



Industry Council for Research on
Packaging and the Environment
Paul Vanston, CEO

Collaboration ... yes, but on what?
#KRPconf - 22 Sept 2017



@incpen @paulvanston

What does £2.99 buy you these days?

The answer is



*Cllr Rory Love,
Chair of KRP & Cabinet Member for Customers,
Communications & Digital Delivery, Shepway District Council*



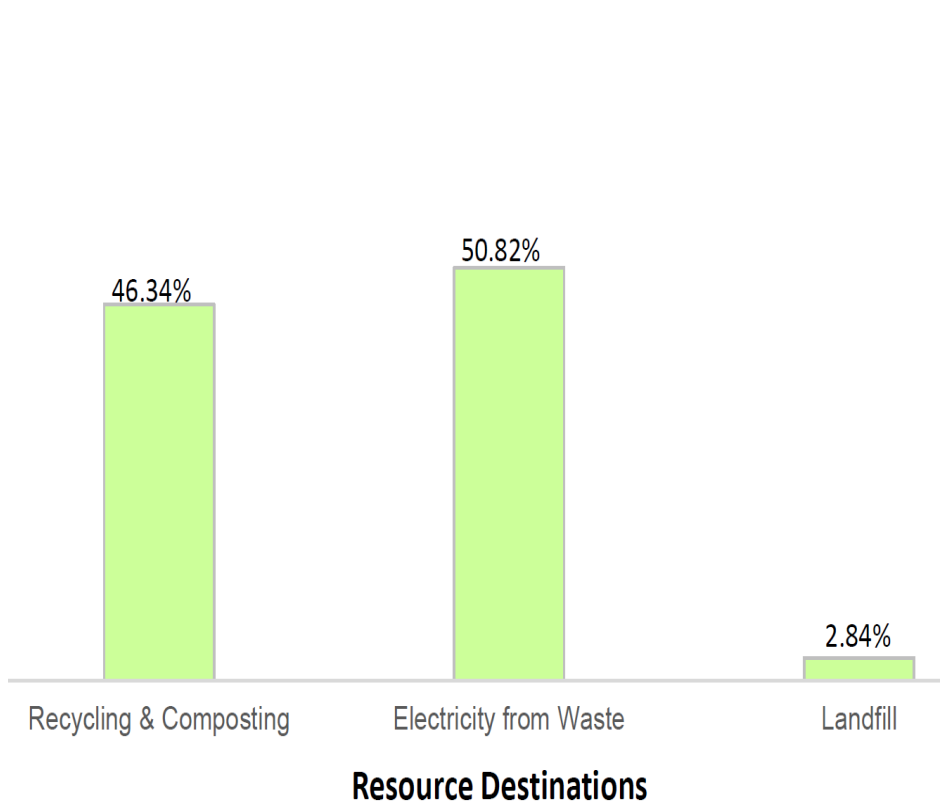
*Cllr Jill Anderson,
Vice-Chair of the KRP & Cabinet Member for Housing and
Environment Services, Tonbridge & Malling Borough Council*

‘The councils of Kent deliver a streamlined recycling and waste service for an average of just £2.99 a week per household’.

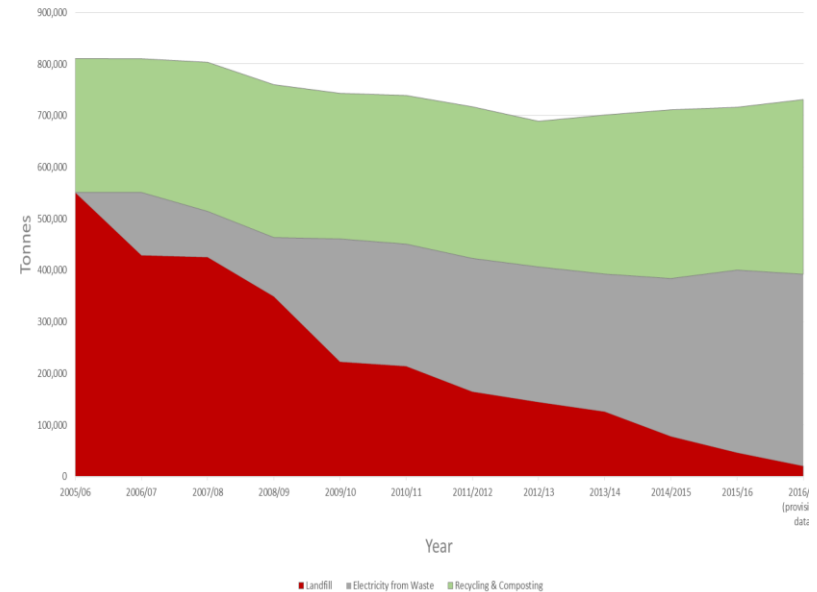
That’s right folks, just
£2.99!

Source: KRP Annual Report 2016/17

How is the KRP succeeding?



Source: KRP Annual Report 2016/17



Performance:
97.16% diversion
from landfill



How is the KRP succeeding?

