

Importance of Labelling - What Consumers Want

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About OPRL



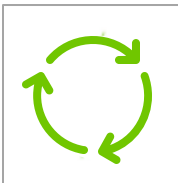
We're the leading and only evidence-based recycling and reuse label in the UK, used by over 660 businesses across the packaging value chain.



3 in 4 consumers recognise, understand and act on our labels, cutting through uncertainty and confusion over recycling and reuse.



Our binary labelling system is delivering now on the Government's ambition, ahead of the Environment Bill and its supporting regulations taking effect.



Our Labelling Rules and supporting tools are enabling circularity, ensuring packaging is designed, procured and labelled so that citizens can recycle it easily and councils can collect, waste management companies sort and recyclers process high quality, high value materials for reuse.



We bring all parts of the packaging supply loop together to deliver for the common good.



Our Credentials



Founded in 2009 as an arm's length not-for-profit by the British Retail Consortium, exclusively licensed by WRAP to use the Recycle Now swoosh in labelling of packaging

Now an award winning and internationally cited **independent** company, with a Board of Independent Directors, backed by guarantors.

Our Guarantors



Covid has made us all think more about our impact on the planet

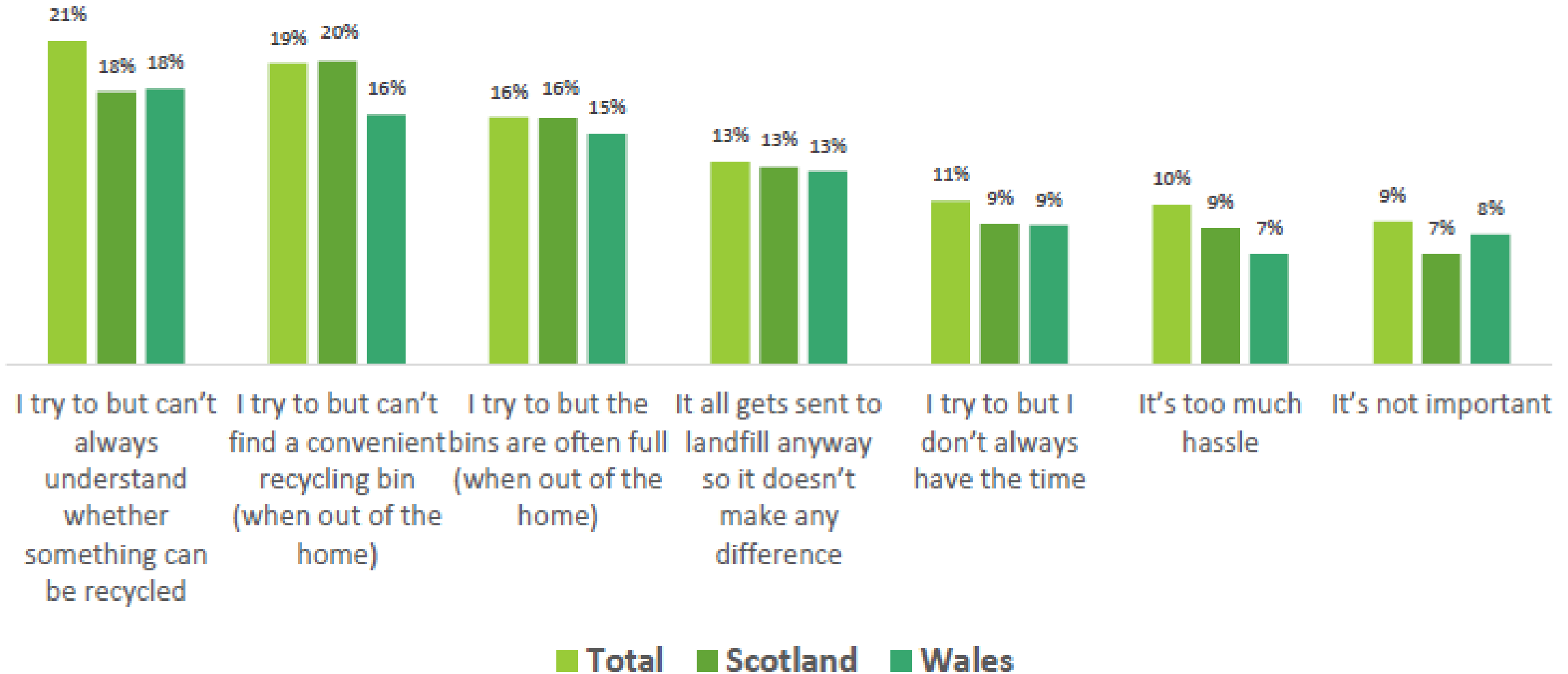
Which of these things are you doing to reduce your impact on the environment?



