

Packaging Pledge for UK Pet Food Rollout

Overview

In August of 2022, Pet Sustainability Coalition (PSC) launched the PSC Packaging Pledge, which allows pet companies to commit to transitioning their packaging toward recyclable, refillable or compostable packaging by 2025. This Pledge aligns with global packaging movements such as the Ellen MacArthur Foundation's Global Plastics Pact Network and was constructed in consultation with many leading experts. The PSC Packaging Pledge seeks to drive necessary change in the pet industry through engagement across the entire supply chain.

*“We commit to transitioning toward recyclable, refillable
and compostable packaging by 2025” - PSC Packaging Pledge*

Since launching the Packaging Pledge to PSC members, 15 pet brands and distributors have joined in making the commitment, and have received various tools and resources from PSC to help their journey toward more sustainable packaging. Companies that choose to join the Packaging Pledge are meeting the increasing demand from consumers and retailers for sustainable packaging, and differentiate themselves as a sustainable packaging leader. As the need for sustainable packaging options becomes more apparent in the pet industry, PSC is proud to see increased interest in the PSC Packaging Pledge each week.

Thanks to UK Pet Food's interest in providing sustainable packaging resources for its members, the Pet Sustainability Coalition is excited to propose a rollout of the Packaging Pledge with the goal of kicking off Q1 2024. If 5 or more companies choose to commit to the Packaging Pledge by **December 15**, we will proceed with the rollout as outlined below:

Packaging Pledge Signatory Benefits

When a company commits to the PSC Packaging Pledge, they are immediately provided with a variety of tools and resources to assist them in their sustainable packaging journey. Below are the benefits UK Pet Food - Packaging Pledge signatories would receive upon joining:

Peer Working Group:

All UK Pet Food signatories will gather on the 3rd Tuesday of every other month at 3-4 pm GMT, or whenever is most convenient. Attendees will include a couple of staff members of PSC and 1-2 representatives of each signatory. These meetings serve as collaborative sessions, where

sustainable packaging topics can be discussed based on each other's experience. Objectives and agendas will be catered to the signatories' goals. PSC can facilitate presentations from experts in relevant fields to provide deeper knowledge of certain topics as well. Examples of past session formats include presentations from packaging industry experts and roundtable discussions of how each company has tackled a specific topic. Current Packaging Pledge signatories have found value in sharing individual packaging resources and collaborating with companies that use very similar packaging formats.

Business Case Support:

All signatories have access to business cases that are developed thanks to the funding provided by the Packaging Pledge, and inform stakeholders of proven successes within sustainable packaging. An example of the types of business cases available includes providing [financial, scientific, and social rationale](#) behind switching to sustainable packaging solutions to inform pet brand leaders. Future business cases could include an LCA comparison of commonly used pet food packaging and their alternative or examples of rethinking the format of a product to improve packaging's environmental footprint.

Supplier Marketplace Access:

A directory of pre-vetted packaging suppliers offering sustainable packaging solutions. A preview of what the Supplier Marketplace currently looks like can be viewed [here](#). Currently, 8 of our 14 featured suppliers serve the European region. By the launch of the Packaging Pledge for UK Pet Food members, there will also be a wider range of suppliers as we have opened up participation to non-PSC member suppliers. UK Pet Food signatories would also be encouraged to ask their packaging suppliers to apply to be featured in the Supplier Marketplace.

Legislative Updates:

In addition to the legislative updates already provided to signatories through their membership with UK Pet Food, they will receive bi-annual global packaging legislative updates as part of their commitment to the Packaging Pledge. [An example](#) of a recent legislative update was provided by Root, a packaging consulting organization based in the UK. In addition, resources and news articles as legislation changes in between major updates will be provided in the shared drive.

Signatory Badge and Digital Assets:

For social media and website use, signatories will receive a "Packaging Pledge Signatory" badge to proudly display on their website and social media outlets.



Signatories will also receive social media templates that include their company logo and promote their commitment to the Packaging Pledge. On PSC's behalf, each new signatory will be featured in our next monthly newsletter and other social media outlets (i.e. LinkedIn).

