

Communications and Labelling

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To collaborate across the packaging cycle
to drive circularity and a transformation
in packaging resource efficiency



Our business strategy supports
the delivery of 9 key Sustainable
Development Goals



The UK's most widely recognised, understood and acted on recycling label



Founded in 2009 as a not-for-profit, we're exclusively licensed by WRAP to use the Recycle Now swoosh in labelling of packaging

- Recognised, understood and acted on by 3 in 4 consumers
- Used by 95% of groceries multiple retailers and 93 Top 100 Groceries brands

An award winning and internationally cited **independent** company, with a Board of Independent Directors, backed by 7 guarantors:



The Elevator Pitch



We are the leading and only evidence-based recycling label in the UK, used by over 600 businesses and charities across the packaging value chain.



3 in 4 citizens recognise, understand and act on our labels, cutting through uncertainty and confusion over recycling. By contrast fewer than 1 in 7 understand what the Mobius loop, Green Dot or Resin Codes mean.



Our binary labelling system is delivering now on the Government's ambition, ahead of the Environment Bill and its supporting regulations taking effect.



Our Labelling Rules and supporting tools are enabling circularity, ensuring packaging is designed, procured and labelled so that citizens can recycle it easily and councils can collect, waste management companies sort and recyclers process high quality, high value materials for reuse.



We bring all parts of the packaging supply loop together to deliver for the common good.

Binary Labels



Standard labels:



Portrait single component



Landscape single component

Assembling an evidence base and re-defining recyclability



Founded on ISO 14021 principles:

1. Collected from consumers in 75%+ council areas
2. Recyclable in UK or established export markets
3. Effective markets operating for recyclate in UK

1. Seven sources of recycling collections data

2. Guidance to householders on what to exclude from recycling streams
Experimental and survey findings used to underpin OPRL's PREP tool
Published industry guidance (UKPP, Ceflex, CPI)

2. and 3. Expert opinion from Steering Group and witnesses

Subsequently established our PREP Technical Advisory Committee which reviews new evidence and/or challenges to keep designations accurate and relevant



OPRL labels – evolving with infrastructure and consumer needs



OPRL 2009-19



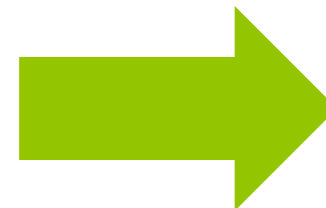
Widely Recycled – more than 75% of UK councils collect for recycling



Check Locally – between 20% and 74.9% of UK councils collect for recycling



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



OPRL 2020



The resulting binary++ system



1. More than 75% of UK councils collect for recycling
2. Industry guidance shows infrastructure sorts and processes for recycling
3. Sold on as recyclate



Fewer than 50% of UK councils collect for recycling

or

More than 50% of councils collect but industry guidance shows infrastructure cannot sort or no viable markets exist for recyclate

