

Pathways to the Circular Economy Webinar Series

Re-Thinking Packaging in the Circular Economy

February 10th 2021



MODERATORS | Rethinking Packaging in the Circular Economy



MARY CRONIN

Founder

UpThink Innovation Agency



DR CERA SLEVIN

Founder

Climate Matters Ltd



DR JOANNE ROURKE

Resource Efficiency Officer

Dublin City Council
Eastern Midlands Waste region

Agenda

- Welcome
- Sinead Murphy – WRAP UK
- Russell Walsh– Viva Green Group
- Garrett Walsh – Viva Green Group
- Romain Couture – Irish Manufacturing Research
- Questions and Answers



#Pathways2CE #MODOS #packaging #CircularEconomy

#Irishbioeconomy

@EMWR_IE @wrap_uk @wrap_cymru @VivaGreenGroup

@circuleire @IMR_ie @UpthinkWorks

PRESENTERS | Rethinking Packaging in the Circular Economy

16:00 – 17:00 pm



SINEAD MURPHY

WRAP UK



RUSSELL WALSH

VIVAGREEN



GARRET WALSH

VIVAGREEN



ROMAIN COUTOUR

IRISH MANUFACTURING
RESERCH

RETHINKING PACKAGING - *Insights from the UK Plastics Pact and from Wales*

Sinéad Murphy
10th February 2021



OUR VISION

- A world in which resources are used sustainably

ACHIEVING IMPACT

- Policy and Technical Support
- Business Voluntary Agreements
- Financial Instruments
- Citizen Behaviour Change



The UK Plastics Pact – Vision

**A WORLD WHERE PLASTIC
IS VALUED AND DOESN'T POLLUTE
THE ENVIRONMENT.**

BY 2025
100%
of plastic packaging
to be reusable,
recyclable or
compostable

BY 2025

**ELIMINATE
SINGLE-USE
PACKAGING**

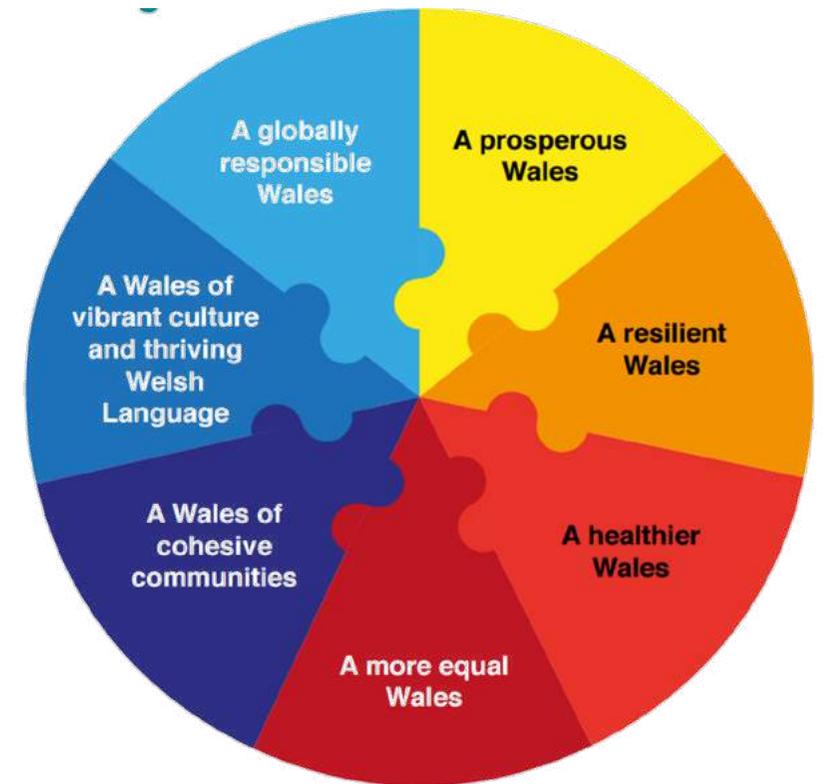
Take actions to eliminate problematic or unnecessary single-use packaging items through redesign, innovation or alternative (reuse) delivery models.

