

Driven by Tomorrow

Progress | Planet | People

Valpak

a Reconomy Group company

About Valpak

Valpak has always focused on real business need. In 1997, we launched in response to the UK's Packaging Waste Regulations. Today, we continue to look to the future, providing great service alongside long-term environmental benefits that meet our goal – 'Driven by tomorrow'.



Steve Gough
CEO

Today, the business landscape has changed, but we continue to look to the future, providing great business service alongside long-term environmental benefits that meet our goals – 'Driven by tomorrow'.

Over the past year, our first as part of the Reconomy Group, Valpak has concentrated on projects that strengthen recycling, inform design and effect real change. We focus on large scale trials, and utilise strong partnerships with reprocessors and members to provide innovative solutions.

For example, the financial incentive offered to collectors through our National Paper Cup Recycling Scheme makes the scheme commercially viable. Meanwhile, the Valpak Insight Platform has gone from strength to strength. Over the past year, it has been used to assess the amounts and types of packaging businesses utilise, monitor progress on the UK's Plastic Pact targets, collate nutritional values for food and monitor supplier compliance with the Modern-Day Slavery Act.

This report contains some of the highlights from 2019. The ground-breaking Henderson Island expedition demonstrated the global effect of littering – the data generated is being used by some of the nation's leading naturalists to assess the impact of waste plastics on habitat and wildlife. Closer to home, Upstream Battle explored the sources of marine waste and helped to inform interventions, which can help eradicate litter from the area around the Clyde River.

I would like to say how proud I am of the dedication and hard work put in by Valpak staff, not only for their commitment to excellent service, but also for the enthusiasm, which many put into voluntary and charitable work. The whole company has embraced our latest mental health and wellbeing incentives, which help us to support each other through whatever challenges arise.

We also partnered with Zedify to implement the UK's first zero-carbon battery collection scheme. This helped to increase waste battery collections in hard-to-reach city centre locations, while simultaneously reducing our carbon impact.

We are extremely pleased with our achievements in 2019. We are driven by the desire to do what's right, to play our part in managing resources effectively and sustainably and helping to reduce global emissions. We are driven by a need to innovate, to find new solutions to complex problems and to continue to push the agenda forward. We believe that more can be achieved in the future and we will continue to play a positive role in that activity. We are driven by tomorrow.



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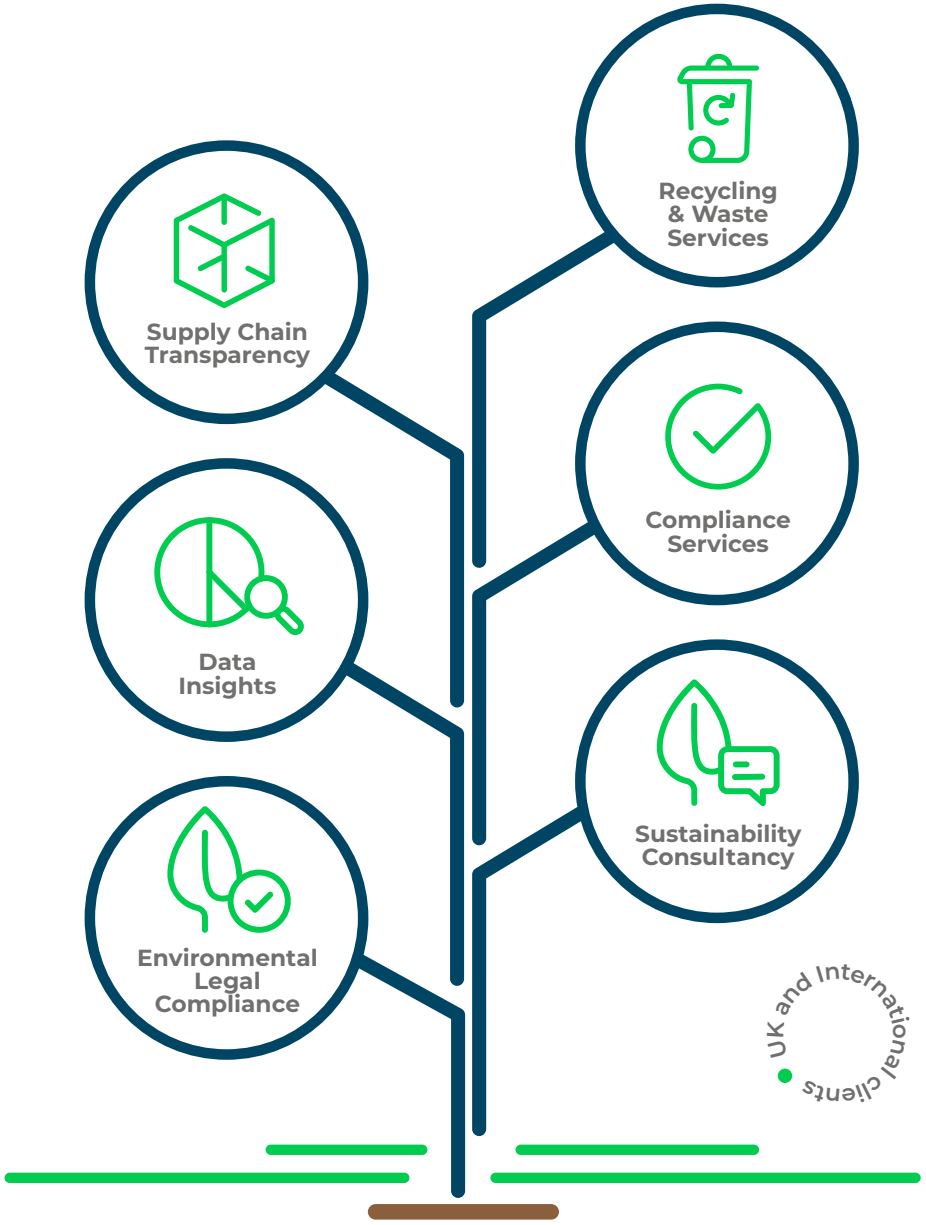
A coherent business approach

Our expert, experienced staff alongside several trusted partners enable Valpak to provide solutions to aid sustainability in whatever capacity. Whether a business is looking to review and change packaging, seeking help with data collection and submission, or wanting to find solutions and end markets for difficult to recycle materials, Valpak can help.



Adapting to every challenge

Our roots:
Packaging Waste Regulations (1997)

UK reprocessing

"We want to lead the way, in terms of building long-term partnerships with reprocessors who we know we can trust implicitly, and helping to build UK infrastructure."



Ben Richardson
Director of Procurement

Demand for UK reprocessing is increasing. Producers, local authorities and members of the public want to know that material is recycled responsibly, and to the standards we expect. PRN funding is a key part of the mechanism for generating new opportunities for entrepreneurial businesses and allows existing UK companies to innovate or expand.

