



Activating Recycling by Consumers – the Role of OPRL

www.oprl.org.uk





Founded in 2009 as an arm's length not-for-profit by the British Retail Consortium, exclusively licensed by WRAP to use the Recycle Now swoosh in labelling of packaging

Now an award winning and internationally cited **independent** company, with a Board of Independent Directors, backed by 5 guarantors

Our Guarantors

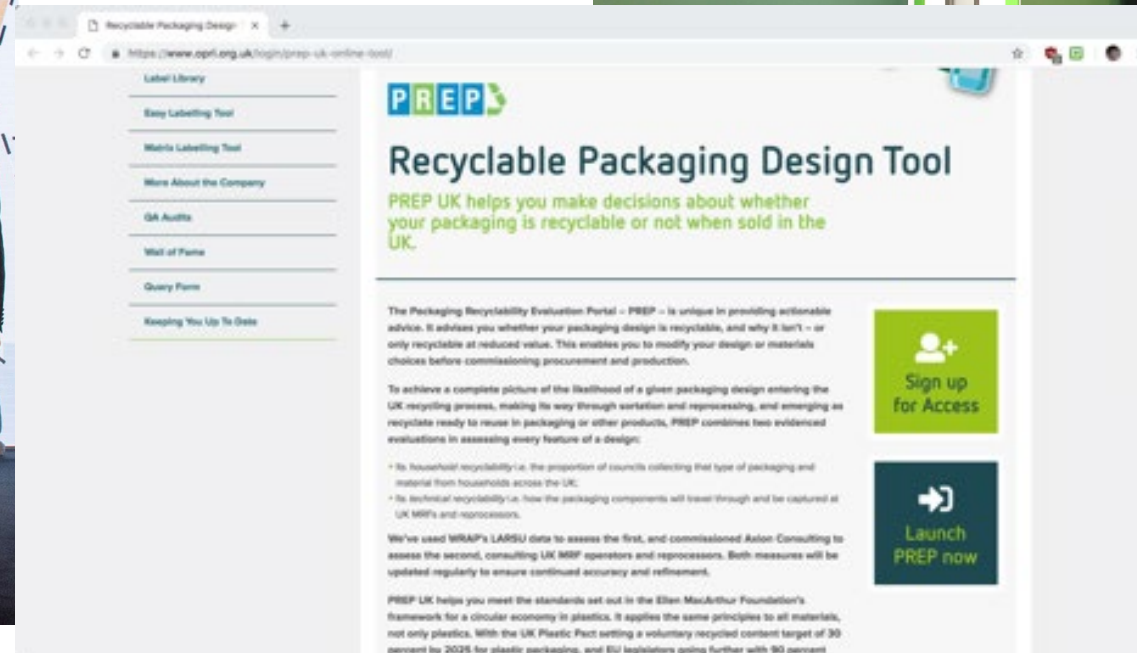
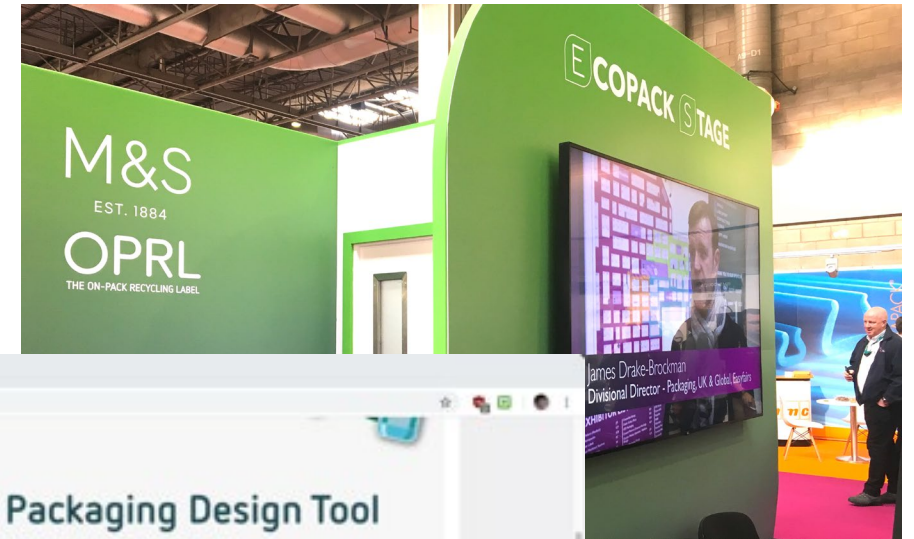


What we do



Sponsors of the Ecopack Stage and Big Plastics Debate
Packaging Innovations NEC and Olympia

Sponsors of the Design Team of the Year Award
UK Packaging Awards



Provide tools to improve packaging design and labelling



Recycling – Slow or Fast Thinking?

