

**THE UK  
PLASTICS  
PACT**



## **UK Plastics Pact** (Great Britain)

Launched in April 2018 by WRAP, the UK Plastics Pact is a cross-sector initiative bringing together the entire plastics value chain behind a common set of targets to keep plastic in the economy and out of the environment. We are a founding member of the Pact, joining 41 other businesses including major food and drink brands, manufacturers and retailers. Together these businesses are responsible for over 80% of the plastic packaging on products sold through UK supermarkets. To join, members commit to four ambitious targets to cut plastic packaging waste and improve recyclability. The targets are closely aligned with our This is Forward packaging commitments. It will be replicated in other countries to form a powerful global movement for change, as part of the Ellen MacArthur Foundation's New Plastics Economy initiative.



Sustainability Action Plan