



**UK
PACKAGING
PACT**



Pact to Reality

How the **UK Packaging Pact** is helping turn ambition into delivery across packaging design, recycling, reuse, infrastructure, and data

22nd July 2026 Adam Herriott

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Packaging is one of the UK's biggest environmental challenges - and the public knows it.

76% of people in the UK say plastic waste is an important issue to them personally. Concern has grown since 2018, making packaging waste a higher public priority than air pollution, climate change, or food waste. (WRAP data survey 2025) Time for businesses to accelerate efforts not take the foot off the gas.



Our Legacy

Problematic items removed
from shelves

700m+

12%

Primary plastics packaging
reduction.

£6.2m

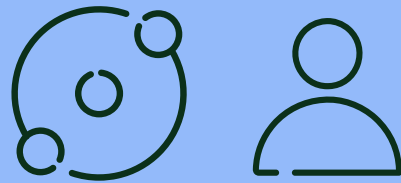
Saved ahead of
modulated fees
through removal and
redesign of PVC, PS
and non-detectable
coloured plastic.

Reduction in polystyrene
and PVC.

80%

20%

Cut in greenhouse gas
emissions.



Shared vision for reuse
developed across major
retailers.

**Tripled Recycled
Content**

Helping industry prepare for
PPWR and strengthened
end-markets.



UK Plastic Pact Driving Industry -Level Impact

Case Study: Non -NIR Detectable Colour Widespread Removal

ASDA Sainsbury's



20,000

Tonnes of black plastic
removed by supermarkets
in 3 years.

99%

Reduction of non-NIR-
detectable coloured packaging
placed on the market

**Collective action
unlocking circular
innovation.**

The UKPlastics Pact sprint group
enabled the collaborative breakthrough
of the first closed-loop tray-to-tray
recycling trial.





UK PACKAGING PACT



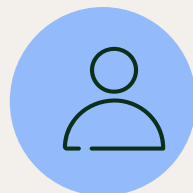


A Fresh Pact, A Stronger Future



More Materials, More Impact

Now tackling **metal, glass, and paper** - because real change means addressing all packaging.



A Stronger Network. A Smarter Structure.

We're uniting **startups, scale-ups and innovators** under a new model - **Solution Partners & Associates** - built to spark innovation and scale real-world solutions faster than ever.



Time to move from discussion to execution.

We're shifting from time-consuming working groups to **on-the-ground action** to drive faster, real-world results.



Sector - Specific Solutions

Tailored action plans for each sector - from **beverage** to **hospitality**, **non-food**, and beyond.



UK Packaging Pact Goals

Vision

Better packaging for people and planet.

Approach

A 10-year journey to transform the UK's relationship with packaging, guided by clear impact focused goals measured through defined KPIs.

Goals

1. Optimise Packaging

2. Scale Reuse & Refill

3. Support Circular Infrastructure Investment

4. Harmonise Data

Founding Signatories

“

No single organisation can solve the packaging challenge alone – but by pooling expertise and insights across industry and government, we can break down the barriers and accelerate the shift to truly circular packaging at scale.

Jeremy Blake,
CEO of PackUK

“

Our new Extended Producer Responsibility (EPR) scheme will turbocharge this shift to more sustainable packaging. I pay tribute to the 55 world-leading companies who have signed up to the UK Packaging Pact and pledged to go further and faster in delivering greener packaging.