UK evidence

In 2019, the Valpak procurement team purchased 64% of our members' PRN evidence from reprocessors across the UK. Our priority is to make sure we always have a reliable source of PRNs. We work with over 60 UK reprocessors to guarantee compliance. These long-term relationships, built over time, help us to understand where revenue is invested and ensure good value for our members.

Market trends

Materials such as paper and steel require major investment in new facilities. With large, established markets abroad, these materials will likely continue to be exported. Plastics, on the other hand, are seeing greater reprocessing capacity in the UK.

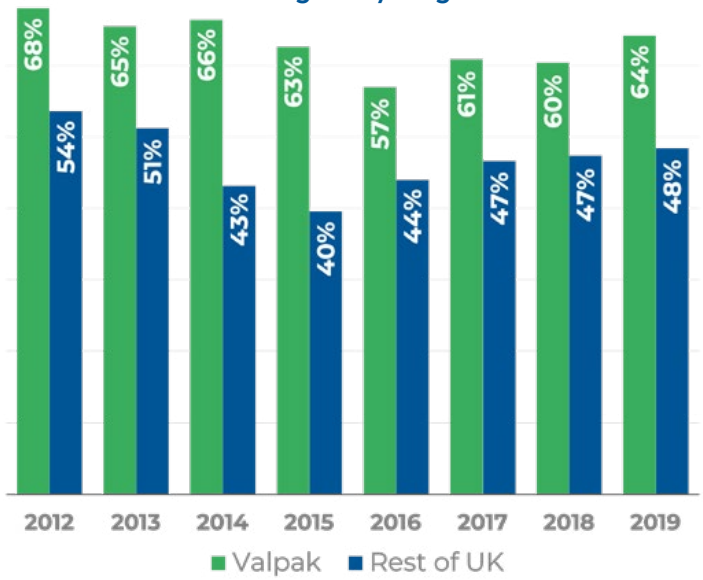
Entrants onto the market tend to be smaller businesses focusing on very specific material types, while established players are expanding operations. In both cases, Valpak's procurement team work closely to advise on the market and identify areas that will help those businesses to grow.

Prioritising UK recycling

Valpak set up a targeted compliance service with the aim of providing members with greater visibility on where their PRN funding is directed. This may be, for example, focusing on particular types of packaging, working with specific reprocessors that are already part of their businesses supply chain, or sourcing UK-only PRNs.



Percentage recycling in UK



64% of our PRNs were bought from UK reprocessors in 2019

60 We work with over 60 UK reprocessors

93 Our procurement team has a total of 93 years' experience



Investing in end products

Valpak is currently helping reprocessor Frank Mercer & Sons to trial a plastic product for use under roads.

Frank Mercers began recycling at its plant in Bolton in 1969. Today, it reprocesses more than 30,000 tonnes of post-consumer plastics into 100% recycled damp proof membrane products that remove plastics from the waste stream for 100 years which can then be recycled at end of life.

The PRN system has enabled Frank Mercer & Sons to invest in research and development, plant, machinery and training.

Due to the company's 24/7 operation, machinery must be replaced and upgraded on a regular basis.

In 2018, Mercers made its single most significant investment (£3.2m), with the purchase of Europe's largest EREMA-built recycling machine.



Wood

Supported by Valpak, Norbord has co-developed new collection and sorting centres to gain access to remote material, as well as establishing a central pre-recycling facility.



Paper

Since 1998, Valpak has invested over £160 million into the paper recycling industry. Over 70% of our PRNs have come from UK reprocessors.



Aluminium

PRN funding has enabled investment in sorting equipment to remove contamination and improve efficiency when processing co-mingled material at Novelis's Warrington facility.



Steel

Through education programmes aimed at varying age groups, Tata explains the importance of packaging and the life cycle of steel, and is looking to increase participation in kerbside collection schemes.



Glass

Since 1998, Valpak has handled over 13.5 million glass PRNs – 85% coming from UK reprocessors. Valpak has invested over £260 million into the glass recycling industry.

WEEE recycling collections

We actively encourage waste electrical and electronic equipment (WEEE) recycling and carry out physical collections to help meet our WEEE scheme members' obligations.

This is just one of the things that enhances Valpak's position when it comes to generating WEEE recycling evidence, as we carry out WEEE collections rather than relying on evidence trades.

Using the expertise of both our recycling services and procurement departments, we have developed a national network of Approved Authorised Treatment Facilities, where businesses can drop-off household WEEE for free. This network has been running since 2007. We also carry out 74 local authority collections for WEEE.

We have contracts in place with 74 local authorities and 7 reuse operators, which help to ensure that we meet our equivalent market share for WEEE, based on our members' obligations.

In addition, we have provided funding to several local authority partners' WEEE recycling campaigns, designed to encourage householders to recycle more and increase uplift of certain WEEE items, and have also invested in a UK fridge recycling plant (GAP), which ensures that fridges are recycled to the highest possible standard.

We work with
45 AATFs
to ensure quality through regular audits

Valpak boosts collections
by introducing kerbside schemes and reward-based incentive schemes for HWRCs and schools

All items collected by Valpak are
processed in the UK



WEEE recycling investment

"Valpak doesn't just buy evidence on behalf of its members; it proactively finances projects that foster high quality UK recycling. Our investment in the GAP fridge recycling plant has helped to create jobs, train young people and ensure that fridges are recycled to the highest possible standard."

Ben Richardson
Director of Procurement, Valpak

Shropshire County Council

Valpak, working in partnership with Shropshire County Council, is the first to introduce targeted social media adverts to tackle misconceptions around the recycling of mixed, small waste electrical and electronic (WEEE) items.

The campaign launched on Facebook on Black Friday and ran for 58 days. It highlighted the frequency with which people buy new appliances, and reinforced the message that smaller items can still be recycled.

The aim was to increase the recycling rate of WEEE across the county, help the local authority to meet targets and drive greater volumes through Valpak's compliance system. Social media was chosen as a way to communicate with younger householders who prefer smartphones to more traditional methods of communication.

21 tonne increase of small appliance recycling

The ads reached **32,936 householders**

1,651 clicks

7% rise of all WEEE recycling

*Compared to the same period the previous year.

