



**wrap**

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**Resource  
Revolution:**  
Creating  
the Future

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WRAP's plan | 2015-2020

# Our vision

A world in which resources are used sustainably.

# Our mission

WRAP's mission is to accelerate the move to a sustainable, resource-efficient economy through:

- **re-inventing** how we design, produce and sell products.
- **re-thinking** how we use and consume products.
- **re-defining** what is possible through re-use and recycling.



Image: Inside the Hive by Day with Worker 1, courtesy of UKTI © Crown Copyright

## Our status

WRAP is evolving.

We are now a registered charity (No 1159512) as well as a company limited by guarantee registered in England & Wales (No 4125764).

We have put our environmental and social goals at the heart of what we do and are diversifying our funding base. Delivering for governments and international bodies is the cornerstone of our approach.

## Our partners

WRAP works with hundreds of businesses and local authorities, trade associations and charities to deliver change. For a full list of our partners, please see [www.wrap.org.uk/ourpartners](http://www.wrap.org.uk/ourpartners)

## Our values

WRAP aspires to excellence in everything it does. We focus on being authoritative and knowledgeable and pride ourselves on being independent. We are committed to transforming practices to deliver a more sustainable future for all. We believe this will be done more rapidly through effective collaboration. Our people are our most important asset and we empower them to deliver to the highest quality through innovation and continuous personal development.

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# Foreword

Dr Liz Goodwin OBE, CEO

## Transforming words into actions

Actions matter. If we don't tackle the issues we collectively face, the world will be a poorer place and the future for our children, grandchildren and great grandchildren will be impaired. We have a collective responsibility to address pressing global problems and leave a positive legacy.

WRAP is, always has been and always will be, a catalyst for positive environmental action. We work uniquely, and by design, in the space between governments, businesses, communities, thinkers and individuals – forging powerful partnerships and delivering ground-breaking initiatives to support more sustainable economies and society.

Thinking is evolving fast, shifting from a traditional linear economy (make, use and dispose) to a more resource-efficient, more circular economy.

WRAP turns thinking into action. We inspire stakeholders who have the power to effect widespread change. Our influence is driven by evidence, insights and skills.

We are experts in establishing the facts, getting the right people working collaboratively to agree common goals, then converting ideas into real action and delivery on the ground.

The benefits of doing business differently and changing consumer habits are clear to see.

You can't walk into a UK supermarket today without seeing something WRAP has helped to change or improve. From packaging design to better date labels and portion sizes, WRAP has helped make these a reality.

WRAP also delivers results. For example, by working with partners on our priority areas we delivered a 20-fold return on our funding in England between 2010 and 2015.



WRAP's work in the last five years has resulted in 4 million tonnes (Mt) less waste being produced and nearly 50 Mt of carbon emissions being avoided.

*"I am extremely proud of what WRAP has achieved over the last 15 years and look forward to making an even bigger difference here in the UK and around the world over the next five years."*

## The 3 Rs of the future

The 3 Rs of reduce, re-use and recycle are widely understood and recycling habits have become ingrained across homes and businesses. The consumer and industry campaigns, that we have devised and delivered with partners, have helped achieve this.

The traditional 3 Rs are a good foundation. However, we now need a radical step change in performance on reducing environmental impact. Our five year plan sets out what we see as the challenges, the opportunities and what we will do to reduce pressure on the environment. And we need your help to do it. Only collective change will allow governments, businesses, organisations and individuals to meet the needs of us all by 2020 and beyond.

WRAP is ideally placed to respond to this fast-developing agenda. Our work with forward-thinking stakeholders is now firmly focused on the 3 Rs of the future.

The 3 Rs of the future require us to take a whole lifecycle approach: **re-inventing** at the design stage, **re-thinking** a product's use phase and **re-defining** its end of life.

## Our plans to deliver change

We all need to adapt to changing circumstances and shifts in the external operating environment.

WRAP has taken its own advice. We have taken action to evolve our future by becoming a charity, diversifying our funding base and embracing more new ways of working.

That said, many things about WRAP will remain the same: our mission, our tailored approach, our influential partnerships; ultimately, the dedication of our passionate and expert staff who help ensure positive environmental change happens.

WRAP is committed to changing the 'norm' to achieve a more sustainable economic environment in the areas and countries in which we work.

Between 2015 and 2020, WRAP will concentrate on three key areas where collectively we can make the biggest difference: food and drink, clothing and textiles, electricals and electronics, with resource management underpinning them all.

