



## Project LIFE10 ENV IT 000307 NO.WA

### Action 3 - Activity 3.1 Mapping activities' organization

#### GENERAL INFO:

Good practice title: Optimising packaging for organic food products

Proposers: Project funded by WRAP (UK government organisation), and coordinated by the soil association organic standards

Partner:

- ☐ Public authority      ☐ Public authority and LOD      ☐ LOD
- ☐ Other (please, specify):

Main activities:

- ☐ Communication campaign on waste reduction
- ☒ Packaging reduction, as
- ☐ Deli counter packaging reduction
  - ☐ Sale of products with refills (detergents, razors, batteries, etc.)
  - ☐ Sale of products with empty returnable (water, wine),
  - ☐ Sale of products with reduced packaging (ecodesign)
  - ☐ Use of reusable boxes/pallet
  - ☐ Other (please, specify):
- ☐ Sale of bulk or plug products (please, specify):
- ☐ Sale of green products (reusable nappies, rechargeable batteries etc.), eco label or other environmental certifications,
- ☐ Reuse of unsold products (food a non food). In particular:
- ☐ Donation to charities
  - ☐ Discounts to consumers for products close to expiry
  - ☐ Other (please, specify):



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- ☐ Reuse market  
☐ Other actions of prevention:

Start date: 2005

Activities' state of art : ☐ ongoing ☐ finished ☐ other (please, specify):

Country, Region and City where activities have been developed: UK

Inhabitants:

Contacts: retail team at WRAP retail@wrap.org.uk

Useful links: Fonte report pre-waste: <http://www.prewaste.eu/>

## DESCRIPTION

### 1. ACTIVITIES BRIEF DESCRIPTION

*Please, provide a brief description of your activity highlighting the added value of your practice within the selected category.*

The objective of the project was to include packaging recommendations respectfully with the environment and functional for organic food standards. To that end, a group of experts wrote a 70-page guide, „Reduce, Reuse, Recycle: a guide to minimising the environmental impact of packaging“ to provide practical advice on how to minimise, reuse, recycle packaging, and to use recycled content.

The guide was distributed to all the licenses to help them to change their packagings.

### 2. ACTORS

*Please, indicate stakeholders and key players that are developing the activity.*

Producers/distributors/retailers of organic products.



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### 3. BENEFICIARIES

*Target groups and final beneficiaries to whom the initiatives is directed.*

Households in UK, producers/distributors of organic food

### 4. OBJECTIVES

*What are general and specific objectives within the waste reduction policy? (Please, quantify as more as possible).*

### 5. VOLUNTARY INSTRUMENTS ADOPTED (if it is relevant)

*Indicate whether and what tools - communication, economic, legislative and volunteers - have been used to develop the activities (e.g.: Agenda 21, participation tools and methodology, memoranda of understanding, certification, environmental management systems).*

### 6. PROCESS DESCRIPTION

*Describe the project making ways (action / work steps).*

In 2007 the organic food standards included the packaging recommendations and The Soil Association started to inspect in January 2007. To test and improve these best practices, this guide, three pilot projects were carried out in 2006, hereunder:

#### Pilot project 1

Sheepdrove Farm, used for the mail deliveries only a standard cardboard, the introduction of two size of cardboard (a „mini box“ for orders up to 6kg and a „chicken box“ for orders up to 10kg). The customers liked the more functional small box, furthermore a reduction of 7 tonnes of packaging, approximately 23%, was estimated.

#### Pilot project 2

Duchy Originals Ltd worked with its biscuit maker, Walker's Shortbread, to achieve weight changes, the size of glue flaps on the cartons was reduced and thinner cartonboard used. The results shown a reduction of 9 tonnes of packaging yearly which correspond a reduction of the 11%



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### Pilot Project 3

Green & Black's Ltd examined the packaging implications of its hot drinking chocolate and assessed possible light weighting; options were introduced plastic reusable glasses and porcelain glasses. It also conducts a study to analyse the client's perception of the change. The target was reducing a 15% of packaging, the process is still underway.

### 7. MONITORING

*Describe the methodological approach adopted for the monitoring of outputs and results.*

*Have indicators been provided ex ante in order to measure outputs and results? Please, provide an indicators list.*

### 8. WASTE REDUCTION RESULTS

*Please, indicate to what reduction of waste degree the project has contributed.*

Include packaging standardisation best practices on the organic food lessens issues by The Soil Association  
Demonstrated reduction by implementing best practices in two pilot project until 23% of packaging consumption.

### 9. COSTS

*What are the activities' costs? What are the activities' revenues (if any)?*

### 10. FUNDS SOURCES

*Indicate types and amount of available and intercepted funds.*

## SWOT ANALYSIS





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PLEASE, FILL IN THE FOLLOWING TABLE:

<b>STRENGTHS</b>  -  -  -	<b>WEAKNESSES</b>  -  -  -
<b>OPPORTUNITIES</b>  -  -  -	<b>THREATS</b>  -  -  -