24 jobs created

700,000 fridges recycled annually

750 items of WEEE diverted for reuse in 2019

14 apprenticeships

51 local authorities serviced with Valpak WEEE collections

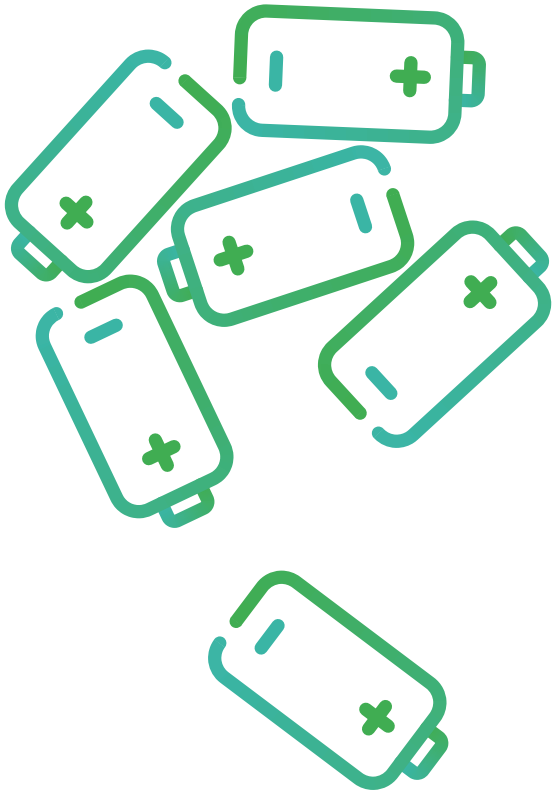
GAP Funding Injection

GAP's fridge recycling plant recovers 100% of gases, compared with just 59% across UK industry. It is one of only a few in the country that is capable of recycling to the rigorous Cenelec standard and also able to recycle the troublesome ammonia fridges commonly used in the hospitality sector.

Valpak helped to fund the new plant, and now directs material sourced through its contract with NEPO (North East Procurement Organisation) to the Gateshead facility.

GAP has created 24 jobs, with another 12 coming online due to a new retail contract. Five roles have been created for ex-service personnel linked to the Walking With the Wounded charity.

Encouraging mixed battery recycling evidence



Our objective is to ensure that all consumers and businesses are disposing of their waste batteries correctly so they can be diverted from landfill and recycled.

It is too easy for a householder to place common household batteries, such as AA, AAA and button cells into general waste due to their small size, which in turn threatens human health, wildlife and the environment. Also, recovering batteries reduces the need to mine virgin materials and subsequently reduces the cost of batteries for the consumer.

By actively encouraging battery recycling and communicating the importance via our recycling website recycle-more.co.uk, we also hope to reduce the number of fires at material recycling facilities. These are often caused by portable, household batteries (mainly lithium) that have been discarded of in general waste.

Valpak's free battery collection network has been running since 2009 and to date we have collected over 640 million batteries for recycling, with on average 236 battery boxes being issued to organisations each week!

Consequently, we have an extensive supply of portable, non lead acid, battery evidence, which we use to meet our battery compliance scheme members' obligations. This ensures a balanced approach to compliance, which more accurately reflects the majority of battery types our customers are placing on the market.

Mixed evidence compliance supports portable household battery collections. This waste stream is problematic as portable batteries are less likely to be recovered than sealed lead acids (SLAs). Several other schemes rely heavily on SLAs to cover off their members' obligations; however, this is a less balanced approach and does not reflect what their members are placing on the market.

To further support and encourage portable household battery recycling, and to generate more evidence for our members, in 2019 we implemented a zero-carbon battery collection service, via electric bikes, for hard to reach city centre locations. This initiative started in Cambridge and was rolled out in London last December to help attract new waste battery sources.

In 2020, we are running a **#PowerToDoMore** communication campaign and we are also looking to expand our zero-carbon collection service to cover more city centre locations across the UK. Further details, alongside the results, will be published in our 2020 report.

In the UK, around

39,000 tonnes

of portable batteries were sold in 2019 with around 18,000 tonnes recycled.



640 million

batteries have been collected for recycling by Valpak

Zero-carbon battery collection

In 2019, Valpak launched the world's first zero-carbon battery collection. The Cambridge trial was such a success that before the year was out, the scheme had expanded to London.



The Valpak scheme has collected over

2,500

kilogrammes – equivalent to

128,148

waste batteries.



> **"In the UK, around 40,000 tonnes of portable batteries were sold in 2018, with only around 18,000 tonnes being recycled. As well as slashing emissions, this scheme actively identifies new sources of batteries for recycling and prevents hazardous chemicals from being released into landfill.**
>
> **James Nash,** Valpak

Valpak's pedal-power collections have taken Cambridge and London by storm. More than 128,000 waste batteries have already been collected for recycling, with zero carbon emitted, no matter how many journeys are made.

The initiative is run in partnership with zero emissions logistics company Zedify, adding to Valpak's existing batteries service, which collects millions of batteries from over 50,000 UK businesses.

Valpak supplies battery boxes to store household portable batteries such as AA and AAAs. Once the boxes are full, Zedify couriers collect the boxes free of charge while delivering packages.

While collection vehicles typically tot up 298kg of CO_2 for every mile, Zedify's eCargo trikes emit zero CO_2, no matter how many journeys they take. They also help to avoid congestion and delays caused by waiting in traffic queues.

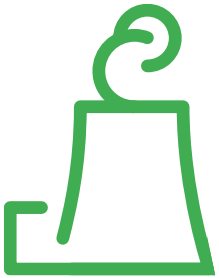
1/2 a tonne

of waste batteries were collected in the 1st month in London

Over

86 tonnes

of carbon emissions* avoided due to collections



*Calculated from collection store to depot. It does not include the mileage covered between collections points when the batteries are collected as part of a round.

Inspiring consumers to recycle-more

In 2000, Valpak founded recycle-more to help retail customers provide information to consumers. Today recycle-more is one of the most popular recycling information sites in the UK, receiving over one million pageviews each year!



recycle-more.co.uk offers recycling information to schools, householders, and businesses and has a unique Recycling Bank Locator, which enables users to locate their nearest recycling facilities.

Over 1 million

Number of pageviews the recycle-more website receives in a year

Recycling facilities locator

The Bank Locator is the UK's most comprehensive recycling facility locator. Householders find their nearest recycling sites and kerbside collection details by typing their postcode into the search box on the website home page.

Users can also search for specific packaging and electrical and electronic equipment recycling facilities, and local authorities use unique login details to update the materials they collect for recycling.

The Bank Locator provides site addresses and lists materials that can be deposited at 23,251 recycling sites, as well as a comprehensive map. This data is also available on Recycle Now, Recycle for Scotland, Recycle for Wales and Rethink Waste NI.

Drives UK recycling

recycle-more has two functions, firstly to help Valpak members to meet consumer information obligations and, secondly, to encourage consumers and businesses to not only recycle more, but to think about their impact on the environment and encourage sustainable behaviour.

By providing information and advice on how to dispose of items correctly, this should result in larger quantities of quality materials being recycled.

