waste Reduction and the role of Extended Producer Responsibility

Brian Walsh,  
Repak Membership Services  
15<sup>th</sup> April 2021

# Agenda

- Repak & Extended Producer Responsibility
- Packaging Waste Policy & Legislation
- Repak Member Supports
- Repak Resources

A person wearing a green uniform is shown from the side, handling a large cardboard box. The box has a green recycling symbol on it. The background is a warehouse setting with red shelving units. The right side of the image is covered by a green overlay with white text.

## Section 1

# Repak & Extended Producer Responsibility (EPR)

# Packaging Legislation

- EU Directive 94/62/EC on Packaging and Packaging Waste (now EU/2018/852)
- Ireland Waste Management (Packaging) Regulations 1997 (now SI 282 of 2014) (and SI 322 of 2020)
- One of a number of 'producer responsibility' initiatives. Others include WEEE & Batteries, End of Life Vehicles and Farm Plastics.

# REPAK LTD ( Irelands Packaging Recovery Compliance Scheme – Not for profit)

1997 – Business – Waste Packaging Directive – Fund Recycling & Recovery of Waste Packaging



24 years funding recycling  
in Ireland



Members 3400 - Legal Compliance – National Recycling & Recovery Targets – Education (Behavioural Change)

**10 tonnes and €1.0m turnover**

Repak's fees are based on a pay-as-you-produce basis i.e. the more packaging placed on the market by a producer, the higher their fee

# How EPR Works?

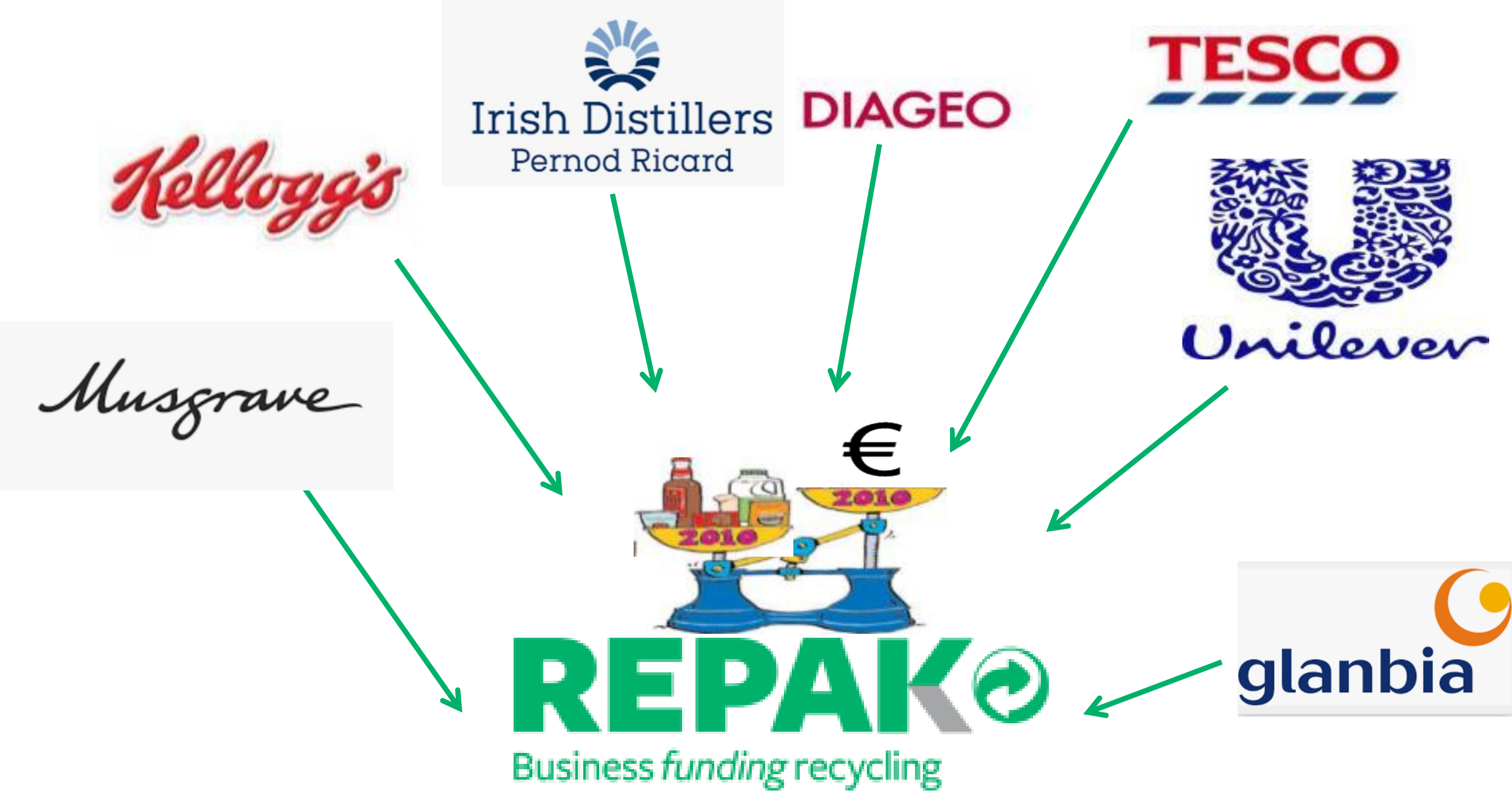
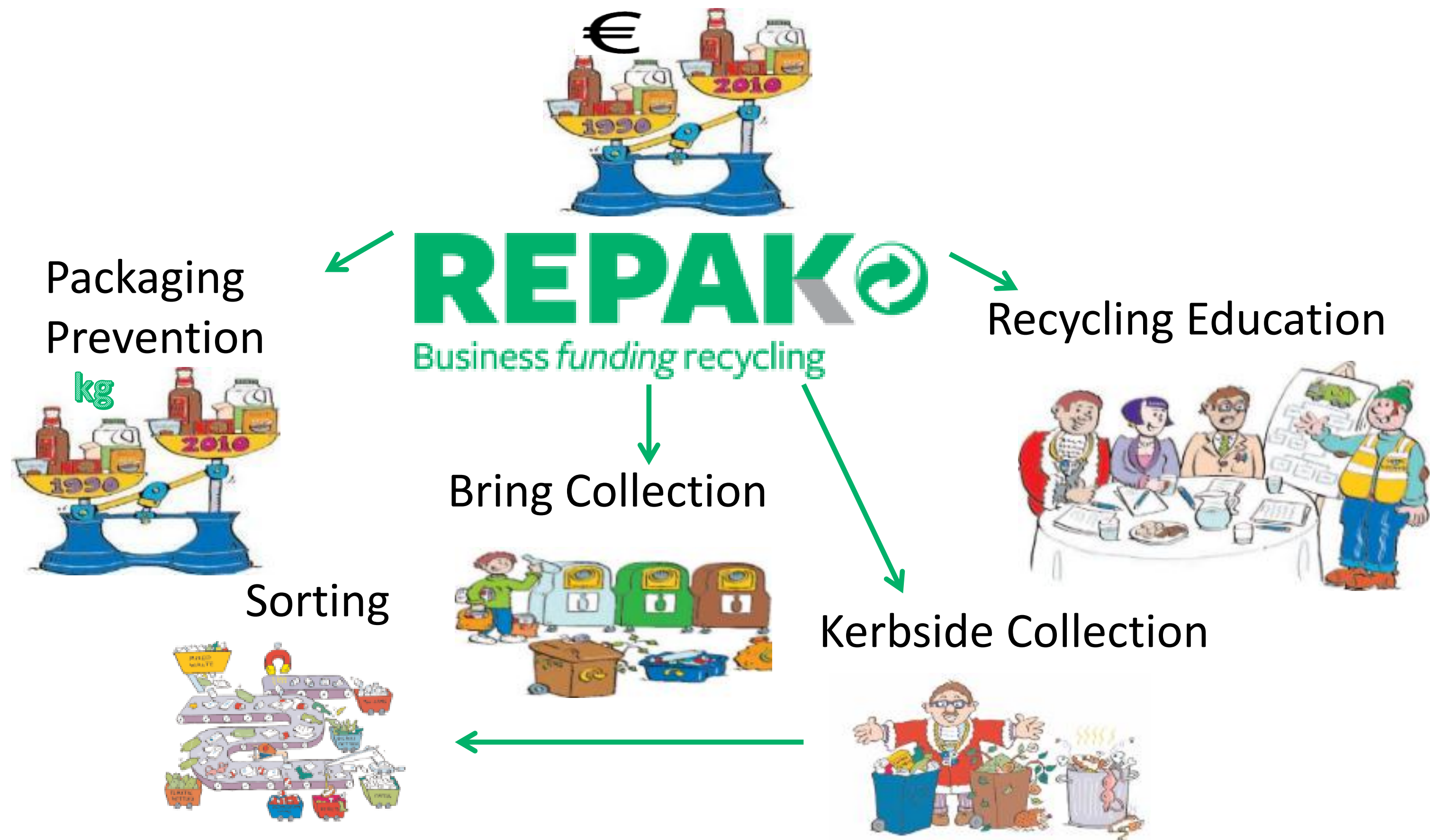


