

# Aligning Consumer and Environment Protection

**Plasticity Malaysia**

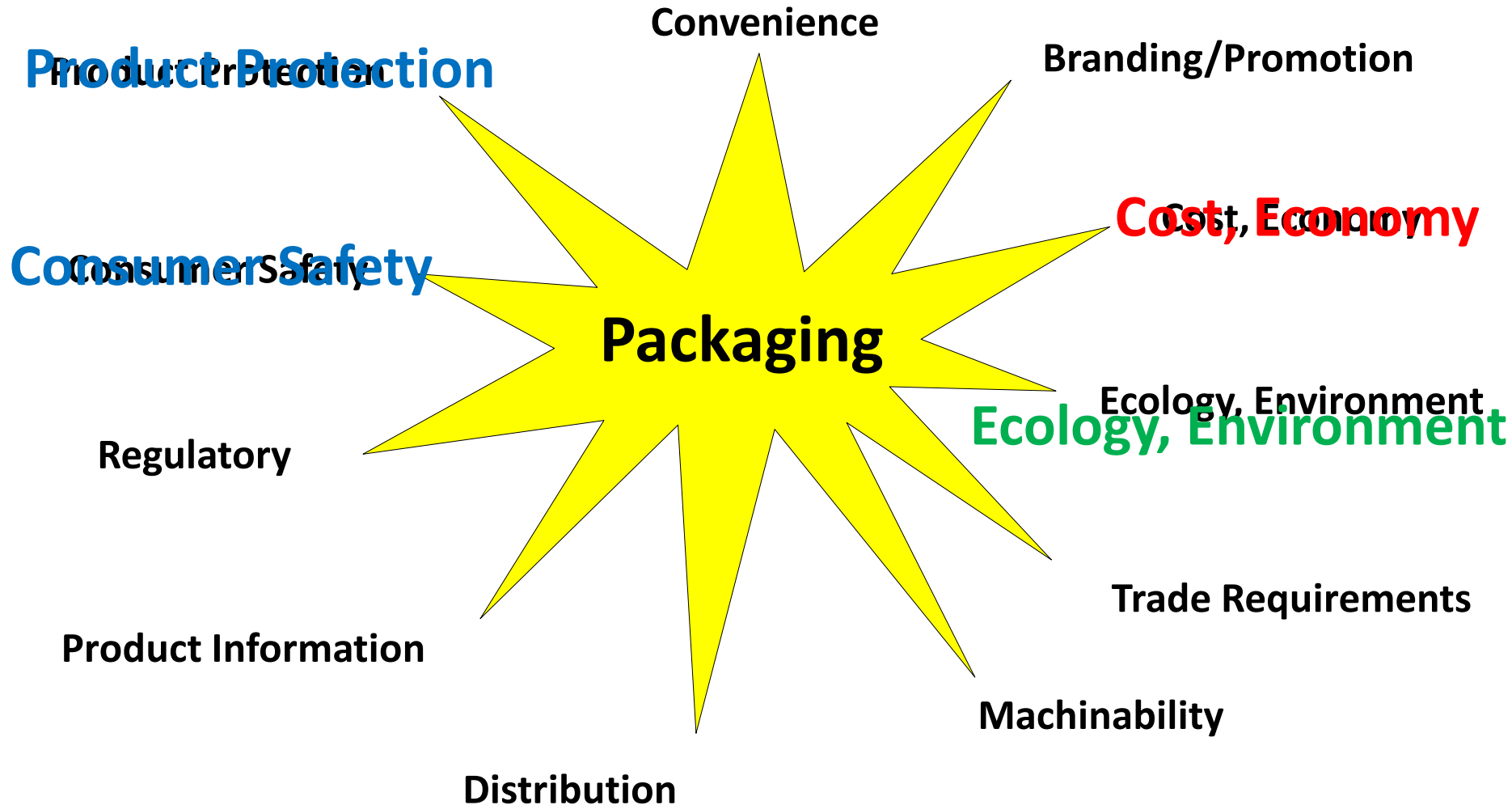
**Ian Hayes**

**October 25, 2018**

# Definitions of Packaging

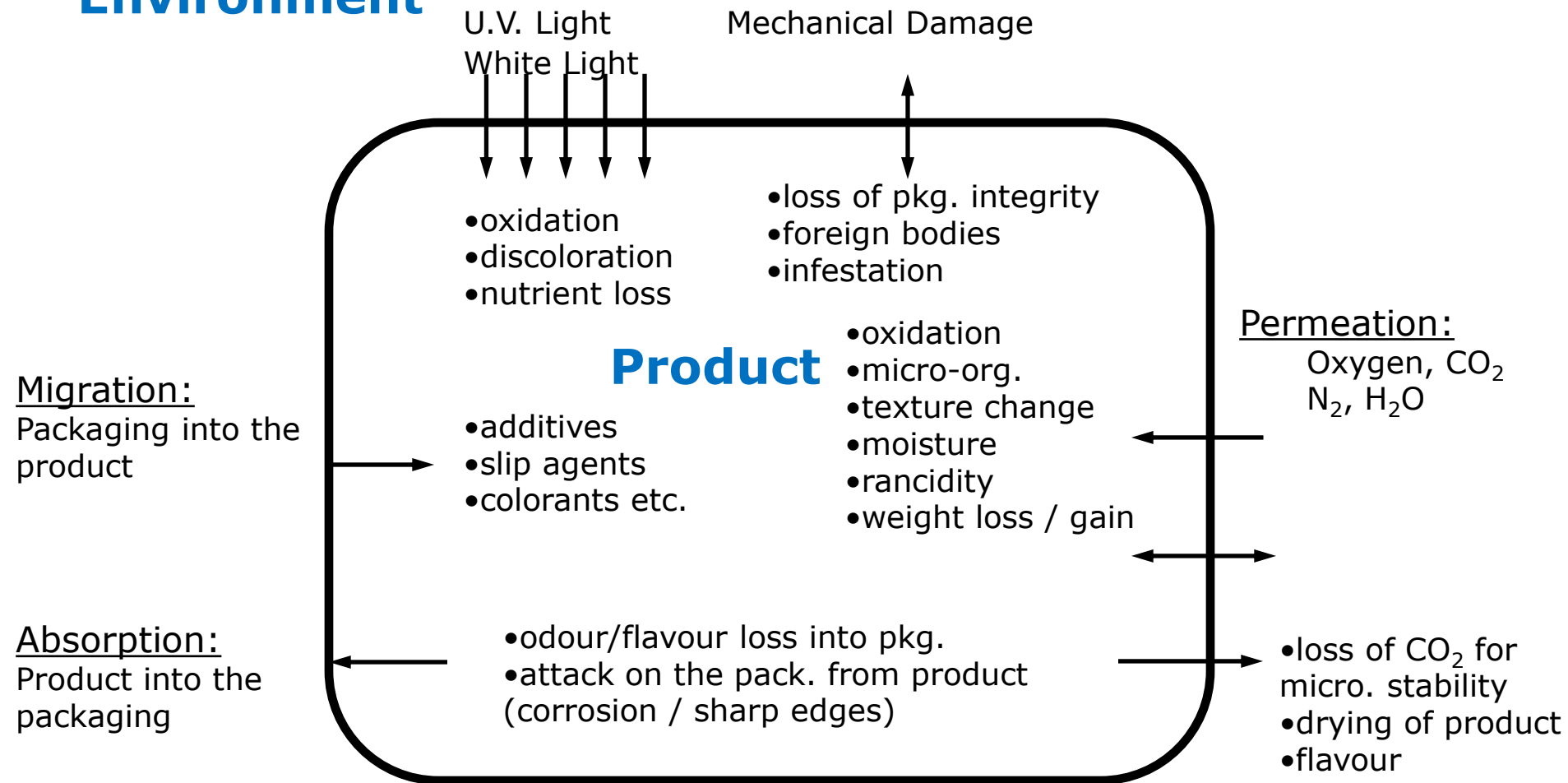
- A coordinated system of preparing goods for transport, distribution, storage, retailing and end-use
- A means of ensuring safe delivery of product to the consumer in sound condition at the minimum overall cost
- A techno-economic function aimed at minimizing costs of delivery while maximizing sales (and hence profits)
- Packaging is the 'silent salesman'
- The final opportunity to remind the consumer of the product's qualities at the point of purchase

# What Does Packaging Impact?



# Product Protection

## External Environment



# **The Challenge?**

**How do we effectively manage the environmental impact of our packaging without compromising product quality & consumer safety?**

# Packaging Partnerships For Success



# Concerted Government Action Globally

## EU

Launch of the Plastics Strategy in early 2018, covering packaging as well as micro-beads/-plastics and single-use plastics. On packaging:

- By 2030, all plastics packaging placed on the EU market is either reusable or can be recycled in a cost-effective manner
- By end September 2018, companies to pledge to boost uptake of recycled plastics: by 2025, ten million tonnes/year of recycled plastics find their way into new products on the EU market

## Australia

Target of 100% recyclable, reusable or compostable packaging by 2025

- Implementation will be led by the Australian Packaging Covenant Organisation

## India

- Prime Minister has pledged to make India free of single-use plastic by 2022; majority of India's 29 states have implemented a full or partial ban

## China

- Since start of 2018, strict limitations on imports of 24 types of “foreign garbage,” including plastic scraps
- Thailand already refusing some imports with a view to banning imports from 2021

# Industry Commitments



By **2030**, **100%** of our packaging will be **recyclable** or **reusable** and we will find solutions so no P&G packaging will find its way to the ocean