- Reducing waste and increasing recycling are the most common everyday actions
- Over 55s are very focused on ‘doing’ and are much more likely to be recycling more and reducing waste
- Young people (18-34s) worry they can’t make much of a difference and say they are too confused or too busy in their lives.



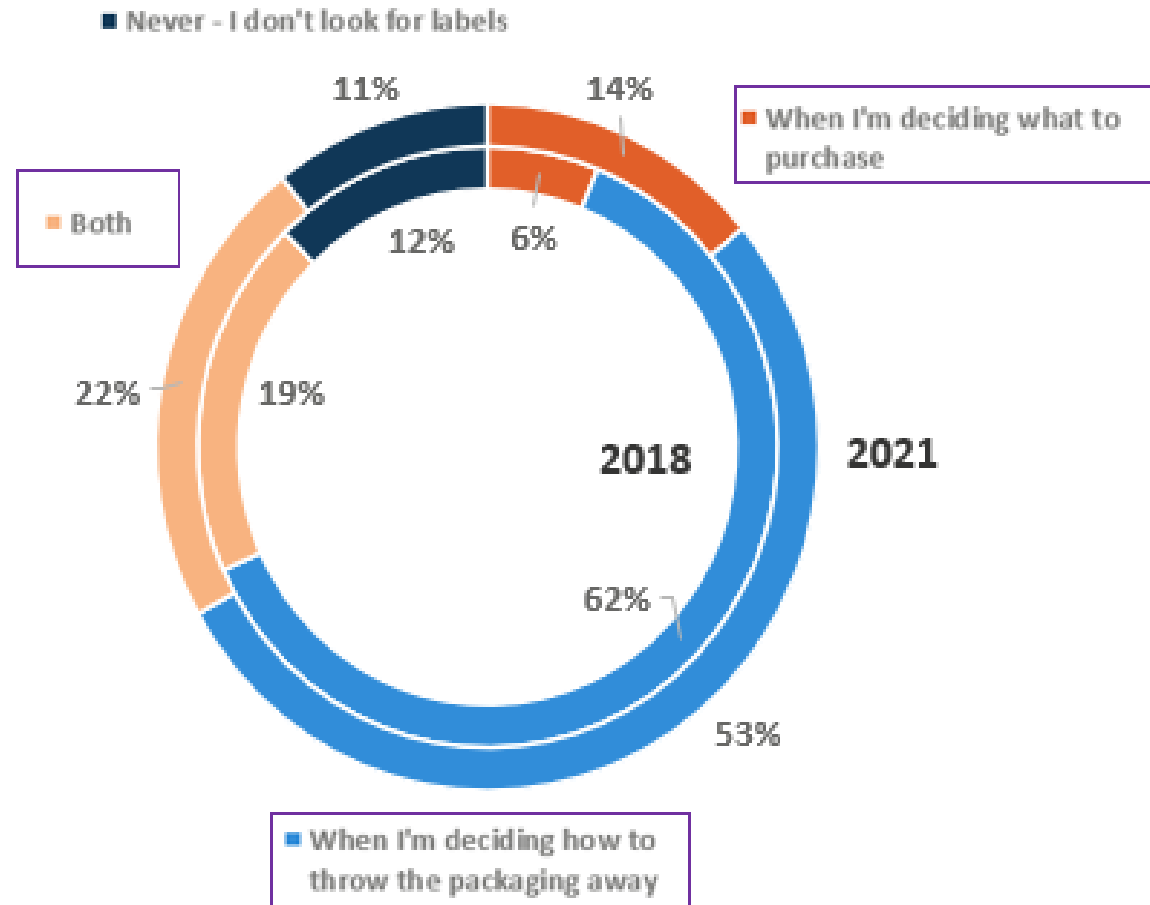
Which of these are reasons you don't recycle?