Mary Creagh,
Circular Economy Minister

100+

Founding Signatories



ALPLA

apetito



Aptar



ASDA

Aston Manor



Department of Agriculture, Environment and Rural Affairs

Department for Environment Food & Rural Affairs



Avery Berkel

BBIA

BELU
DRINK THE DIFFERENCE

BEYONDLy

Biffa

BRITISH BEER PUB ASSOCIATION



BPF

faerch

fenmare

fdf

FUTAMURA



Cauli

CHARPAK LTD

CHERRY PIPES



CIWM



THE COMPLEAT FOOD GROUP

cpi

HALEON



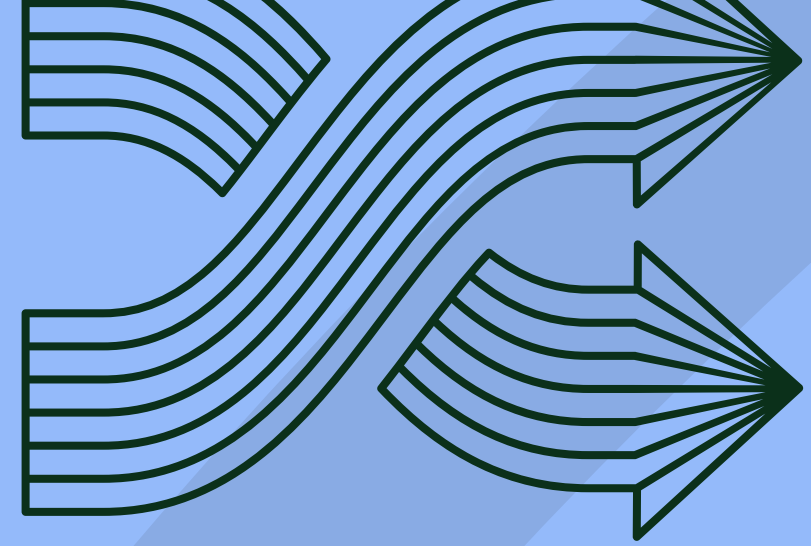
HILTON FOODS

innocent

Priority workstreams

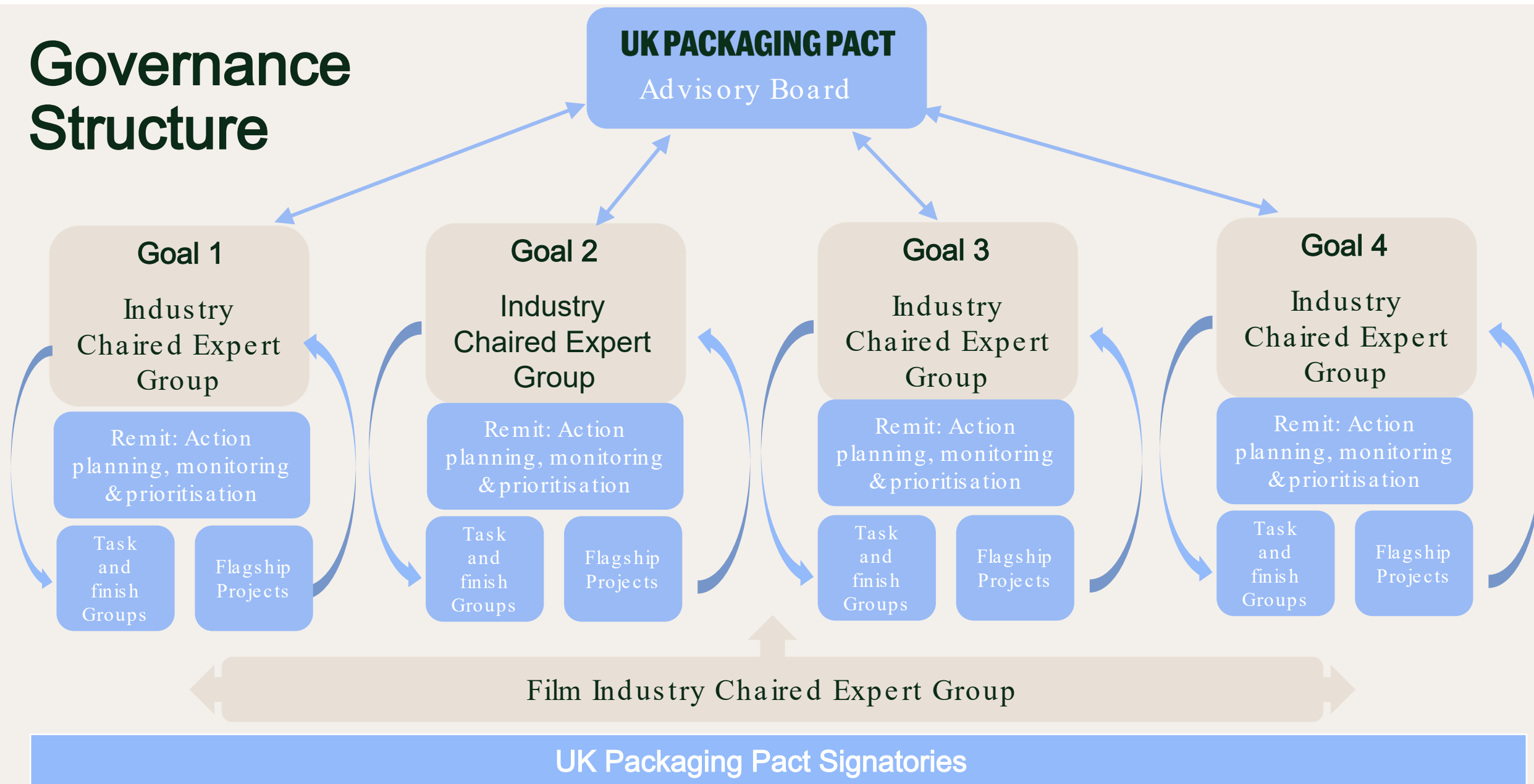
The UK Packaging Pact provides a flexible ‘menu style’ approach to workstreams to enable businesses to be involved in those that are most important to them, while being able to stay up-to-date on others.

