



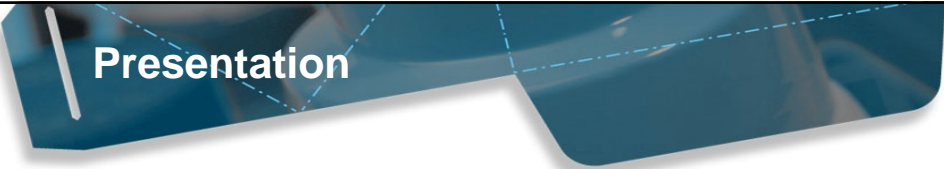
# Prevent & Save

## Resource Efficiency and Packaging Optimisation


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29<sup>th</sup> January 2014

  
[www.preventandsave.i](http://www.preventandsave.i)





## Presentation



1. Introduction to
2. Why prevent packaging waste?
3. Packaging Optimisation
4. How do you measure prevention?

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## 1. Introduction to Repak

- Set-up in 1997.
- Collect fees from members who use packaging
- Use fees to have packaging recycled
- Manage the 'Green Dot' scheme in Ireland



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Over 2100 companies participate in the Repak scheme, paying packaging levies based on the packaging they supply their customers .

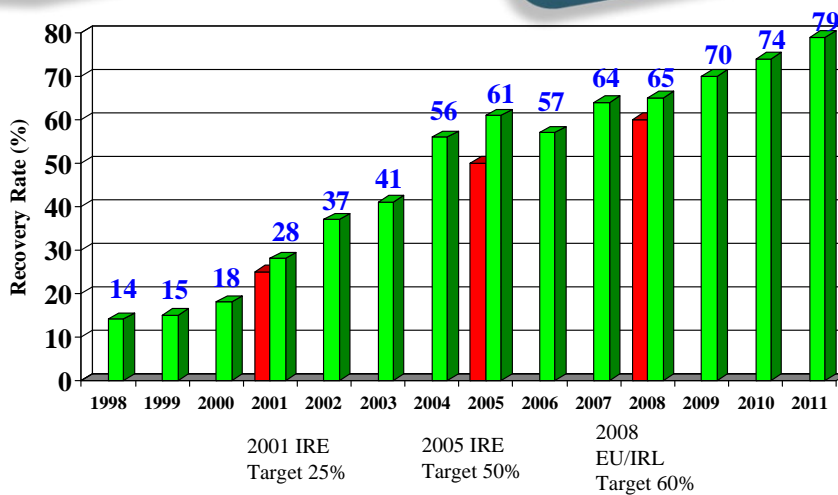


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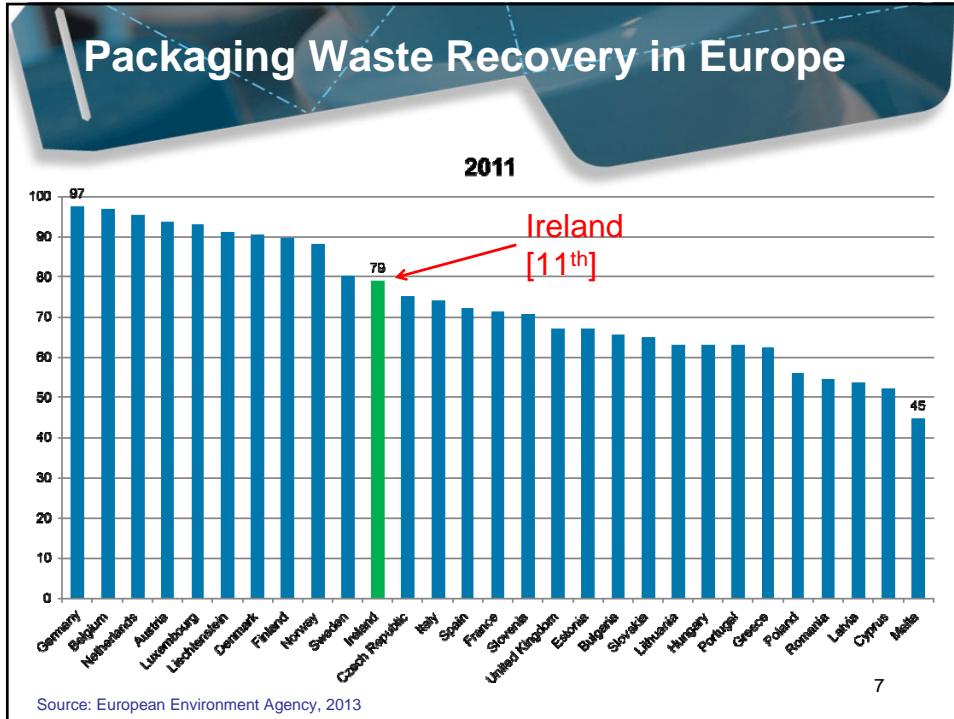
Repak as a not for profit organisation then supports packaging recycling through the following with our members fees.