Image Source: INCPEN



# Repak 1997 to 2020



Met all EU targets



Recycling 15% to 64%

Recovery 15% to 94%

9,302,697 tonnes recycled

1,643,272 tonnes recovered



11m tonnes  
diverted from landfill



5,025 waste sector jobs  
supported



€425m invested in  
recycling



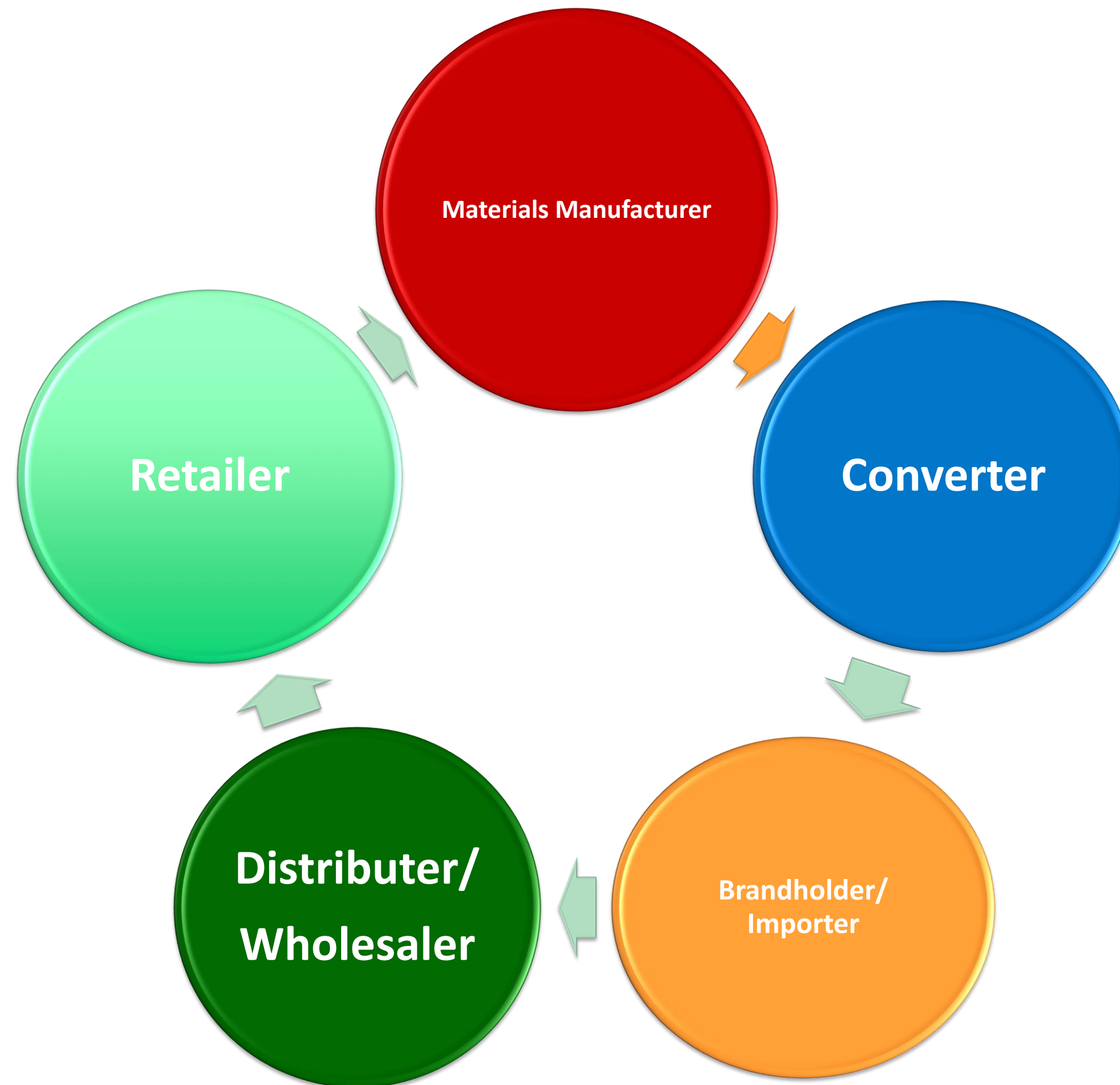
1.2 million Bins



Circa 250,000  
tonnes  
saved  
annually



# Shared Responsibility Model



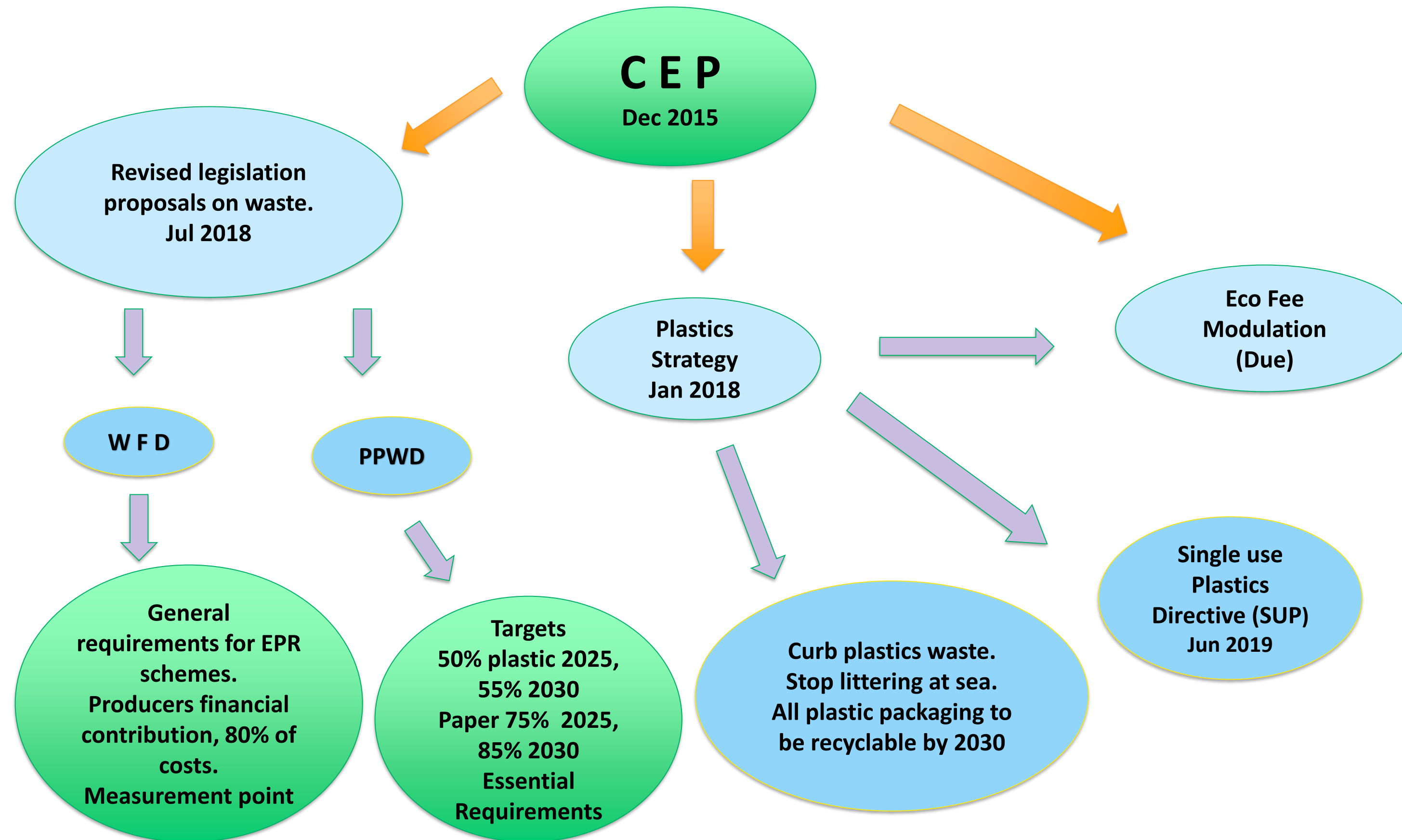
A photograph of a large industrial warehouse. In the foreground, a yellow and black forklift is parked on a dark floor. Behind it, several tall stacks of cardboard boxes are visible, secured with green straps. The warehouse has a high ceiling with a complex steel truss system and large windows allowing natural light. The right side of the image is partially covered by a green overlay containing text.