The prioritisation of workstreams is informed by evidence on potential impact, the Advisory Group and Industry Chairs, as well as input from the membership and WRAP’s intelligence.





Governance Structure



Activity to Date



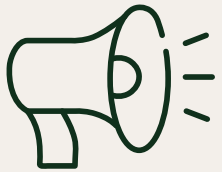
Governance

Advisory Board and Industry Expert Groups set up and being held. First Pact members Webinar taken place.



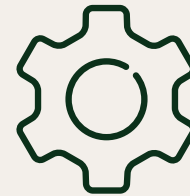
Data Harmonisation

Workshop held in partnership with the Retail Institute and Leeds Backet University with Pact members (19th June)



Industry Engagement

Strategic plans and alignment meetings taken place with trade associations and key bodies (PackUK, UK Packaging PRO etc.)



Infrastructure

Working with University of Birmingham's Policy Commission – Holding 2 evidence days. Report launch later this year.



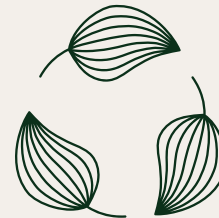
Films & Flexibles

- Working with OC&C on a film transition, interviewing industry for input.

- Film Strategy developed

- Film Design Tips developed with CEFLEX

All to be shared with Film IEG in July for publication



Biobased Materials

Workshop in Partnership with BBIA and University of Sheffield to be held (8th July)

Expected outputs & deliverables: 2026 -27

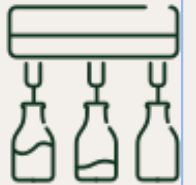
Optimise Packaging ↘

- Evidence to inform RAM
- Guidance on material selection, including GHGs
- Recycled content – high impact interventions (plastic and glass)
- Roadmap for packaging reduction in alignment with PPWR and preparation to update problematic/unnecessary elimination list
- Alternatives to multi-material films



Scale Reuse & Refill ↘

- Policy position paper and recommendations, including mechanisms for business incentives to scale
- Reuse Packaging Partnership (RPP)
- Evidence and options on system design for priority categories e.g. cleaning solutions, packaging traceability
- Operational model for Reuse Collect design
- Refill 'Locator' campaign via Recycle Now.com
- Closed loop modelling – reuse infrastructure



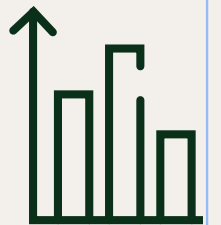
Support Circular Infrastructure Investment ↘

- Policy position paper and government advice to improve quality and quantity of recycling including processing in the UK
- Material specific roadmaps spanning Goals 1 and 3
- Identify material bottlenecks/system losses
- Material specific interventions – identified/scoped

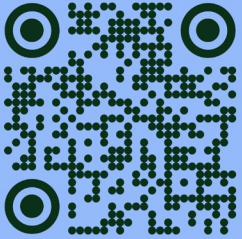


Data / Overarching ↘

- Develop a vision for data harmonisation and integration
- Data reporting mapping and proposal for simplification to reduce challenges and costs for Producers
- Convene regulators to share and adopt solutions



Thank you. Any questions?



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Get in touch!