By **2025**, **100% recyclability** of the plastic we use in our packaging and **25% recycled content** in all plastic packaging. Committed to **exiting PVC by 2020**



By **2019**, work with suppliers to remove all packaging that is hard to recycle from its business and by **2025** make all packaging fully **recyclable**, or compostable, and to halve packaging weight, against a 2007 baseline



By **2025**, Walmart's private brand packaging to be **100% recyclable**



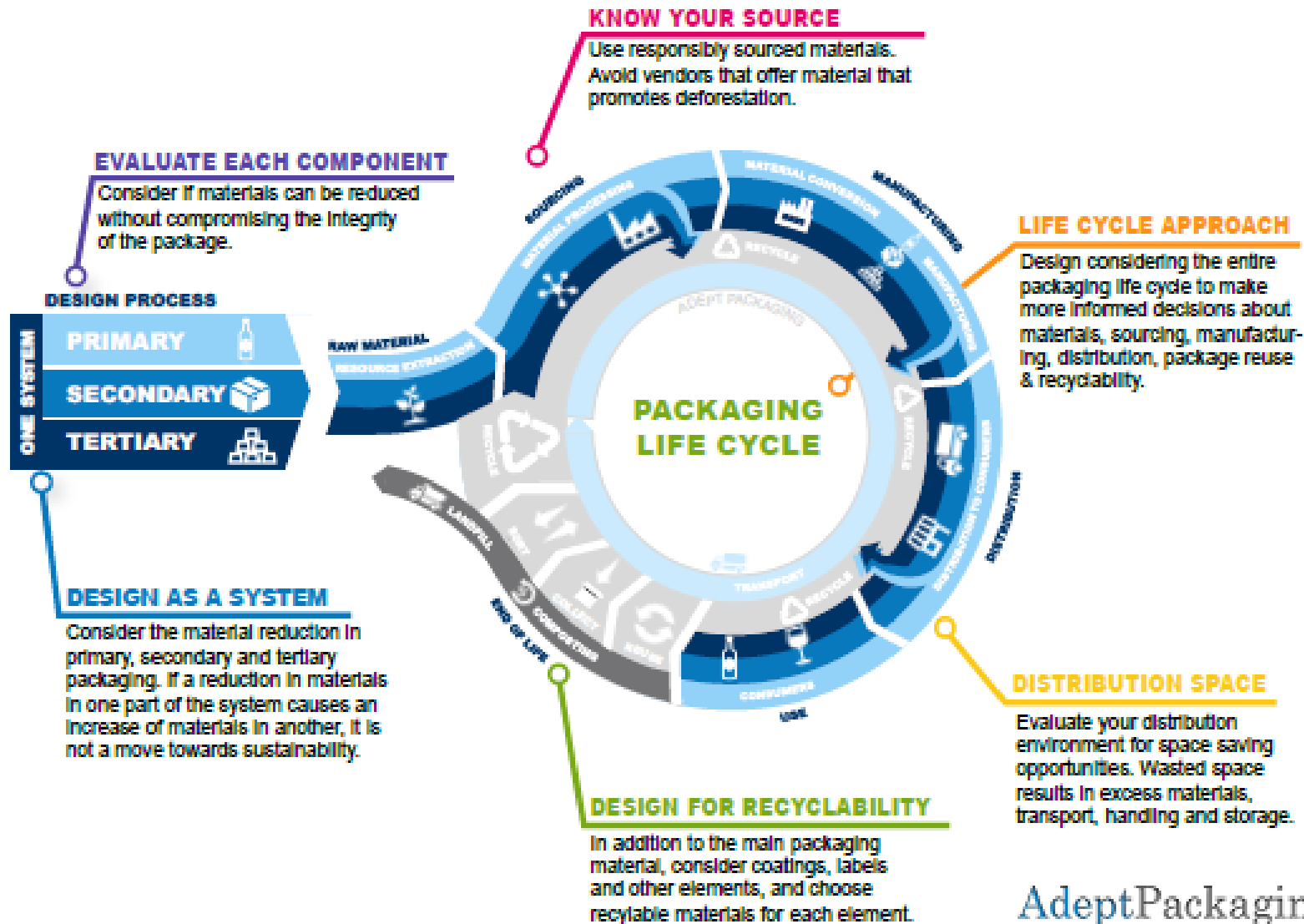
By **2025**, all our packaging to be **recyclable** or **reusable**, significantly **increasing our use of recycled material**, and helping drive consistently greater recycling of packaging around the world



By **2025**, 100% of McDonald's packaging will come from renewable, recycled, or certified sources with a preference for Forest Stewardship Council certification. Also by 2025, the company has set a goal to **recycle packaging in 100% of McDonald's restaurants**.



# Packaging Development Lifecycle



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