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REPORT 'PRESSURE COOKER TRAJECTORY'

JOINT SINGLE-USE PLASTICS REDUCTION BY SUPERMARKETS/ MARKET PARTIES

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Meer Met Minder Plastic is het motto van het Plastic Pact NL, ondertekend door het Ministerie van Infrastructuur en Waterstaat en meer dan 110 bedrijven en organisaties.

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PARTICIPANTS PRESSURE COOKER TRAJECTORY:

Friesland Campina, Arla Foods, Aldi, Lidl, Albert Heijn, Jumbo, Ekoplaza, Plus, Vomar, Superunie on behalf of its members



OVERVIEW ACTIVITIES

- Plenary inspirational session (September 12)
 - **Outputs: List of opportunities for joint actions on SUP reduction**
- Plenary exploration of opportunities & Focus (September 26)
 - **Matchmaking between opportunities and participants: The Kick-off of 2 working groups:**
 - Phasing out Agrofood & Bakery bags from SUP
 - Phasing out plastic lids from dairy products
 - Wish for Exchange-session on earlier Reduce/ Reuse trials by supermarkets.
- Sessions on phasing out Agrofood & Bakery bags (October 17, November 7),
 - **Kick-off pilot Bakery bag alternatives (AH, JUMBO, LIDL November 25)**
- Sessions on phasing out plastic lids from dairy products (October 17, November 11, December 9)
- Exchange session on experiences with Reuse & Reduce trials by Supermarkets (November 28, cancelled)

CHALLENGES ADOPTED:

1 PHASING OUT SINGLE-USE AGROFOOD BAGS

- Arguments: Volume is large so is the potential environmental impact
- Adopted by only one supermarket-chain: Perceived as inconvenient and slow adoption.
- Joint action: Quick adoption for reuse as the new norm for shopping behaviour.
- Supermarkets can organise this measure themselves
- Everyone wins in terms of SUP reduction. (Plastic Pact goal) provided parties won't choose pre-packing of agrofood



2 PHASING OUT BAKERY BAGS FROM SUP

- Arguments: High risk of littering
- High volumes, so potential impact is large.
- Adopted by only one Supermarket-chain: perceived inconvenience and expected sales drop
- Joint action: Encourage a new norm by communicating together on the 'why' and change shopping behaviour at once.
- Can be organised by chains without others
- Results count as reduction on Plastic Pact NL goal



3 PHASING OUT PLASTIC LIDS OF DAIRY TETRA PACKS

- High volumes, so relative large potential environmental impact
- Adopted by only one Supermarket-chain: perceived inconvenience and expected sales drop
- Supermarkets own brands and Dairy producers can change the market for consumers at once towards more sustainable consumption.
- Level playing field created by joint action by market parties.
- Results count as reduction on Plastic Pact NL goal



OBSERVATIONS ON THE PROCESS

- Great commitment from all participants who participated at short term within this 'pressure cooker' trajectory
- By peer learning common interest to address sustainability issues became more pronounced than commercial and competitive interests. The process started with uniting Sustainability managers, followed suit by commercial staff with specific expertise on the categories at hand.
- The process was used to design joint plans for action. This resulted in comprehensive and practical Letters of intent, with low legal status but high public accountability.
- Starting pre-competitively with joint challenges and win-win solutions (SUP reduction and claims for sustainable action) has proven to be viable to get large coalitions of market parties together to plan for joint action.
- Independent facilitation helped a great deal in selecting the most promising topics for action. This helped bringing a broad and unlikely coalition of supermarkets together. The sector is highly competitive and usually cooperation on sustainability issues is minimal.

RESULTS

RESULTS: AGROFOOD BAGS

- JUMBO, LIDL, ALDI and PLUS will phase out free SUP Agrofood bags from their stores in 2023, and will introduce and promote reusable alternatives instead.
- Impact: Total SUP bags prevented by this measure: Over 200 mio SUP Bags yearly (indicative)
- Letter of Intend including the plan for action will be signed by the boards of directors of the participating parties during the Week of the Circular Economy in February 2023.
- Supermarkets will share results of LCA's and suppliers of possible reusable Agrofood bags.
- All members of Superunie, a cooperative of supermarkets, will be invited to join the coalition
- A joint communication working group will organise a joint communication strategy to announce the measure. Possible milestone: National Conference on Circular Economy 2023. Also this result can be input for the NL Schoon campaign on promoting reuse as part of EU SUP law implementation.

