

#TooCoolForPlastic

Iceland's Plastic Packaging Footprint
2023



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.**

Our 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 9 & 10.



Plastic Targets

- ❖ Remove all plastic from Iceland own label packaging by the end of 2023
- ❖ Reduce overall packaging by 10% by the end of 2023

“By the end of next year, we won’t be out of plastic, but we will have done everything we can to reduce plastic despite the unforeseen crises we are still working through. And just because we’ll have missed our target doesn’t mean we’ll stop: the destination doesn’t change, but it will take us longer than I thought to get there. And I won’t stop until we’re out.”

-Richard Walker (2022) on why Iceland hasn’t yet met its ambitious plastic targets. Find the full blog here [A setback on our plastic journey – About Iceland](#)



Plastic Reduction & Removal

With the support of our suppliers in 2023 we have successfully continued to reduce plastic on many products across our fresh & frozen categories.

2023 Examples of progress



Chicken Strips and Chunks:

- 11% reduction in packaging
- 40 tonnes plastic removed p/a



Bacon Rashers:

- 9% reduction in packaging
- 36 tonnes plastic removed p/a



Sliced Cooked Meat:

- 10% reduction in packaging
- 41 tonnes plastic removed p/a



Chicken Wings, Thighs, Drumsticks and Popsters:

- 17% reduction in packaging
- 20 tonnes plastic removed p/a

2024 Outlook

In 2023 we undertook significant plastic reduction development trials across fresh meat and cheese which are forecasted to deliver substantial plastic packaging reductions in the coming year.



Vacuum Packed Fresh Mince:

- 49% reduction in packaging
- 25 tonnes of plastic removed p/a



Cheese:

- Reduction of plastic packaging across our blocks, slices and bags of grated cheese.
 - 17.6% reduction in packaging
 - 6.3 tonnes of plastic removed p/a

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 10.

On almost 1.8m occasions our customers chose paper bags instead of plastic bags.

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.



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. The plastic recycling bins are now in 184 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.



In 2023 we collected and recycled **1,868 tonnes** of plastic packaging and **30,694 tonnes** of cardboard and paper from our stores and distribution centres.

Supporting Community Activism

2023

Surfers against Sewage

In 2023, Iceland Foods Charitable Foundation (IFCF) continued its partnership with environmental charity Surfers Against Sewage (SAS) to support its Million Mile clean which saw **93,906 volunteers and 89,909kg of waste collected.**

Iceland has also continued its support for this into 2024.

2024 Progress so far

	Jan	Feb	March	April	May
Cleans	351	395	556	501	396
People	7,429	9,209	11,490	11,612	9,012
Miles	12,422	22,639	38,089	24,984	26,778
Kgs rubbish	4,555	5,753	10,047	12,259	10,043

<https://ifcf.org.uk/may-2022-iceland-foods-charitable-foundation-continues-to-back-europes-biggest-clean-campaign/>

2023










Plastic Footprint 2023




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 2023 (1st January 2023 to 31st December 2023). 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)	19,542 tonnes 1,082,364,543 items	6,335 tonnes 519,498,543 items	3,197 tonnes 122,945,076 items	387 tonnes 20,521,096 items	94 tonnes 9,118,933 items
 Secondary Plastic (Shrink-wrap, Shelf Ready Packaging)	962 tonnes 63,492,330 items	227 tonnes 28,968,348 items	- -	27 tonnes 1,643,212 items	5 tonnes 582,473 items
 Tertiary Plastic (Pallet wrap)	365 tonnes 1,198,033 items	148 tonnes 493,800 items	- -	6.93 tonnes 22,674 items	2.85 tonnes 9,614 items
 Individual plastic water bottles (Still, Sparkling, Flavoured)	210,754,174 items	0 Items	-	2,461,380 items	0 Items
 Sachets	Data not available	6,054,962 items	-	Data not available	

Our Additional Packaging Footprint in 2023

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	14,760 tonnes	9,582 tonnes	24,342 tonnes
Glass	11,808 tonnes	0 tonnes	11,808 tonnes
Aluminium	5,384 tonnes	301 tonnes	5,685 tonnes
Steel	3,977 tonnes	84 tonnes	4,081 tonnes


Carrier bag usage in 2023

	Number of bags	Tonnes
Re-usable plastic bags (online)	69,325,776	2,152.8
Re-usable plastic bags (home delivery)	15,333,316	368
Re-usable plastic bags (stores)	37,707,261	905
Re-usable paper bags	1,406,677	105.9
Insulated re-usable bags	578,723	100.7
Jute bags	2,726	0.4
Paper-cotton bags	379,958	28.9
Total	124,734,437	3,662

Our progress

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

51% reduction at the end of 2023

 Reduce overall packaging by 10% by the end of 2023

26% decrease at the end of 2023

Methodology

The data in this report is for the calendar year 2023 (1st January 2023 to 31st December 2023) 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 prior to their disposal on 15 February 2023, 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 2023

www.sustainability.Iceland.co.uk

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