Supports consumer awareness campaigns

We regularly use our recycle-more brand to support internal consumer recycling awareness campaigns, as well as those of local authority partners and customers, including:

Battery Collection Campaign

This campaign aims to reduce the number of batteries disposed of in general waste and increase recycling rates for this material, reassure the public that waste batteries are recycled if disposed of correctly and to help our customers understand the effort and work that goes into recycling by reprocessors.

WEEE recycle-more

We worked closely with Glasgow City Council to bring new waste electrical and electronic equipment (WEEE) recycling services to the attention of householders. The campaign included leaflets, a schools' poster competition and face-to-face promotional activity.

The 'WEEE recycle-more' poster competition attracted 120 entries from six Glasgow schools and mixed WEEE tonnages collected at all four Glasgow Civic Amenity sites increased by a remarkable 153%.

NE Recycling Rewards

This initiative, run in partnership with Waste Aware North East, aimed to increase the collection rate of materials with lower than average participation. Aerosols and glass jars were targeted.

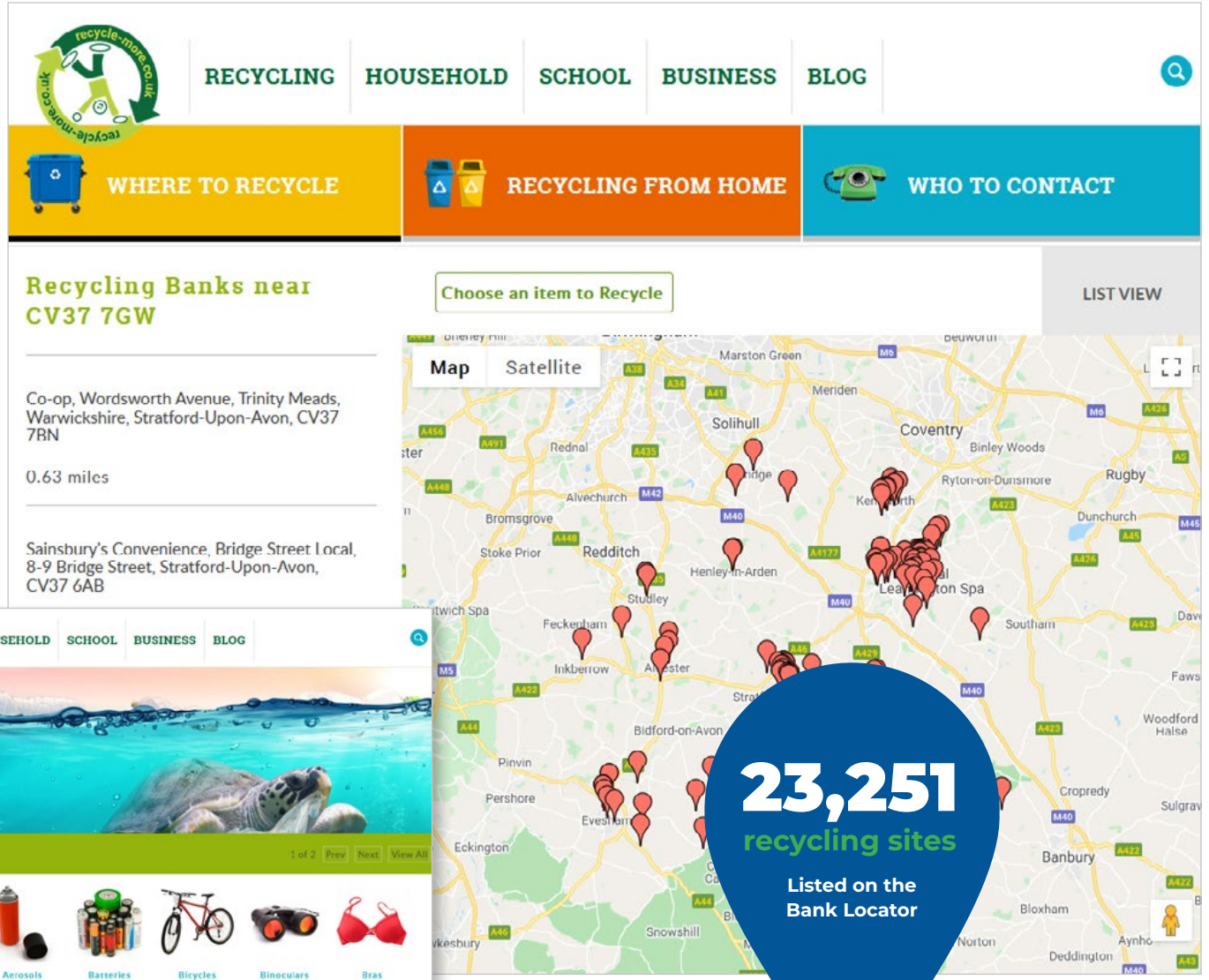
Residents who registered for a pack via the recycle-more website, received personalised stickers unique to their address. Householders were encouraged to apply the stickers to empty glass jars or aerosols before they were placed into council kerbside recycling bins and each month, during the campaign, a winning item was selected at random.

We also encourage our members to refer to recycle-more in their own customer communications to help drive and increase UK recycling.

Helps retailers offset CIOs

Retailers can offset their CIOs by linking to www.recycle-more.co.uk from their consumer websites, or refer customers to the site via point of sale items, instructions and brochures.

Our members and other businesses can request a copy of the recycle-more logo via an online form.



Pacific Island plastic plan

Henderson Island, one of the most remote places on Earth, is home to 1,249 species of wildlife - and 38 million pieces of plastic litter. In June 2019, Recycling Services Manager James Beard joined a Valpak-sponsored expedition to collect scientific data on marine litter and clean up the island's polluted beach.



You'd be forgiven for thinking that Henderson Island wants nothing to do with humanity. Lying 3,000 miles from the nearest major land mass and 1km away from where GPS coordinates think it should be, the island is covered in razor-sharp corals and dense flora. Nobody has lived on the island for more than 500 years.

Despite this isolation, there is one stark reminder of humanity's impact. **Plastic**.

This is the reason we're here. In 2015, a science team was shocked to discover that the East Beach of Henderson Island was the most densely-polluted beach in the world.

In 2019, a team of scientists, artists, journalists, diplomats, divers and expert guides arrived on the island to investigate the scale and impact of marine plastics. The team was also to collect, log and remove the plastic. Valpak sponsored the expedition and I was chosen to join the litter-pick team.

Man overboard!

The month-long expedition was more arduous than any of us had imagined. On day one, the landing boat's propeller became entangled in rope, causing the boat to capsize. Team members were then forced to hike 1.5km each day through waist-deep water and across sharp corals.



Plastic tactics

We collected everything larger than a bottle top, logging the material and origin.