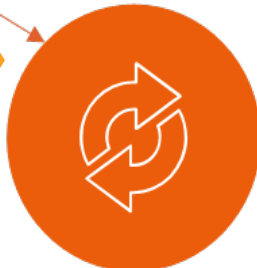
Seeing a label that indicates a YES/NO answer can guide this

Have I thrown away an item like this before?

Do I feel confident that it's recyclable?

Do I prefer to do something, or to avoid a mistake?

Information about the consequences is needed here



Something disruptive would be required to impact this; new information/education

REPEAT PREVIOUS BEHAVIOUR

PUT IN RECYCLE BIN

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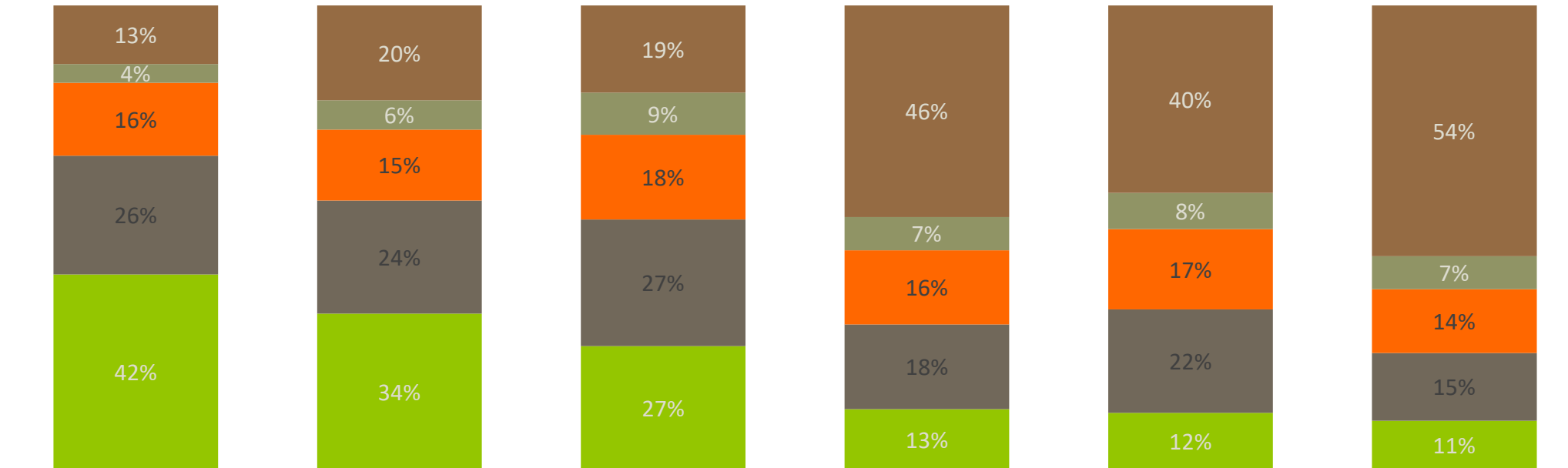
PUT IN GENERAL WASTE

Based on 50 in-depth interviews



Why is on-pack labelling needed?

Where do you get your knowledge about recycling and how to do it?



