

**PLASTIC
PLEDGE
AWARD
CRITERIA**

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AWARDS**

PLASTIC PLEDGE AWARD

CRITERIA FOR GOLD, SILVER AND BRONZE



OBJECTIVE	BRONZE	SILVER	GOLD
1. Prioritise the prevention of plastic packaging waste by minimising avoidable single use packaging and promoting packaging reuse where possible.	Evidence of projects already implemented that have led to a reduction in avoidable single use plastics. Projects proactively meet the requirements of the SUP Directive in advance of June 2021 ¹ . or	Evidence of projects already implemented that have led to the elimination of avoidable single use plastics. Projects proactively meet the requirements of the SUP Directive in advance of 2021. or	Evidence of projects already implemented that have led to the elimination of avoidable single use plastics. Projects proactively exceed the requirements of the SUP Directive. or
	Packaging reduction / lightweighting projects that reduce overall tonnages by 5-10% without impacting pack integrity or recyclability. or	Packaging reduction / lightweighting projects that reduce overall tonnages by 10 - 20% without impacting pack integrity or recyclability. or	Packaging reduction / lightweighting projects that reduce overall tonnages by more than 20% without impacting pack integrity or recyclability. or
	Packaging specification demonstrating change from single use to reusable packaging format.	Meet bronze criteria and Single use material tonnage before and after changes must be provided and environmental benefits explained in detail.	Meet silver criteria and Evidence of innovative reuse/ return business model.
2. Support Ireland to deliver the Circular Economy Package plastic recycling targets of 50% of all plastics by 2025 and 55% of all plastic packaging by 2030, as set by the European Commission.	Show evidence of how a packaging redesign has solved a plastic recycling challenge. and	Meet bronze criteria and Evidence of engagement with the waste industry during the packaging redesign process. and	Meet silver criteria and A detailed explanation of efforts to create “closed loop” recycling for the new packaging.
	Evidence of steps already taken that have led to a minimum plastic recycling rate of 50% within the overall business in advance of the 2025 target ² .	Evidence of steps taken that have led to a plastic recycling rate of between 50 - 60% within the overall business in advance of the 2025 target. and	Evidence of steps taken that have led to a plastic recycling rate exceeding 60% within the overall business in advance of the 2025 target.
		Steps taken to educate staff and/ or customers in relation to plastics recycling and impact/ results.	Meet silver criteria and Steps taken by the business to support the development of recycling infrastructure in Ireland ³ .
3. Reduce complexity within the plastic packaging supply chain by simplifying polymer usage and eliminating non-recyclable components in all plastic packaging by 2030.	Packaging specification demonstrating move from complex/ difficult to recycle material to preferred/ readily recyclable material without compromising on product quality. and	Meet bronze criteria and Engagement with the waste industry to initiate testing at a sorting/ reprocessing facility where required. and	Meet silver criteria and Over 90% of all difficult to recycle/ composite materials removed from business products.
	50 - 75% of all difficult to recycle/ composite materials removed from business products ⁴ .	75 - 90% of all difficult to recycle/ composite materials removed from business products.	
4. Help to build a circular economy for used plastic packaging in Ireland and Europe by increasing the use of plastic packaging with a recycled content.	Projects that incorporate <ul style="list-style-type: none"> - 25 - 30% recycled content for PET bottles (Note 25% must be achieved by 2025) - 10 - 25% for other plastic bottles. - 30 - 45% for PET trays. 	Projects that incorporate <ul style="list-style-type: none"> - 30 - 45% recycled content for PET bottles - 25 - 30% for other plastic bottles. - 45 - 55% recycled content for PET trays. 	Projects that incorporate <ul style="list-style-type: none"> - More than 45% recycled content for PET bottles - More than 30% for other plastic bottles. - More than 55% recycled content for PET trays. - Evidence of opportunities being explored to incorporate 10 - 20% recycled content into PP pots, tubs and trays (PTT) and either household or commercial flexible packaging⁵.
			Signatory to the EU's Circular Plastic Alliance and can demonstrate progress to incorporate ten million tonnes of recycled plastics into products by 2025.
5. Ensure our approach to plastic packaging reduction is aligned to Ireland's goal of a 50% reduction in food waste by 2030 as set out in Ireland's food waste charter.	Evidence that the product shelf life has been maintained as a result of the replacement, reduction or removal of plastic packaging.	Bronze criteria plus Evidence that food waste levels or food donations ⁶ due to non saleable stock (experienced on site/ in store) have at worst remained static and not directly increased since the removal of / reduction in plastic packaging.	Silver criteria plus Signatory to Ireland's Food Waste Charter - https://foodwastecharter.ie/ . and Evidence that the packaging change has helped to enhance shelf life and pack integrity and reduce food waste.

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CRITERIA NOTES



Notes

1. Projects related to the Single Use Plastics Directive that will be considered include:
 - The elimination of items to be banned under the directive including plastic cutlery, straws, plates and expanded polystyrene containers that are sold by the business or used on company premises.
 - Proactive approach taken to reduce or eliminate the use of plastic containers of any polymer type for products that are consumed on the go (therefore posing a high littering risk).
 - Launch of a beverage product in plastic where the closure system has been amended to include tethering of the closure to the bottle.
 - An example of exceeding the requirements of the SUP would include completely eliminating plastic food containers that will be subject to a consumption reduction target by switching to a demonstrably more sustainable single use alternative material or business model/ durable material that allows for reuse.
2. Please note that recovery rate improvements (waste to energy) will not be considered for an award. Only projects that have led to recycling rate improvements will be considered.
3. This must include a specific example of a project that demonstrates how the business has not only had a positive impact on the customer but also on the recycling infrastructure in Ireland.
4. Difficult to recycle materials will include complex multi material laminates containing plastics, Expanded or Extruded (foamed) Polystyrene, PVC and non-detectable black plastics containing carbon black masterbatch.
5. Note that opportunities to include recycled content may not be immediately available for PP rigid packaging due to current food contact material legislation and on flexible packaging due to the use of mostly virgin materials.
6. Donations of surplus stock to charitable organisations will not be counted as evidence of food waste reduction in the context of plastic packaging changes.

PLASTIC PLEDGE AWARD

SCORING SYSTEM



SEGMENT	MARKS AVAILABLE
2019 Achievements and 2020 Plans – Pledge Objectives	100
Quality of Application (format and presentation, clarity, supporting graphics, imagery)	25
Initiation of sustainable business practices and overall impact	25
TOTAL	150