When do you get your information?

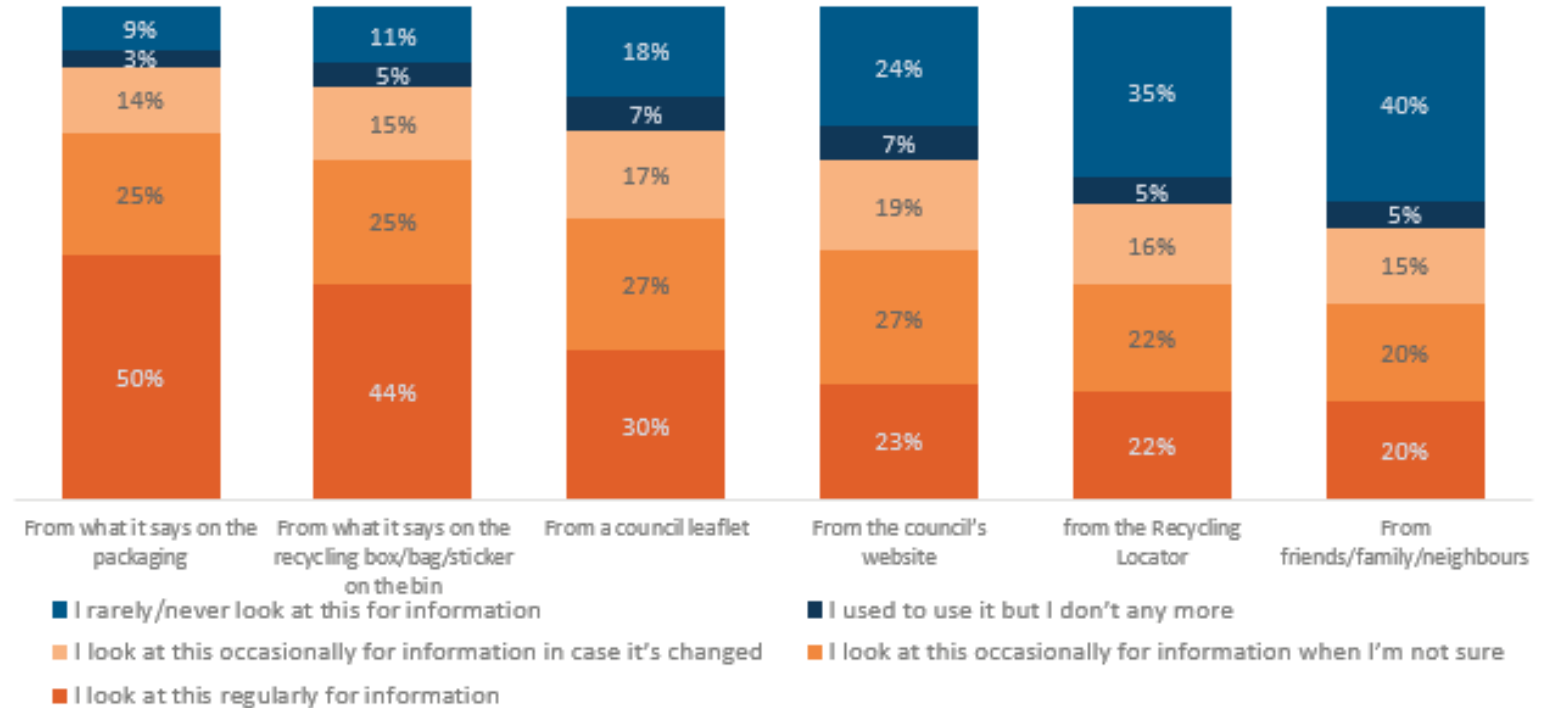
Increase in consumers saying they look for information on recyclability BEFORE purchase,