BY 2025
70%
of plastic packaging
effectively recycled
or composted

BY 2025
30%
average recycled
content across all
plastic packaging

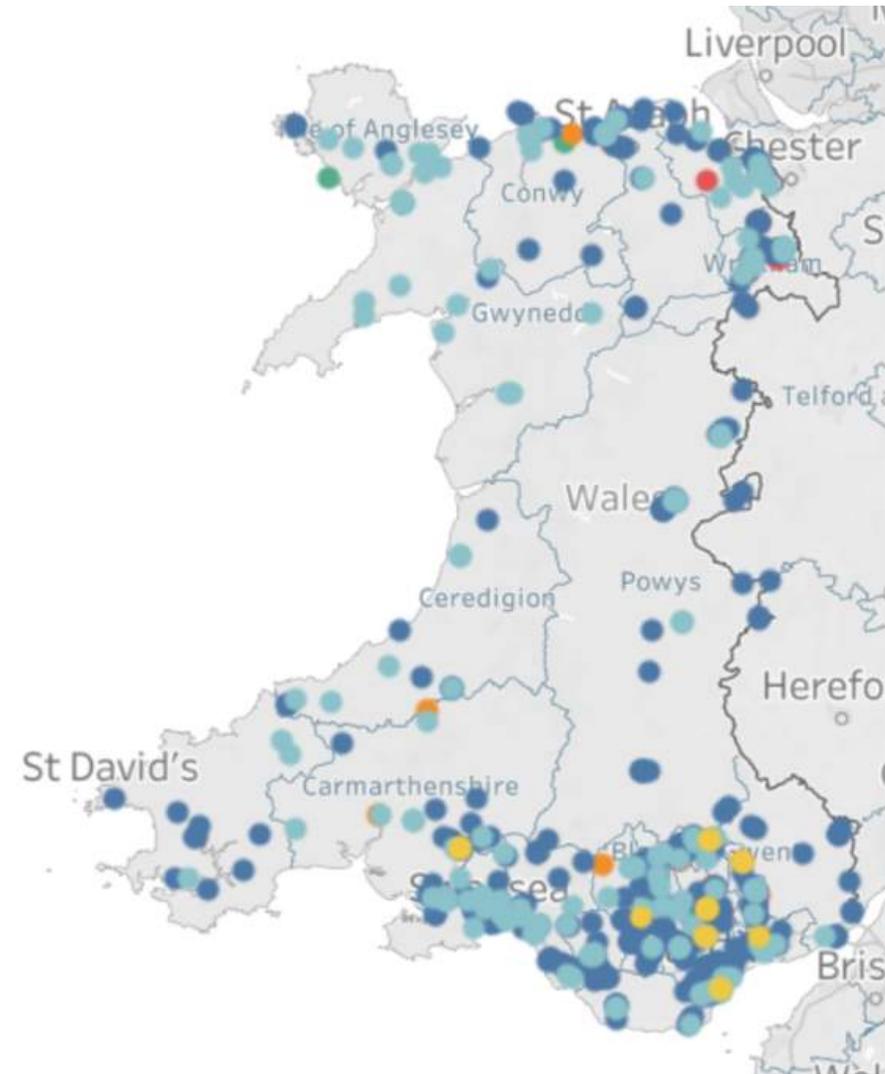
WALES & THE CIRCULAR ECONOMY

- Big Circular Economy ambition
 - underpinned by policy and legislation
- Net exporter of plastic packaging
 - with high levels of recycled content
- Challenges for SME plastics manufacturers



WRAP CYMRU SUPPORT

- Recycled Content Project
- Circular Economy Fund
- Plastics Mapping Tool
- Circular Public Procurement





RESOURCES

For manufactures/ retailers

- Plastic Pact site, guidance, decisions tree tools, case studies , consumer insight

For procurers

- Plastics procurement guidance, case studies

For citizens

- Clear on Plastics

CONTACT US

WRAP Cymru

Carlyle House
5-7 Cathedral Road
Cardiff
CF11 9HA

www.wrap.org.uk

www.wrapcymru.org.uk

sinead.murphy@wrap.org.uk

Sinéad has been with WRAP since 2016 and is a Business Account and Project Delivery Manager working on WRAPs Circular public procurement support programme. She also leads the re-use and recycling work stream on the Sustainable Clothing Action Plan, WRAPs UK wide voluntary agreement for the clothing sector.

Prior to joining WRAP Sinéad worked in consultancy, advising on planning and sustainable design aspects of large masterplan development projects in the UK and internationally.



