

## ACP Litter Task force report – Summary

Producers of packaging are well placed to take steps to reduce the prevalence of litter, including using messaging on packaging and intelligent packaging design, and finding innovative ways to encourage consumers to do the right thing.

The Litter Strategy for England, published in 2017, contained a commitment to 'Consider the role packaging could play in reducing litter and littering behaviour'. Action against this commitment was taken by the Government's Advisory Committee on Packaging (ACP), who convened a 'Litter Taskforce' to look specifically at the role packaging design could play in reducing littering and littering behaviour.

Following early progress, the ACP requested that further evidence-based research be carried out to provide additional evidence to meet this commitment. A Defra-funded research project was commissioned and carried out by Keep Britain Tidy in early 2018 with the objective of 'developing up to 10 recommendations which packaging designers can follow to reduce packaging litter'.

Keep Britain Tidy's research was completed in May 2018 and contains nine such recommendations based on a literature review and subsequent design workshop.

The Keep Britain Tidy report can be found at:

<http://sciencesearch.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&ProjectID=20073&FromSearch=Y&Publisher=1&SearchText=eq0114&SortString=ProjectCode&SortOrder=Asc&Paging=10#Description>

The ACP Taskforce's own report was finalised in October 2018 and includes 5 recommendations. The Government has committed to 'carefully consider the Committee's report and encourage the take up of agreed recommendations by packaging manufacturers and designers'. We have therefore separately written to the ACP to outline the actions we have taken to fulfil this commitment.