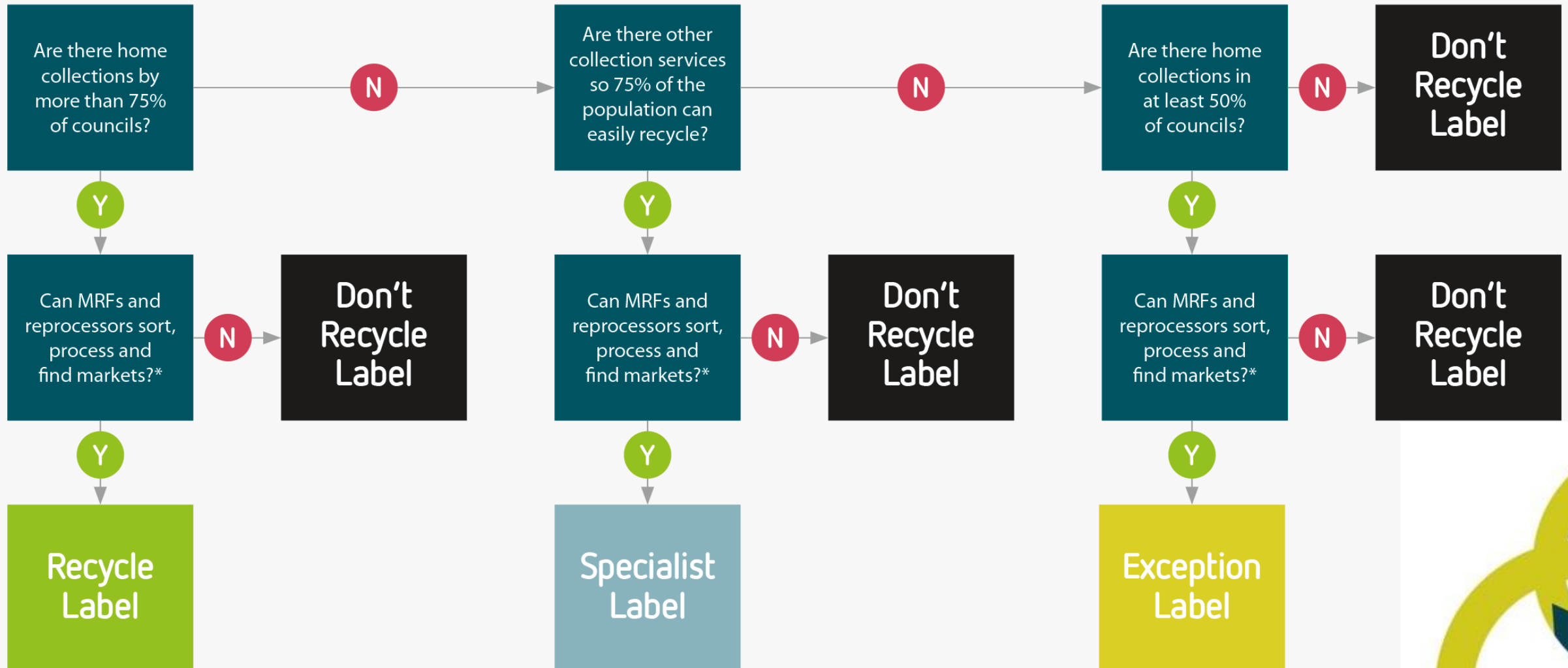


Small number of specialist labels for non-kerbside and on-the-go collection services, and packaging types in transition



A future-proofed framework for all materials

Recyclability Labelling Decision Tree



Ensuring consumer needs are met

We've distilled key findings from our extensive consumer insight research.....

