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# MARINE PLASTICS AND THE SEAFOOD SUPPLY CHAIN

Guus Pastoor

Chair of the Executive Committee, MAC

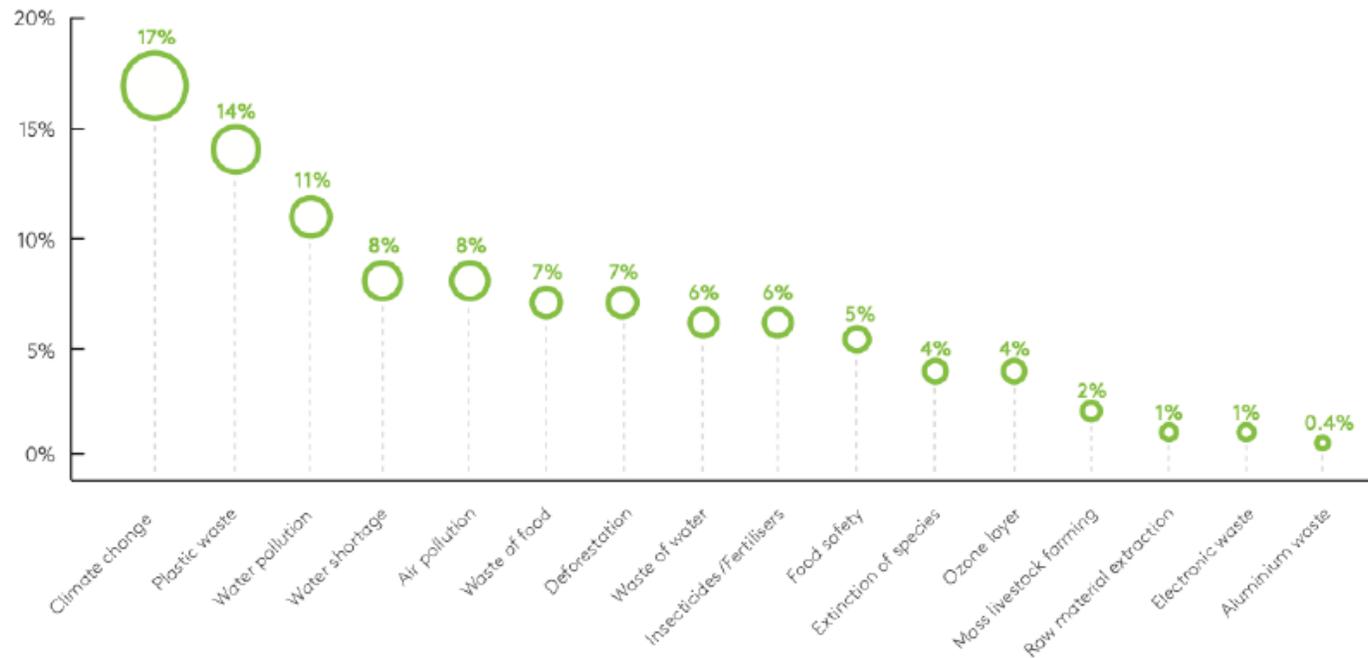
Brussels, 7 November 2019

TODAY



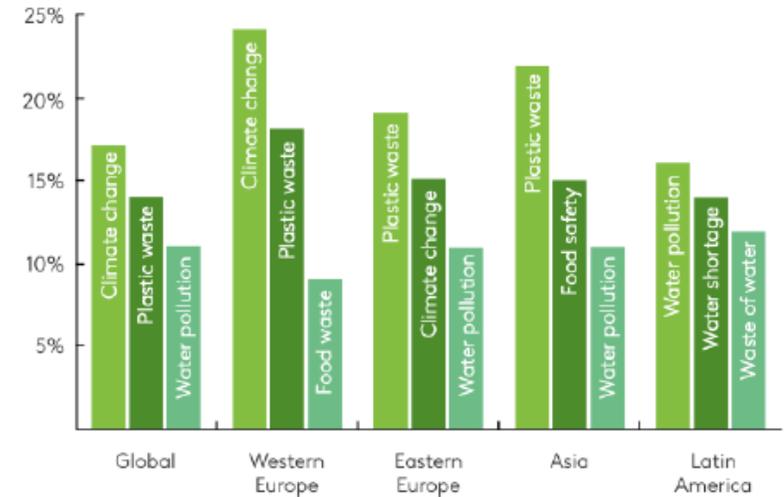
# RANKING CONSUMER CONCERNS

Top Concern Globally



Source: Kantar, GfK

Top 3 concerns Global vs Local



Source: Kantar, GfK

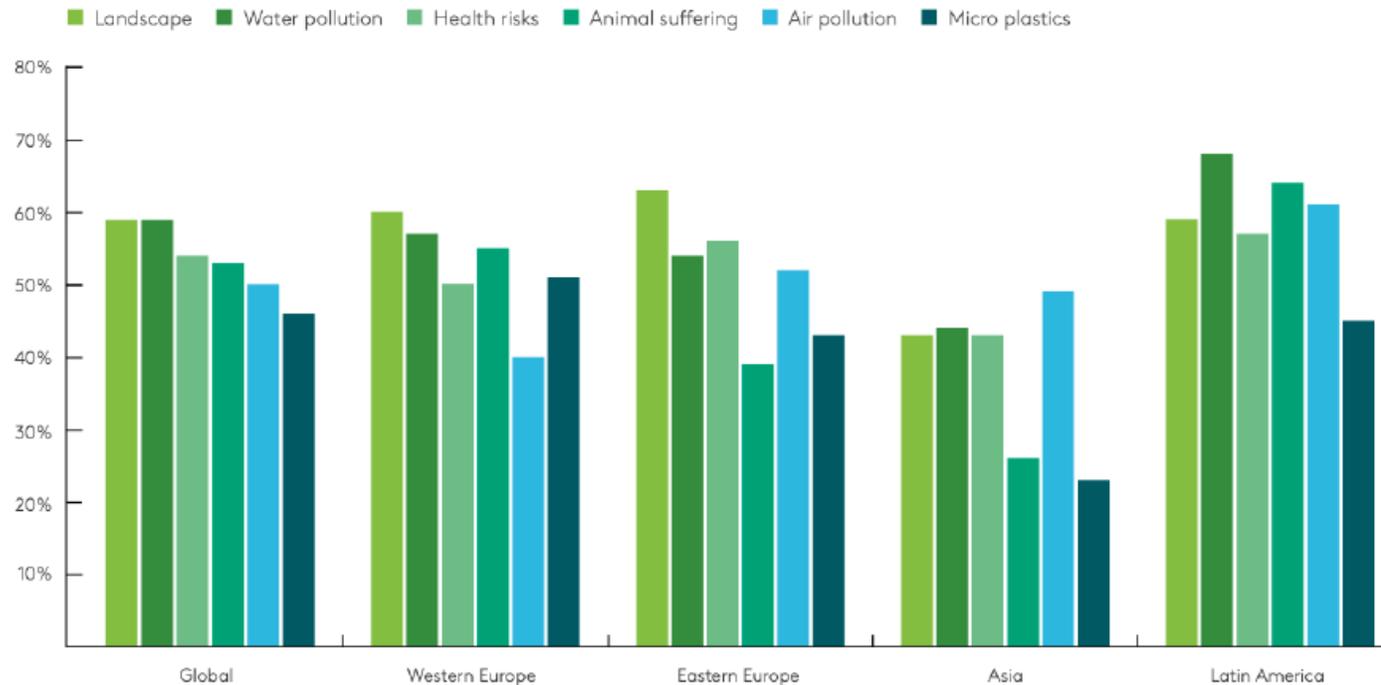
# GLOBAL DIFFERENCES?

Concerns are localised, with consumers responding to topics given prominent media coverage, government initiatives, or problems that are quite literally in front of their eyes. Deforestation (8%) is a good example of this in Latin America, as is food waste in Western Europe (9%).

When looking at plastic waste in more detail, and the impact consumers associate with it, there are further regional differences. Globally, the areas of most concern are the damage it causes to the landscape, and water pollution (both 59%).

In Asia, however, air pollution (48%) stands out as the biggest associated concern, while water pollution (68%) and animal suffering (64%) are much higher in Latin America. Furthermore, reservations around micro plastics (51%) are higher than average in Western Europe.

