

Collection and Packaging Reforms

Industry Vision Sprint - Outputs for Feedback

Overview

The industry vision sprint began on 26 January 2023 via an in-person workshop with over 80 attendees across all areas of the value chain. The goal of the sprint process was to define a vision for packaging reforms 10 years from now. Following this first session, 10 online workshops have been facilitated in order to capture detailed understanding and gather insight, whilst exploring opportunity areas, enablers and measures that define the future vision. The content captured below was shared at a final in person vision playback on 22 March 2023. A full list of the sprint participants can be found in Annex 4.

This document is not official government policy, but instead captures the future vision as expressed by sprint participants representing the full value chain through this period of engagement. It now needs to be shared with a wider audience than the sprint group to seek views and comments with the aim of establishing the vision as a common goal that we plan to transition towards.

Final outputs of sprint workshops

The Defra sprint team captured a culmination of the discussions and concepts generated through the workshops with the sprint group. This is reflected in the vision overview (Annex 1). This consists of an overarching vision statement of

“Creating a world class packaging system across the UK which creates resource efficiency through a circular economy resulting in minimal environmental impacts, alignment to net zero and other environmental goals.”

To achieve this, four key enablers were highlighted:

- Holistic representative governance,
- Ensuring performance through whole of system accountability,
- Creating the right infrastructure, and
- Empowering citizens to make the right decisions.

Further detail sits behind each of the enablers reflecting the richness and nuance brought by the different perspectives from across the whole value chain. Through the sprint process and discussions, it is clear that there are a number of areas of general consensus

but also areas of difference (or concern) where aligning with the common goal will require further refinement through the next phase of this work.

In defining the next steps for these outputs, there was recognition from the sprint group that cross-sector transition planning is central to delivering the vision and that this will require translating the vision into common goals and deliverables, as well as scoping and sequencing implementation activities. An industry representative (Suez) presented an example of transition planning, and a high-level proposal for a transition workpiece to bridge between the current delivery plans and the future vision. An overview of this plan (Annex 2) sets out initial steps and conditions as the basis for a transition plan.