Benchmarking and Reporting Tools (TBD):

As PSC navigates benchmarking tool alternatives for the Plastic IQ tool (currently based on US data) for companies based outside of the US, UK Pet Food signatories have the option to start with basic data input for baselining their plastic packaging portfolio through the Plastic IQ tool. Potential alternatives for evaluating impact can be through [Ethy](#) or [Root](#), both UK-based companies, among other tools and resources. Signatories will also receive individual packaging strategy consulting hours and access to any packaging strategy workshops or events provided by PSC.

Almost all benefits will be accessible through a shared drive, which contains links and other helpful resources regarding sustainable packaging in the pet industry. Additional relevant articles and resources will be added to the shared drive as they become available.

Signatories can also receive one-on-one consultation from the PSC packaging team in addition to the abovementioned benefits. This list of current benefits can evolve as the sustainable packaging landscape evolves. PSC stays in touch with the ever-changing sustainable packaging industry and innovations, and will therefore evaluate and develop benefits as they are needed.

Pricing

The following price breakdown entails a full calendar year of participation, from January 1 - December 31, 2024. Each bracket is based on the participating company's annual revenue, as PSC aims to provide equitable access to tools and resources for our programs:

Company Size (GBP)	2024 Fee (GBP)
<800,000 GBP	400 GBP
800,000 - 4M GBP	1225 GBP
4.1M - 12.24M GBP	2000 GBP
12.25M - 40.9M GBP	3000 GBP
41M - 81M GBP	3750 GBP
82+M GBP	4500 GBP

*Current PSC Members part of UK Pet Food will receive PSC Member fees

**Please consult PSC if several subsidiaries under a parent company would like to participate

Upon 2025, signatories will be invoiced for participation through the calendar year, January - December 2025.

Timeline

- **November 2023** - UK Pet Food announces partnership with PSC to its membership
- **December 4, 2023** - PSC provides an interest call to highlight the Packaging Pledge, and address any questions
- **December 15, 2023** - Deadline for UK Pet Food members to notify PSC of interest in signing the Packaging Pledge
- **December 18, 2023** - Invoices are sent to new Packaging Pledge signatories
- **January 2024** - PSC will host an onboarding call for all signatories, providing access to all current tools and resources
- **February 2024** - PSC will host the first Peer Working Group for UK Pet Food signatories

Frequently Asked Questions (FAQ)

Is it feasible today to be successful with this goal by 2025?

Absolutely! Many of the largest pet food manufacturers and dozens of PSC members have already made this commitment and successfully transitioned the majority of their packaging portfolio to recyclable, refillable, and/or compostable options. Signatories of the PSC Packaging pledge will have customized, real-time support to help them reach this ambitious, but achievable goal.

What happens if signatories don't reach our goal to recyclable, refillable, or compostable by 2025?

The PSC Packaging Pledge believes that a full transition to recyclable, refillable and/or or compostable packaging by the end of 2025 is possible. The pledge is designed to help signatories reach this goal. However, there is no penalty for companies not meeting this goal.

How much extra should I expect to pay for recyclable, refillable, or compostable packaging?

Signatories of the PSC Packaging Pledge will have access to a vetted sustainable packaging marketplace housing pre-qualified suppliers that meet sustainability and quality 3rd party certifications. This tool will allow companies to quickly assess the best packaging options for their company. On the market today are sustainable packaging solutions that are cost-competitive compared to traditional non-sustainable packaging.

How will the UK Pet Food Packaging Pledge (UKPFPP) operate with the original PSC Packaging Pledge provided to its members?

While benefits and resources remain the same between the original Packaging Pledge and the UK Pet Food Packaging Pledge, the main difference lies within the focus of topics and legislation. UK Pet Food Packaging Pledge signatories will meet bi-monthly to discuss and collaborate over topics decided upon within this cohort. Additionally, legislative updates will have a heavier emphasis on UK packaging regulations for signatories participating in the UK Pet Food Packaging Pledge.