



#TooCoolForPlastic

Iceland's Plastic Packaging Footprint
2022

Doing it Right
Iceland



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Our #TooCoolForPlastic Manifesto

- 1 Remove plastic packaging from Iceland own label products.**
- 2 Collaborate with and support our suppliers,** work with competitors and the packaging industry to find solutions.
- 3 Focus on materials that customers can recycle easily at home whilst** providing clear on-pack recycling information.
- 4 Minimise or remove packaging without creating more food waste** or compromising food safety.
- 5 Go back to basics and use traditional materials** like paper, board, glass, metal and wood.
- 6 Work quickly to remove PVC (polyvinyl chloride), polystyrene and black plastic,** which are all very difficult to recycle.
- 7 Use only widely recyclable plastic** such as HDPE, PE, PP and PET*, by end of 2023.
- 8 Use composite materials that are mainly made of paper and board** but include small amounts of plastic – while we look for ways to replace it.
- 9 Lobby the Government to put in place national food waste collections** for industrial composting alongside the consistent collection of a core group of packaging materials for recovery and recycling.
- 10 Report on our progress annually.**

One Plastic Footprint

In 2020, Iceland became the first UK supermarket to publish its total plastic packaging footprint, and we have committed to doing so annually.

For several years, businesses have used incomplete and inconsistent information to represent the scale of their plastic packaging, their commitments to change, and the progress being made. This lack of transparency has made it impossible for anyone to judge whether business actions are delivering real progress, or simply generating headlines.

We joined forces with four of the UK's most influential campaigners on plastic pollution – Friends of the Earth, Greenpeace, A Plastic Planet and Surfers Against Sewage – to call on other retailers and the wider business sector to commit to enhanced transparency in their reporting of plastic packaging.

Together, we also urged the Government to amend the Environment Bill to incorporate mandatory reporting on plastic packaging, and targets to reduce UK plastic pollution.

We believe that we can only solve the plastic pollution crisis by working together with businesses and policymakers, to encourage transparency and create regulated, government-enforced plastic reduction targets.

We continue to call on all major businesses to do the same and, on the Government, to introduce mandatory reporting, along with mandatory plastic reduction targets for businesses.

Our full plastic and packaging footprint is set out on page 10 & 11.



Plastic Reduction & Removal

Symbol Key
 % product plastic reduction
 kg potential plastic reduction

With the support of our suppliers in 2022 we have successfully reduced plastic on hundreds of products across our fresh & frozen categories, including the lines below.

92% Ice Cream 84,500kg



16% Coleslaw 1,140kg



28% Garlic Slices 2,080kg



100% Choc Fudge Cake 19,100kg



23% Bread Bags 25,300kg



10% Stir Fry 430kg



43% Chicken Popsters 430kg



100% Mince Pies 1,380kg



20% Plain Naan Bread 300kg



14% Fresh Meat 68,000kg



41% Boeuf Bourguignon 11,100kg



30% Cod Fillets 3,500kg



16% Cumberland Sausages 1,150kg



14% Chicken Doughnuts 1,160kg



Plastic Free & Reduced Plastic

Symbol Key
 % product plastic reduction
 kg potential plastic reduction

In 2022 we continued to work towards our plastic-free goals by reducing our reliance on plastic and improving packaging recyclability

100% Wild Red Shrimp 240kg



60% Gammon Steaks 1,200kg



10% Grated Cheese 4,100kg



20% Fish Strips 4,200kg



Moved to a 100% recyclable format from June 2022

43% Pork Crackling Joint 20kg



27% Thin/Steak Cut Chips 18,000kg



Clear Milk Bottle Lids



Note Iceland changed all milk bottle lids on own brand lines from coloured to clear to improve recyclability*

In-store Plastic Reduction

Carrier bags

All Iceland & The Food Warehouse stores offer paper AND woven bags as an alternative to plastic. Our full carrier bag footprint can be seen on page 11.

On over 1.7m occasions our customers chose paper bags instead of plastic bags.



hh global

In-store Marketing initiatives

Throughout 2022 we have worked closely with HH Global to continue to reduce the volume of plastic used within in-store marketing.

In 2022 we removed another 22 tonnes of plastic from our instore marketing material, equivalent to 2.2 million 500ml plastic bottles. This brings the total of in store marketing plastic reduction to 71 tonnes of plastic.

Helping customers recycle more

On pack information

Iceland is a proud member of OPRL, supporting its aim to deliver a simple, consistent and UK-wide recycling message on packaging to help consumers reuse and recycle more material correctly, more often. OPRL labels are recognised by more than 3 in 4 customers. <https://www.oprl.org.uk>



Hard to recycle plastics
We do not use black plastic.
We do not use PVC.
We now only have 11 products with polystyrene.

 In 2022 we collected and recycled **2,008 tonnes** of plastic packaging and **32,254 tonnes** of cardboard and paper from our stores and distribution centres.



Front of store plastic recycling

In July 2021 we launched front of store plastic recycling bins in our Food Warehouse stores to help customers recycle plastic film they are unable to recycle at home. Following a successful 13 store trial, the plastic recycling bins were rolled out in March 2022 and are now in over 170 Food Warehouse stores.

These bins allow customers to recycle flexible plastic film items including carrier bags, bread bags, produce bags and magazine wraps. Currently, flexible plastics are not commonly collected or recycled and typically end in general household waste. Only 17% of councils currently collect flexible film materials for recycling.

