



# Our Plastic Packaging Footprint

2019

Iceland

*Doing it Right*

# Our Plastic Packaging Footprint

Every day some 12 million pieces of plastic pollution find their way into our oceans, and new research suggests that the world's plastic problem is much greater than realised.<sup>1</sup>

**Almost every week, we see businesses making announcements of new pledges and initiatives to reduce plastic consumption. However, the truth is none of these can have real credibility without being seen in the context of overall plastic usage by retailers and manufacturers. That information is not currently available in a consistent and accessible way, and this lack of transparency makes it impossible for people to judge which organisations are trying to make a difference and which are simply generating headlines.**

The retail and packaging sectors continually demonstrate the ability to innovate and change, but we all need to do better on cutting plastic packaging and that starts with accepting and acknowledging the scale of the challenge.

Without transparent reporting, and Government enforced reduction targets, we will not be able to judge whether business actions are delivering real progress. That is why Iceland is calling on retailers and other businesses to step up and commit to publishing their total plastic packaging transparently, including both own label and branded products.

When we made our commitment in January 2018 to eliminate plastic packaging from our own label products by the end of 2023, we were aware that we would have to take further steps to lead the way in the fight against the scourge of plastic. That is why as well as calling on fellow retailers, businesses and the Government to join us in taking action, we are also publishing our first plastic packaging footprint to reflect both our progress and the scale of the challenge that lies ahead. We can only solve this crisis by working together.



**Richard Walker,**  
Managing Director



<sup>1</sup>A report published 18th August 2020 by the National Oceanography Centre showed that more than 10 times as much plastic has been found in the Atlantic Ocean than previously estimated. <https://www.nature.com/articles/s41467-020-17932-9>

# Primary, Secondary and Tertiary Plastics

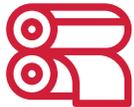
Iceland Plastic Packaging Footprint for the year 2019:



**Primary Plastic**  
(Food and Non-Food Packaging)



**Secondary Plastic**  
(Shrink-wrap, Shelf Ready Packaging)



**Tertiary Plastic**  
(Pallet Wrap)

## Iceland UK



### BRANDED

19,993 tonnes  
1,028,407,314 items<sup>2</sup>

### OWN LABEL

9,206 tonnes  
708,296,776 items<sup>2</sup>

1,309 tonnes  
70,226,580 items<sup>2</sup>

492 tonnes  
30,288,922 items<sup>2</sup>

302 tonnes  
920,311 items<sup>2</sup>

171 tonnes  
589,843 items<sup>2</sup>

## Iceland non-UK



### BRANDED

442 tonnes  
27,992,229 items<sup>2</sup>

### OWN LABEL

174 tonnes  
15,677,524 items<sup>2</sup>

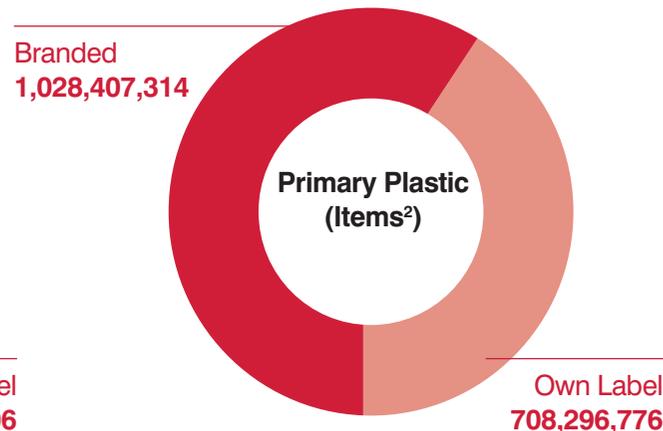
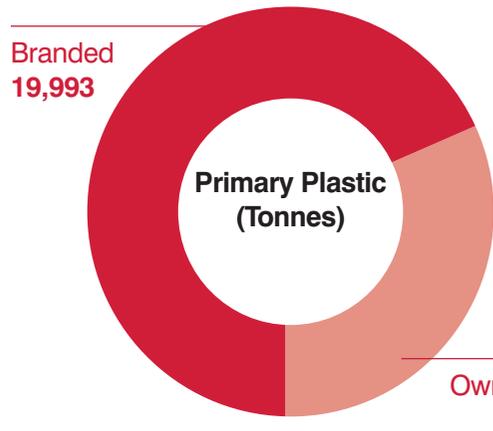
30.42 tonnes  
1,971,593 items<sup>2</sup>

15.39 tonnes  
809,996 items<sup>2</sup>

6.68 tonnes  
20,499 items<sup>2</sup>

4.50 tonnes  
15,935 items<sup>2</sup>

<sup>2</sup> items sold containing plastic packaging. (Our 2019 data, verified by ERP UK Ltd. and subject to system limitations, amalgamates items and therefore the actual number of plastic items would be greater. In 2020, we will improve our reporting to measure every item of plastic used in our packaging).



## 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 2019 (1st January 2019 to 31st December 2019). In addition, it includes plastic packaging usage in all The Food Warehouse stores in the UK, and products sold by Iceland outside of the UK.

More details on our methodology can be found on page 5.

# Widely Used and Hard to Recycle Plastics

It is essential to turn down the tap of plastic production and dramatically reduce the amount of single-use plastics such as carrier bags, water bottles and sachets. We are committed to reporting transparently on these widely used single-use plastics and finding innovative ways to reduce their usage.

Black plastic, polystyrene and PVC are difficult to recycle plastics and we have worked closely with our suppliers to eliminate them from our packaging. We ended all packing in black plastic by the end of January 2020, and removed PVC packaging by the end of March 2020. We have just 11 remaining products using polystyrene and aim to stop using polystyrene packaging altogether by the end of 2021.

Number of carrier bags, water bottles and sachets:



**Plastic carrier bags**



**Individual plastic water bottles**  
(Still, Sparkling, Flavoured)



**Sachets**

## Iceland UK



### BRANDED

0 bags

### OWN LABEL

148,994,043 bags

91,427,419 bottles

0 bottles

Detail not available to Iceland

3,912,348 sachets

## Iceland non-UK



### BRANDED

Detail not available to Iceland

### OWN LABEL

Detail not available to Iceland

1,511,008 bottles

0 bottles

Detail not available to Iceland

66,296 sachets

# Methodology

The data in this report is for the calendar year 2019 (1st January 2019 to 31st December 2019) and covers all Iceland and 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.

Since January 2018, we have reduced plastic packaging usage by **29%**

Follow our #TooCoolForPlastic journey on [sustainability.iceland.co.uk](https://sustainability.iceland.co.uk)



## Iceland UK

refers to all Iceland and 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 Czech Republic, 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 that product is directly packaged in. These include PET, RPET, CPET, OPP, PP, HDPE, LDPE, PS, and multi-polymer laminates for Iceland own label. 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 carrier bags, which have been measured and reported separately.



## Secondary Plastic

includes shrink wrap and shelf-ready packaging. These include RPET and LDPE for Iceland own label. 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 requirements.



## Carrier Bags

includes all plastic carrier bags sold by Iceland and The Food Warehouse. These include single-use carrier bags (not sold in stores since October 2018), 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. Iceland does not sell any own label water bottles.



## 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 that include sachets.

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[www.sustainability.iceland.co.uk](http://www.sustainability.iceland.co.uk)