## Packaging Recovery Rates in Ireland

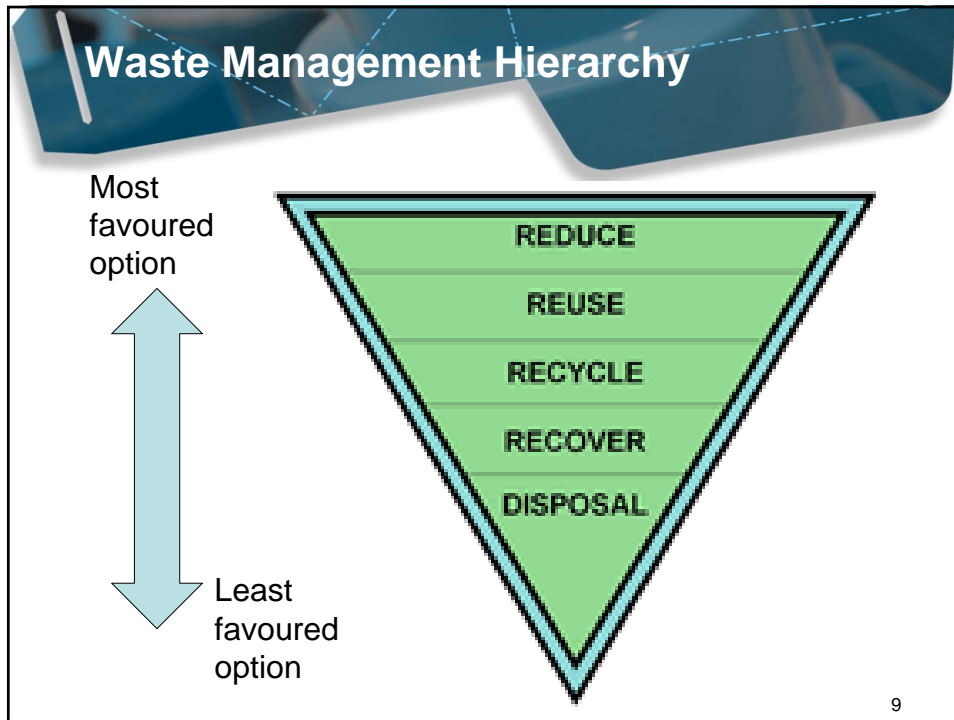


Source: EPA National Waste Database Report 2011



## Why Prevent Packaging Waste?

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## Just keep recycling?

- Getting harder to improve the recycling rate.
- Waste streams are becoming increasingly complicated and harder to separate.
- Harder to recycle in rural areas.
- Distances increasing to collect material.
- Recycling becoming more expensive.