- 6% in 2018
- 14% in 2021

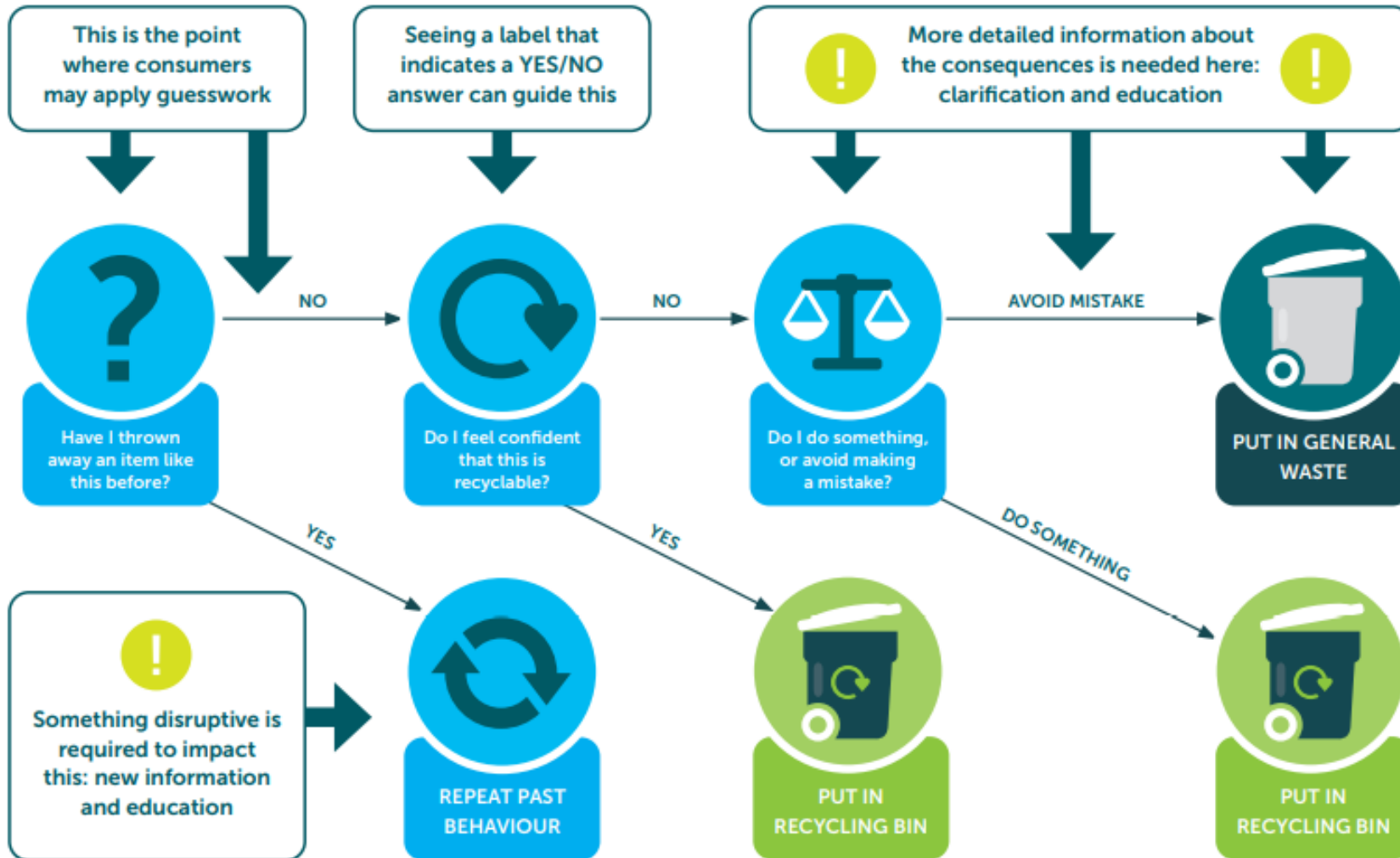


Where do you get your information?