**WRAP remains at the forefront of change to deliver a more sustainable world. Come and join us on the next stage of this exciting journey.**



Image: © Tourism Northern Ireland

## Contact

**joinus@wrap.org.uk**  
and help deliver the sustainable future we need.

# The global challenges we face

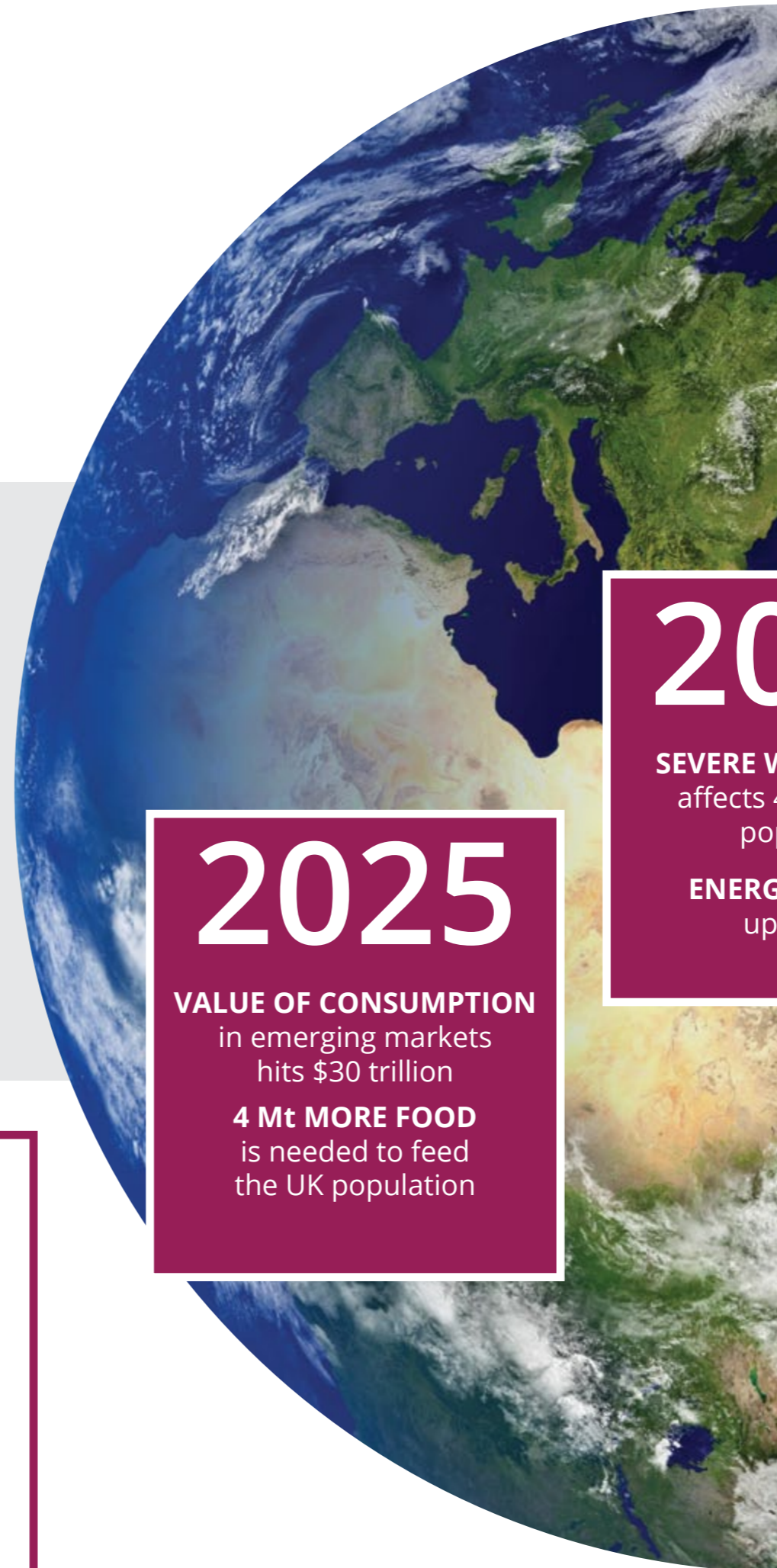
## There is a need for change

We live on one planet with finite natural resources. But look at the numbers. It would require the resources of nearly three Earth-sized planets for future populations to consume at the rate we currently do in Europe. The increasing global population means we cannot consume at current levels without a change in the way we use resources.

