



# Keeping it simple for consumers – what's in a label?

[www.oprl.org.uk](http://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



no



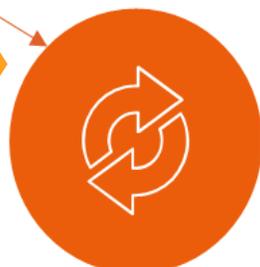
no



Don't get it wrong/  
Don't worry



yes



yes



Do something



**PUT IN  
GENERAL  
WASTE**

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

**REPEAT  
PREVIOUS  
BEHAVIOUR**

**PUT IN  
RECYCLE BIN**

**PUT IN  
RECYCLE BIN**

Tangible: 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?*



Tangible:  
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



# Recycling labelling – where we are now



**Widely Recycled** – more than 75% of UK councils collect for recycling



**Check Locally** – between 20% and 74.9% of UK councils collect for recycling. Mainly applies to certain plastics.

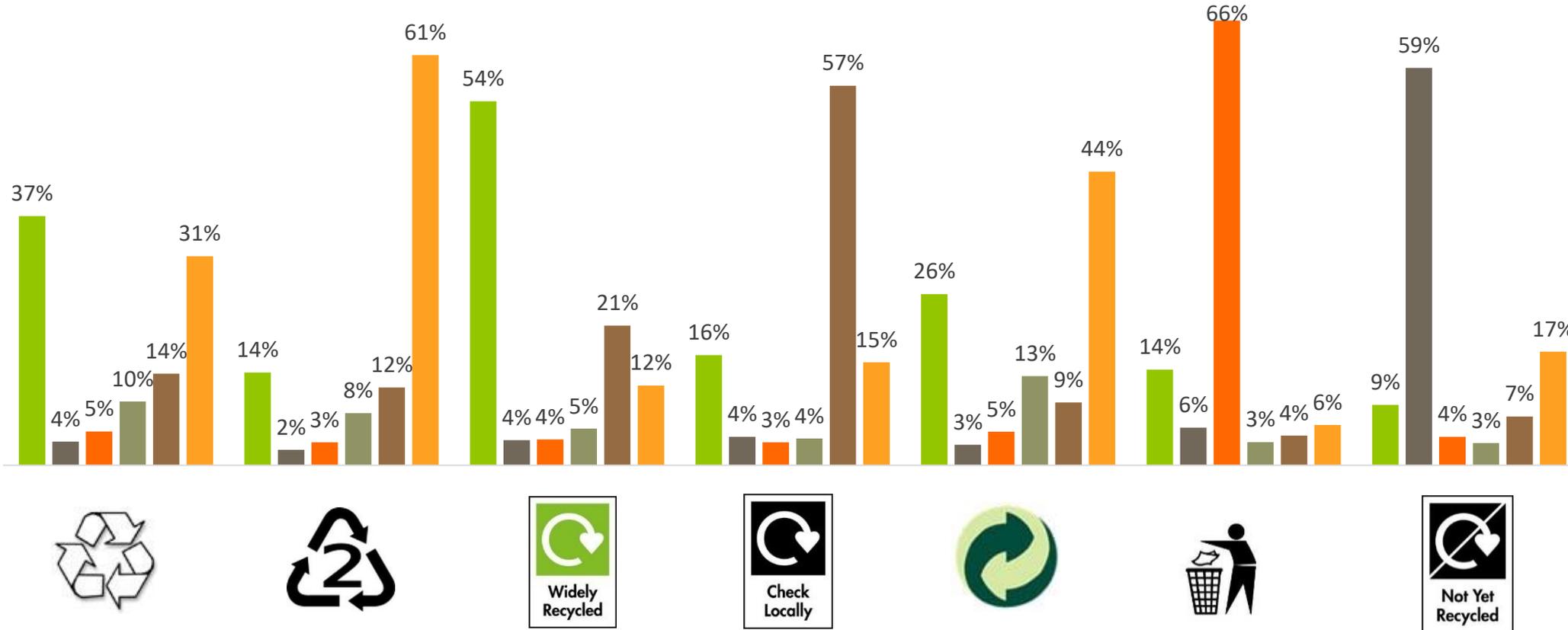


**Not Yet Recycled** – fewer than 20% of UK councils collect for recycling.



# Which on-pack label?

*Which of these describes what each label means?*



Tangible:  
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

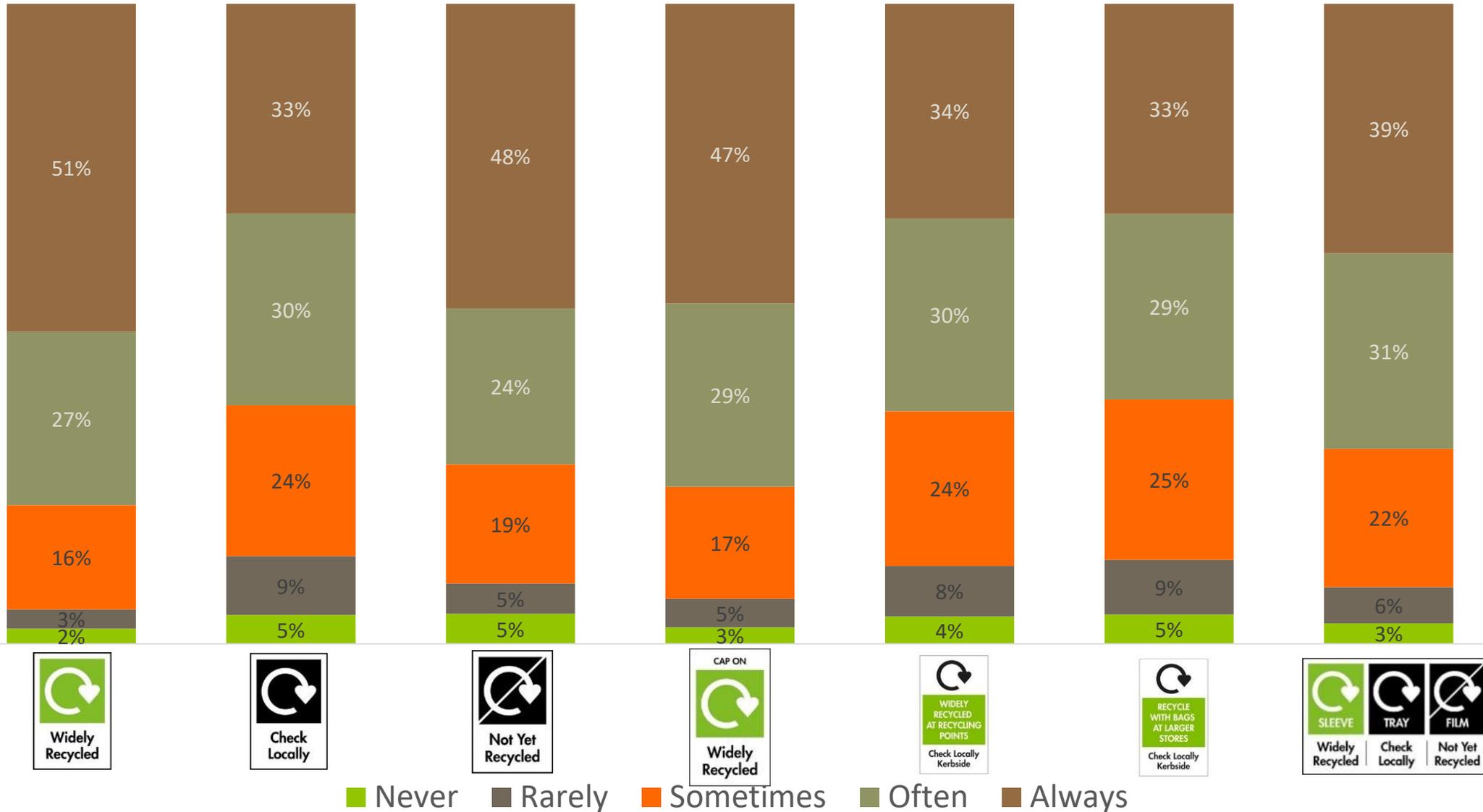
■ The retailer/ manufacturer has paid towards recycling

■ I still don't know



# Does on-pack labelling work?

*How likely would you be to act upon the message?*



Tangible:  
Total sample: 2,580



# Recycling labelling – where next?



**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** or **Recycle It** in a binary system

**Check Locally** – would disappear in a binary system, giving greater Yes/No clarity to consumers But may need to be retained for “difficult” materials eg black plastic



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

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



# We Recycle app – personalised, location-specific advice



*“I think a recycling app is just what we need. This will educate people on recycling and what sorts of things they can recycle... A good idea would be if you could scan the barcode of a product and see if it is recyclable”*

*“It would be a really good idea, would help if it could tell you where the nearest recycle bins are and list what can be recycled. Would make a difference”*

*“The perfect recycling app would have information about what we can and can't recycle, and how we can reduce our use of certain things like plastic”*

*“I could see myself using it regularly as a reminder if it was simple to use and had a large range products.”*

*Tangible: 4 day panel with 40 consumers*





## ***Contact us:***

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