

# KEY PROGRESS METRICS

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### TARGET

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## 1 Eliminate problematic or unnecessary plastic packaging

Qualitative target committed to by packaging producers, brands, and retailers

- Signatories continue their elimination efforts. The total tonnage of plastic packaging eliminated across all examples reported slightly increased compared to 2021.
- The majority (80%) of brands and retailers still report using at least one of the eight most commonly identified problematic packaging types in their portfolio.
- Although elimination efforts reported are still mainly delivered through material change (e.g. material substitution or lightweighting) (65%); fundamental changes (e.g. direct elimination) have significantly increased from 22% of all examples reported in 2021 to 35% in 2022.

- The signatory group has reduced the use of some packaging items and materials commonly identified as problematic or unnecessary, for example reducing EPS packaging by 36% from 2020 to 2022. The top quartile of all brand and retail signatories that were using PVC or EPS packaging in 2020 have eliminated 92% and 100% of these packaging materials respectively.<sup>2</sup>
- Over the same time period the global use of PVC and EPS has grown over 3%.

## 2 Take action to move from single-use towards reuse models where relevant

Qualitative target committed to by packaging producers, brands, and retailers

- Brand and retail signatories' share of reusable plastic packaging has remained flat, at an average of 1.2%, despite the majority of signatories investing in reuse pilots. Many new pilots launched in 2022.
- 20% of packaging producer, brand, and retailer signatories have increased their percentage of reusable plastic packaging in 2022. Of those whose percentage increased, around a quarter (25%) increased by more than 3 percentage points.
- Half (53%) of the signatories reported having no reusable plastic packaging (compared to 58% in 2021).

- While the attention, momentum, and efforts on reuse have increased significantly since 2018 – both in the signatory group and in the industry at large – this hasn't yet resulted in progress at scale.
- However, the reuse pilots and studies carried out over the past five years have shed clearer light on the main barriers to scale and identified opportunities for potential solutions.

## 3 Decrease the use of virgin plastic in packaging

As of 2021, brands and retailers have set targets to reduce plastic or virgin plastic use in packaging. Individual signatory targets range from 0.5% to 100%. In aggregate, the brand and retailers group aims for a 21% reduction in virgin plastic use between 2018 and 2025

- As a group, Global Commitment signatories' virgin plastic use has remained relatively flat since 2018 (-0.1%).
- The majority of brands and retailers (65%) have reduced their virgin plastic packaging since 2018, with the top quartile even collectively reducing it by 13%.
- However, overall progress has been held back due to an increase in virgin plastic packaging use by a few large organisations.

- Maintaining a broadly flat use of virgin plastic since 2018 is in stark contrast to the 11% increase by the market as a whole over the same time period.
- Of the brand and retailer signatories who have set 2025 virgin plastic reduction targets (85% – with the other 15% having a total plastic reduction target), 27% are on track or have already achieved them.
- Yet, assuming a continuation along this trajectory, the group as a whole remains off track to deliver their reduction target of -21%.

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## 4 Increase the share of post-consumer recycled content (PCR) target across all plastic packaging used

Plastic producers, packaging producers, and brands and retailers set PCR content targets ranging from 2% to 100%. For all brands and retail signatories in aggregate, this translates to a weighted<sup>3</sup> average target of 26%.

- For the fifth consecutive year, brand and retail signatories increased their use of PCR content at a steady rate (from 10.0% in 2021 to 11.7% in 2022).
- This is now more than double the 4.7% starting point in 2018, with the top quartile nearly tripling their share of PCR over the past five years.

- Since 2018, brand and retail signatories have more than doubled (+7pp from 4.7 to 11.7%) their share of PCR content across all their plastic packaging, compared to a +1 percentage point increase in the rest of the market.
- Continuing on this trajectory would lead to -17% recycled content by 2025, more than tripling versus 2018, yet below the group's aggregate target of 26% by 2025.

## 5 Ensure 100% of plastic packaging is reusable, recyclable, or compostable

Committed by all packaging producers, brands, and retailers

- Brand and retail signatories' share of reusable, recyclable, and compostable plastic packaging has increased +2 percentage points since 2018.
- Following a two-year increase, brand and retail signatories marginally decreased the share of reusable, recyclable, and compostable plastic packaging: from 65.4% in 2021 to 64.5% in 2022. This was driven by a minority (26%) of signatories, with some reducing by as much as 10 percentage points.
- Mainly due to differences in packaging portfolios, the percentage of reusable, recyclable, and compostable plastic packaging varies widely across signatories – from below 5% to close to 100%. Signatories with the most flexible plastic packaging are on the lower end.

- However, since no additional packaging categories have met the criteria of 'recyclability in practice and at scale' either in 2022 or since 2018, overall progress on this target remains incremental.
- As last year, the 2025 target of 100% reusable, recyclable, or compostable plastic packaging will almost certainly be missed by most organisations. Flexible packaging and lack of infrastructure continue to be the main barriers.
- If recycling infrastructure were to scale at speed for the few packaging categories with the highest potential to become recyclable in practice and at scale by 2025 (PET thermoforms and PP other rigid), this could result in an additional 7 percentage point increase towards the 100% reusable, recyclable, or compostable target.