While this will stimulate important economic growth, we cannot grow the economy at the expense of the environment, or people's health and wellbeing.

What about meeting the needs of today's population? Meeting current demand is increasingly difficult as businesses face uncertainty and risk over the availability and cost of essential raw materials, ingredients and energy.

European manufacturing firms already spend around 40% of their total costs on raw materials. Unless business models change, growing scarcity and volatility will have a substantial effect on business profitability and resilience.



## Forecasts for the future

### Nine billion mouths to feed by 2050.

Nine billion people in need of shelter, water and energy. These are the opportunities and the challenges we face.

## 2012

**SEVERE WATER STRESS**  
affects 21% of world population

**URBANISATION**  
Around 50% of the world's population live in cities

## 2025

**VALUE OF CONSUMPTION**  
in emerging markets hits \$30 trillion

**4 Mt MORE FOOD**  
is needed to feed the UK population

## 2030

**SEVERE WATER STRESS**  
affects 48% of world population

**ENERGY DEMAND**  
up by 40%

## 2050

**ENERGY DEMAND**  
up by 50-60%

**FOOD DEMAND**  
up by 60%

**URBANISATION**  
Around 70% of the world's population live in cities

## It is **time** to change

To act together to get it right – environmentally, economically and socially.

# An **urgent step change** is needed

**There is no silver bullet. No single action by a government, business or individual will suffice. To tackle the challenges we all face, the world needs an urgent and radical step change in how efficiently we use the Earth's resources.**

The future is about enabling countries, businesses and individuals to move away from the 'design, make, use and discard' model of the linear economy towards a resource-efficient, more circular economy.

An economy in which we keep resources in productive use as many times as human ingenuity can conceive. Where we can extract the maximum value from products and materials whilst in use, then recover and recycle resources at the end of each service life. An economy that has supply chain resilience and shared value hard-wired in.

Recent research identifies up to £100 billion worth of productivity gains for UK Plc through this approach.

Organisations of all kinds must transform the way they work together and use fewer resources to make the products and deliver the services we all rely on.

We could all benefit from changing the way we purchase, use and dispose of products, thereby reducing costs, and reducing waste. We need to change the way we value resources and the environment.

At WRAP, we will employ our skills and experience to help deliver the step change the world needs.

The priorities for action are to:

re-invent

the way we design, produce and sell products

re-think

how we use and consume products

re-define

what is possible through re-use and recycling

## The benefits stack up:

Research shows that a shift to a more circular economy in the UK could create between **200,000** and **500,000** jobs by 2030.

*"Delivering a more circular economy is key to delivering resource security and prosperity for future generations. WRAP has an enviable track record in defining and helping to deliver the changes needed."*

**Walter R. Stahel,**  
Founder of Product-Life Institute

"We must urgently move to more sustainable consumption and production patterns across the world to deal with many of the environmental and social challenges that humanity faces. We see WRAP's pioneering approach as helping deliver the transformative shift the world needs."

**Charles Arden-Clarke,**  
Acting Head, 10YFP Secretariat, UNEP



# Acting to deliver change

**WRAP is a world leader on resource efficiency, product sustainability, waste and recycling. We will build on this excellent track record of catalysing and delivering change to help deliver a more resource-efficient, more circular economy.**

We have earned a valuable reputation for:

- developing the evidence and business case for change;
- delivering industry-leading voluntary agreements;
- running effective consumer campaigns; and
- measuring impact and using this to adapt and target action.

We work in partnership with governments, businesses, local authorities and charities to deliver change. We provide information, tools and practical advice that helps businesses and consumers to act. And this approach achieves impressive results.

Between 2010 and 2015, in England alone, WRAP initiatives:

- reduced greenhouse gas emissions by nearly 50 million tonnes (Mt), which is equivalent to the annual carbon dioxide emissions of Portugal;
- reduced waste by 4 Mt;
- diverted 29 Mt of waste from landfill; and
- reduced water consumption by 856 million cubic litres.

Overall, we delivered a total of £1 billion of cost savings to business, consumers and local authorities. By encouraging others to act, we delivered a 17-fold return on funding in England, and a 20-fold return on funding for our priority areas.

For more details on how WRAP catalyses change and how we measure impact, please visit [www.wrap.org.uk/measureimpact](http://www.wrap.org.uk/measureimpact)



# WRAP's ambitions for 2020

**We will drive change in areas where we can make the biggest difference.**

Our priorities for the next five years are based on independent evidence, the policies of UK governments and the EU, the challenges facing businesses and the needs of consumers.

