rPlastics in Products

Giraffe Innovation Ltd.
Mark Dowling

In Partnership with
British Plastics Federation
ABOUT WRAP

WRAP’s vision is a world without waste, where resources are used sustainably.

We help businesses, individuals and communities reap the benefits of reducing waste, developing sustainable products and using resources in an efficient way.
WRAP Approach

Collections

- Ensuring supply of quality material for recycling

Infrastructure

- Establishing the capacity to sort, recycle & reprocess
- Supporting recycling enterprises

Markets

- Building demand for & confidence in recycled polymers
About Giraffe Innovation Ltd

• Formed in 2001 by David Walker and Robert Holdway
• Extensive experience in sustainability projects, life cycle assessment (LCA), environmental management, product and packaging eco-design
• Major UK and global clients, including retailers and manufacturers e.g. Sainsbury’s, Virgin Atlantic, Samsung

‘One of the UK’s top green businesses’ the guardian

‘Britain’s leading eco-design consultancy’ the Manufacturer
rPlastics to Products WRAP

- Identify barriers to use of recycled plastics in UK
  
  Technical Barriers
  Market Perception

- Identify technical experts to provide design and processing solutions

- Work with retail, packaging and manufacturing sectors to use more recycled content where possible

- Identify other funding sources to deliver significant support across UK
Identification of barriers
Surveys/ interviews

Over 100 BPF members responded to a simple survey.
This was also followed up with telephone interviews with 20 moulders.
20 brand owners/ product managers were also interviewed.
Findings from investigating the barriers

The main concerns with using recycled polymers were reported to be as follows:

- Inconsistency of recycled polymer;
- Security of supply;
- Potential damage to reputation;
- Client specifications not allowing moulder to use recycled content.
Findings from investigating the barriers

- Reluctance to change the specifications of the polymers that they currently use;
- Cost and time implications in changing over from an existing material to a recycled one;
- Variability of the recycled polymers from batch to batch and from different suppliers and;
- Apparent lack of understanding of the standards that are available.
Discussions with the recyclers

The recycled polymer producers know that their polymers may not be a simple slot in replacement.

The moulders will need to spend time to adjust the moulding conditions to suite their material - but are “unwilling” to ask for advice from the recyclers.
Increasing the knowledge

- What recycled polymers are available?
- How the polymer is recovered and recycled;
- Quality control;
- Batch variation control;
- Benefits in using recycled polymers;
  - Environmental;
  - CSR;
  - Financial.
How can we encourage more recycled polymers to be used?
Help from WRAP

- Seminars/workshops/task force
- Recycler visits
- Moulder visits
Recycler visit

- Visit to plastics recycler to demonstrate to users the production of recycled polymer from collection to bagged pellets.
- Next visit is to Closed Loop Recycling 12th November.
MBA visit TBA
Seminars aimed to address identified issues

- Performance of the recycled polymer;
- Security and reliability of supply;
- Risk mitigation;
- Client specifications not allowing moulder to use recycled content;
- Running trials;
- Standards.
Further Support for up to 10 Companies

- One to One support
  - Developing an action plan to trial recyclate in conjunction with the moulder and material supplier;
  - Advice on funding opportunities;
  - Securing funding;
  - Organising and attending recycled polymer trials at moulders site;
  - Development of case studies to demonstrate success stories (subject to confidentiality).
Benefits

- Raising awareness of recycled plastics with producers and encourages reuse;
- Assists producers with trials and financing;
- Raises the use of characterisation, traceability and assessment of conformity standards;
- Offers support and financial help with trials;
- Moulder/brand owner improved CSR credentials;
- Potential material cost savings.
Contact

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THANK YOU.
ANY QUESTIONS?