@WRAP_UK

@WRAP_Cymru

VivaGreen® Group

Irish Exporter of Eco-Friendly Solutions & Products
Russell Walsh, Garrett Walsh



VivaGreen® - we are disrupting the market...

VivaGreen develop solutions to displace traditional less environmentally friendly products



✓ Engineering eco-friendly solutions since 1992



✓ Strategy driven by market trends and regulatory changes



✓ Develop Innovative Eco-friendly Irish Made solutions

Replaced 325 tonne plastic bin bags



Replaced over 100 million plastic & metal pins



Replaced 150 ton of virgin plastic bags



Replaced 700,000L biocides & chemicals



Tru Eco Circular Economy Range

 **Plant based formulation**

Guaranteed Irish
 **Irish Manufactured**

 **Bottles made using Recycled material**

 **Each Bottle is Refillable**



Washing Up Liquid

Laundry Detergent

Fabric Softener

All Purpose Cleaner

The Green Loop



PLANT BASED
100% RECYCLED MATERIAL
REFILLABLE

The Green loop

Guaranteed Irish

We source natural, plant-based ingredients. Our bottles are made from 100% recycled plastic and they are also 100% recyclable. Refillable solutions, closing the loop on plastic waste. To find your local refill station visit our website.

Return - Refill - Repeat
We wash & reuse our bottles

Refill Instructions:

- 1**  Purchase **Pre filled** Bottle
- 2**  **Refill** when empty
- 3**  **Discount** applied at checkout
- 4**  Repeat 2 + 3 and **Save**





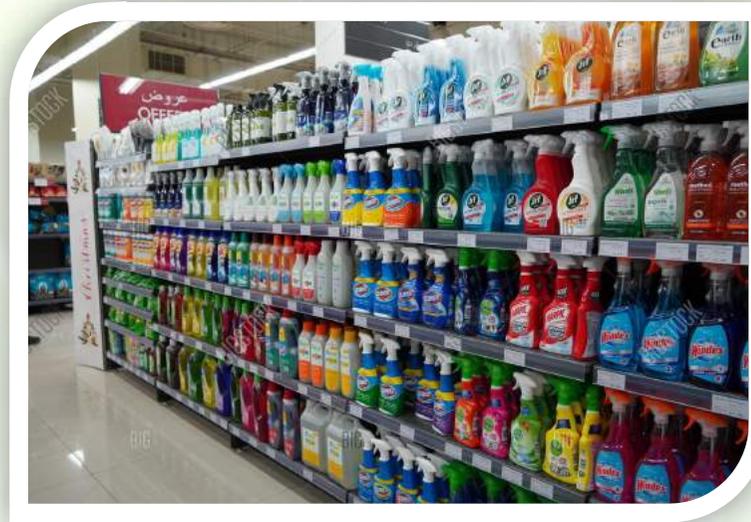
11,000 Bottles

HAVE BEEN PREVENTED
FROM GOING TO LANDFILL.

VivaGreen. 
Ideas for Life.

Challenges Faced

- Timing
- Pricing
- Marketing Budgets
- Shelf Space
- Changing Behaviours



Opportunities of Going Green

- People are Seeking Irish Made Eco Friendly Products
- The media love to see an Irish Success story
- The Stores are looking for new eco friendly alternatives
- Working towards a shared goal to drive business
- Extending the VivaGreen Range



DOWN TO BUSINESS WITH BOBBY KERR

“... really think you are in the right space, An innovative new range of refillable, Eco Range of Eco products ...”





VivaGreen[®]
Ideas for Life.



Russell Walsh

Phone: (01) 9059909

Email: rwalsh@vivagreengroup.com

Website: VivaGreen.ie



Re-thinking Packaging in the circular economy

Romain Couture



An Roinn Comhshaoil,
Aeráide agus Cumarsáide
Department of the Environment,
Climate and Communications



What is plastic?