Supporting Community Activism



Surfers against Sewage

In 2022, Iceland Foods Charitable Foundation (IFCF) continued its partnership with environmental charity Surfers Against Sewage (SAS) to support its Million Mile clean which saw **282,116 volunteers** and **789,925kg of waste collected**.

Reducing plastic pollution

Iceland continued its membership with Global Ghost Gear in 2022, an initiative to help tackle the problem of global ghost fishing gear.

GGGI was founded by non-profit World Animal Protection in 2015 in a bid to help remove some of the millions of abandoned fishing nets, pots and lines that get left in the sea each year. Since 2019, the GGGI has been hosted under Ocean Conservancy's Trash Free Seas® programme. For further information visit

<https://www.ghostgear.org/>



Plastic Footprint 2022



How we measure our plastic packaging footprint

This report measures Iceland's plastic packaging footprint in its UK stores and depots for the full calendar year 2022 (1st January 2022 to 31st December 2022). More details on our methodology can be found on page 12.

Iceland UK



Iceland Non-UK



BRANDED

OWN LABEL

CARRIER BAG

BRANDED

OWN LABEL



Primary Plastic

(Food and Non-Food Packaging)

19,465 tonnes
1,030,131,844 items

8,021 tonnes
706,774,680 items

3501 tonnes
137,910,249 items

321 tonnes

18,453,013 items

105 tonnes

10,973,185 items



Secondary Plastic

(Shrink-wrap, Shelf Ready Packaging)

1130 tonnes
65,418,525 items

281 tonnes
32,535,807 items

-
-

23 tonnes

1,417,129 items

6.1 tonnes

583,826 items



Tertiary Plastic

(Pallet wrap)

333 tonnes
1,179,323 items

195 tonnes
690,163 items

-
-

5.8 tonnes

18,513 items

3.5 tonnes

12,705 items



Individual plastic water bottles

(Still, Sparkling, Flavoured)

210,431,112 items

0 Items

-

2,465,980 items

0 Items



Sachets

Data not available

6,619,577 items


-


Data not available

109,934 items


Our Additional Packaging Footprint in 2022

As well as reporting transparently on plastic, we have committed to sharing details of Iceland’s complete packaging footprint and plastic carrier bag use.


Iceland UK 			
	BRANDED	OWN LABEL	TOTAL
Paper	15,907 tonnes	11,365 tonnes	27,271 tonnes
Glass	14,175 tonnes	0 tonnes	14,175 tonnes
Aluminium	5,422 tonnes	346 tonnes	5,768 tonnes
Steel	4,929 tonnes	100 tonnes	5,029 tonnes

Carrier bag usage in 2022 		
	Number of bags	Tonnes
Re-usable plastic bags (online)	73,651,828	1,768
Re-usable plastic bags (home delivery)	19,356,656	464
Re-usable plastic bags	42,271,948	1015
Re-usable paper bags	1,778,030	129.4
Insulated re-usable bags	579,305	100.8
Jute bags	40,484	6.5
Paper-cotton bags	231,998	17.6
Total	137,910,249	3501

Our progress

 Remove 100% plastic from own label packaging by the end of 2023

38% reduction at the end of 2022

 Reduce overall packaging by 10% by the end of 2023

13% decrease at the end of 2022

Methodology

The data in this report is for the calendar year 2022 (1st January 2022 to 31st December 2022) and covers all Iceland, The Food Warehouse stores and depots in the UK.

In addition, the report measures the plastic packaging of products sold by Iceland outside the UK.

Use of data

Iceland is principally a high street retailer of frozen food. The data we publish is not designed to be and should not be used for comparison with other retailers operating different business models, It would be inconsistent, inaccurate and would not be a fair comparison of any retailer to do so.



Iceland UK

refers to all Iceland, The Food Warehouse stores and depots in the UK



Iceland Non-UK

refers to all products sold outside the UK by Iceland, including through our company-owned stores in the Republic of Ireland and by our Iceland International business supplying franchised Iceland stores and other export customers



Primary Plastic

comprises all plastic packaging that product is directly packaged in, including trays, bags, film, bottles (including water bottles) and sachets. These include PET, REPT, CPET, OPP, PP, HDPE, LDPE, PS and multi-polymer laminates for Iceland own label products. This includes all food and non-food packaging. This data has been independently collated and verified by ERP UK Ltd. Primary plastic does not include plastic used in carrier bags, which has been measured and reported separately



Secondary Plastic

includes shrink wrap and shelf ready packaging. These include RPET and LDPE for Iceland own label products. This data has been independently collated and verified by ERP UK Ltd



Tertiary Plastic

includes pallet wrap used in depots for deliveries. This data has been independently collated and verified by ERP UK Ltd as part of our PRN verification



Carrier Bags

includes all plastic carrier bags sold by Iceland and The Food Warehouse. These include single-use carrier bags, reusable 'bags for life' and small single-use bags for meat products. This data has been collated without third party verification



Water Bottles

includes all individual plastic water bottles, including those sold in multipacks. This data covers all still, sparkling and flavoured water products only. It does not include bottles used for milk, fruit juice or soft drinks



Sachets

includes all sauce or other ingredient sachets sold individually or as part of a product. Iceland does not have access to data on branded products

Our Plastic Packaging Footprint 2022

www.sustainability.Iceland.co.uk

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