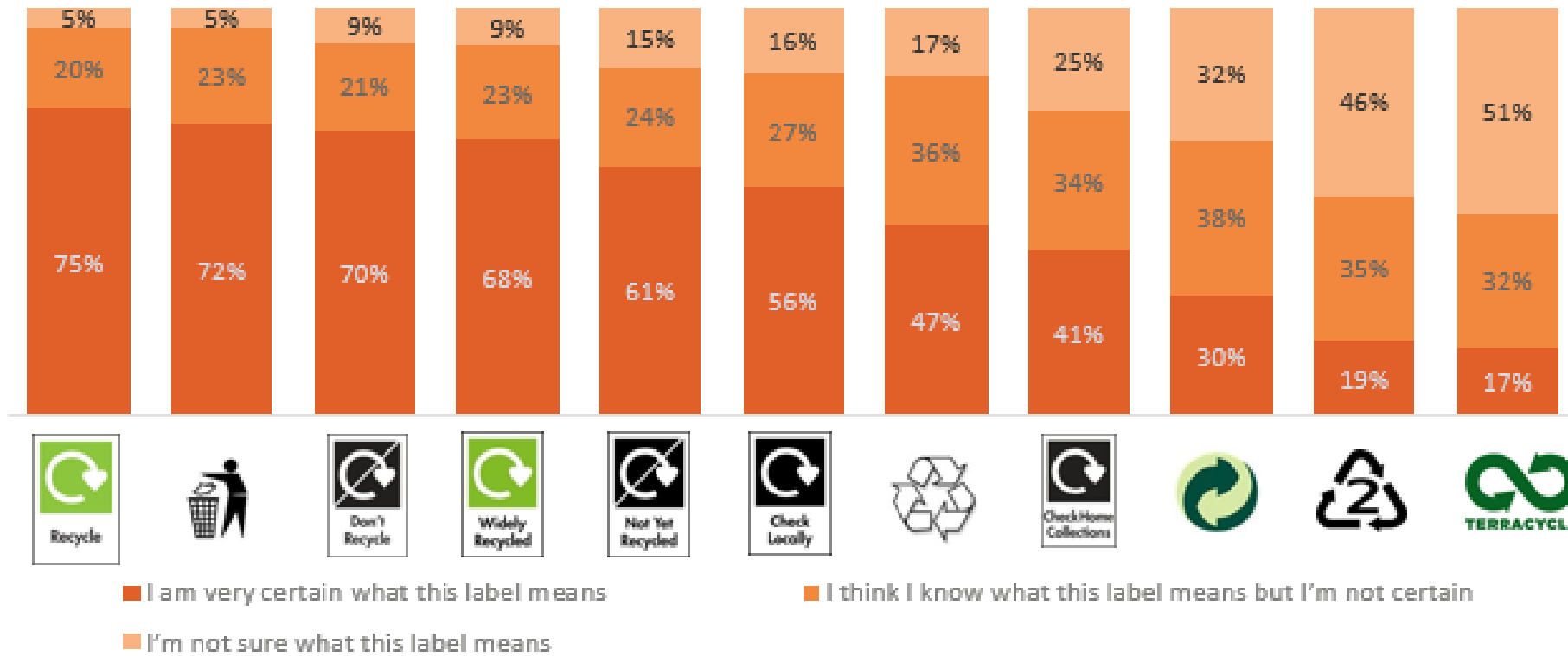
Consumers refer to packaging for recycling information more than any other source



Consumers need different information at targeted touch points to influence behaviour



High levels of consumer confidence



OPRL want to [#MakeItEasy](#) for people to check for recycling information on pack with clear and consistent labels:



Pinned Tweet

 **OPRL Ltd** @OPRL · Sep 8

We all want to [#recycle](#) and [#DoTheRightThing](#) Mandatory labelling on what can and can't be recycled will be a big help but only if the same clear label design is used on all packaging.

Join us & sign the petition for legislation to [#MakeItEasy](#) to recycle hubs.la/HOWHK_m0 ✓



375 views

That's why OPRL has made recycling labelling as clear as possible.

1:01 / 1:16



Thank you

www.oprl.org.uk

[@OPRL](https://twitter.com/OPRL)

[#MakeItEasy](https://www.instagram.com/OPRL)

