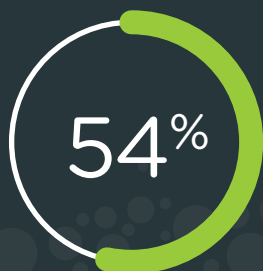
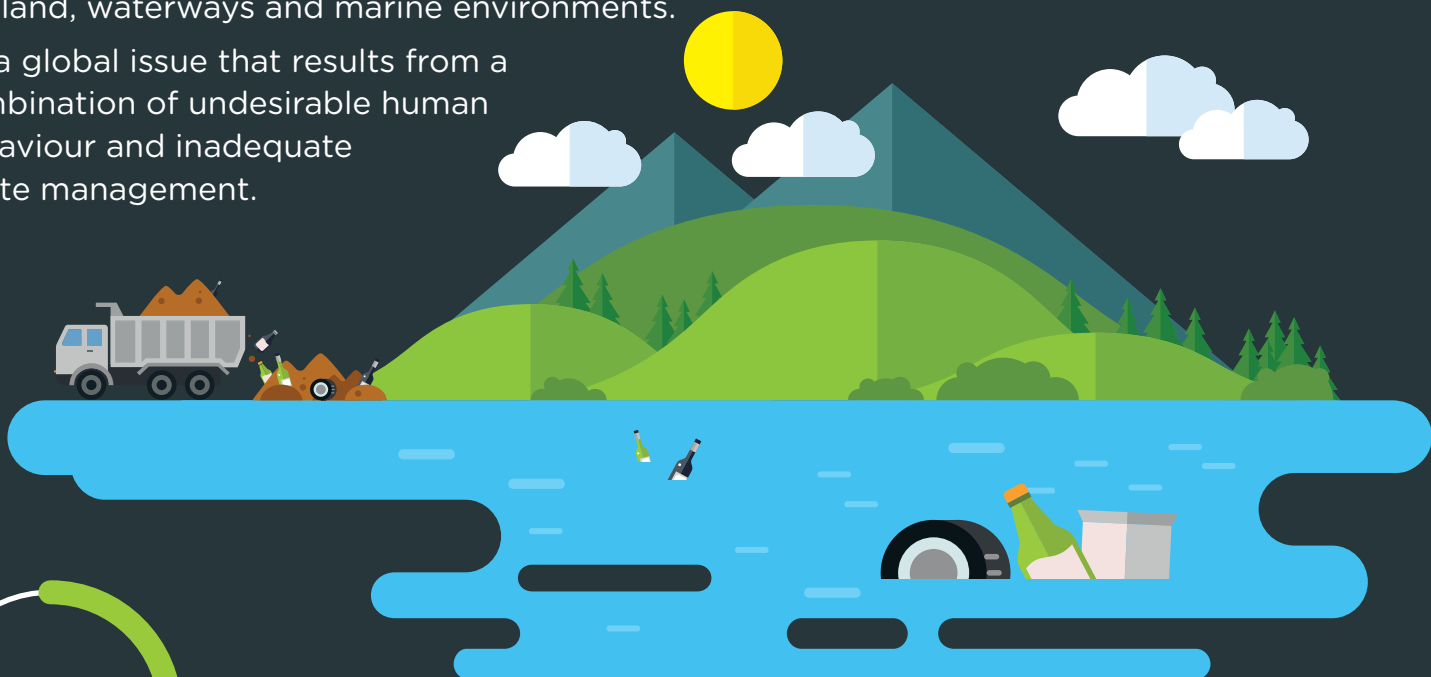


LITTER AND THE ENVIRONMENT



Litter is waste that has been disposed of improperly and in the wrong location, polluting our land, waterways and marine environments.

It's a global issue that results from a combination of undesirable human behaviour and inadequate waste management.



The most commonly littered items are cigarette ends and gum litter. A Keep Britain Tidy study found these items account for almost 54% of litter!

HARMFUL EFFECTS OF LITTER



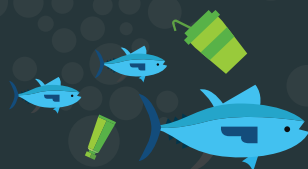
Cleaner areas have a more positive impact on our physical and mental health. Litter can stop people enjoying time spent outside.



Litter has an adverse effect on business and tourism. If an area has a waste problem it won't be visited and can't prosper.



It is estimated that 32% of plastics escape collection systems* and that plastics, including microplastics, account for 95% of floating marine litter in some areas.**



Litter contaminates ecosystems and reduces biodiversity. Many animals are injured or killed by ingesting or by contact with our waste.



Litter is expensive to clear up! £1 Billion a year is spent by England's local authorities alone.

* The new plastics economy: Rethinking the future of plastics

** Global distribution, Composition and Abundance of Marine Litter Galgani, F., et al.



Studies also suggest that 1 in 3 people won't buy from a brand if they commonly see it littered!



The more common litter is, the more likely other people will litter too. It's a vicious circle. Litter breeds litter.

WAYS TO APPROACH LITTER REDUCTION



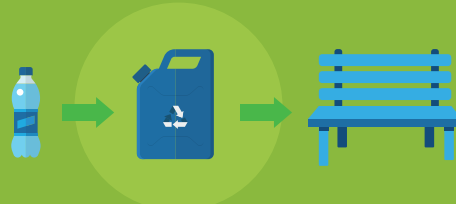
We can all help reduce waste and reduce the risk of litter by buying only what we need and recycling and reusing whenever possible.



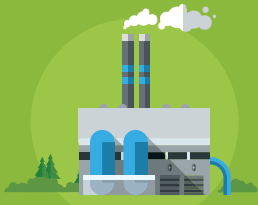
The key to change is adjusting attitudes, so that littering becomes completely unacceptable! Fines can be a strong incentive to act responsibly, but it all starts with education.



Government initiatives, including more bins, are needed to discourage littering.



Plastic is too valuable a material to be wasted and littered especially when it can be recycled in to new items!



Minimising manufacturing waste that can become litter on an industrial scale is not only good for the environment, it makes economic sense too.



When designing plastic products, the industry strives to design them as resource efficient as possible whilst still performing all of the product functions.



Alternative end-of-life options should be considered by incorporating ideas at the design stage that encourage reuse of products and increased recycling possibilities.

RPC is active in initiatives to reduce plastic litter from manufacturing sources such as plastic pellets. RPC is a signatory of Operation Clean Sweep launched by the Plastics Industry Association (PLASTICS) and supported by trade associations across the globe, which aims to reduce pellet loss to the environment from plastic conversion operations. Visit www.opcleansweep.org

RPC also supports initiatives that focus on the reduction of litter as a consequence of behaviour alongside making products as easily reusable and widely recycled as possible.

To do this, RPC works with charities, industry platforms and with national or local initiatives to share ideas along the supply chain to try and change attitudes towards litter and to improve waste management and therefore the lifecycle of RPC's products.