What Consumers Want

Find out in our latest research report, now available

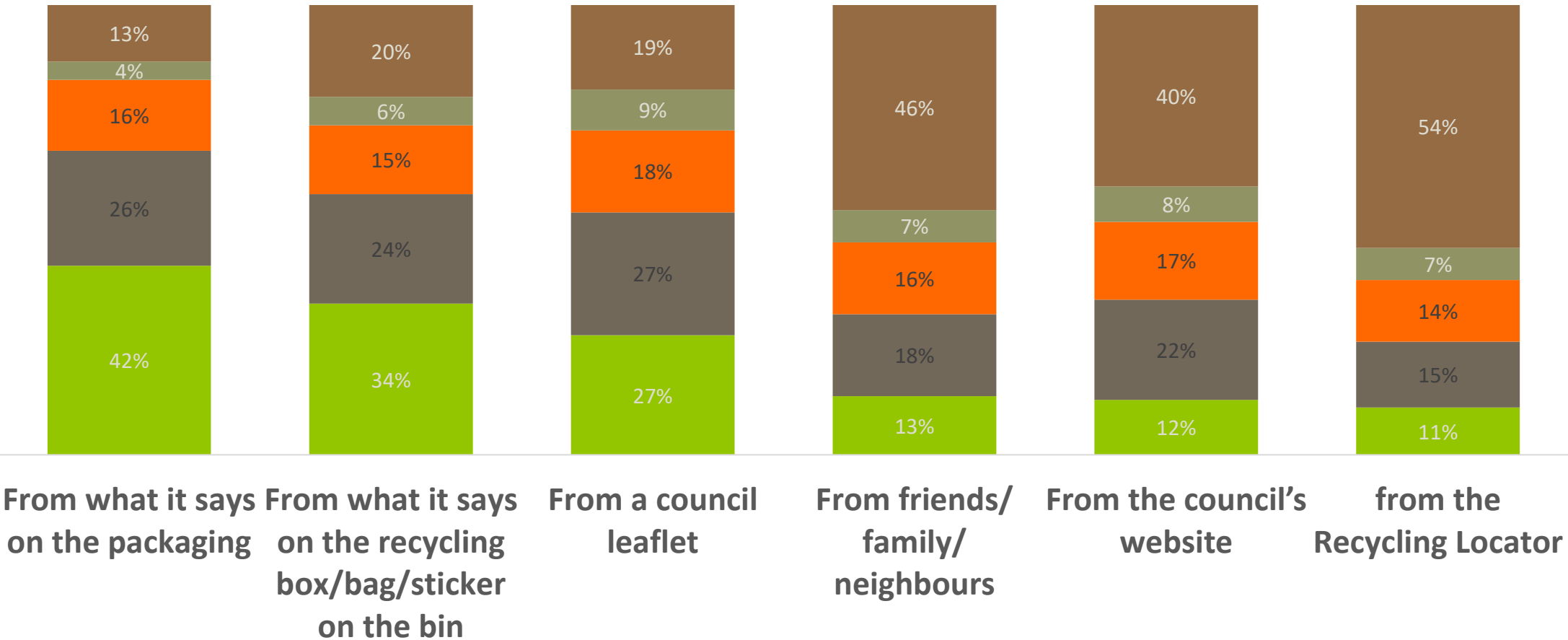
.....and shared them as Creative Commons so that everyone engaging citizens can benefit from the insights



Why on-pack labelling?



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



Tangible:
Total sample
2,580

- I rarely/never look at this for information
- I look at this occasionally for information in case it's changed
- I look at this regularly for information
- I used to use it but I don't any more
- I look at this occasionally for information when I'm not sure



Nudging behaviours to improve recycling rates and quality

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



**PUT IN
GENERAL
WASTE**

yes



**REPEAT
PREVIOUS
BEHAVIOUR**

yes



**PUT IN
RECYCLE BIN**

Do something



**PUT IN
RECYCLE BIN**

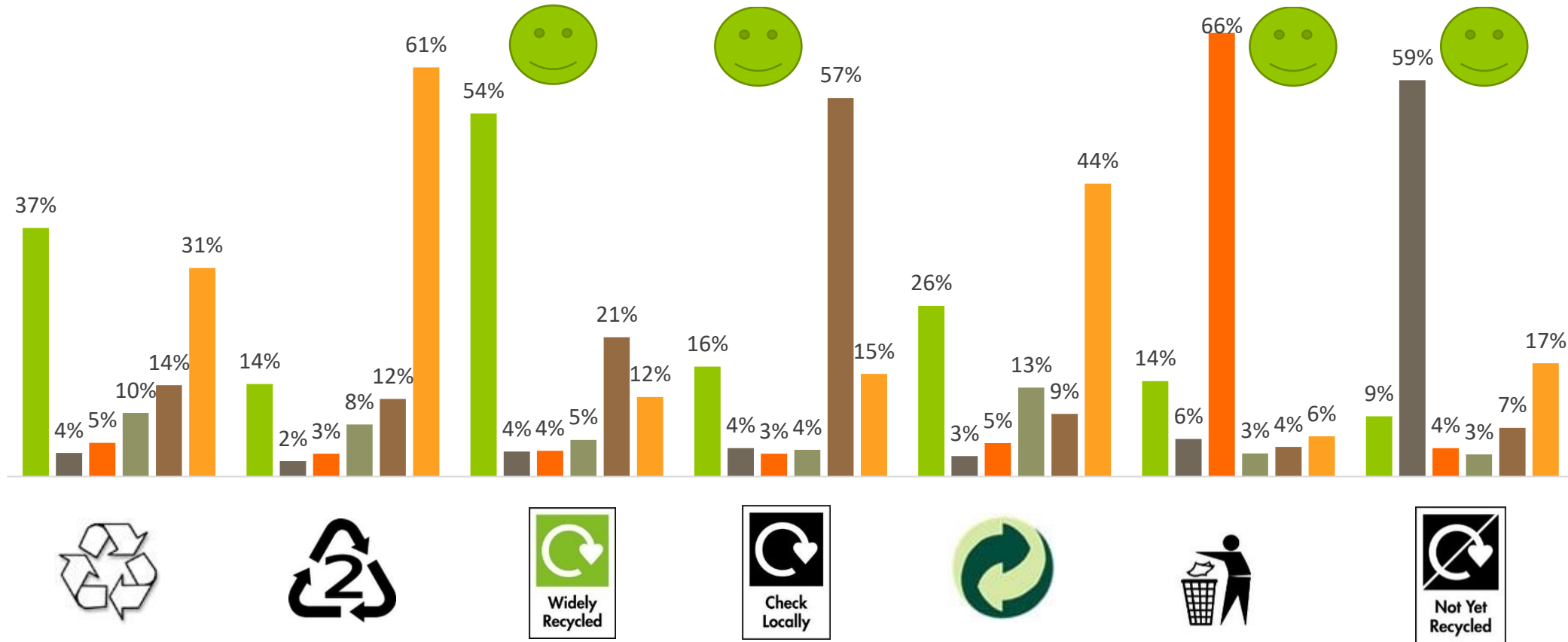
Something disruptive would be required to impact this; new information/education