## Section 2

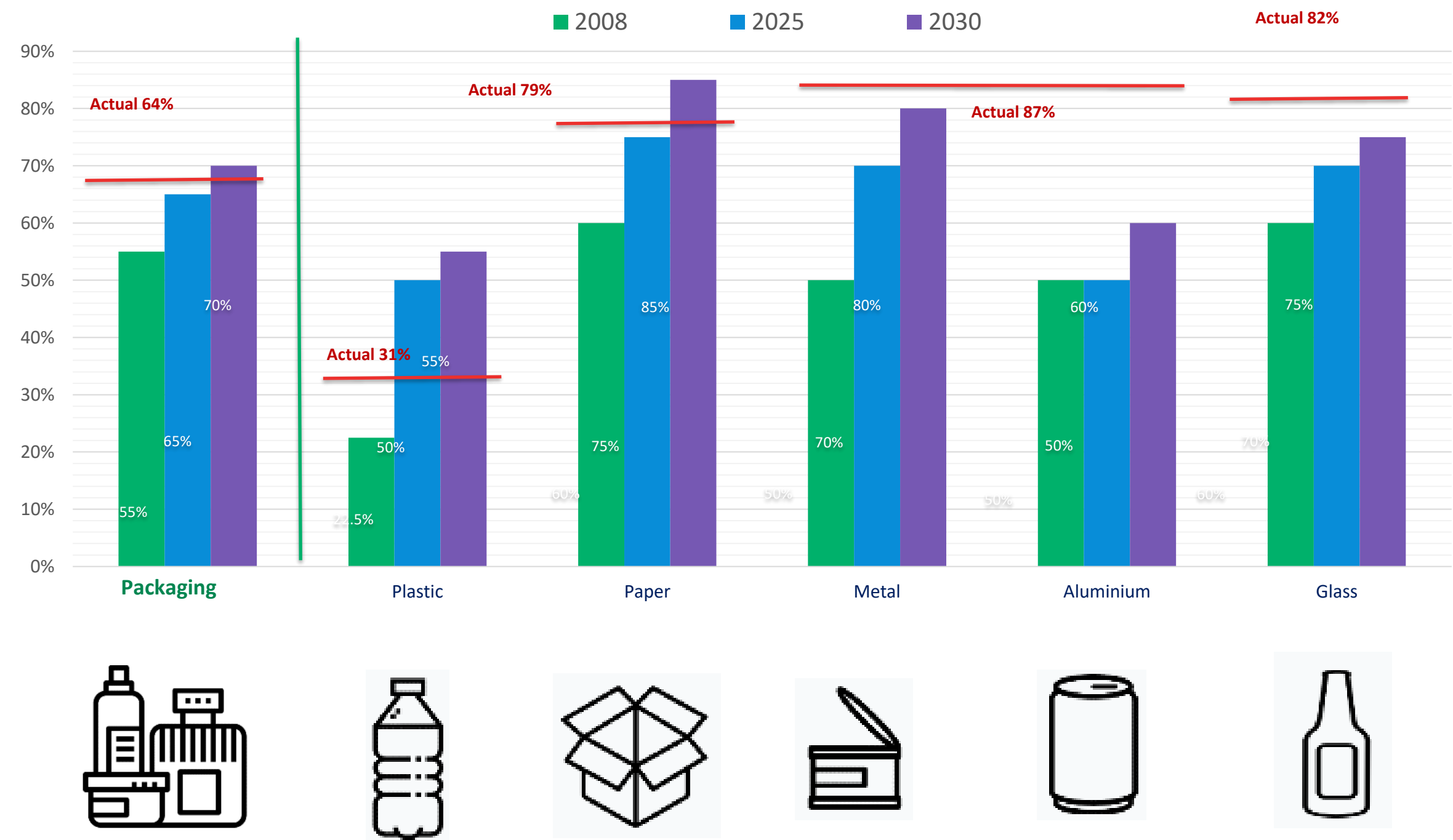
# Packaging Waste Policy & Legislation



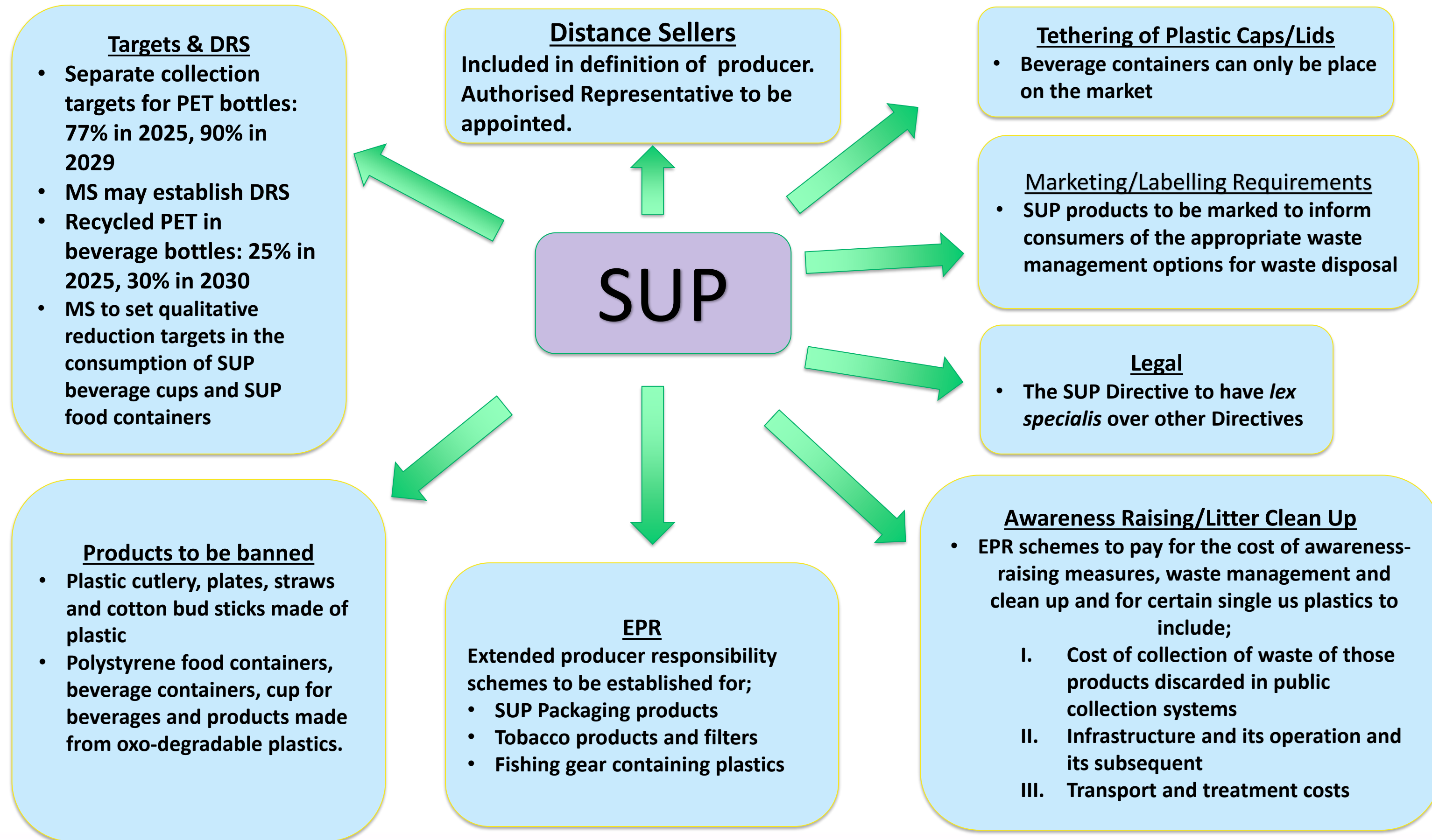
# The Circular Economy Package (CEP)



