

# Systemic Change in Plastics & Product Sustainability

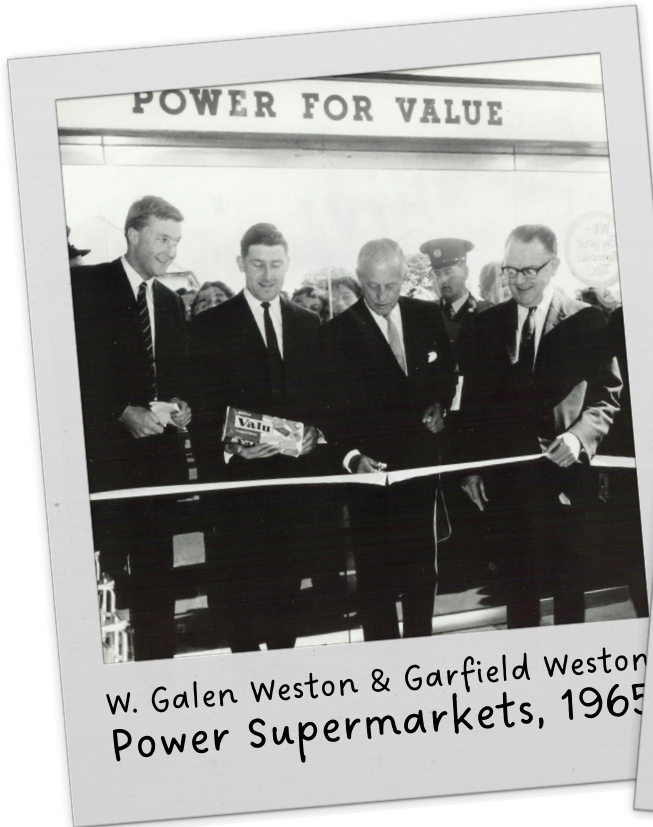
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**Loblaw**  
Companies  
Limited



# Thinking in decades, not quarters



# Plastics have captured the public's consciousness



# The conditions for change are in place



### SINGLE-USE ITEMS

-  PLASTIC BAGS
-  STIR STICKS
-  SIX-PACK RINGS
-  PLASTIC UTENSILS
-  SOME FOOD WARE
-  PLASTIC STRAWS

**BANNED**

 Government of Canada / Gouvernement du Canada

Canada 



# Taking action with early wins

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# Current pressures cannot delay doing what's right

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**COST**

**CHANGE**

# Forward-looking thinking through collaboration

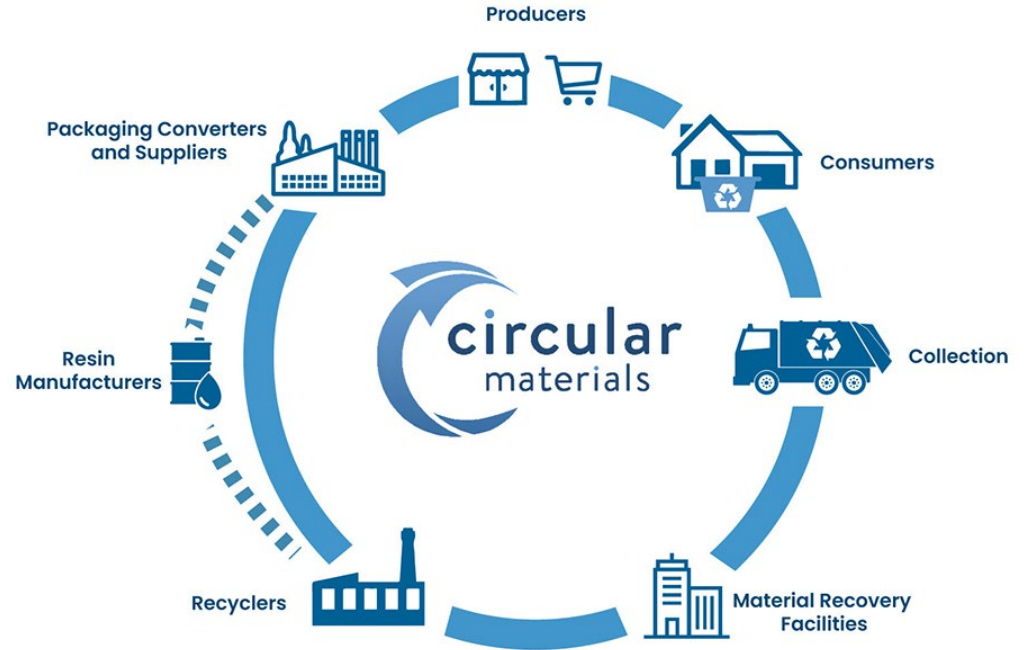
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# EPR works when done right

**OVER 90% OF  
COLLECTED MATERIAL  
~~GOES TO LANDFILL~~  
IS MANAGED BY  
RECYCLING**

Don't let myths affect  
your recycling habits





# Nine golden design rules

- 1 INCREASE RECYCLING VALUE IN PET BOTTLES**  

- 2 REMOVE PROBLEMATIC ELEMENTS**  

- 3 ELIMINATE EXCESS HEADSPACE**  

- 4 REDUCE PLASTIC OVERWRAPS**  

- 5 INCREASE RECYCLING VALUE IN PET TRAYS**  

- 6 INCREASE RECYCLING VALUE IN FLEXIBLE PACKAGING**  

- 7 INCREASE RECYCLING VALUE IN RIGID HDPE AND PP**  

- 8 REDUCE VIRGIN PLASTIC IN B2B PACKAGING**  

- 9 USE ON-PACK RECYCLING INSTRUCTIONS**  


# Backed by a more than a trillion dollars of support



# Building our momentum



# Making every piece of plastic packaging recyclable or reusable

**Our role as retailers:**

**1. Set consistent targets**

**2. Support with best practices**



# Complex system change is possible

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