Plastics are a by-product of oil

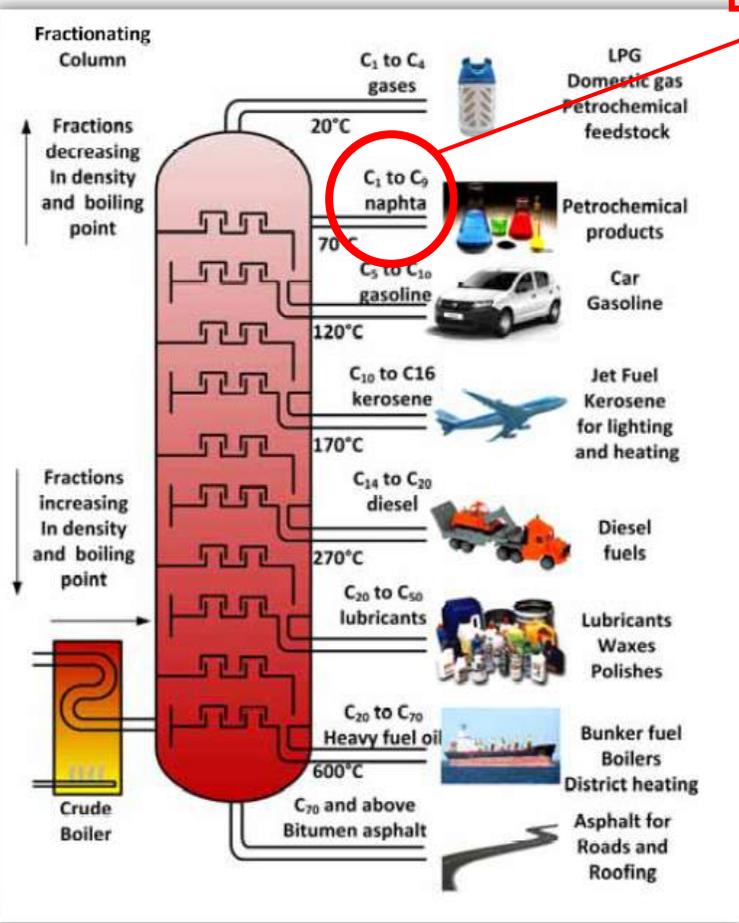


Stage 1: Fractionation

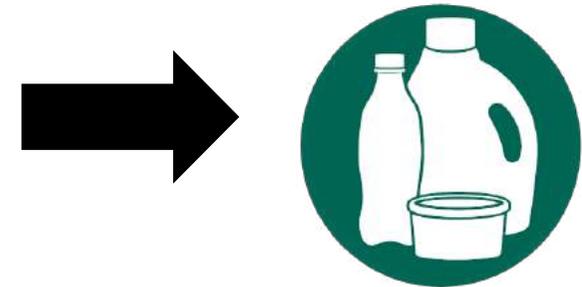
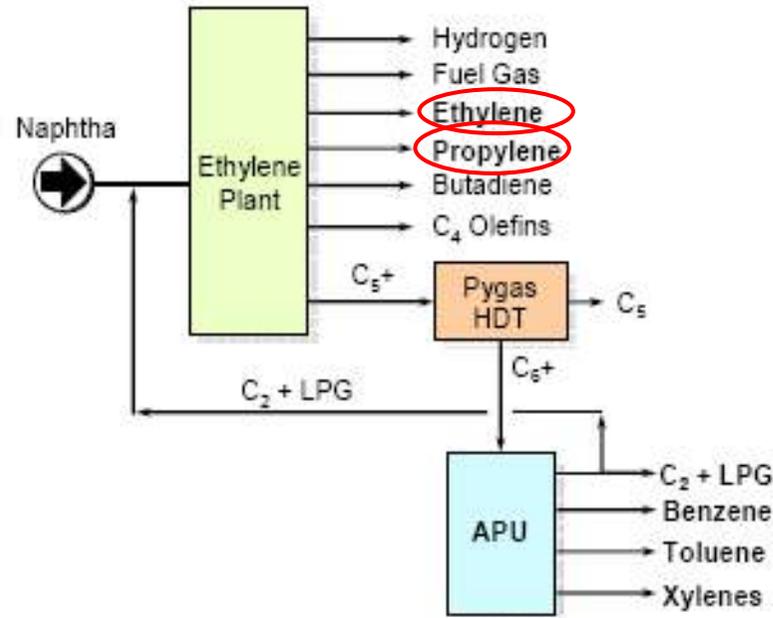
8%

Stage 2: Steam Cracking

Stage 3: Shaping



APU integration in Steam Cracker Plant



Source: energyeducation.ca

Why should we talk about plastics and packaging?



Plastics are a very long-lasting packaging material that have become ubiquitous in our society.