To help safeguard resources, change inefficient processes, nurture new business models and increase recycling, we will use our skills, knowledge and track record of delivery to focus on three priority areas:

- **Food and Drink**
- **Clothing and Textiles**
- **Electricals and Electronics**

The collective impact of these account for the following:

- **25% of UK carbon footprint**
- **80% of UK water footprint**
- **40% of UK household waste**

Looking at entire lifecycles, we will help organisations in these sectors adopt a more resource-efficient approach to their products and services. Working together, there's great potential to make a significant and sustainable difference, increasing productivity and building resilience into supply chains.

WRAP's work on encouraging the development of a comprehensive collection infrastructure for re-use, repair and recycling will support these three areas of focus. This will be underpinned by robust and innovative research delivered through **WRAP's Product Sustainability Forum**.

We will also deliver improved energy efficiency in business and increased investment in renewable energy in support of our mission.

The need for change is not limited to the UK. We plan to work with partners to deliver change in other nations, particularly those supplying the UK.

**Our plans for each priority area are outlined in the following sections.**

The **4 million tonnes** of waste prevented would fill **430,000 rubbish trucks**, which – if parked bumper to bumper – would stretch from **Glasgow to Istanbul**.

*"Reducing waste through our supply chains is a key priority for Tesco. WRAP is an important partner helping deliver change, to the benefit of our business, our suppliers and our customers."*

**Matt Simister,**  
Commercial Director,  
Tesco Fresh Food and Commodities

*"We found that WRAP's approach and track record was world-leading. This is an organisation that develops effective partnerships and delivers change."*

**Baroness Scott,**  
Chair of the House of Lords EU Committee on the Environment.



# Food and Drink

## Food and drink production and consumption in the UK today account for:

- 20% of territorial greenhouse gas emissions
- 70% of total water footprint
- £19 billion worth of waste a year

**WRAP will drive a step change in the sustainable production of food and drink products, the reduction of waste, and helping people to eat well and save money.**

### The need for change

We live in a world where many go hungry, while a third of the food produced around the world is wasted.

Meeting the food demand for 2050, using today's methods, could increase global temperature by 2°C, the threshold for dangerous climate change.

By 2030, the UN aims to end hunger, achieve food security and improve nutrition. Tackling food waste, improving resilience in the food supply chain and reducing the environmental impact of food are priorities for the governments in the UK and the European Union. And these areas are priorities for many retailers and food and drink manufacturers and charities. WRAP's plans directly support the delivery of these priorities.

*"Delivering sustainable living for all is at the heart of Unilever's strategy. WRAP's insights, evidence and skill is helping deliver this objective across food manufacturing."*

Charlotte Carroll  
Sustainable Business  
and Communications Director,  
Unilever UK and Ireland

## Our programme for delivering a step change will:

re-invent

how food products are designed, sourced and processed to reduce their impact throughout the product lifecycle

re-think

our relationship with food, helping consumers get more value from food and waste less

re-define

what is possible in getting best value from unavoidable food waste

## Delivering the step change

**Evidence:** WRAP built the case for change through identifying the scale of the challenge in the home, the supply chain and across the lifecycle of grocery products, with similar studies in the hospitality sector. Our evidence shows the total amount of food wasted in the UK is equivalent to around a third of food purchased.

**Collaboration:** The **Courtauld Commitment** is a voluntary agreement for the grocery sector, which has improved resource efficiency and prevented food and packaging waste in the home and supply chain. The second phase of this agreement helped prevent 1.7 million tonnes (Mt) of food and packaging waste, saving more than 4.8 Mt of CO<sub>2</sub>e and £3.1 billion for consumers, industry and local authorities. A similar agreement in hospitality and food service is also helping to reduce waste and increase recycling. The next agreement, **Courtauld 2025**, focuses on improving sustainability of key food and drink products from harvest to consumption.

**Consumer campaigning:** Using pioneering research, WRAP developed the internationally-renowned **Love Food Hate Waste** campaign to empower consumers to waste less food and save money through practical advice, effective tools and helpful tips. Over a five year period our work helped consumers reduce avoidable food waste by 21% (1.1 Mt/year) enough to fill Wembley Stadium in London to the brim every year. All the good food saved was worth £13 billion. We plan to help consumers get more value from their food and cut waste further.