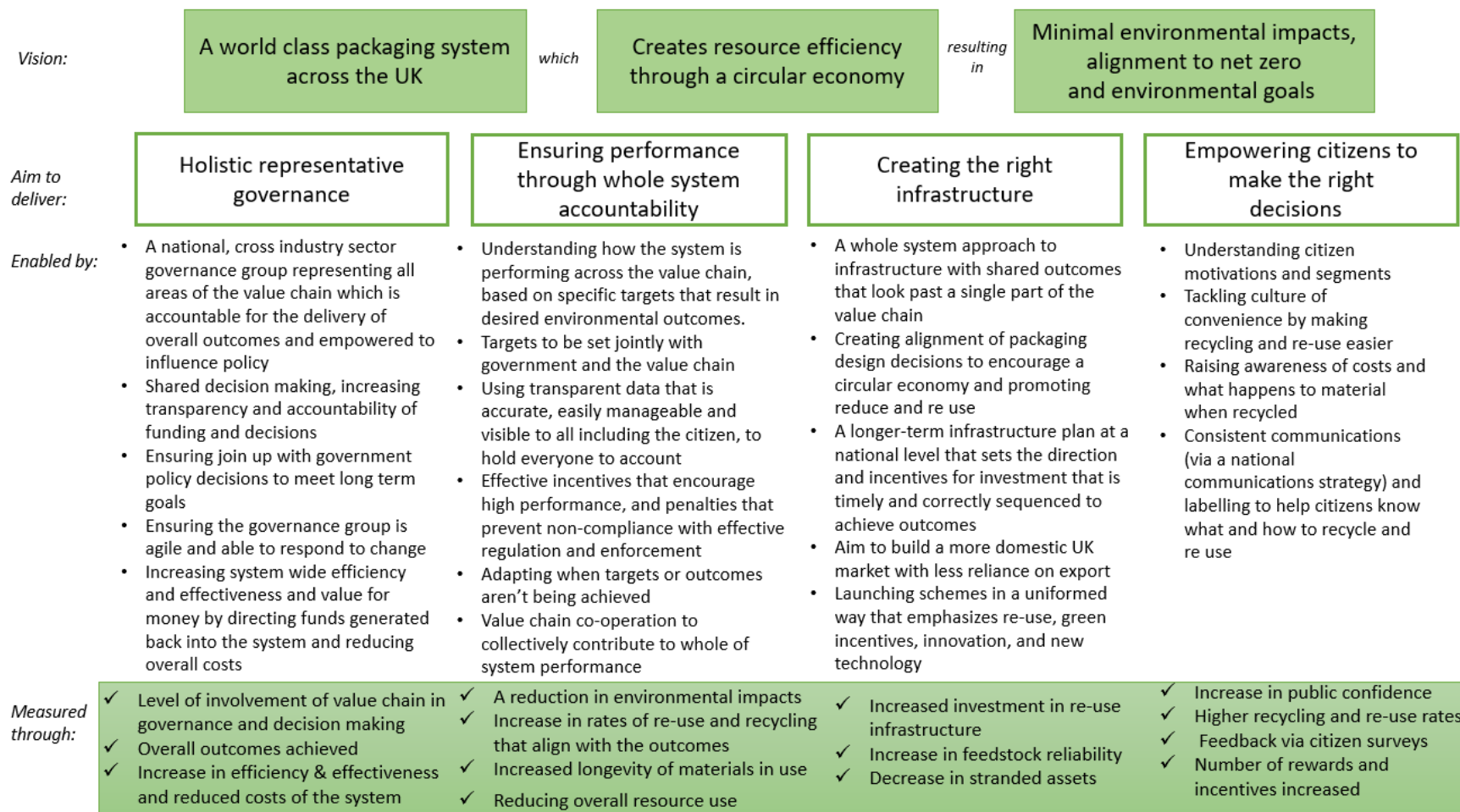
Next steps

These outputs should not be read as official government policy. The content captured is a reflection of the consolidated view of the sprint participants across the value chain and provides a starting point for further refinement through discussion and action. We welcome challenge, commentary and suggestions from value chain representatives who may not have been directly involved in the sprint process. Please use the attached form (Annex 3) to provide this feedback. The feedback will be used to revise and further refine the vision so that it is capable as being accepted as a common goal for transition planning purposes ahead of the next formal gathering of the sprint group planned for May 2023.

Annexes

- 1 – Vision overview
- 2 – Transition plan overview
- 3 – Feedback form
- 4 – Sprint participants

Annex 1: Vision overview (Common goal)





Annex 2: Transition plan overview

What is a project transition plan?

A transition plans needs to

- Agree a **common goal**
- **Map the participants** engaged in the value chain required to change to achieve the progress from today to the common goal
- Identify the **roles and dependencies** of & between the participants in the value chain
- Establish the **actions & the interdependencies between the actions** required by the various participants to achieve the progress from today to the common goal
- Identify the **sequence of actions** required between the defined actions
- Create a **monitoring and review** process to measure progress and create any interventions to deliver the common goal. A transition plan is only finished when the common goal is achieved, it becomes a live project after first creation and is continually reviewed and adapted where necessary.
- An agreed transition plan delivers more certainty for **finance**

Process

- Establish the above and set a skeleton delivery plan.
- Each element of the delivery plan that needs definition and/or resolution is then undertaken by a task and finish group established from members of the Sprint Group & others where needed.
- Sprint group task and finish work is then consolidated and any new tasks arising are assigned in the same way until a plan with all parties, dependencies, interdependencies and actions is agreed. The plan should be agile through the period of delivery, the principle being **the plan is not completed until the common goal is achieved.**

Annex 3: Feedback from

1. Please share your feedback on the vision overview (Annex 1)

2. Do you accept this vision as a basis to support further work including transition planning? Please include your rationale.

3. Please share your feedback on the transition plan overview (Annex 2)

4. Is there anything you wish to be considered as part of the transition plan?

Please send your completed responses to cprstakeholder-readiness@defra.gov.uk by 28 April 2023



Annex 4: Sprint participants

Organisations Represented	
Buckinghamshire Council	No 7
Green Alliance	WWF
Durham County Council	Newcastle City Council
Viridor	Sonoco
Apetitio	ProAmpac
AB Foods	Lidl
Heineken	Amazon
Essity	CocaCola Europacific
British Retail Consortium	IMTA
British Plastics Federation	Beer and Pub Association
Environmental Services Association	Foodservice Packaging Association
Regen Waste	The Recycling Association
Wastepack	Chartered Institution of Waste Management
Veolia	Vanden Recycling Ltd
WRAP	Local Government Association
Provtrade	Confederation for British Industry (CBI)
UK Fashion and Textile Association	CTPA
West London Waste	Ikea
Coca Cola	Tesco



London Councils	Unilever
Valpak	McDonalds
Suffolk County Council	L'Oreal
Tails.com	Tetra Pak
The Packaging Federation	Alupro
Incpen	Confederation of Paper Industries
Association of Convenience Stores Ltd	British Glass
Metal Packaging Manufacturers Association	WSTA (Wine and Spirits Trade Assoc)
Biffa	Clarity Environmental
Suez	OPRL
HW Martin Waste Ltd	NI government
National Farmers Union	Food and Drink Federation
REA Organics and Natural Capital	Whirlpool
Gov Wales	Federation of Small Businesses
Wickes	Northern Ireland Local Government Association
BITC Circular Economy Campaign	UK hospitality
District Councils Network	Premier foods
West London Waste	FPA