Ireland produced 1 million tonnes of packaging waste in 2018, with 68% of it going to recycling.

Ireland is the most important generator of plastic packaging waste in the EU (54 kgs per inhabitant in 2018).

Our plastic recycling rate is 31%. In 2025, all EU countries will need to recycle 50% of their plastic packaging waste.



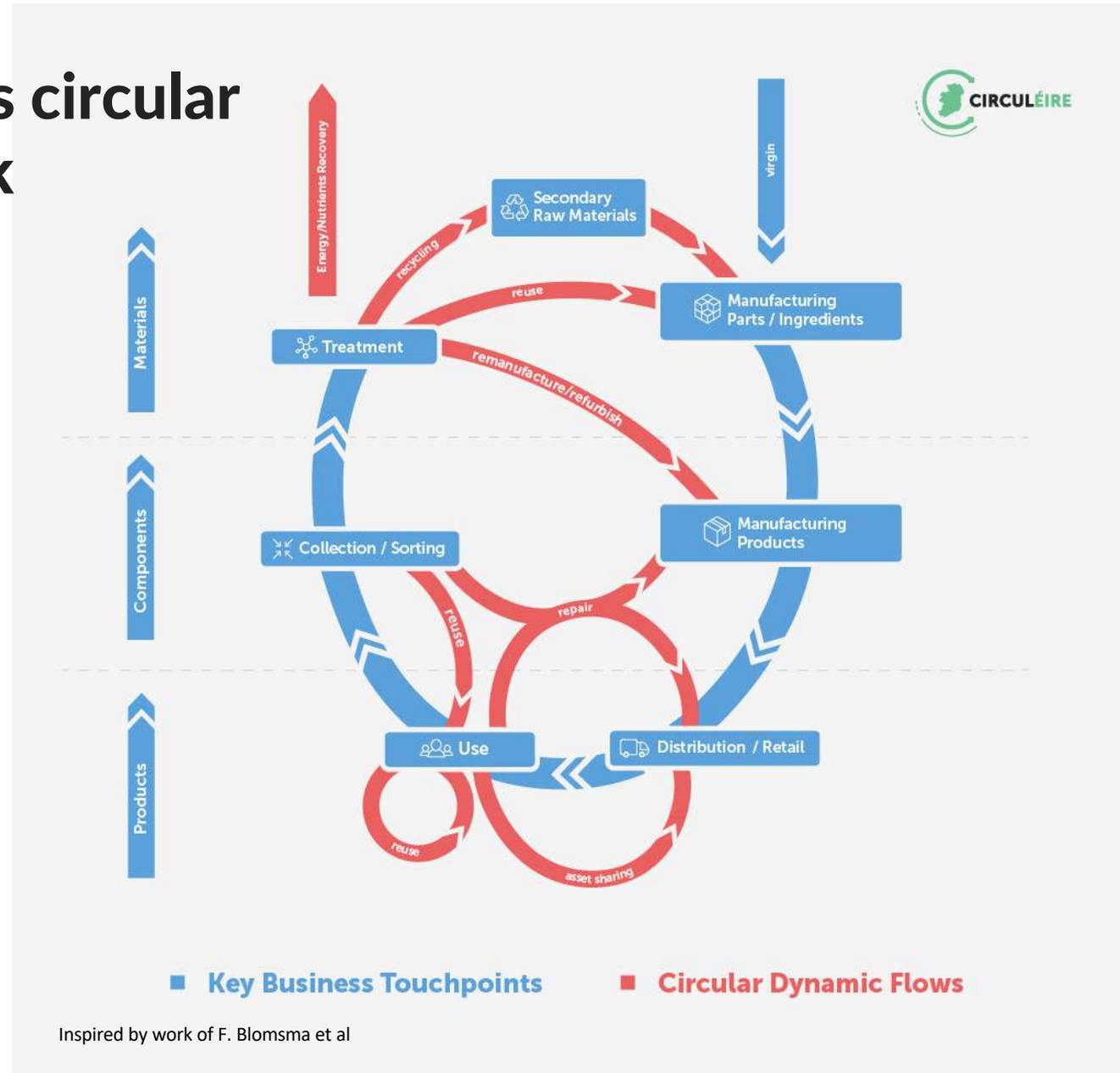
Introducing CIRCULÉIRE's circular manufacturing framework

Exploring Circularity of:

- Materials
- Components
- & Products

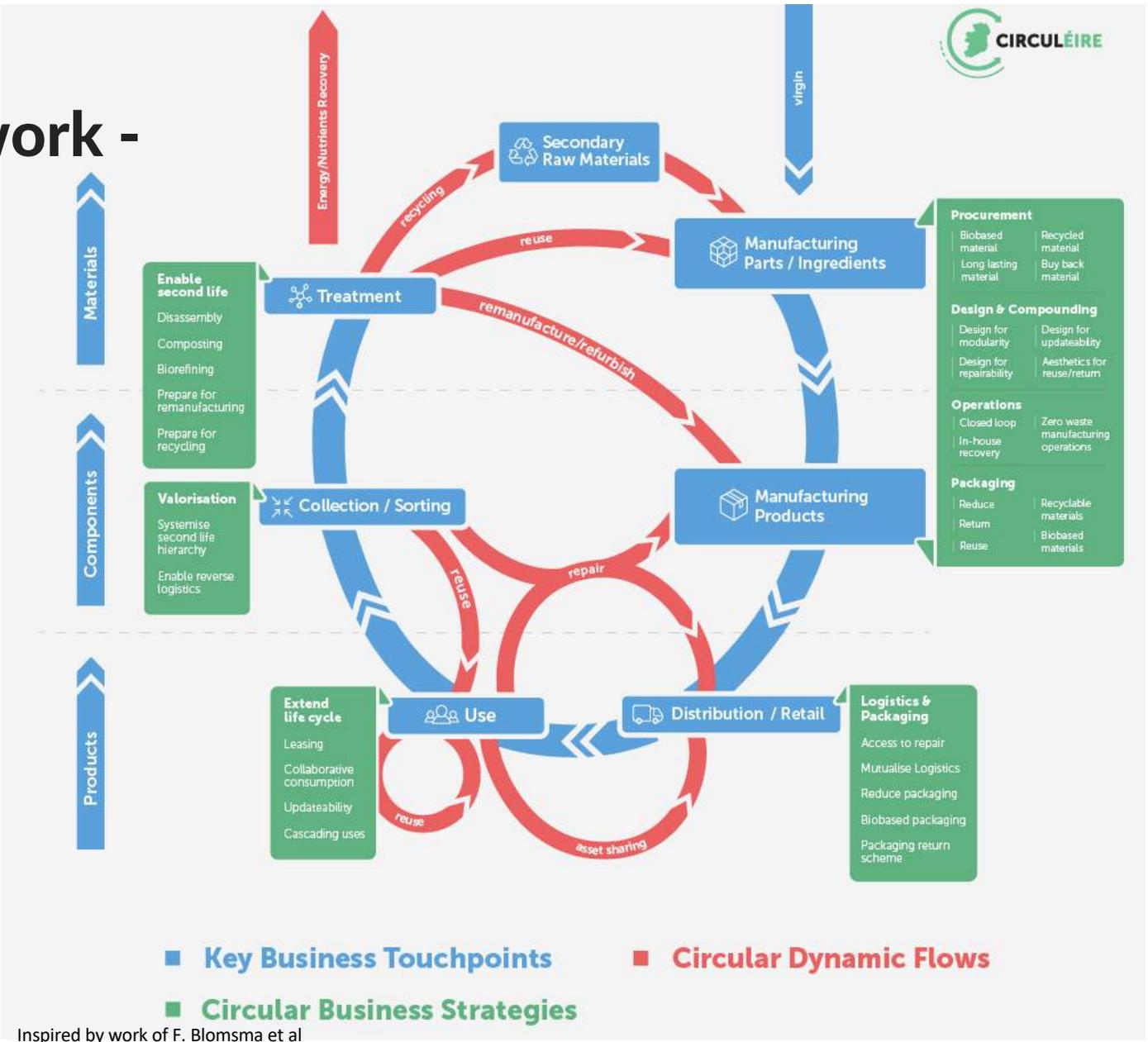
At key business touch points / product life cycle stages

- Secondary raw materials
- Manufacturing – parts/ingredients
- Manufacturing – products
- Distribution / Retail
- Use
- Collection & Sorting
- Treatment



CIRCULÉIRE's circular manufacturing framework - Strategies

Identifies key circular business strategies at each touchpoint/stage



Case Study #1 : PROBOT



What is the Opportunity?