## Our 2020 goals

**By the end of the decade, WRAP's goals are to:**

- help people eat well and waste less;
- encourage food businesses to reduce resource risks and the impact of food and drink products across their lifecycle;
- increase the amount of perfectly edible food for redistribution, ensuring more people in need are fed; and
- reduce waste of carbon, water and materials across the supply chain.

The current Courtauld Commitment and **Hospitality and Food Service Agreement** agreements will report in 2016. Specific targets for Courtauld 2025 will be developed during 2015/16.



# Clothing and Textiles

## UK consumption of clothing and textiles today accounts for:

38 million tonnes of annual global carbon equivalent emissions

200,000 litres annual water consumption per household

1.8 million tonnes of waste production

**WRAP will deliver a step change in the sustainable production and use of clothing and textiles. We will reduce resource use in manufacture, drive re-use and increase recycling.**

## The need for change

The way we make and use clothes consumes a huge amount of the planet's precious resources and accounts for a major chunk of family spending. For example, each year 350,000 tonnes of clothes are discarded in household waste – that's equal to all the clothes owned by Londoners. These could be donated for re-use or recycling. Increasing commodity volatility and a growing population will drive prices and put a further strain on finite resources.

Collective action is needed to address the resource pressures exerted by increasing production of clothing and textiles around the world. For example, more than half the water associated with clothes purchased in the UK comes from countries where there is water stress or scarcity. Reducing waste and increasing re-use are priorities for the governments of the UK and the EU. As such, WRAP will work with businesses and consumers to deliver a step change in the sustainability of these products.

*"WRAP has a strong track record of building evidence, convening sectors and scaling change. Now SCAP is helping build a more sustainable UK textiles sector."*

Mike Barry  
Director, Plan A  
Marks & Spencer

## Our programme for delivering a step change will:

re-invent

how clothes are designed and produced to reduce carbon, water and waste

re-think

how we value clothing, encouraging people to use clothing for longer and extend its useful life

re-define

what is possible by maximising the benefits from re-use and recycling

## Delivering the step change

**Evidence:** WRAP built the case for change through the *Valuing our Clothes* report. Research showed that extending the active life of clothes by nine months could save consumers around £5 billion per year and reduce the carbon, water and waste footprints by around 20-30% each.

**Collaboration:** The **Sustainable Clothing Action Plan (SCAP) 2020 Commitment** is a voluntary agreement targeting every stage of the clothing journey. It brings together retailers, brands, re-use and recycling organisations, charities and NGOs, who collectively represent over 40% of UK sales of clothing, to make change happen. WRAP will also extend this work with partners internationally to deliver improvements in sustainability, particularly in the UK's supply chain.

**Consumer campaign:** **Love Your Clothes (LYC)** has been developed with industry to raise awareness of the value of clothes and the benefits of re-using and recycling them. It helps people make the most of their clothes and reduce the environmental impact of laundry through simple tips and advice. For example, WRAP helped removals company Pickfords work with Clothes Aid to encourage people to donate clothing on move day. For every tonne of good quality clothes and shoes collected, the NSPCC receives £300.



## Our 2020 goals

**By the end of the decade, WRAP's goals are to achieve the SCAP targets of:**

- 15% reduction in carbon footprint;
- 15% reduction in water footprint;
- 15% reduction in waste to landfill; and
- 3.5% reduction in waste arising over the whole product lifecycle.

# Electricals and Electronics

## Annual UK consumption of electrical and electronic products today accounts for:

UK retail sales of **£21 billion**, equivalent to over **£800** per UK household

**160 million tonnes** of global carbon emissions

**1.4 million tonnes** of material, including **63 tonnes** of precious metals such as gold and silver in **180 million** products.

**WRAP will work with the electrical and electronics industry to achieve a step change in business resilience, product durability and re-use.**

### The need for change

The electrical product sector is built on the traditional linear economy of make, use and dispose. Our research shows UK householders have around £1 billion worth of electrical and electronic equipment in their homes which they no longer use. Less than 10% of items discarded are re-used, and nearly 40% of disposed products go to landfill.

Our experience in electronics tells us that, working with business, we can achieve big impacts, through better design for longer product life, lower production costs and reduced product returns. In line with the policies of the governments of the UK and the EU, we can increase repair and re-use thereby reducing waste.