Up to two-thirds of plastic lies beneath the surface. On more than one occasion I picked up an old bundle of rope, only to see it disintegrate, turning myself and the beach bright green.

The volume of data produced was phenomenal - from collecting blood samples from indigenous birds, to the painstaking task of taking thousands of images of the seabed around the island to map biodiversity.

Results

After 11 days, the team had collected 6,000kg of waste. A sizeable proportion of the waste collected seemed to be associated with the fishing industry.

Was the project a success?

We achieved our goal to generate scientific data to investigate the scale and impact of marine plastic, but the outcome was bittersweet. We lost several hours each day to hiking. And sea conditions meant the waste we collected couldn't be removed from the island. Instead it has been stored securely for a future expedition to collect.

While clean-ups are not the solution, a project such as the Henderson Island expedition can exceed its immediate goals. Our work has been reported across the globe, and the scientific data collected will help to protect wildlife and inform future actions on plastic waste. We hope that it will inspire many more people to consider their use of plastic, and the consequences that come from not dealing with plastic waste in a responsible way.

Up to 13,500

pieces of plastic accumulate every day.

61,000 hermit crabs

trapped in plastic die each year

Worldwide attention

Coverage on Fox News, CNN, ABC, BBC, ITV, Daily Mail and The Guardian.

6,250kg

of waste collected

Around 2,000

tiny items per square metre were too small to pick up.



> "Humanity could spend several lifetimes trying to clean up such problems. Our efforts must prevent plastic from entering the waterways in the first place, a challenge made difficult in a world where a third of the population has no access to effective waste management.

James Beard
Recycling Services Manager

Consumer campaigns



> **We communicate directly with residents to increase awareness of the benefits of recycling metal packaging and to encourage greater participation in their recycling scheme.**
>
> **Rick Hindley, Executive Director of programme manager, Alupro**

Metal Matters

Valpak sponsors MetalMatters, a communications campaign which works in partnership with local authorities and waste contractors to increase the quantities of metal packaging recycled through kerbside recycling systems. Valpak's Policy Director, Adrian Hawkes, sits on the steering group.

"MetalMatters is a great example of a voluntary industry initiative that has a really positive impact. Local authorities benefit from improved participation within the existing system – they receive maximum buy-in with minimum financial input. At the same time, the scheme provides useful lessons in what works well, and what is less effective."

Adrian Hawkes, Policy Director, Valpak.

- Since 2012, the MetalMatters campaign has been deployed in over 100 local authority areas.
- It has reached 6.6 million households.

Upcoming launches for Autumn 2020:

- Leicester City Council (135,000 households)
- Buckinghamshire County Council (200,000 households)
- Mid Devon District Council (35,000 households).



In September 2019, Nigel Tomlinson, Commercial Manager at Valpak, attended the launch of the MetalMatters campaign to 114,000 households in East Riding District Council.

> **Our students really responded to the new recycling initiative. The enthusiasm following the assembly and workshops was clear to see.**

Mrs Glaister,
Teacher, Diss High School

#sortitout

In 2019, pupils from Diss High School raced to recycle as they took part in a recycling relay to find out what happens to recycled plastic. They also learnt about the recycling process and the journey from box or bin to flake, pellet and, finally, into new products.

Sponsored by Valpak, the programme was delivered by RECOUP (RECycling of Used Plastics).

As a RECOUP member, Valpak also helps to fund public information services, research into infrastructure and design, and support the recycling of plastics in the UK.

- 100% of all local authorities providing a kerbside recycling collection service now collect plastic bottles
- 81% collect plastics pots, tubs and trays.

Upstream battle

In 2019, Valpak sponsored and provided resource to Keep Scotland Beautiful's Upstream Battle, an award-winning campaign which informs and inspires young people, as well as tackling litter along the Clyde and its tributaries.

Valpak provided funding and offered expertise to analyse data gathered through the unique Citizen Science project that records the findings of community waste surveys. Staff also conducted surveys in their spare time.

80% of marine plastics are thought to originate from the land. With land-based litter on the rise, the 1.8 million people living and working around Scotland's longest river, the Clyde, offer important opportunities for valuable citizen-based research which will inform and direct possible interventions. Keep Scotland Beautiful hopes to raise awareness, as well as generating valuable data on the patterns of behaviour that lead to marine litter.

Upstream Battle involves people of all ages. Activities included:

- Blue Planet cameraman Doug Allen taught school pupils
- Local teachers undertook a professional learning course focused on marine litter
- Pupils received training in journalism and media production
- Marine litter art
- Source to Sea week raised awareness
- Week of Action included litter-picks and Citizen Science research.



On-pack recycling label

Valpak data is helping OPRL to encourage consumer participation in recycling. OPRL operates the UK's On-Pack Recycling Label scheme, which is used by over 600 brands. Valpak's data is being used to strengthen its services.

> **By ensuring that packaging reviews are underpinned by accurate data and analysis, our two organisations can give the best – and consistent – advice on improving recyclability across a member's packaging range, and on engaging consumers in actually recycling.**

Jane Bevis, Chair of OPRL Ltd

Voluntary recycling schemes

Producers and retailers are under pressure to demonstrate their commitment to sustainability. Voluntarily expanding retailer take-back schemes, or working to find markets for recycled materials helps producers to:

- Meet future obligations
- Reduce their environmental impact
- Alleviate costs



50 million
cups recycled
within the first 6 months of 2019

Valpak actively works with clients to help introduce take-back services for items such as textiles or paper cups and set-up on-the-go recycling systems, as well as sourcing and creating end product markets. We can help any business looking to set up take back services or on the go recycling systems for materials that are not currently widely recycled.

National Paper Cup Recycling Scheme

The National Paper Cup Recycling Scheme is a pioneering project that has helped increase the number of cups recycled across the UK by 60%. Since the scheme launched in 2018, 130 million cups have been recycled.

What makes this scheme unique?

The initiative is an excellent example of a scheme developed in partnership by industry (Costa, MacDonald's, Greggs, Caffé Nero, Pret A Manger, Burger King and Pure) to tackle a common issue, without the need for government intervention. The scheme is brand neutral and tackles the greatest challenge to cup recycling – collection – with each brand paying into the scheme according to market share. Valpak has played a central role in the establishment of the initiative and continues to act as scheme administrator.

Successful incentive

For each tonne delivered for recycling, waste management firms receive a £70 supplement, which is an increase of 140% on standard market value. Funding is only available for material processed in the UK.

Logistics

Valpak logs all tonnages arriving at reprocessors' mills against individual collectors, which are then rewarded. We also manage the legal aspects for retailers, reprocessors and waste collectors.

