

Plastic Unwrapped

Our pledge to use less and recycle more



Our pledge to our customers

February 2018



Introduction

At Asda, our mission is to be the Most Trusted Retailer. It is in every element of what we do – from the products we sell, to the way we operate. But trust has to be earned, and when it comes to earning our customers' trust on our commitments to protecting the environment, I believe actions speak louder than words.

That is why we have set out everything we have done – and everything we are going to do – to reduce our use of plastics, or improve recyclability in our business over the next 12 months, and beyond.

To deliver these commitments will require real team work from within Asda, our suppliers and our industry – but we're confident we can do it together.

We know that the best solutions come when you're brave enough to admit that you don't have all the answers – and we believe that the best solution to the plastics challenge will only be found through true collaboration. That's why, as well as working to improve our own situation, we want to work with partners and competitors from across the industry. We will champion a co-operative environment that will accelerate innovation to develop solutions that will allow us to unwrap the plastics problem together.

These aren't grand statements with no substance, but genuine actions that we will take to reduce the use of avoidable plastic in our business.

We'll regularly share our progress and new ideas – and push ourselves harder to do more for our customers – and our planet.

Roger Burnley
Asda President & CEO

Our journey so far

As part of the Walmart family, we are already part of a global sustainability strategy that focusses on three pillars and includes packaging:



Products that sustain people and the planet



Zero Waste



Renewable Energy

Progress on plastics

We're already committed to making all our Own Brand packaging 100% recyclable by 2025.

We have taken some important steps forward in recent years to deliver this target;

- ✓ Since 2007 we have reduced the weight of our packaging by **27%**.
- ✓ We've removed **500 tonnes** of plastic by reducing the weight of our water bottles.
- ✓ In 2017, we recycled **11,200 tonnes** of plastic from our operational packaging, up to 50% of which goes into making our bags for life.
- ✓ Since 2008 we have offered **plastic carrier bag recycling bins** in our stores, which can be used to recycle bags and plastic film from the home.
- ✓ We're producing **plastic free cotton buds** from January 2018.
- ✓ We **reuse/ recycle 21% of all George clothing hangers** and we repair or recycle all our plastic crates and hand baskets.

On a journey together

Packaging is used to protect, preserve and present products so that they get to our customers in the best condition. It also helps us to reduce food waste, as part of our commitments to Courtauld 2025*.



Any product with moisture content needs to be contained to prevent leakage so that it can be transported to stores and customers' homes. When we're looking at the best type of packaging for a product we look at the overall environmental impact of the various options available. For example, glass and card are heavier materials so can use more energy or water to make and to transport resulting in increased emissions. At the moment, plastic can often be the best solution for packaging in terms of overall carbon footprint – but we don't want that to be the only solution available.

We recognise that this isn't a challenge we can solve alone and we want to open our doors to a more collaborative approach within the industry. We want to look for and share new solutions to reducing the use of 'avoidable' plastic as well as improving recyclability and the use of recycled plastic in our packaging.

We are joining forces with the UK's leading academic knowledge base on packaging. Asda, The Retail Institute at Leeds Beckett University and one of our biggest UK suppliers, ABP, will work in partnership on a number of priority projects. Our doors are open to working with other partners on this challenge.

We will also create **The Plastic Unwrapped Ideas hub** where we will open up the challenge to individuals and industry to help us find new solutions to some of our top packaging challenges;

- i. Explore scalable non-plastic or more recyclable alternatives to black CPET trays in Chilled and Frozen Ready Meals that can be cooked in both microwaves and ovens
- ii. Explore alternatives to plastic film
- iii. Explore and develop packaging and products that use more recycled content
- iv. Develop manufacturing processes/technology that can use alternative materials efficiently
- v. Alternatives to single use cups and cutlery for our stores

Implementable and scalable ideas will receive an innovation award of £10,000.

More information coming soon.

*For more information about Courtauld 2025, click here:
<http://www.wrap.org.uk/content/courtauld-commitment-2025>

Accelerating our ambitions

- acting today to protect tomorrow

We've made some good progress, but we've challenged ourselves to find ways we can do more for our customers - and the planet - on this agenda.

We've identified some immediate changes we can make to our operations that mean we'll reduce the amount of plastic used in our Own Brand products by at least 10% in the next 12 months.



Bags for life

We will **phase out single use carrier bags** during 2018 in favour of bags for life. Profits from bags for life will continue to be donated to good causes*.



Re-usable coffee cup

We will launch a **zero profit re-usable coffee cup** online and in store to give customers a great value alternative to single use cups.



Clear plastics

We'll switch from coloured plastic to clear wherever possible - starting with our soft drinks range - to help make **at least 1000 tonnes** of packaging more recyclable.



Cardboard pizza boards

We'll replace the polystyrene boards on all fresh pizzas with cardboard - **removing 178 tonnes** of polystyrene.



Paper drinking straws

We'll **replace 2.4m plastic drinking straws** in all Asda cafes with paper.



Single polymer material

We'll use more single polymer material in our packaging to make it **easier to recycle**. We will also switch from glued pads to loose in our meat, fish and poultry trays to ensure as much of the packaging as possible can be recycled.

*Where legislation allows

It's a marathon, not a sprint

Our long term commitments to a different way of using plastics

There are actions we can, and should take today to make a difference for our customers – but true change needs longer term, strategic thinking. We've revisited our plastics strategy and agreed a new, industry leading collaborative approach, working closely with our suppliers.



Use less

Wherever possible, we will use less packaging across our business.

- We will remove all single cups and plastic cutlery from our shops, cafes and Home Offices by the end of 2019.
- We will remove excessive/unnecessary packaging from Asda's Own Brand products.
- We will take a 'less is more' approach to our packaging when we're developing new packaging for our Own Brand products.
- We will test carrier bags made from alternative materials to plastics, such as potato starch.



Recycle more

Where we choose to use plastic because there is no viable alternative, we will make sure:

- We will take a 'clear first' approach to unavoidable plastic packaging – only using coloured plastics as a last resort or where the material is already fully recyclable.
- We will stop using PVC, PS and EPS and find a practical replacement.
- We will make our recycling labels more visible and clearer on pack.
- We will make it even easier for customers to recycle in store – expanding the availability of plastic bins and providing more information for customers on what they can recycle through us.
- We will reduce our use of non-recyclable mixed materials.



Sustainably sourced

We will take a leading position on our requirements for sustainable materials to be used in our packaging.

- We will increase the recycled content in plastic, glass and metal product packaging.
- We will move all cartonboard to certified PEFC (Programme for the Endorsement of Forest Certification) or FSC (Forest Stewardship Council) by 2025, starting with Extra Special.
- We will horizon scan for new materials made from renewable sources, e.g bioplastics.