



UK PACKAGING PACT



An overview of the vision, mission, goals, and membership model.



Summary

The UK Packaging Pact is the successor to The UK Plastics Pact. Building on seven years of delivery and collaboration, the Pact now focuses on breaking the most stubborn system barriers, enabling investment, and accelerating circular packaging at scale.

Policy reforms such as Extended Producer Responsibility, Simpler Recycling, and the European Packaging and Packaging Waste Regulation will be game-changing, but legislation alone won't deliver a fully functioning circular packaging system. The Pact enables businesses to go further, faster, and together - aligning design, infrastructure, and data to unlock impact across the entire value chain.



Vision, Mission & Approach

VISION:

Better packaging for people and planet.

MISSION:

To accelerate the shift to a circular packaging system by championing material optimisation and traceability, reducing dependence on virgin resource, scaling reuse models and extending the lifecycle of materials.

APPROACH:

A 10-year journey to transform the UK's relationship with packaging, guided by clear impact focused goals measured through defined KPIs.



Overview of UK Packaging Pact Goals & KPIs

Four bold and interconnected goals designed to drive industry-wide transformation. While each member may naturally prioritise the goals most aligned with their sector or category, each delivers shared value – creating momentum and amplifying impact across the entire ecosystem. **Given the evolving and complex policy landscape, the Pact has set interim KPIs which may be refined over time to ensure alignment (as a minimum) with regulatory developments and industry needs.**



GOAL 1 : Optimise Packaging

Goal 1 will optimise packaging by reducing its overall environmental impact. This will be achieved through eliminating problematic and unnecessary materials, maximising the use of recycled content, ensuring packaging is recyclable and designed for circularity, and reducing reliance on virgin and non-renewable resources. Collectively this will lower costs to business, remove items and designs that hinder recycling or cause harm, and support a shift towards more sustainable systems.

Proposed Initial KPIs:

- GHG emissions (WRAP to produce conversion for aggregated data)
- Problematic/unnecessary packaging (similarly to the UK Plastics Pact)
- Recycled content (where measurable)
- Proportion of packaging that is recyclable (aligned with EPR)
- Single-use packaging (aligned with EPR)



GOAL 2 : Scale Reuse & Refill

Building on the strong foundations laid by the Pact and WRAP's trusted source of experts on reuse globally, Goal 2 will unlock the potential of reuse and refill models through pre-competitive collaboration. Working with businesses and innovators to accelerate practical solutions that drive standardisation and interoperability, through optimised design for citizen accessibility and ease, and build the infrastructure needed for reuse systems to thrive.

Proposed Initial KPIs:

- Share of sales volume delivered in reusable packaging
- Ratio of single use to reusable packaging (aligned with PPWR definitions)



GOAL 3 : Support Circular Infrastructure Investment

Goal 3 will establish a pre-competitive forum and a robust evidence base through which businesses, investors, and government can collaborate to pinpoint the actions and leadership required to unlock and accelerate the flow of investment in the UK. Ensuring material collected for recycling is actually recycled, while building a strong and resilient circular resource management sector.

Proposed Initial KPIs:

- Increased recycling rates in line with pEPR targets as a minimum
- Increased proportion/tonnage of materials processed in the UK



GOAL 4 : Harmonise Data

Goal 4 will build on existing tools and collaborate with industry and government to simplify reporting, align terminology, and implement solutions that reduce the administrative burden and cost - making it easier to comply, track progress, shape future regulation, and reduce impact through improved traceability.

Proposed Initial KPIs:

- Initially there will be no quantifiable KPIs for Goal 4; progress will be tracked against priorities agreed with the membership. Future KPIs may be considered with the membership e.g. improved traceability.



Membership Model

The UK Plastics Pact brings together public and private sector expertise, insights and investment to deliver at scale what individuals and governments cannot deliver alone. It enables the pooling of resources for industry to test, learn, adapt and evolve. **Every £1 spent on The UK Plastics Pact delivered £5.23 in benefits that would not otherwise have occurred** - £27 million in cost savings and over 200,000 tonnes of virgin plastic avoided.

Annual contributions for businesses placing packaging on the market are based on turnover and range from £5,000 (<£249m/year) - £42,000 (>£10bn/year). Solution providers and innovators (e.g Technology providers and Recyclers) start at £2,000/annum.