# Packaging & Packaging Waste Directive (PPWD) - Targets Challenge



# The Single Use Plastics Directive (SUP)



# + Plastic Strategy + Single Use Plastics

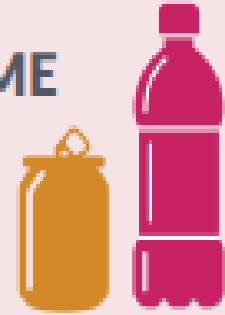
Plethora of (potentially overlapping) policy measures



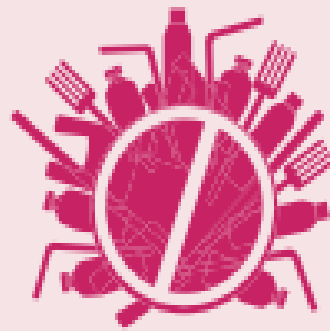
# Waste Action Plan for a Circular Economy 2020 - 2025

## PLASTIC, PACKAGING AND SINGLE USE PLASTIC (SUP)

DEPOSIT AND RETURN SCHEME FOR PLASTIC BOTTLES AND ALUMINIUM CANS



SINGLE USE ITEMS BANNED FROM JULY 2021:



COTTON BUD STICKS, CUTLERY, PLATES, STIRRERS, CHOPSTICKS, STRAWS, POLYSTYRENE CONTAINERS AND OXO-DEGRADABLE PLASTIC PRODUCTS

SIGNIFICANTLY REDUCE SUPS BEING PLACED ON THE MARKET BY 2026



ALL PACKAGING REUSABLE OR RECYCLABLE BY 2030

## EXTENDED PRODUCER RESPONSIBILITY (EPR)

MANDATORY EPR FOR ALL PACKAGING PRODUCERS BEFORE 2024 EU DEADLINE



NEW RULES FOR EPR SCHEMES TO INCENTIVISE GOOD PRACTICE IN WASTE RECYCLING AND DRIVE BETTER PRODUCT DESIGN

PRODUCERS LIABLE FOR MODULATION FEES



## TREATMENT



REVIEW STATE SUPPORT FOR DEVELOPMENT OF RECYCLING INFRASTRUCTURE

STANDARDISE WASTE STREAMS ACCEPTED AT CIVIC AMENITY SITES



EXAMINE LEGISLATION AND PROCEDURES FOR DEVELOPMENT OF WASTE MANAGEMENT INFRASTRUCTURE



## HOUSEHOLD AND BUSINESS



RECYCLING TARGETS FOR WASTE COLLECTORS



STANDARDISED BIN COLOURS ACROSS THE STATE: GREEN FOR RECYCLING, BLACK FOR RESIDUAL AND BROWN FOR ORGANIC WASTE



WASTE RECOVERY LEVY TO ENCOURAGE RECYCLING

WASTE OVERSIGHT BODY TO MANAGE CONSUMER RIGHTS



EDUCATION AND AWARENESS CAMPAIGN TO IMPROVE WASTE SEGREGATION

# National Recycling List for Ireland



Only rigid plastics are currently accepted in kerbside recycling bins.

Civic amenity sites accept other plastic packaging.

Repak has now commenced funding of



A photograph of a warehouse interior. Tall metal shelving units are filled with numerous cardboard boxes. The floor is polished concrete, and the ceiling has industrial lighting. A large green arrow graphic points from the left towards the right, partially overlapping the text area.

## Section 3

# Repak Member Supports

# Repak's Packaging Design Guide

- Interactive and online packaging design guide
- <https://repak.ie/members/packaging-optimisation-design/>
- Considers the impact of packaging design on recycling processes.
- Helps members to enhance packaging recyclability.
- Outlines Repak's fee modulation categories for plastic groupings.



# 133 Plastic Pledge Members



# Prevent & Save Business Support Programme



Packaging Assessments and Workshops



Repak Member Case Studies & Reports



Optimisation Toolkit



Design & Fee Modulation Guidance



Plastic Challenge Working Group

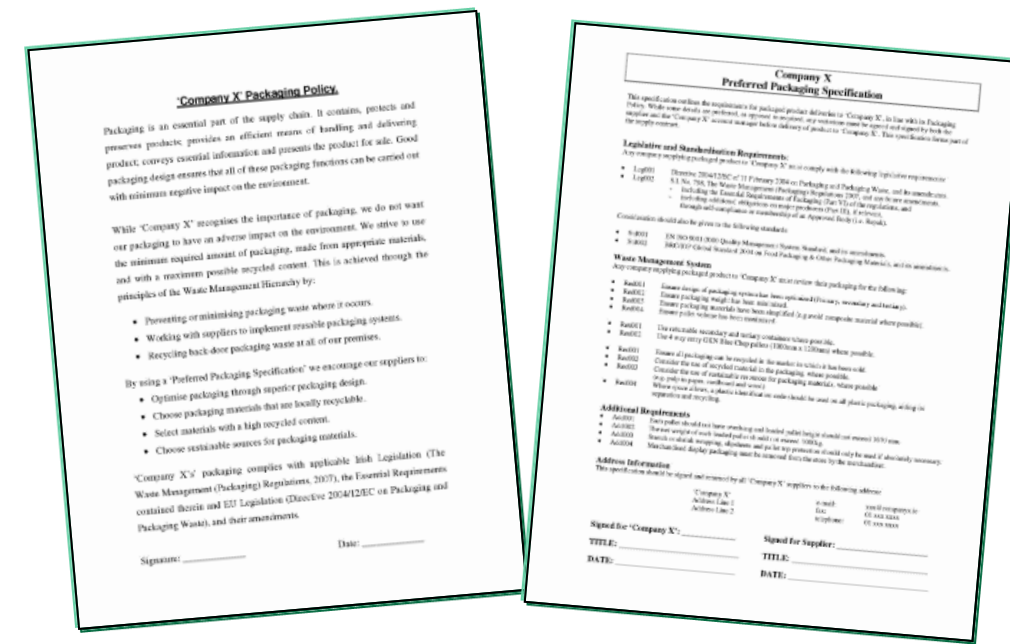
## Prevent & Save - Areas of Focus

## Suppliers

- Packaging Policy and Specifications
- Minimise input packaging (removed from supplied raw materials or packaging)

## Customers

- Minimise output packaging (sold to the market)
- What adds value? (Lean thinking)
- Returnable packaging (back to you)
- Make packaging reusable (by your customer)
- Use Repak's Design Guide to help you Design for Recycling