- Developing a new Self Reinforced Polymer from post-consumer Polyethylene Terephthalate (PET)
- Create collaboration all along the value chain to foster a positive dynamic in terms of added value plastic recycling.



Circular Strategies

1. Work with **secondary raw materials**
2. **Design for sustainability** by creating a long lasting recyclable material
3. **Reduce manufacturing waste** by working with a component with a wider thermal processing window.
4. **Use phase:** Robust durable product
5. **End of Life:** The composite is fully recyclable

Case Study 2: Refillable Packaging System (B2C)



Enjoy

Shop products from trusted brands, delivered to you in upgraded reusable packaging.



We Pick Up

No need to trash, recycle, or clean - simply place your used products back into the Loop Tote and schedule a free pick up from your home.



We Refill

Loop hygienically cleans and replenishes what you returned, so you never run out of your favorite products.

Loopstore is a zero-waste delivery system established in 2019 by Terracycle in collaboration with large brands to provide re-usable packaging for selected products.



JACOBS DOUWE EGBERTS





“There is no greater risk than staying still in a changing environment”

Jacques Chirac

Thank you!

Any questions?

circuleire@imr.ie | www.circuleire.ie

Rathcoole

Unit A,
Aerodrome
Business Park,
Rathcoole,
Co. Dublin
D24 WCO4

Mullingar

National
Science Park,
Dublin Road,
Mullingar
Co. Westmeath
N91 TX80



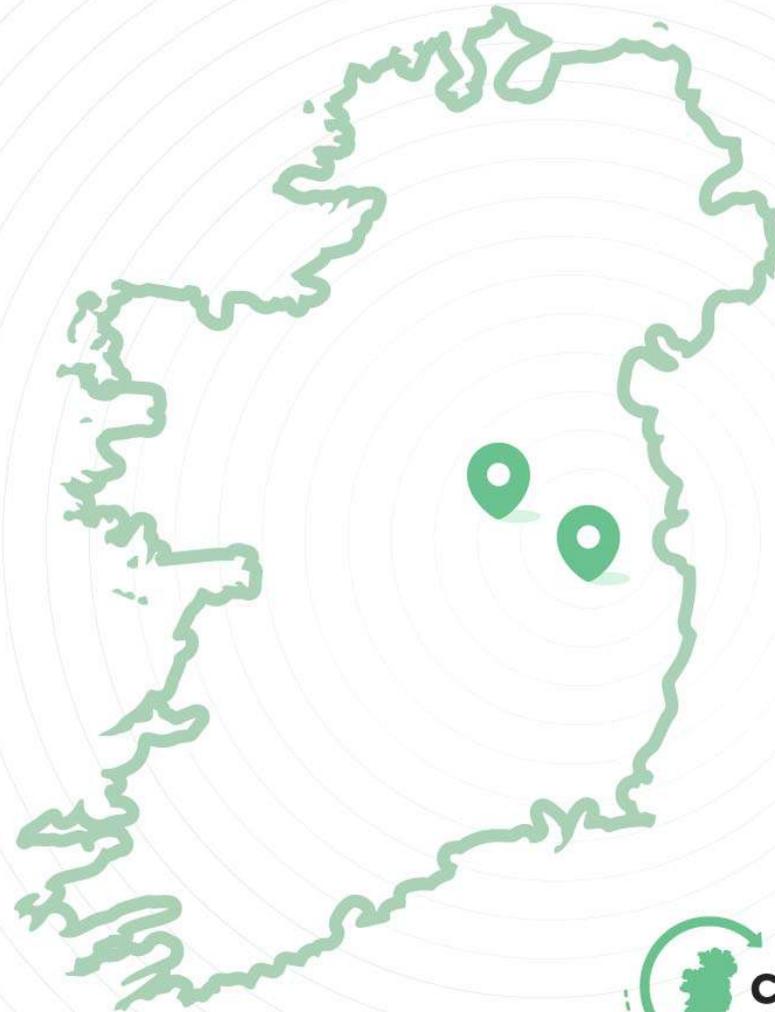
@circuleire



Circuleire



Circuleire



Questions Thank you

Feedback: We would love to hear from you. All feedback, suggestions or speakers in the Circular Economy and Bioeconomy are all welcome. Send to mary.cronin@upthink.works

[Upthink Resources link](#)

#Pathways2CE #MODOS #packaging #CircularEconomy



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