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## Packaging recovery rate in 2011

Quantity recovered: **682,280 tonnes** = 79%

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Quantity managed: **863,597 tonnes**

There are the two ways of improving this percentage

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## Improving the packaging recovery rate

- 1990's: - Recycling
- 21<sup>st</sup> century:
  - Reduction
  - Prevention
  - Optimisation

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# Packaging Optimisation

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## Primary Packaging



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## Secondary Packaging



Cardboard Case



Plastic shrink wrap

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## Tertiary Packaging

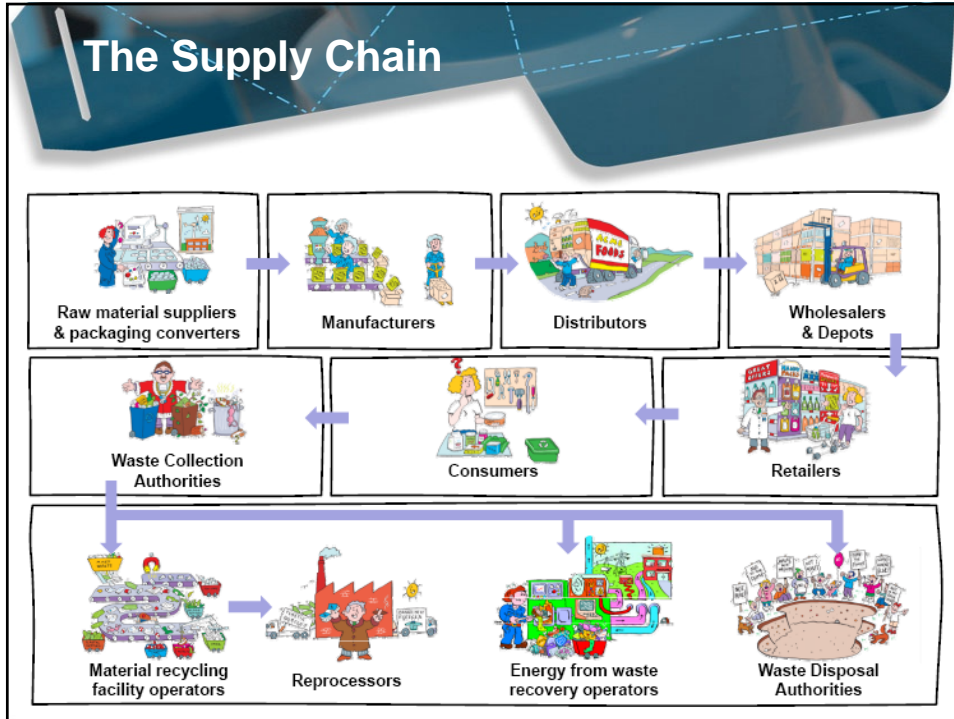


Wooden pallet [30kg]



Plastic stretch wrap [160g]





### Kenco coffee – 97% less packaging

The top part of the block features a photograph of three women walking on a paved path outdoors. Below this is a promotional image for Kenco coffee. On the left is a cartoon turtle holding a coffee cup. In the center, the text reads '97% LESS PACKAGING' in large green letters. On the right is a package of Kenco 'ECO REFILL' coffee.

## Packaging Reduction

Before



After



Removal of all excess packaging layers, particularly shrink wrap and cardboard covering sheet.

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## Packaging Reduction

Before



After



## Packaging Reduction



Anti virus software changed from CD in a box to smaller DVD style case

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## Packaging Reuse



Oct 2010

Std 300ml

(€1.99)

€6.64/l

Refill 500ml

(€2.99)

€4.98/l

-25%

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## Packaging Reuse



Jan 2014

Std 400ml

(€4.49)

€11.23/l

Refill 500ml

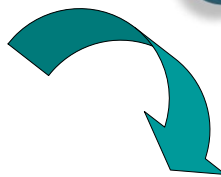
(€2)

€4/l

-64%

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## Packaging Reuse



Look for Re-use Options

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## Packaging Prevention & Education

The collage features six distinct images: 1. Two 'Positive Packaging' newsletters, one titled 'Overpackaging' and the other 'Unpackaging'. 2. A group of four people in business attire holding a large cardboard box filled with various products. 3. A collection of 'Packaging Toolkits' documents, including one titled 'Retailer Packaging Optimisation Case Studies'. 4. Three 'Case studies' documents, with titles like 'Hand Prot - Packag', 'Bath', and 'Butcher's Cars'. 5. A group of three people at a 'Packaging Seminar' with a laptop and a presentation screen in the background. 6. A set of 'Best Practice Brochures' with various product images and text.