Concern about impact of plastic waste?



## 'When', not 'if'

With plastic waste coming into sharp focus, several governments around the world have launched initiatives to reduce its impact—introducing severe penalties for manufacturers that do not abide by new regulations.

The reality is that manufacturers need to be agile enough to respond to new directives as they are brought in—and, if they don't comply, they will soon be unable to sell in many countries. It is now a case of 'when' they make changes to their supply chain, not 'if'.

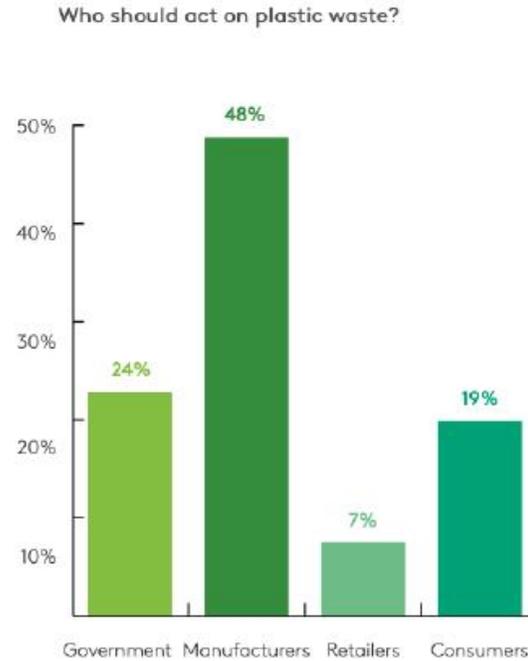


# WHO SHOULD ACT?

In recent years, FMCG manufacturers have started taking steps to tackle plastic waste. The growing public backlash against single-use plastic has made it impossible for brands to ignore the challenge—consumers are demanding action.

Responding to these changing attitudes, 57 FMCG companies have signed Ellen McArthur's commitment to make 100% of their plastic packaging reusable, recyclable, or compostable by 2025. Furthermore, at least 40 will publicly track their plastic production including Colgate Palmolive, Danone, L'Oréal, MARS, Nestlé, SC Johnson, The Coca-Cola Company and Unilever.

Meanwhile, certain manufacturers are doing their bit to reduce the amount of plastic waste they produce. For example, P&G's Head & Shoulders launched the world's first recyclable shampoo bottle made from recycled beach plastic. Similarly, light-weighting initiatives, or reducing the amount of material to create packaging, across Unilever's skincare products - Vaseline, Dove and Simple among others - reduced the group's plastic consumption by 1,100 tonnes in 2018.



Source: Kantar, GfK

## Manufacturers: It's up to you

However, consumers are not recognising the important steps being taken by brands to tackle the challenge. Manufacturers are seen as the most responsible for acting on plastic waste (48%), however, only 12% of consumers can name one doing a good job.

Conversely, only 19% of consumers believe they should be taking personal responsibility for their waste, 24% place government at the top of the list, and 7% place the responsibility on retailers. This highlights the need for manufacturers to publicise their efforts to reduce plastic waste more effectively.

There's a clear gulf between the work manufacturers are doing and the public's understanding of the initiatives being taken. Therefore, actions that reduce plastic waste in the supply chain, while beneficial, will not demonstrate the same uplift in positive sentiment as clearly visible point-of-sale changes.



# WHAT SHOULD RETAILERS DO?

What steps do you want retailers to take?



## What consumers want

When it comes to tackling plastic waste, there are a number of actions that consumers want to see from retailers. The chart on the left shows the areas they want to be prioritised.

Top of the list (43%) is that consumers want to see less plastic packaging used for fresh food. They would also like the removal of plastic bags for fruit and vegetables (39%), the use of alternatives to plastic packaging for fresh food (36%) and, for any plastic packaging that does have to be used, for it to be 100% recyclable (32%).

Factors such as financial support for global initiatives – the cleaning of plastic from the oceans, for example – ranked lower (16%), suggesting that consumers would rather see direct action that impacts their experience in the shopping aisles.

# THE FUTURE