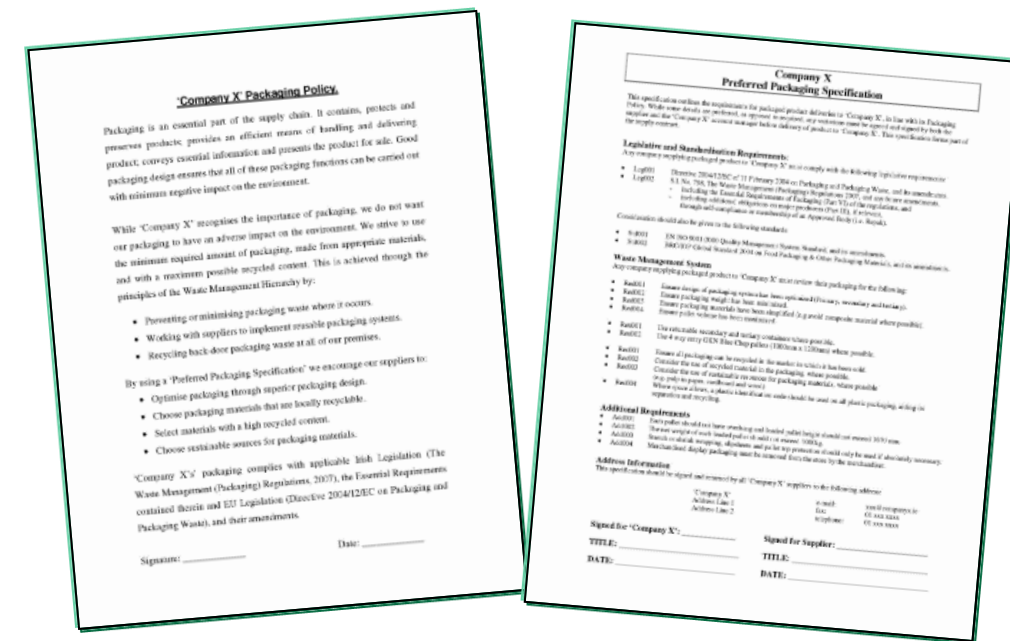
# Areas of Focus

## ➤ Suppliers

- Packaging Policy and Specifications
- Minimise input packaging (removed from supplied raw materials or packaging)

## ➤ Customers

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- Make packaging reusable (by your customer)
- Use Repak's Design Guide to help you Design for Recycling





## Section 9

# Repak Resources

# Repak Resources

## ➤ Packaging technologists:

➤ [colm.munnelly@repak.ie](mailto:colm.munnelly@repak.ie)

➤ [brian.walsh@repak.ie](mailto:brian.walsh@repak.ie)

## ➤ Address:

Repak Limited,

Red Cow Interchange Estate,

1 Ballymount Road, Clondalkin, Dublin 22

➤ Telephone: 01 4670190

➤ Web: [www.repak.ie](http://www.repak.ie)



Thank You

# Jane Skelton

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Commercial Manager  
**OPRL Ltd**

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FYI:

Please use the chat bar to ask any questions you might have. You can do this through out this presentation and we will come back to your question(s) at the Q&A part of this session.

## Scheme overview



To collaborate across the packaging cycle  
to drive circularity and a transformation  
in packaging resource efficiency

## Who is OPRL

- OPRL was founded in 2009 by leading retailers and brands.
- Set up by British Retail Consortium and Food & Drink Federation members working with WRAP.
- We operate the On-Pack Recycling Label scheme under an exclusive license from WRAP to use the 'Recycle Now' iconography
- Ultimately....**We aim to help people recycle more packaging, correctly and more often**



# LABEL OBJECTIVES

Recognised by the UN Environment Programme as International best practice, the award-winning On-Pack Recycling Label scheme delivers a simple, consistent and UK-wide recycling message on consumer packaging. Our members come from all parts of the packaging supply chain, from design to manufacture to brand/retailer.



## Our recycling symbols have been developed to:

- Help more consumers to recycle more packaging correctly, more often; and
- Help councils and others to increase recycling rates for materials that could be recycled, but currently have low collection and recycling rates.

Our goal is to support the circular economy for all major packaging materials within the UK, helping you to minimise your environmental footprint. Cited in Defra's 25 Year Environment Plan as a key component in tackling waste, our scheme supports UK governments' and local authority objectives, the EU Waste and Recycling Directive and its aims.

## By offering a consistent and well understood label, OPRL aims to:

- Keep it **simple** for consumers and users;
- Provide **clear** advice to consumers on how they can recycle in their local area;
- Be **practical** to apply on packs alongside statutory information;
- Support **innovative** councils which collect materials not currently widely recycled; and
- Protect **quality** of recycling streams by preventing contamination with materials not currently recycled.



# Our Reach

- **3 out of 4 consumers recognise and understand OPRL label**
- Over 600members
  - 95% of multiple groceries retailers
  - 95 of the top 100 groceries brands
  - Accounting for over £82bn in annual groceries sales.
  - 9 out of top 10 DIY and gardening retailers
  - 8 out of top 10 health, beauty & cosmetic retailers
  - 9 out of top 10 homewares retailers
  - 4 out of top 5 clothing retailers
- Other member represent the Packaging supply loop including:
  - Compliance schemes
  - Charities
  - Packer fillers
  - Packaging manufacturers



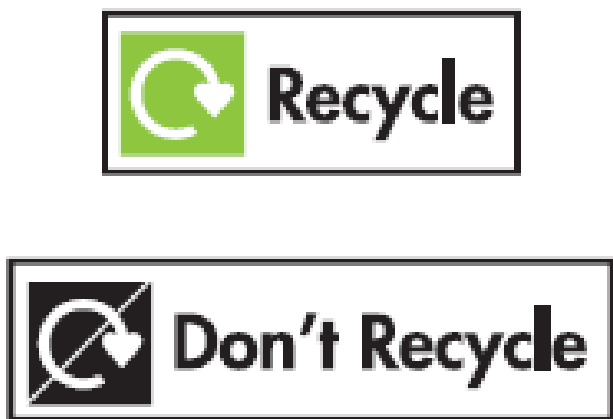
# OPRL labels

Single and multiple component labels, with and without call-to-action messages

## Standard labels:



Portrait single component



Landscape single component



## Exception and specialist labels



Portrait single component



Landscape single component



Beverage cartons



Small beverage cartons



PE Wrap/Film/Bags



Coffee cups



# Labelling Decision Tree

In determining recyclability of a packaging material we have looked not only at local council household recycling collection rates but also at reprocessing capacity and available markets, which moves the scheme in line with ISO 14021 for self-declared environmental claims.



# Labelling Tool



## GENERATE LABEL ARTWORK

BETA

Our new labelling tool is currently in beta release. If you encounter any unexpected results or are unable to generate the label you need, please email [bugreport@opr.org.uk](mailto:bugreport@opr.org.uk).

[← Back to Member's Area](#)

Our labelling tool will take you through a series of questions to ensure that you select the right label for your pack. All label artwork is supplied in a print-ready PDF format.

For more information on label usage, please see the Labelling Rules:

OPRL Labelling Rules 2019

1 file(s) 1.88 MB

DOWNLOAD

### Instructions:

**Step 1:** Select your packaging component. You must label the recyclable packaging first. If your packaging is likely to contain product residue, you should select the component with product residue option so that the appropriate call to action messages are included on the label.

**Step 2:** Select the material for your component. You may need to answer additional questions at this point to select the right label.

**Step 3:** If you have single component packaging, select **Generate Single Label**. A preview box will appear showing what the label will look like. You can then select the colour option and format you require before clicking on **Download**.

**Step 4:** For multiple component packaging, select **Add Second Label** and repeat the process to label the second and/or third components. Once you generate the label, a preview box will appear and you can then select the colour option and format you require before clicking on **Download**.

## Label 1

Select a Component

Reset



## Packaging Recyclability Evaluation Portal (PREP)

- PREP is a tool exclusively available to OPRL members
- It allows you to assess and modify your design or materials choices
- The tool has been specifically designed to be used before commissioning procurement and production
- In line with our Labelling Rules, PREP looks at 2 main areas:
  - **Household recyclability** i.e. the proportion of councils collecting that type of packaging and material from households across the UK;
  - **Technical recyclability** i.e. how the packaging components will travel through and be captured at UK MRFs and reproprocessors.