Newsletters

Packaging Training

Packaging Toolkits

Case studies

Packaging Seminars

Best Practice Brochures

## For more information:

The graphic consists of a dark green, jagged-edged shape containing the text 'Prevent & Save' in white. Below the text are four white circular icons: a cardboard box, a metal can, a glass bottle, and a plastic bottle.

[www.PreventAndSave.ie](http://www.PreventAndSave.ie)

# How do you measure Prevention?

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## Prevention Metrics and Indicators

- Difficult to measure what is no longer there
- Business concerns about confidentiality of data
- Weight based data or more current 'Life Cycle' approach?
- European Retailer report recommends a menu of 42 possible indicators for packaging sustainability (Global Packaging Project)
- Benchmark approach possible



## Prevention Metrics and Indicators

- How to measure packaging reduction in depressed economy?
- Repak developed approach by benchmarking nationally against CSO data (Sales Volume Index ex Motor Sales)
- Similar approach with other EU compliance schemes (Belgium, France, Spain)
- On advice from EPA we had our approach verified by an economic consultant

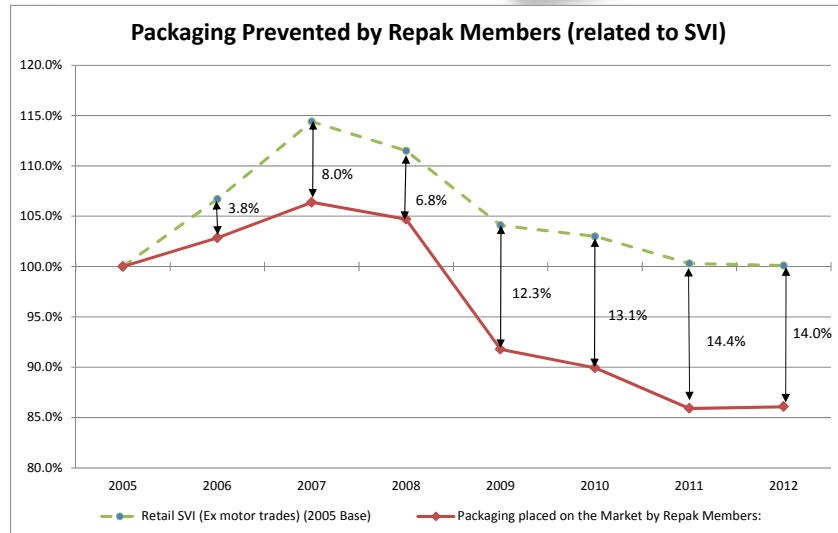


## Packaging Prevention Report

- Report produced by Dr. Pat McCloughan of PMCA Economic Consulting
- Report provides independent estimation of the monetary savings associated with the packaging prevention activities of Repak's members
- Full report can be accessed at:  
<http://www.repak.ie/files/PMCA-Report-on-Packaging-Savings-041012.pdf>



## PMCA Report



## Suggested Findings From Report

Repak members are responsible for significant savings from packaging waste prevention (reflecting initiatives and assistance from Repak)

### Tonnes prevented (during 2005-2011)

- almost 350,000 tonnes cumulatively
- and 86,000 tonnes in 2011 alone





## Suggested Findings From Report

### Procurement savings

- €143m cumulatively during the period

### Supply chain savings

- €68m cumulatively during period

### Total savings

- €211m cumulatively during period



## Best Practice & Case Study Examples

- Minimum Input Packaging
- Minimum Output Packaging
- Returnable and Reusable Packaging
- Administration and Organisation



## Conclusions

- Prevention can be measured against economic trends
- Other EU compliance schemes examining similar methods (but common economic indicators needed!)
- Ireland can measure against SVI (excluding motor sales) provided by CSO.
- National indicators supported by sector specific case studies and best practice examples



## Resources



[www.Repak.ie](http://www.Repak.ie)

[www.PreventAndSave.ie](http://www.PreventAndSave.ie)

[www.RecycleMore.ie](http://www.RecycleMore.ie)