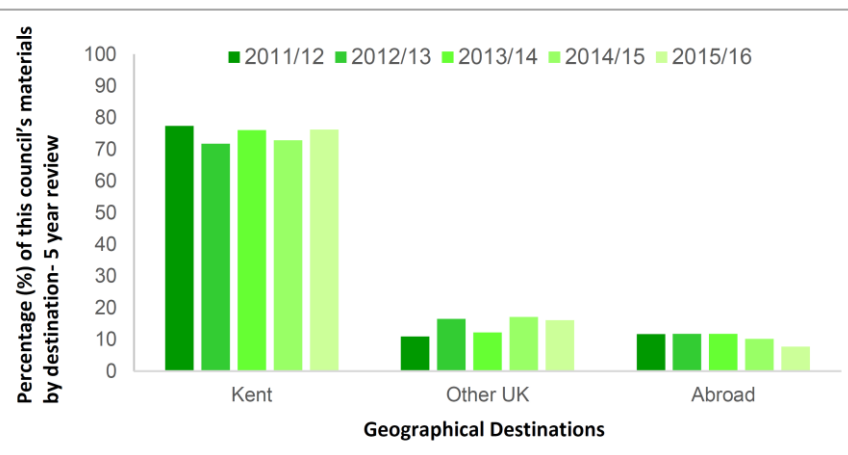
A framework for

**greater consistency
in household recycling
in England**



***Consistency: superb progress.
Separate food waste collections.
Easy for residents.***

***End destinations: KRP is leading!
Comparative data.
Transparent & great results.***



Sources: WRAP Consistency Framework 2015 and KRP Annual Report 2016/17





ArdaghGroup



M&S



fresh thinking!



Unilever



The
INCPEN
family



P&G



TESCO

Sainsbury's DIAGEO



Consol. Coca-Cola







<https://www.youtube.com/watch?v=dWytgRFrViv>

<https://www.youtube.com/watch?v=h6yl-aRU2RQ>

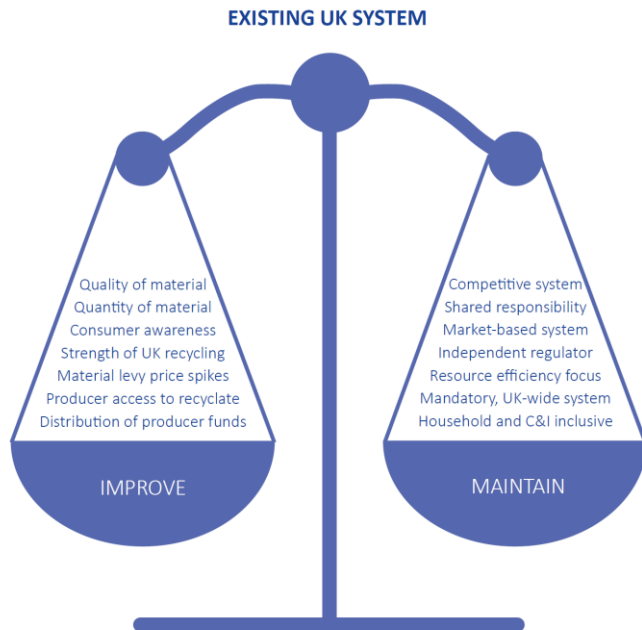
https://www.youtube.com/watch?v=t3D_WDkYh_s

The World in 2025

Three scenarios for the future of how we live

1. Caring convenience
2. Everything is an experience
3. Asian new deal

Extended Producer Responsibility (EPR)



- Councils need support.
- Brands need greater transparency, certainty and value for money.
- The system needs to change.
- How can brands, retailers and councils work together?

Source: Valpak PackFlow 2025 report, June 2017



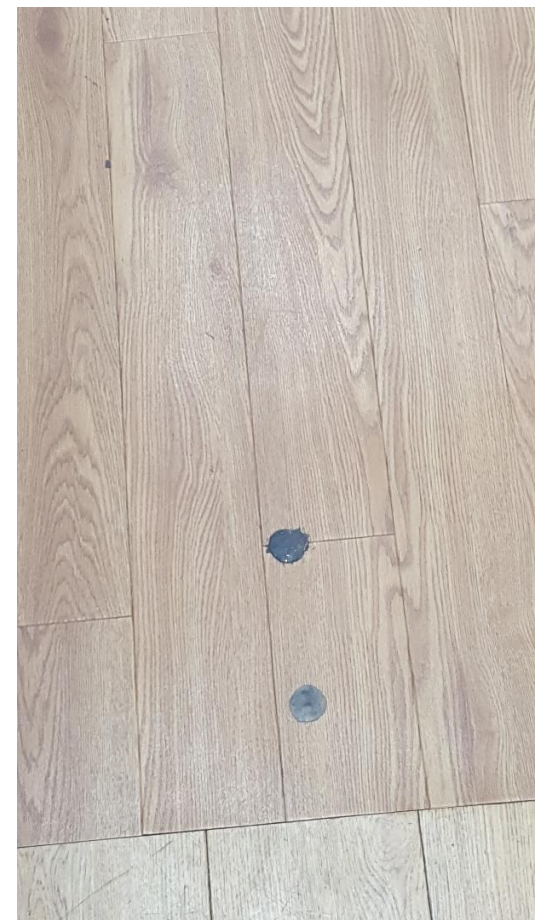
'On the Go' behaviours and infrastructure



Photo: Paul Vanston, Heathrow Airport, 19 September 2017

- Councils need support.
- Communities need better outcomes.
- The system needs to change.
- How can brands, retailers and councils work together?

'On the Go' behaviours and infrastructure



Photos: Paul Vanston, WH Smith, Maidstone, 20 September 2017

'On the Go' behaviours and infrastructure



Photo: Paul Vanston, Heathrow Airport, 19 September 2017

- Councils need support.
- Communities need better outcomes.
- The system needs to change.
- How can brands, retailers and councils work together?

Relationships, policy positions, reforms



- Collaboration pays dividends.
- We all need better outcomes.
- The system needs to change.
- How can brands, retailers and councils work together?



Source: KRP Annual Report 2016/17

Collaborate ... yes, but on what?

1. Extended Producer Responsibility systems
2. 'On the Go' infrastructure and behaviours
3. Relationships, policy positions, reforms.

An invitation to the KRP

Thank you for listening
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