

# ACP Task Force 2 Communications

Ideas for discussion

January 2016

# Terms of Reference

- Look at how consumer communication in UK packaging system could be improved
- Aim to increase participation and recycling rates
- Voluntary and mandatory approaches
- How funding could be raised
- Consider both household and business consumers

# Members

Chairman	- Adrian Hawkes, Valpak
Simon Stannard	- WSTA
David Bellamy	- FDF
Andrew Speck	- HAVI Global Solutions
Durk Reynor	- LARAC
Garvin Freeman	- Tata Steel
Raj Iqbal	- Choice Plastics
David Meehan	- Biffpack
Claire Shrewsbury	- WRAP
Chris Grove	- EA
Martin Cooper	- SITA
Gordon Henman	- Kingfisher

# Options for consideration

Voluntary	Mandatory (regulation change)
<ul style="list-style-type: none"><li>• Industry initiatives, eg.<ul style="list-style-type: none"><li>• M&amp;S with Somerset</li><li>• Unilever with Torbay</li><li>• Tend to be very limited</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Extra charge on PRN/PERN or registration fees<ul style="list-style-type: none"><li>• Need central coordinating body?</li><li>• Schemes to raise and use funds?</li></ul></li></ul>
<ul style="list-style-type: none"><li>• Material initiatives eg.<ul style="list-style-type: none"><li>• Metal Matters</li><li>• Pledge 4 plastics</li><li>• Relatively modest funding</li></ul></li></ul>	<ul style="list-style-type: none"><li>• DTS (WEEE) type fund<ul style="list-style-type: none"><li>• Total fund negotiated with Government</li><li>• Separate to PRN funding</li><li>• Raised to fund suitable projects</li></ul></li></ul>
<ul style="list-style-type: none"><li>• Compliance scheme funding<ul style="list-style-type: none"><li>• Difficult to isolate impact and benefit</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Scheme Information campaign<ul style="list-style-type: none"><li>• Used in Battery regulations</li><li>• Not yet tested in practice</li><li>• Scheme discretion on where and how used</li></ul></li></ul>

# Issues

- Government resistance to more regulation
- Householder communications need coordinating with Local Authorities
- May need central project board to manage and determine funding
- Can we come up with a financial justification?
- Need to be flexible depending on circumstances
- Membership and independence?

# Business consumers

- Likely to be more difficult
- Arrangements between schemes and WMCs
  - Link to tonnage recycled?
- Unlikely to happen without regulatory driver
  - Specific requirement
  - Cannot meet targets without

# Discussion Points

- What is ACP guidance on how we develop these ideas?
- Is it worth progressing mandatory measures at all?
- Should we go more down guidance route and leave funding to individual schemes where required?