£70 per tonne
incentive received by collectors

Coffee notes

From discarded coffee cups to beautiful stationery, made entirely in the UK. Dorset based Epic Print already promotes recycled paper and card wherever possible, and now source recycled coffee cup material for their premium notebooks from James Cropper in partnership with CupCyclingTM, one of three partner mills that have joined the National Paper Cup Recycling Scheme.

Jon Formon of Epic Print explains:
"We believe we have one of the highest levels of cup content in our substrate. It's 30% post-industrial (waste produced from the cup manufacturing process), 20% post-consumer, and 50% virgin fibre. It prints beautifully."

As well as offering the range to print customers, Epic Print has developed the Coffee Notes series of notebooks, which are available direct from the company. With major supermarket trials underway, the plan is to expand a full collection of stationery products into the retail market.



2020 is a big year for the National Paper Cup Recycling Scheme!

We have already appointed a National Cup Recycling Manager and launched our new website: www.cuprecyclingscheme.co.uk. But there's more to come. Over the year we will be:

- Welcoming new retail members to the scheme
- Growing the collection network and UK coverage
- Engaging with potential new reprocessors
- Partnering with other city-wide initiatives targeting cups
- Increasing marketing and PR activity.

"A significant amount of labour is required to separate out all of the different materials in paper cups. This amount of labour can be costly. Grundon's partnership with Valpak allows us to offset reprocessing, baling and collection costs, enabling us to provide our customers with the most cost-effective solution for recycling their paper cups.

Grundon



"Valpak has been the best partner we could have hoped for. They have shown a genuine commitment to making the scheme work, without pushing their own brand or adapting it to meet their own agenda.

Helen McFarlane,
Restaurant Sustainability,
McDonald's

Grundon

Grundon's cup recycling service enables disposable paper cups to be sent for specialist reprocessing, where 100% of the cup is recycled and given new life.

Grundon provide a pre-agreed scheduled collection service that suits your needs, we also provide colour coded internal and external bins to assist with capturing the material.

Grundon take the waste to a specialist cup recycling facility, where 100% of the cup is recycled. The recycled paper, which makes up around 90% of the materials in the cups, is separated and converted back into certified paper fibre. The remaining 10% is made up of the plastic polymers from the polyethylene film, and is sent for reprocessing.

You can even purchase back premium office paper made from waste cups, providing a closed loop process that further enhances your business's sustainability credentials.

Disposable paper cups are made up of mixed materials, which makes them difficult to recycle. In order to ensure this complex waste stream can be fully recycled, a significant amount of labour is required to separate out all of the different types of materials. This amount of labour can be costly.

Grundon's partnership with Valpak allows us to offset reprocessing, baling and collection costs, enabling us to provide our customers with the most cost-effective solution for recycling their paper cups.

cuprecycling@grundon.com

Customer relations

An amazing 98% of customers think we are doing a great job. We will continue to look for ways to improve and identify upcoming challenges for our members.



Ruth Beckley
Director of Customer Service and Compliance

98%
ofcustomers
said they are satisfied or highly satisfied with our service

We listen

We welcome feedback and, each year, we take on board suggestions from customers, staff and other stakeholders.

Driven by tomorrow

The Valpak Customer Charter is embedded in our business culture. It represents a promise to customers that we will ensure that our service will go beyond compliance, and look after their current and future interests. Whatever challenges our customers face, we will be with them every step of the way.

Annual survey

The annual survey is a formal opportunity for anyone involved with the business to feedback on our successes and share tips for improvement. The insights gained are vital – they help us to refine our services and improve the way they are delivered.

In the annual survey for 2019, we were proud to report that the number of customers that are satisfied or highly satisfied with our service has risen by 2%, to an incredible 98%. Thank you for your support!

In 2019, 98% of our customers said they are satisfied or highly satisfied with our service.

“ Valpak has a strong brand name that you can trust

“ Valpak offers good customer support

“ Valpak provides high quality products and services

“ Valpak provides good market updates

Our promise to you

We guarantee that we will:

1. Make it happen

We don’t compromise, but do keep our promises and help you to solve challenges.

2. Make it easy

Our highly-trained staff convert complex legislation into language and actions that are clear and simple. We give you as much support as you need.

3. Make it better

We look to the future to help you meet upcoming challenges. And we are always looking for ways to improve.

Managing risk

Compliance has always been a weighty responsibility, and with considerable increased costs for producers, it is taking on even greater prominence. However, the right strategies can reduce risk and help to ease the burden.



Clair Reading
Internal Audit Manager

Producer responsibility compliance was introduced as a mechanism to support recycling and allocate obligations within the supply chain. In theory, once a producer has filed data and purchased the appropriate evidence through its compliance scheme, it has fulfilled its requirements. But accuracy, reliability and levels of risk are important considerations.

Compliance

Accurate data is crucial. Our online system is secure, reliable and flags up potential anomalies as entries are made. Valpak advisors double-check incongruities and even provide on-site help where necessary.

We are a safe pair of hands when the supply of evidence is short . We use our network and buying power to reduce the legal and financial risk to guarantee compliance on your behalf.

Mitigating risk

Our strategy is built on long-term contracts with major UK reprocessors, combined with managed programmes to ensure that compliance is not put at risk.

UK processing

History is on our side. As the first scheme in the UK, we continue to build on strong relationships with reprocessors. When export markets exploded, we maintained our historical relationships with UK reprocessors, which gives us a higher share of the UK market. In 2019, for example, Valpak PRNs generated from plastic processed in the UK were 49%, compared with a UK average of 32%.

Financial risk

Plastic and aluminium prices, in particular, have increased dramatically recently. We strive to mitigate the impact by limiting costs through our procurement process, and by providing forward cost estimates between quarterly reporting periods.

OHSAS 18001 ISOQAR REGISTERED Since 2011

ISO 9001 ISOQAR REGISTERED Since 2013

ISO 14001 ISOQAR REGISTERED Since 2013

Zero waste to landfill Certified by Valpak Since 2013

ISO 27001 ISOQAR REGISTERED Since 2015

Compliance review programme: creating confidence

- In 2019, Valpak audited over 650 customers
- We held over 850 face-to-face client meetings
- The reviews identified more than 9,000 tonnes of over-reported material
- We passed on £800,000 in savings to customers
- Common mistakes included outdated weights information and submitting over estimated figures.

Policy development and networking

As the largest UK compliance scheme, Valpak is uniquely-placed to engage with policy-making. Our extensive database and wide experience helps to inform government and others, and we represent members and reprocessors at all levels of legislative debate.



Adrian Hawkes
Policy Director

Environmental legislation plays a key role in protecting each of us and the wider world we live in. On behalf of our members we aim to balance ambitious goals with effective systems that minimise any negative impact on business and consumers.