## Our Governance

- The Board of Independent Directors bring a wide mix of packaging, business and other skills. Some have a retail or manufacturing background so understand the challenges faced when designing, specifying and manufacturing packaging. Others come from local and central government, recycle processing and marketing backgrounds. Our Chair has been involved in the scheme since before its launch in 2009, as have two other Directors.
- We consult members, local authority and industry representatives and other stakeholders to inform our decisions.



How to choose packaging...

Fit for purpose

5 Easy's

[jane.skelton@oprl.org.uk](mailto:jane.skelton@oprl.org.uk)

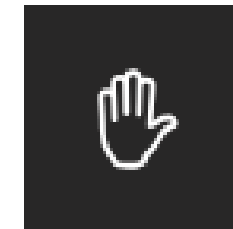


# Q&A part I

# Q&A protocol

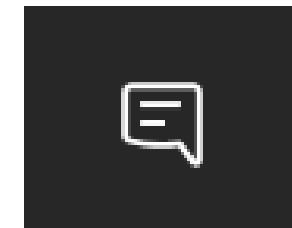
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Use the 'raise your hand' button to indicate you wish to speak.



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You can also use the chat bar function to type out a question which will be put to the speakers.



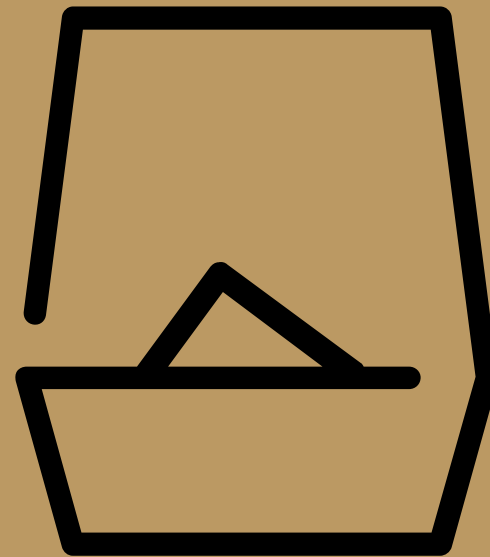
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When asking a question or making a comment please **turn on** camera and **un-mute** microphone before speaking.



# Part two – the practical

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**The ‘Knowledge Still’**

# Part two (12:50 – 13:25)

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## Speakers

- **Fiona Thompson**  
Sustainability & Packaging Consultant, **Ricardo**
- **Tim O'Connor**  
Retail, Online & Stock Manager, **Jameson Distillery**
- **Q&A** to follow presentations

# Fiona Thompson

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Sustainability & Packaging Consultant  
**Ricardo**

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# Delivering A Sustainable Packaging Roadmap

Presentation for Drinks Ireland

28<sup>th</sup> April 2021

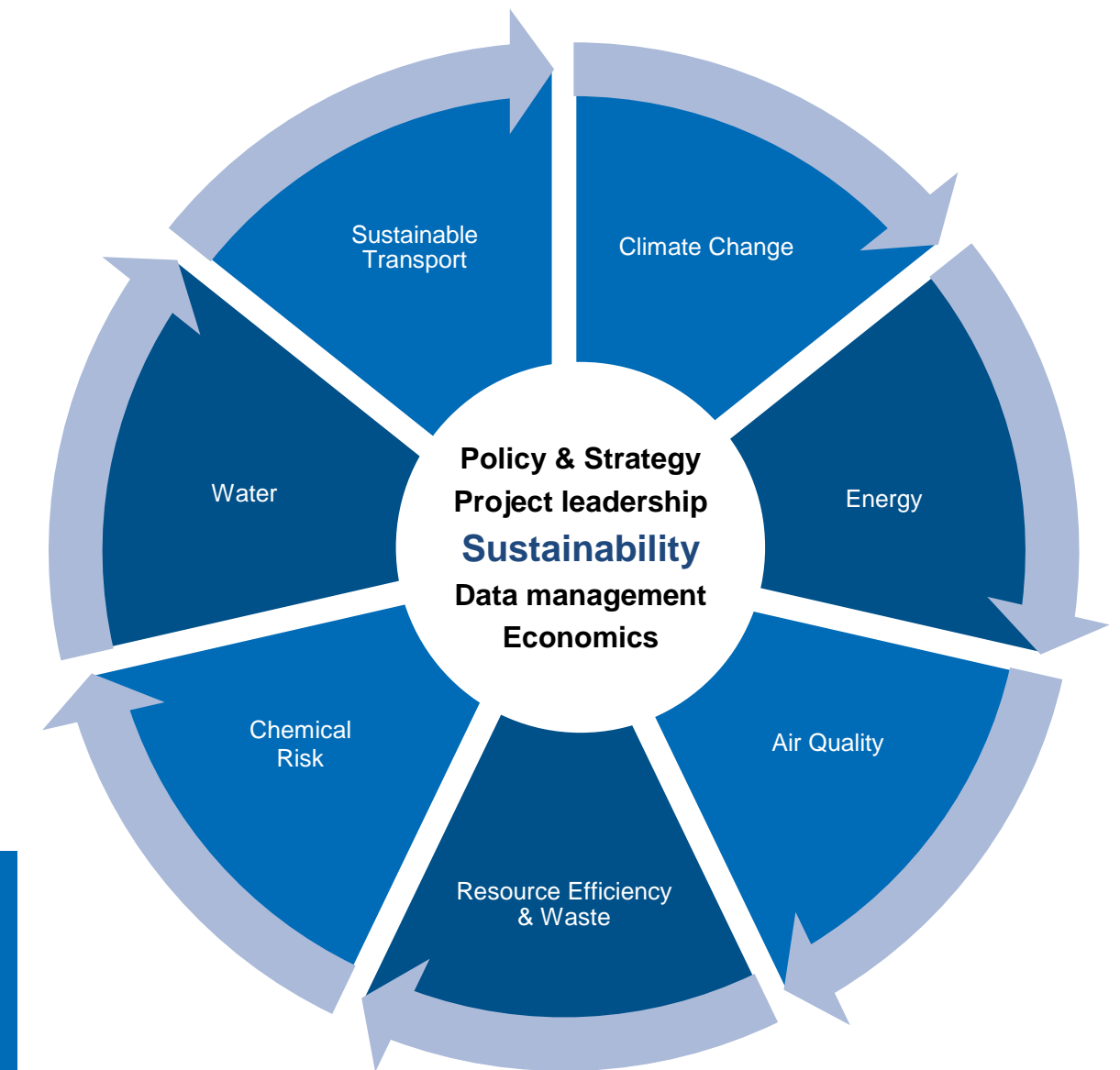
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# Introduction

Ricardo Energy & Environment (Ricardo) is an internationally renowned consultancy with world-leading energy, environmental and technical expertise. We have over 40 years' consulting experience that includes a long track record of successfully delivering services and advice to a wide range of major private and public sector organisations.

Our circular economy and resource efficiency team comprises around fifty professionals. We have considerable track record and practical understanding in business sustainability, net-zero strategy development, circular economy, carbon reduction and energy efficiency. This, coupled with our industry knowledge and policy insight, provides our clients with impartial and practical advice.