Total sample: 2,580

From what it says on the packaging

From what it says on the recycling box/bag/sticker on the bin

From a council leaflet

From friends/family/neighbours

From the council's website

from the Recycling Locator

■ I rarely/never look at this for information

■ I used to use it but I don't any more

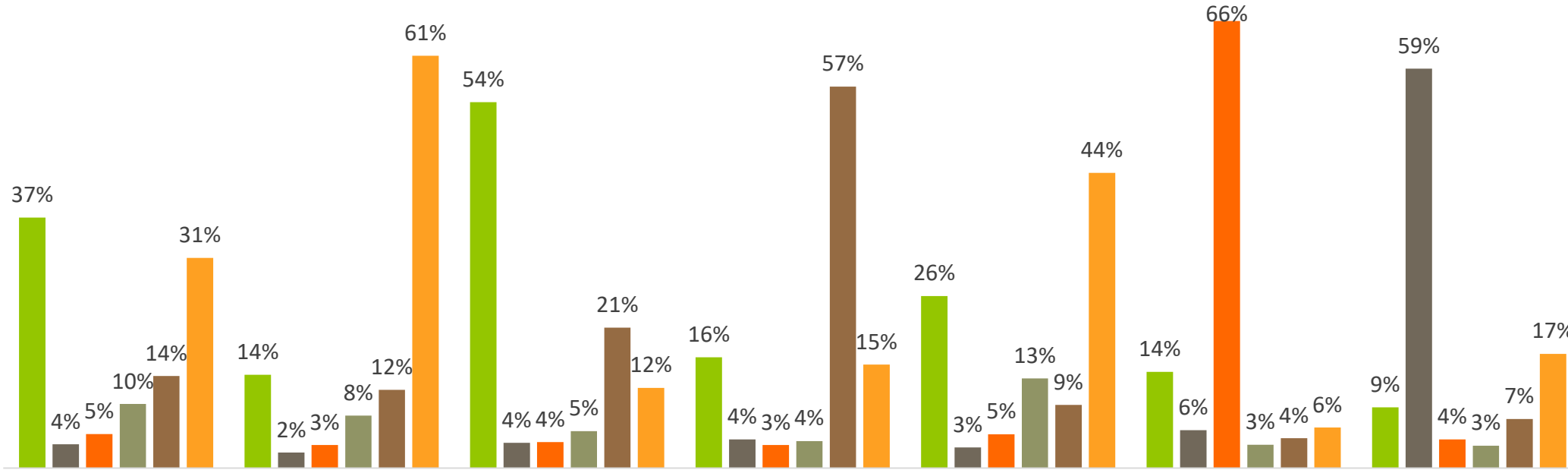
■ I look at this occasionally for information in case it's changed ■ I look at this occasionally for information when I'm not sure

■ I look at this regularly for information



Which on-pack label?

Which of these describes what each label means?



Total sample: 2,580



I can recycle it where I live

It's about preventing litter

It can be recycled, but not necessarily where I live

I can't recycle it where I live

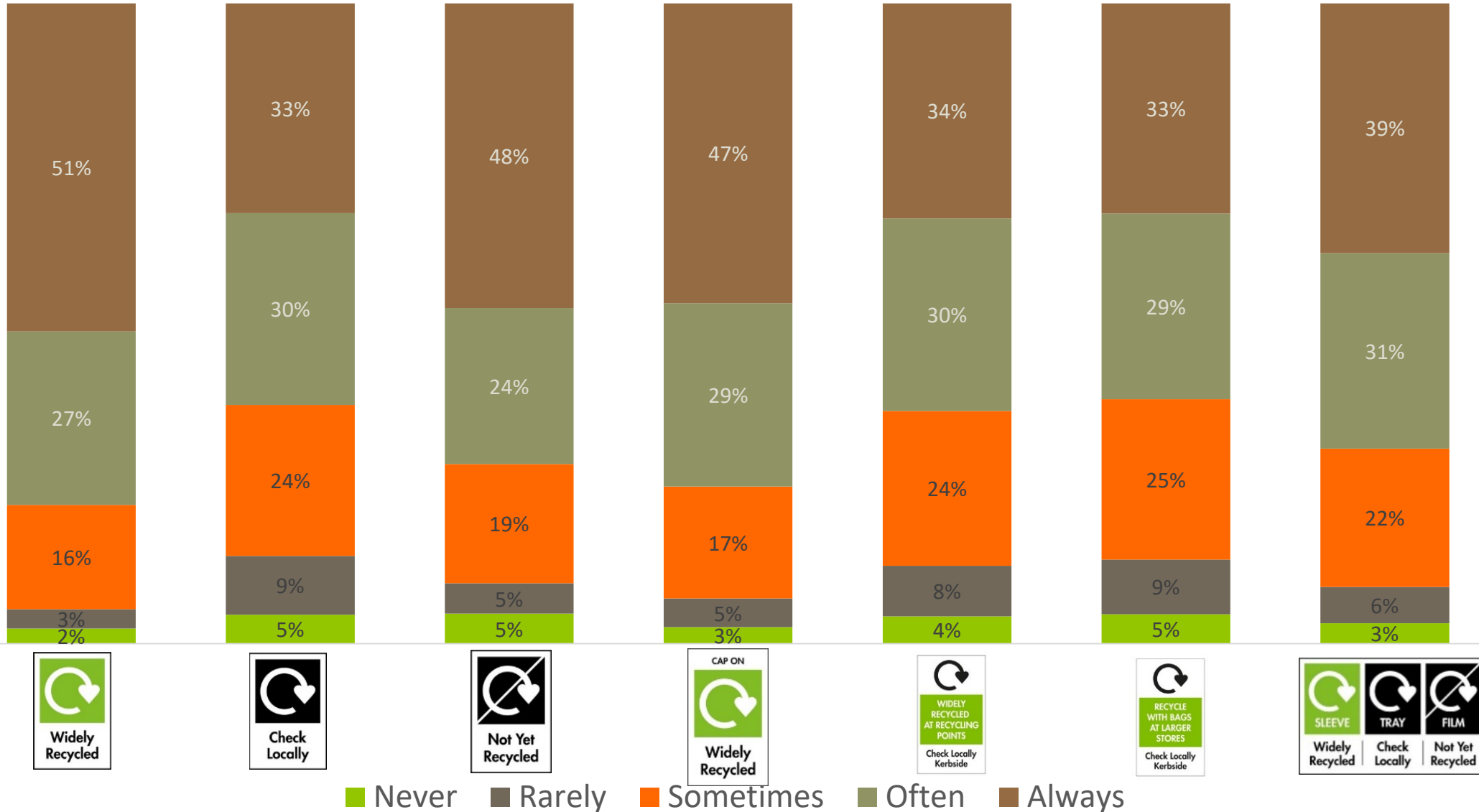
The retailer/ manufacturer has paid towards recycling

