



**European
Outdoor
Group™**

Single Use Plastics Project
Conclusion
Executive Summary

Executive Summary

Industry-sized problems demand an industry-sized response

The Single Use Plastics Project, managed by the European Outdoor Group, was initiated to bring project members together to significantly reduce the impacts of their single use plastic packaging. It was officially launched in November 2018 with 31 member organisations, including brands, retailers and outdoor industry national associations. The project aims, borne from the overall poly bag and packaging concerns expressed by the outdoor industry members, were:

To reduce the quantities of plastics which end up with consumers.

To ensure that our materials are retained in the resource stream.

To create systems which prevent our poly bags from ending up in landfills, incinerators or the natural

The project designed solutions that worked across the value chain rather than solely within isolated organisations; was set up so as to decrease member workload through collaboration; and was designed to withstand fluctuations in member organisations' resources, availability and changing strategic priorities.

The key benefits of the project to the members were manifold, including but not limited to providing:

1. A collaborative forum to find a collective solution to a collective problem.
2. Access to the network of contributing organisations, including packaging manufacturers & experts.
3. Access to the group's knowledge base, network and research, including the LCA's and reports
4. Assurance that member interests were represented throughout the project lifespan.
5. Direct association with the successful outcomes of the project.

The project workstreams, many of which were member-led, sought to educate and inform, guide packaging strategy, support packaging design conversations and develop resources for use by the wider outdoor industry. A wide range of information and data-gathering methods were used, including desktop research, expert consultation, practical trials, project member and consumer surveys, and member consultation on draft documentation. This resulted in the delivery of key outputs from the project - the Poly Bag Standards; Project Report; short video for consumers; Retailer Guidance and Project Recommendations, all hosted on the [dedicated project website](#) (which will remain live after the project has finally concluded). In addition, member-only resources were developed, including the database of waste providers who recycle LDPE; Alternative Materials guide; Legislation & Material guide, and a European Waste Treatment overview. Alongside these workstreams ran the UK Recycling Network, a joint communications push, regular meetings (online and in-person), and multiple presentations to the outdoor industry at in-person trade shows and conferences.

“Our proposals are not intended to be the solution to the plastic problem, but rather a collective step in the right direction.”

This project has made a quantifiable impact to our members: by reducing the use of virgin plastic and increasing the use of recycled LDPE for poly bags, removing poly bags from specific e-commerce products without negatively affecting product condition or consumer opinion, and introducing design guidelines for a recyclable and reusable poly bag. There is, however, still room for improvement. More data is needed on the environmental performance of materials alternative to LDPE to inform sourcing decisions, municipal waste management systems

must be improved to guarantee recycling of all thin film plastics, and revised EU legislation must clarify requirements for producers, brands and retailers in dealing with their plastic waste.

Key Achievements

8

Years from project inception to successful conclusion

61

Project members past and present

1

Video filmed by project members for consumers

UK Recycling network

6

Years of plastic collections

7

Participating sites

33

Metric tonnes of LDPE collected and recycled

2,934,602

Equivalent no. of poly bags recycled (assuming 11.3g/bag)

6

96%

Resource documents
published and updated

Of project members have
used project resources