Tangible: Based on 50 in-depth interviews



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

“CAN I RECYCLE THIS?”

A GLOBAL MAPPING AND ASSESSMENT OF STANDARDS, LABELS AND CLAIMS ON PLASTIC PACKAGING



On-Pack Recycling Label (OPRL) – aims to deliver a simple, consistent and UK-wide recycling message on retailer and brand packaging (The On-Pack Recycling Label [OPRL] 2019). The OPRL has been in use for over 20 years and has been supported with significant consumer messaging and campaigns. While it previously featured three categories – recycle, check locally, and don't recycle – OPRL announced in January 2020 that it would be removing the check locally option to improve clarity for consumers (Benson 2020).

UK



Positive



Clarity: New design reduces burden on consumer to seek extra information



Relevance: Acknowledges local infrastructure variation

PREP UK – recyclable packaging design tool



PREP is the world's only online design tool that simulates a nation's recycling ecosystem and provides immediate feedback to explain why an item is not recyclable

PREP has been functioning in Australia and New Zealand for a couple of years. OPRL is working with Prep Design Pty to deliver the online interactive design tool in the UK. This enables OPRL members to design 100 percent recyclable packaging

OPRL and PREP Design Pty commissioned Axion Consulting to ensure PREP UK reflects UK recycling collections and materials processing – to be updated annually as these develop



GENERATE LABEL ARTWORK

BETA

Our new labelling tool is currently in beta release. If you encounter any unexpected results or are unable to generate the label you need, please email bugreport@oprl.org.uk.

Our labelling tool will take you through a series of questions to ensure that you select the right label for your pack. All label artwork is supplied in a print-ready PDF format.

For more information on label usage, please see the Labelling Rules:

DOWNLOAD

Instructions:

Step 1: Select your packaging component. You must label the recyclable packaging first. If your packaging is likely to contain product residue, you should select the component with product residue option so that the appropriate call to action messages are included on the label.

Step 2: Select the material for your component. You may need to answer additional questions at this point to select the right label.

Step 3: If you have single component packaging, select **Generate Single Label**. A preview box will appear showing what the label will look like. You can then select the colour option and format you require before clicking on **Download**.

Step 4: For multiple component packaging, select **Add Second Label** and repeat the process to label the second and/or third components. Once you generate the label, a preview box will appear and you can then select the colour option and format you require before clicking on **Download**.