I still don't know



Does on-pack labelling work?

How likely would you be to act upon the message?

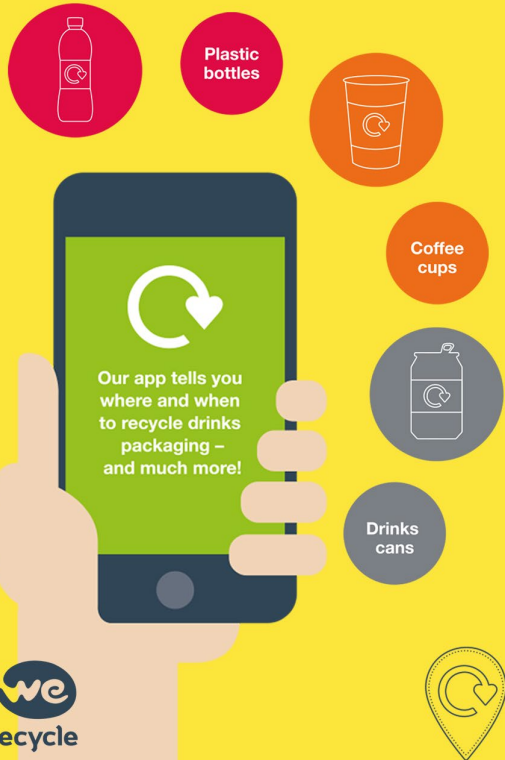


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OPRL app – Why?

Download the
We-Recycle app
to help you
recycle better



Available on the iPhone
App Store

GET IT ON
Google Play

#LeedsByExample

Continued confusion amongst consumers

- Evidence that multiplicity of labels is adding to confusion
- Uncertainty is the biggest barrier to action

Reaching key audiences such as 18-34 year olds

- Least engaged and don't read council leaflets
- High mobility means additional confusion
- Nobody takes responsibility for recycling in shared accommodation
- But they do use apps

Tailoring the message means greater engagement

- Using GPS means advice is specific and relevant *where you are*
- Giving positive feedback means consumers stay engaged
- Easy to communicate changes and reward behaviours



Where next for the labels and OPRL?



Widely Recycled - will align with Plastics Pact findings and CPI paper and board guidelines, to take account of processing at MRFs and reprocessors
Could become **Recycle** in a binary system

Check Locally – could disappear in a binary system, giving greater Yes/No clarity to consumers



Not Yet Recycled – could become a stark **Don't Recycle** in a binary system

Will EPR result in new collections and increased recycling infrastructure?
Will there be mandatory labelling? Binary labelling?

