Plan A

- Climate Change
- Waste
- Sustainability
- Fair Deal
- Health
Customers

- Green Crusaders: 11%
- If it’s easy: 27%
- What’s the point?: 38%
- Not my problem: 24%
Plan A Packaging Commitments

- Reduction of packaging by 25%
- 100% of our packaging will be easily recyclable or compostable by the customer
- Increase in the sustainability of packaging raw materials
- Labelling all products to help the customer dispose of their packaging in a responsible way
Closing the Loop on Plastics Recycling

UK First Reprocessing Plant for Foods Packaging

First UK Retailer to Use 50% Recycled Content for Foods Packaging – to drive a local market

Labelling to drive more Recycling by the Consumer

Recycling facilities for Products eaten out of the home – at stores, offices & in our cafes
Recycling Partnerships

We aim to work with local government partners to develop total recycling solutions for our customers across all packaging materials and formats.

• Develop a leading standard approach to recycling
• Engage more customers to recycle
• Put additional 60,000 tonnes of recycled material back into packaging
• Provide a high-value end market for recycled materials in the UK
Make Recycling Part of a Value Chain

- Where is your material going?
- Can we be more efficient?
- Are you getting max value back?
- Can we work together?
- Are households engaged?
Foods Packaging Achievements

- 20% Packaging Reduction since 2007
- 91% Packaging is Recyclable
- Only use 3 Core Plastics – PET, PP, PE
- Highest use of Recycled content in Plastics
- Over 70% FSC accredited Cardboard & Paper
- All packaging labelled with recycling logos since 2008