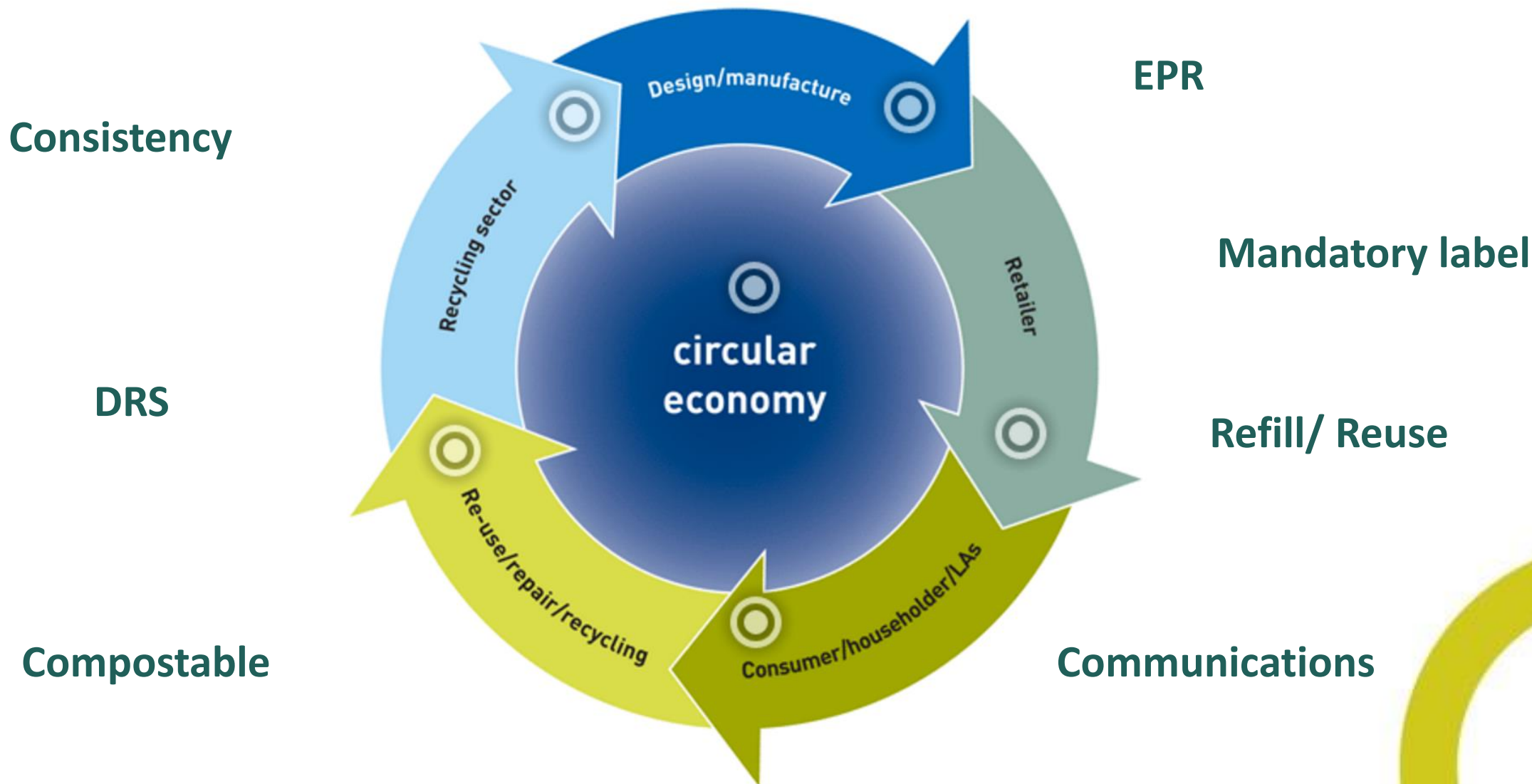
- ☐ Black & White
- ☒ CMYK
- ☐ Pantone
- ☐ Reversed Out

Portrait

Download

Reset

OPRL's place at the heart of the packaging circular economy



Thank you

Any Questions?