Track record

Valpak is focused on producer responsibility for packaging, WEEE and batteries. Our dedicated policy department provides evidence and insight to the highest levels of government, and connects with industry bodies and compliance members.

Since 1997, we have been instrumental in proposing constructive suggestions for improvements to targets, reporting systems, and 'raising the bar' for the quality of material going to reprocessing, both in the UK and, critically, for export.

Valpak Advisory Group

The group is a beneficial forum for brand owners, retailers, packaging manufacturers and recyclers. While we keep members up to date on coming trends, the group feeds back on how Valpak can help to shape the policy of the future.

EPR

We sit at a crossroads. The current PRN system has been effective at raising recycling rates, but falls short of the aspiration of the latest Circular Economy Package, which places the onus on producers to meet the full net cost of recycling.

Compliance costs have risen sharply and producers are likely to face further increases. Any new system must demonstrate value for money while delivering the bold outcomes we expect. Consultation and inventive thinking are essential.

Valpak has put forward a 'managed competition' model which incorporates the best aspects of previous government suggestions. This has been informed by our PackFlow 2025 report update, which has received widespread industry support.

Future plans

Valpak will continue to listen to members, apply evidence-based argument to work with government, and keep producers and reprocessors informed. Acting collaboratively, we hope to create systems that work for business, work for consumers and, most importantly, work for the environment.



Ask Valpak

At Valpak, we don't just deal with compliance, we help customers with all aspects of environmental strategy, packaging design, legislation and EPR. Just ask Valpak...



"How do I make better packaging choices?

Many brands are looking to improve the environmental impact of products and packaging, or may just want to be greener. With a wide range of options available, informed choices are needed to adhere to the triple bottom line. Valpak's consultants manage the largest packaging database in the country. Our Insight Platform enables us to crunch data at an incredible speed. We help our clients to:

- Find alternative materials
- Compare materials using lifecycle analysis tools
- Assess the financial implications
- Evaluate public perception – how will the public respond to your new packaging?

"I want to demonstrate my sustainability credentials to customers or in tender applications.

It is increasingly important to show that we demonstrate real commitment to the environment. Recognised standards – such as IS0:14001 or ISO:6001 – and certification such as zero waste to landfill, provide external recognition for your work and show potential customers that you mean business.

Valpak will assess your energy, waste, water and carbon and produce an environmental aspect and impact register that helps you to achieve:

- Environmental and CSR strategies
- Zero waste to landfill certification.

"EPR Reform is coming. Can you help me to understand my exposure and mitigate costs?

Extended producer responsibility (EPR) will have a huge impact on packaging, battery and waste electrical and electronic equipment (WEEE) producers. As well as seeing a rise in compliance costs, responsibility will shift within the supply chain. All businesses will benefit from scrutinising supply chains to ensure that they do not incur unnecessary costs. They may even find ways to create efficiencies and provide more compelling customer narratives around their efforts on tackling climate change.

Our database gives us unprecedented insight into the make-up of packaging and products on the market. It allows us to deploy large data sets from the supply chain to focus on everything from environmental metrics to compliance data. Valpak can:

- Build a picture of your packaging profile
- Overlay new costs
- Suggest alternatives
- Provide training for procurement teams to clarify supplier costs and obligations.

Our consultancy services also include:

- Assessing the environmental and cost impacts of your business waste
- Helping businesses to comply with legislation such as REACH or the Modern-Day Slavery Act.

If you have a question around compliance, CSR strategy or just want to find out the best way to green your supply chain, Valpak can help.

PackFlow reports

Recycling targets set the bar, both for businesses that produce waste and those that collect and recycle it. If industry targets are to reflect genuine market trends and set realistic goals, then accurate data and modelling of material flows are vital.

The ramifications of using incorrect figures could have a huge impact on costs for producers. Since 2012, when our up-to-date market assessment helped to redress a crisis in the glass market, Valpak has produced flow reports for individual materials.

Our database holds over 20 million stock-keeping units and helps us to identify trends across materials and products. Over the past 15 years we have calculated the volume of packaging flowing onto the market (POM), identified recycling levels, and assessed associated compliance with recycling targets.



Wood

- Wood markets have faced difficulties in recent years due to competing subsidies for material, and shrinking storage limits on site. Clarity on figures helps provide much-needed certainty
- Wood pallets accounted for the 74% of total wood packaging POM in 2017. It is projected to fall by 5% in 2025
- Wood packaging recycling is expected to increase by 34% by 2025.



Paper and card

- The world of paper recycling has changed beyond recognition. Global recycling markets have shifted as companies switch to paper-based packaging
- Domestic recycling infrastructure is more important than ever
- By 2025, the scenario projection points to an increase to 5.2m tonnes of paper and card packaging POM, with recycling increasing by 11.4% to meet the Circular Economy Package (CEP) target in 2025.

Plastic

- An ever-increasing number of companies are committed to using alternatives to plastic packaging, or increasing the recycled content they use
- Suppliers need to ensure that there is enough material to meet demand, so funding and investment are key
- The UK is likely to meet packaging recycling targets in 2020, and the CEP target in 2025. However, based on extrapolation from previous trends, the UK Plastics Pact target of 70% effectively recycled or composted by 2025 would be impossible to achieve without further actions. WRAP is working with UK Plastics Pact members to develop and implement the required actions.



20 million

stock-keeping units held on the Valpak database

EEE

- Electronics vary in complexity, materials and ability to be reused. Knowing what is likely to arise in the future allows the industry to prepare
- The total EEE POM and recycling are expected to increase up to 2020, but not for all categories.

Metal

Aluminium

- A clear view of the medium-term recycling capacity is an important step in helping to stabilise the Aluminium PRN market
- The projection for aluminium POM predicts an increase from 194,000 tonnes in 2018 to 223,000 tonnes in 2025
- Accredited aluminium recycling is expected to meet UK business targets in 2020, and the CEP target in 2025.

Steel

- The consumer sector accounts for 54% of steel POM
- Steel packaging POM is projected to decline slightly to 2025. Recycling is expected to decrease by 11,000 tonnes.

Providing up-to-date market assessments since

2005

Glass

- As glass is heavy, small data changes have large impacts on compliance costs
- Valpak's Glass Flow project was the first to look at material projections, and identified inconsistencies in assumptions that saved UK businesses £64 million
- The latest report shows that meeting business targets is likely
- The projection for glass POM highlights an increase of 2.3% to 2025, with a 7.4% increase in recycling.

PackFlow 2020

Our assessment of producer responsibility schemes highlighted the most effective schemes across Europe.

In 2019, we revisited our report to produce PackFlow 2025. The updated version recommends a hybrid EPR scheme. The government review is due to recommence in 2020.

Data-driven progress

Valpak's Insight Platform is the first to allow businesses to analyse their own packaging data, in order to make design changes, meet and track targets, or fulfil wider CSR goals.