RESULTS: BAKERY BAGS

- JUMBO, LIDL, ALDI, EKOPLAZA, PLUS, VOMAR are willing to phase out SUP bags and explore SUP free alternatives and reusable bakery bags.
- It is a necessity is to find proper reusable or SUP free substitutes that are not yet found by the individual supermarkets
 - Many specifications are needed for packing bakery products
 - Possible alternatives to SUP solutions were explored, including communication materials and solutions.
 - Littering is mainly related to single unit snacks, so we learned to look for separate solutions for snacks and larger quantities of bakery products.
- Piloting needed: 4 supermarkets volunteered to test alternatives within their bakery departments
 - AH, JUMBO, LIDL and Vomar will follow up pilot ideas upward from January 2023
 - After piloting, results will be shared within the Plastic Pact Supermarkets and a same trajectory for phasing out SUP Bakery bags can take place similar to the Agrofood bags.

RESULTS: SUP LIDS DAIRY PRODUCTS

- A Market wide coalition was formed in order to make this a success: Superunie , AH, JUMBO, LIDL, ALDI, EKOPLAZA, Friesland Campina. Also non Plastic Pact members joint in: Arla Foods since dairy producers are important market players in the dairy sector.
- Preferably, Picnic & Den Eelder would join the coalition, and other remaining dairy producers will be invited.
- A Letter of intend, including scoping, a timeline and action plan was created. All members work on internal approval of the final version before the planned meeting of December 9 2022. Primary goal: Fresh liquid dairy products (Milk & Butter milk), both Organic and non-Organic in Tetrapack-types >0,5l - <2,5 liter on shelves without SUP lid from Q3 in 2023. **Impact: 750.000 kilo SUP avoided each year.**
- After successfully phasing out the lids, other products can be explored such as: plant-based fresh dairy product, drinking yoghurts, breakfast dairy products, thicker dairy products, long-life (UHT) dairy.
- Joint communication to announce the simultaneous change for consumers. All participants have a 1 month grace period around the date set to organise the measure on the shelves.
- Judicial status of the Letter of Intend is less important than the public accountability and reputation because of the joint campaigning.

BRAINSTORM: WHAT ELSE COULD BE DONE JOINTLY WITHIN THE PLASTIC PACT?

- Work together on coordinated communication from the consumer perspective for the best introduction of new EU SUP measures.
- Exchange on sustainable packaging policies in order to avoid a wide variety of messages and choices for consumers in different supermarkets. E.g. apply the most preferred options per product.
- Exchange know-how and lessons-learned on reduce/ reuse actions in order to roll out and test efficiently reuse / reduce solutions for supermarket settings.
- Campaign jointly on new ways of shopping for example developments on DRS (Deposit return systems / statiegeld).
- Work jointly on the reduction target of 40%, clear consumer perspective as a driver

FOLLOW UP

FACILITATION AFTER NOVEMBER 30TH

- Signing the Letter of Intend for Agrofood bags (Should be possible within the current project)
- Phasing out SUP Bakery bags (External coordination of pilots and pilot results is desirable)
- Phasing out SUP lids from Dairy products: External coordination is probably necessary to attract more participants to the coalition to create unity and a solid support base for joint action.)

OPPORTUNITIES FOR FOLLOW-UP IN JOINT SUP REDUCTION

- There are more products/ pack types that can be addressed together, but not alone: E.g. Phasing out SUP products jointly; wet wipes, SUP drinking cups etc.)
- Standardisation of packaging formats for products
- Increasing reusable packaging for several product categories by enhancing a joint infrastructure for services such as localized cleaning, refilling systems.



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