## Why Ricardo Energy & Environment?

- Internationally-renowned consultancy
- Heritage of world-leading scientific and technical capability providing analysis and solutions for major sustainability challenges
- Client base of international governments, businesses and other agencies
- Over 500 consultants, technical experts and scientists
- Business areas covering the full spectrum of sustainability issues including energy, waste & water
- Deep expertise in greenhouse gas emissions, life-cycle assessment, the circular economy and packaging

# Delivering A Sustainable Packaging Roadmap



- Companies are facing growing pressure to take action from their own customers and policies from Government.
- Ricardo supports organisations to understand what their strategy for sustainable packaging could look like, and how to deliver against their pledges to reduce their packaging consumption and waste.
- By working collaboratively, we help businesses raise their ambition on reducing their packaging consumption and waste, provide insights into innovative packaging solutions, set evidence-based targets and develop and deliver sustainable packaging action plans.
- We have outlined a road map to deliver viable, credible packaging reduction strategies along the value chain, which create the environment in which sustainable packaging choices can thrive.
  - Project example: Large Scottish Distiller

# Taking you through the journey to deliver a sustainable packaging roadmap

- Understand **key drivers** which will impact operational decisions
- Provides structured **action plan** to achieve your target e.g. 100% recyclability
- Identifies **priorities**
- **Drives action** for a 5 to 10 year period
- Means of **communicating** plan of action and **engaging** with internal and external stakeholders
- Assists in **futureproofing** organisational operations



# Step 1 – Recyclability Assessment

## Recyclability audit

- Provides an opportunity to review the current packaging formats and material choices
- Complete a recyclability audit based on OPRL rules or Repak's recyclable materials guidance
  - This will highlight hotspots areas which you should focus on e.g. component type, materials used, or brand range

## Understanding of end-of-life treatment processes

- Each material is sorted, graded and treated differently based on its characteristics
- If you understand what happens to the packaging at recycling facilities, you can design it more appropriately
- Talk to your waste management companies or visit recycling facilities

## Step 2 – Understand your market

### Legislation & Compliance

- Undertake a review of commercial operations in order to understand how products and their associated packaging are purchased, filled, distributed and sold to household consumers, retailers and commercial distributors
- Complete an assessment of current and upcoming packaging EPR legislation and confirm producer obligations and associated costs (if any) for all countries where you place products onto the market
  - This is particularly key for online retail sales
  - Producer obligations vary from one country to the next

### Market review

- Identify innovations of packaging design which could be applicable to your product range
- Identify best practice from peers and other sectors
  - Desktop research, industry news articles, industry events, experience of product packaging at home

## Step 3 - Outline packaging principles and guidelines

- Research packaging guidelines developed by brand owners, retailers and key industry stakeholders
- Identify key product packaging materials and/or components which will form the initial focus areas for developing the packaging guidelines to be used internally and externally
  - Create a RAG rating of preferred materials
- Engage with key suppliers to gain input and feedback on the draft principles and guidelines
  - This is key to get them to come on your sustainable packaging journey with you and provides them with an opportunity to show you what they are doing and their own plans for the future
- Engage with internal brand managers, design and marketing teams
  - This allows them to share any opportunities or areas of concern which may alter brand or product reputation

# Step 3 – Example of a preferred material list

## Packaging Preferred Materials & Formats Guidelines 2020.

Version 1.001  
Date: 130220

<b>Red</b> Not to be used as customers cannot easily recycle (UK)		<b>Amber</b> When functional requirements mean green materials are not an option	<b>Green</b> Preferred for UK recycling via kerbside or store	
<b>Materials</b> Compostable/Bio degradable Oxy/Oxo Degradable PLA Polystyrene PVC PVdC (incl. layer within Complex Laminates) <u>Plywood and MDF</u> Water Soluble plastics	<b>Formats &amp; Designs</b> Black Plastic* <u>Composite Drums</u> Expanded/Foamed/Density Modified Plastics <u>Paper/board coated or laminated on both sides</u> <u>Glitter</u> <i>*Brands may choose to use black plastic for drink bottle caps</i>	<b>CONTROLLED USE: CONTACT THE PACKAGING TEAM FOR APPROVAL</b> <a href="mailto:packaging.team@tesco.com">packaging.team@tesco.com</a>	<b>Rigid Materials</b> Glass (clear or of light colour) PET HDPE/LDPE pp** Steel & Aluminium Cardboard <b>Flexible Materials</b> Paper Glassine PE (recyclable at front of store)	<b>Formats &amp; Designs</b> Cardboard with plastic; Max 15% plastic, one side of board only and be easily separated Mono lidding film matched to tray material when permanently attached Glass colour; Clear/Light colour preferred

Underlined denotes red material/format added in 2020 (Production to cease by end of 2020)

\*\*PP is widely recyclable, however may have a packaging tax implication for food grade if recycled content cannot be included

# Step 4 & 5 – Setting goals and implementing framework

## Setting goals

- Review and define key long-term goals
  - Are these still appropriate, do they tie in with wider business goals, will they be effective in driving change?
- Set out interim targets to help achieve long-term goals
  - This could be based on short, medium, and long term activities
- Review timeframes for implementation
  - Ensure that you meet targets set out by key stakeholders (customers, industry agreements, or trade association targets)

## Develop implementation plan

- Provide guidance documents to brand managers, design and marketing teams, and those who procure materials from suppliers
  - e.g. a preferred material list, or questions to be asked when assessing new design or materials
- Set up new supplier policies with a focus on sustainability
  - Including asking for accreditations or certifications of sustainable material sourcing or sustainable manufacturing practices

# What are the benefits of a sustainable packaging roadmap?

By implementing a sustainable packaging roadmap, you are able to:

- ensure compliance with packaging and sustainability/circular economy legislation
- play a role in meeting national or sector-wide targets
- understand the value of packaging issues – especially given all of the change in the market.
- identify priorities within current packaging formats for re-design or re-manufacture
- identify sustainable material sources to reduce environmental impacts of packaging choices
- grow brand reputation and sustainability credentials
- save costs under EPR packaging compliance systems (modulated fees)



# Our team



Our experts have a strong track record of helping companies with reporting, developing and implementing sustainable packaging strategies, and responding to environmental legislation.

We work with organisations to develop a strategy that meets their specific needs and ambitions, identify actions to take and support them through to delivery.

## We provide:

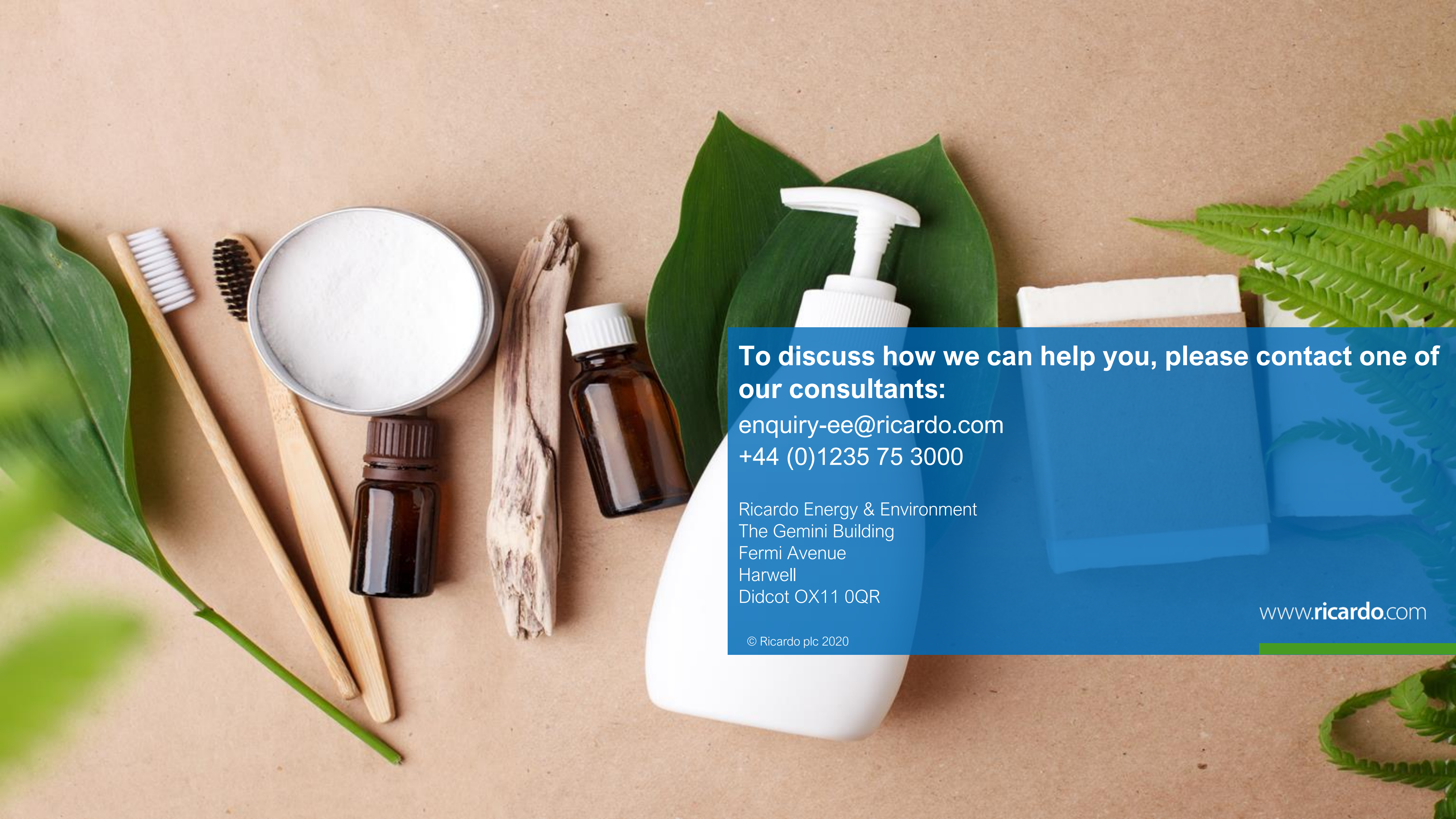
- A team of highly experienced packaging, waste auditors, supply chain and LCA experts.
- A dedicated support team of sustainability consultants and analysts who can provide auditing, stakeholder engagement, compliance and legislation review services in support of reaching your sustainable packaging targets.
- A cohesive strategy to future-proof your company, by taking action proactively before further legislation changes come into effect.