Valpak services are underpinned by our EPIC database. We manage the largest packaging data warehouse in the UK, holding over 20 million stock-keeping units (SKUs). Our records are constantly evolving – last year we added an additional two million products.

As well as helping clients to improve efficiency and reduce costs, we push our data to work harder. Valpak's Insight Platform is the first system to allow businesses to rapidly analyse vast volumes of data across their supply chains. It offers a unique opportunity to impact on the packaging design of the future and has been used in a wide range of applications.

The software is used by grocery and wholesale retailers, football clubs, construction companies, and more. Morrisons sourced data from the Insight Platform to assess levels of food waste, which were announced publicly for the first time. It also used the platform to identify the largest tonnages of own-brand plastics, with the aim of finding an alternative or to remove unnecessary packaging.

The Insight Platform allows businesses to go beyond compliance and analyse metrics such as recyclability, carbon impact, Plastics Pact targets, costs and supplier performance, using just one tool.

> **"We already use Valpak's Insight Service to outsource our data collection. Knowing that Valpak are experts in this area, we turned to them for help with our Courtauld Commitments.**
>
> **Sainsbury's**

> **"The Valpak Insight Platform has been developed with Tesco Stores Ltd and as such has been developed to run quick, useful reports on packaging data, turning information into valuable insight. Tesco highly recommend this tool for anyone looking to get significantly increased value from their packaging data.**
>
> **Tesco**

The Insight Platform can be used to:

- **Improve understanding of packaging**
- **Reduce or improve packaging design**
- **Track broader CSR objectives**

The Insight Platform has:

- **Provided detailed packaging and recyclability information for over 1.5 million products sold in the last year**
- **Benchmarked the recyclability of 2.8 million tonnes of packaging**

Recycling services

Offsetting compliance costs with integrated waste management



Valpak's waste and resource management service has collected and recycled more than 1.8 million tonnes of waste. And every tonne recycled through Valpak is used to offset compliance charges, closing the loop on costs.

We recycle all conventional materials and excel at finding recycling routes for niche items – even finding a way to turn waste chewing gum into a plastic substitute.

As part of Reconomy, we benefit from the greater negotiating power of a larger organisation. Group agreements with waste collectors result in cost savings that are passed on to customers.

Zero Waste to Landfill

As well as collecting waste for recycling, Valpak helps customers reduce waste. Our experts have helped offices, manufacturing sites and retail outlets cut their waste, and those that undertake Valpak's Zero Waste to Landfill audits receive independent certification for their achievements.

- **In 2019, we saved customers over £1m by using their own waste recycling to offset compliance costs**

Recycling Services has:

- **Generated more than 1 million PRNs**
- **Diverted more than 14,000 tonnes of food waste from landfill – generating enough energy to power a light bulb for nearly 8,000 years**
- **Trialled the first 660L bins for food waste, reducing road miles by a factor of 3.75**

1.8 million

tonnes of waste collected and recycled by Valpak's waste and resource management service.

Zero waste to landfill
Certified by Valpak



Valpak firsts - we are responsibly different!

Over the years, we've worked with customers to understand the challenges they face regarding environmental compliance and sustainability. This has enabled us to launch and refine the following first to market solutions:



- First to market **packaging compliance** scheme
- **Data Insights** Data collection and collation outsource service
- Helping businesses comply with **overseas legislation**
- **Insight Platform**
- **Zero carbon battery collections**
- **PackFlow reports**
- **Packaging Data Workshops**
- UK's first **recycling information website**

Over 22 years'
packaging compliance experience

Own UK's largest product and packaging weights database, which contains over
20 million SKUs

Complete over
3,000
data submissions
world-wide under a variety of regulations

Our knowledge of environmental regulations extends to over
130 countries

Over 16 years'
experience handling product and packaging data

Valpak's battery collection network is made up of over
30,000
collection sites across the UK

Social value programme

Increasing social value is ingrained in our ethos. The Reconomy Social Value Programme objectives are are to bridge gaps for young people leaving care and break barriers for hard-to-reach groups.



Over £2m
Valpak Corporate Social Value

Raising money for charity for
11 years

1,000 hours
spent on social value

£2,818
raised for Stratford Food Bank in 2019

Over £19,000
raised for charity from 2013 to date

Charity committee

Valpak actively encourages staff to support local communities. Since its launch in 2009, our Charity Committee asks staff to vote, from a list of nominations, for the charity they hope to support for the coming year. Valpak match-funds staff contributions.

Last year, we supported the Stratford-upon-Avon Food Bank, a local charity supported by The Trussell Trust, which works to combat poverty and hunger across the UK. The money raised helped to secure roomier premises, which were urgently required. Valpak staff also donated groceries to help those in crisis.

LionHeart Challenge

In June 2019, key members of staff took part in The LionHeart Challenge, a Nationwide Enterprise Programme. During the day, pupils from Kineton High School were tasked to produce the best business idea to support the most vulnerable in the community. Valpak staff were there to offer advice and support, and formed part of the judging panel.

By engaging with the local community, Valpak hopes to raise awareness of local issues, which ultimately helps to instil pride. It is pride that encourages people to take better care of their surroundings both on a social level and with more consideration of the environment.

Volunteering

Valpak is an environmental leader in the local community. We wish to lead by example, and to demonstrate how actions, no matter how big or small, can make a difference.

Last October, Valpak staff supported a local litter pick. From our experience of participation in the Henderson Island expedition, we wanted to highlight how the actions of the local community can have an impact on a world-wide scale.

In a nutshell, we wish to be a responsible supplier that can demonstrate sustainability and measure social value.

Valpak's commitment to the environment

13%
Energy consumed which was generated by our own solar panels since installation



Majority of
food waste
goes through onsite wormeries and compost heaps

98,891 kWh
Since we installed solar panels we have generated enough energy to power Valpak laptops for 3.4 years!

4,016
Reduction achieved in watts by installing 218 energy efficient LED fittings in Valpak offices

Purchase
carbon offsets
to balance out our carbon footprint

Terracycle & Nespresso Recycling
meaning we can offer staff recycling routes for empty crisp packets and used coffee pods





charity auctions
of old electrical equipment to raise funds for our employee nominated partner



We have
removed litter bins
from under desks



Staff are provided with
reusable coffee cups,
which they can also use out & about

Our objective is to have a fleet of
company vehicles
with CO_2 below 100g/km.

40%
Approximate electricity reduction in Valpak offices between 2010 & 2017

16%
Estimated annual saving (reducing from 240v to 220v) since installing voltage optimiser



Offer a number of webinars that cover all services, so members and staff can
reduce travel



Provide receptacles to collect
used batteries
and waste electricals / electronics



For more information please contact us.

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