Speak to us to find out more:

[enquiry-ee@ricardo.com](mailto:enquiry-ee@ricardo.com)

01235 753000



**To discuss how we can help you, please contact one of our consultants:**

**enquiry-ee@ricardo.com**  
**+44 (0)1235 75 3000**

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**www.ricardo.com**

# Tim O'Connor

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Retail, Online & Stock Manager  
**Jameson Distillery**

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# Sustainable packaging in an e-commerce setting

*Tim O'Connor, Retail, Online & Stock Manager- Jameson  
Distillery Middleton*



Irish Distillers  
Pernod Ricard

1

Growth of E-Commerce

2

Our sustainability commitments

3

What we have implemented

4

Questions



Irish Distillers  
Pernod Ricard

# Growth of E-commerce sales

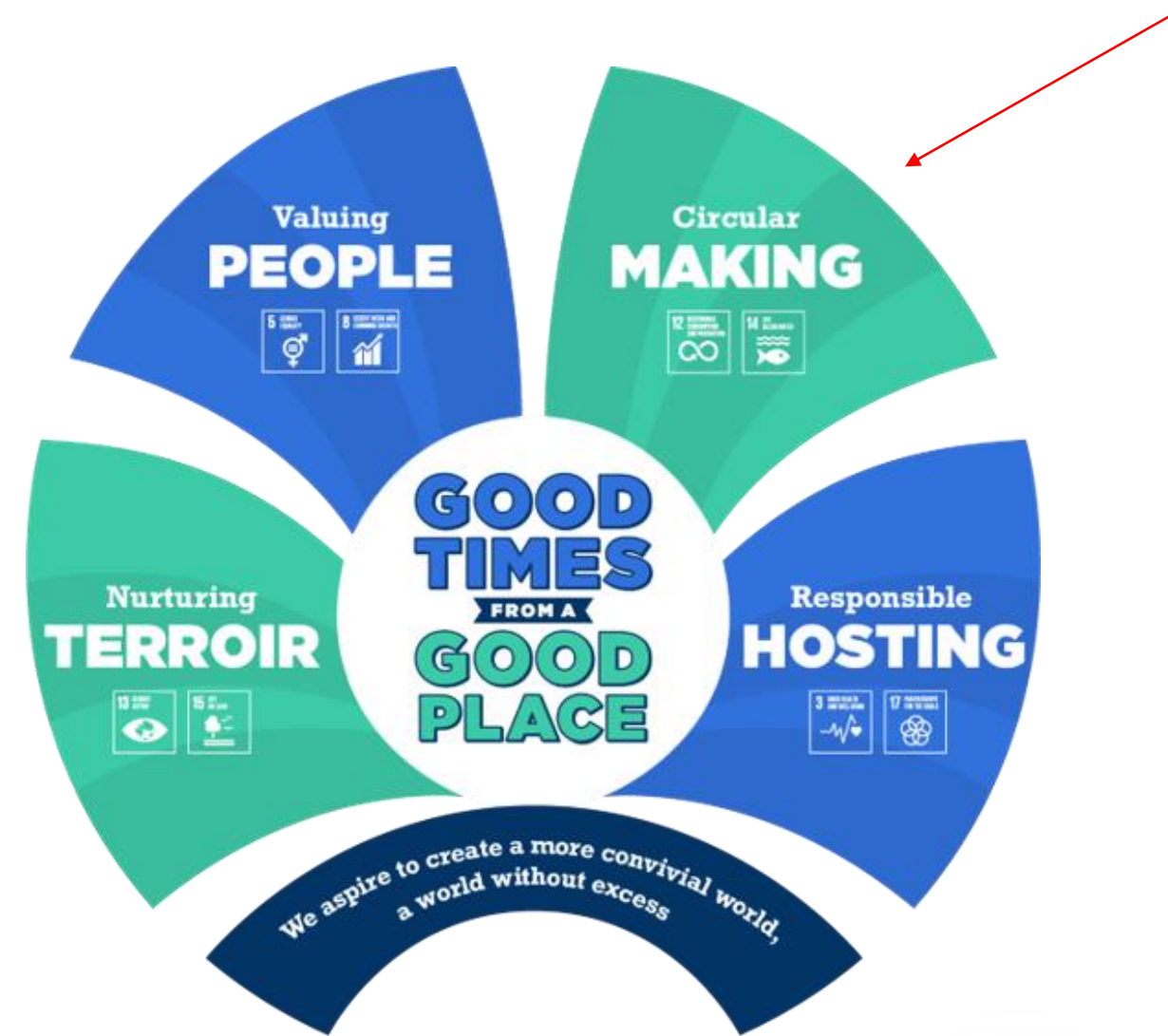
# Growth of e-commerce

- Brand Homes in Midleton, Cork and Bow Street, Dublin
- Combined circa. 500,000 visitors per year
- March 2020 – Brand Homes closed. E-commerce fulfilment now from Midleton
- Immediate increase in e-commerce activity
- Jameson online store sales up **260%** *July – March*



# Our sustainability commitments

# Our sustainability commitments



**100% recyclable, reusable or  
compostable primary and  
secondary packaging by 2025**



# What we have implemented

# What we have implemented

- Move to custom fit shippers
- Replacing bubble wrap with Hexcel paper wrap
- Replaced plastic tape with paper tape
- Implementing paperless trade (PLT) within courier network to eliminate printing paper
- All paperwork inside package, eliminating plastic document sleeves on outer shipper



# Thank You



Irish Distillers  
Pernod Ricard

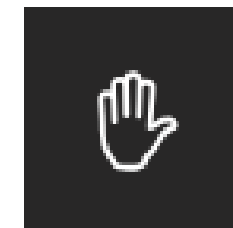
# Q&A part II

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# Q&A protocol

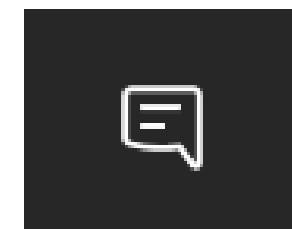
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Use the 'raise your hand' button to indicate you wish to speak.



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You can also use the chat bar function to type out a question which will be put to the speakers.



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When asking a question or making a comment please **turn on** camera and **un-mute** microphone before speaking.