*"We are delighted to be working with WRAP to develop resource efficient business models and believe innovation in technology has a significant role to play in delivering a more sustainable future."*

Kevin Considine  
Sustainability Affairs Manager  
Samsung

**Our programme for delivering a step change will:**

**re-invent**  
how products are designed to increase durability, and reduce carbon emissions, waste and water use

**re-think**  
how products are used by developing, testing and implementing resource-efficient business models

**re-define**  
what is possible in getting the best value from re-use and recycling

### Delivering the step change

**Evidence:** WRAP built up a clear picture of the benefits of extending the life of electrical and electronic equipment in the *Switched on to Value* report. WRAP modelling showed that a step change could increase UK GDP by £800 million.

**Collaboration:** In 2014, WRAP established an **Electrical and Electronic Sustainability Action Plan (esap)** to take collective action around the world to tackle sustainability and deliver extensive economic and environmental benefits. Working with the sector, this collaborative framework will help change how electronic items are designed, made, bought and discarded, to reduce their carbon footprint. We estimate that modest changes in the manufacturing and retail sector, which increase re-use by 10%, could deliver 30,000 tonnes of resource savings per year with a greenhouse gas benefit of 220,000 tonnes CO<sub>2</sub>e.

For example, **WRAP's Better Appliances** guidance has enabled retailers and brands to specify increased durability and to minimise product returns. In addition, our work with Samsung, Panasonic, Argos and 20 other companies, both large and small, is building on our technical and commercial expertise to develop the business case for piloting more resource-efficient business models.

## Our 2020 goals

**By the end of the decade, WRAP aims to:**

- reduce the carbon, water and waste footprint of electricals and electronic products;
- work with industry to develop smarter, more resource-efficient products and services; and
- increase value through more re-use and recycling.

WRAP will work with esap signatories to set specific targets as part of the esap agreement, which aims to run to 2025.

# Everything depends on resource management

WRAP's work on all three step change priorities – food and drink, clothing and textiles, electricals and electronics – is firmly underpinned by our continued focus on preventing the disposal of products and packaging with re-use and recycling value.

## The need for change

WRAP analysis for 2020 has identified the opportunity to:

- **return 20 million tonnes** more material to the UK economy through recycling;
- **increase gross value added (GVA) by £2 billion** through growing the recycling sector; and
- **increase jobs by 10,000** through growing re-use and recycling.

Our experience tells us that to increase re-use and recycling we need to develop markets and generate demand for recycled materials, ensure the right infrastructure is in place to collect and process these materials, and encourage behaviour change. In line with the policy of governments and the EU, we will increase re-use and recycling and get more materials back into the economic cycle.

*"WRAP has been central to developing a recycling society in the UK. LARAC looks forward to continue working with WRAP to drive up recycling and deliver even more."*

Andrew Bird  
Chair, LARAC

re-define

Our programme for delivering a further step change in recycling is by re-defining;

- how collection systems are designed and delivered to improve the effectiveness of existing services, extend recycling provision and increase the supply of materials for recycling
- how the supply chain can operate to improve the quality of materials for re-use and recycling and increase the size and types of end markets
- how we engage with consumers to help them to re-use and recycle more.



*"OPRL is a great example of the power of collaboration. Working together OPRL Ltd, WRAP and the BRC have developed comprehensive on-pack recycling information for consumers which is now on over 80 percent of own brand lines sold by retail members across the UK."*

Jane Bevis,  
Chair, OPRL Ltd

## Delivering the step change

**Evidence:** The scale of change in UK household waste recycling has been huge. When WRAP started working on recycling in 2000, the rate was 11%. It is now well over 40% and over 50% in Wales. WRAP developed a range of good practice guidance for local authorities and businesses. Our food waste for recycling work helped increase the number of households receiving a separate food waste collection from 860,000 (3%) in 2007 to over 8 million (30%) in 2014.

**Collaboration:** British Retail Consortium (BRC), WRAP and the grocery sector developed the **On Pack Recycling Label (OPRL)** based on the Recycle Now icon, which provides information to consumers on the recyclability of packaging in the UK. This label is now used by almost 500 brands. WRAP has worked with over 70% of local authorities to help them deliver improved recycling services and is working in partnership with London Waste and Recycling Board to increase recycling in London.

**Consumer campaign:** After more than 10 years, **Recycle Now** continues to be the leading recycling campaign in the UK, raising awareness of the benefits of recycling and helping people to recycle all they can locally. The brand has high recognition and the resources WRAP provides to partners are highly valued. Our consumer site receives around 1 million visits per year. The campaign has undergone a major re-refresh recently and is ready to play its part in driving up recycling rates even more.

## Our 2020 goals

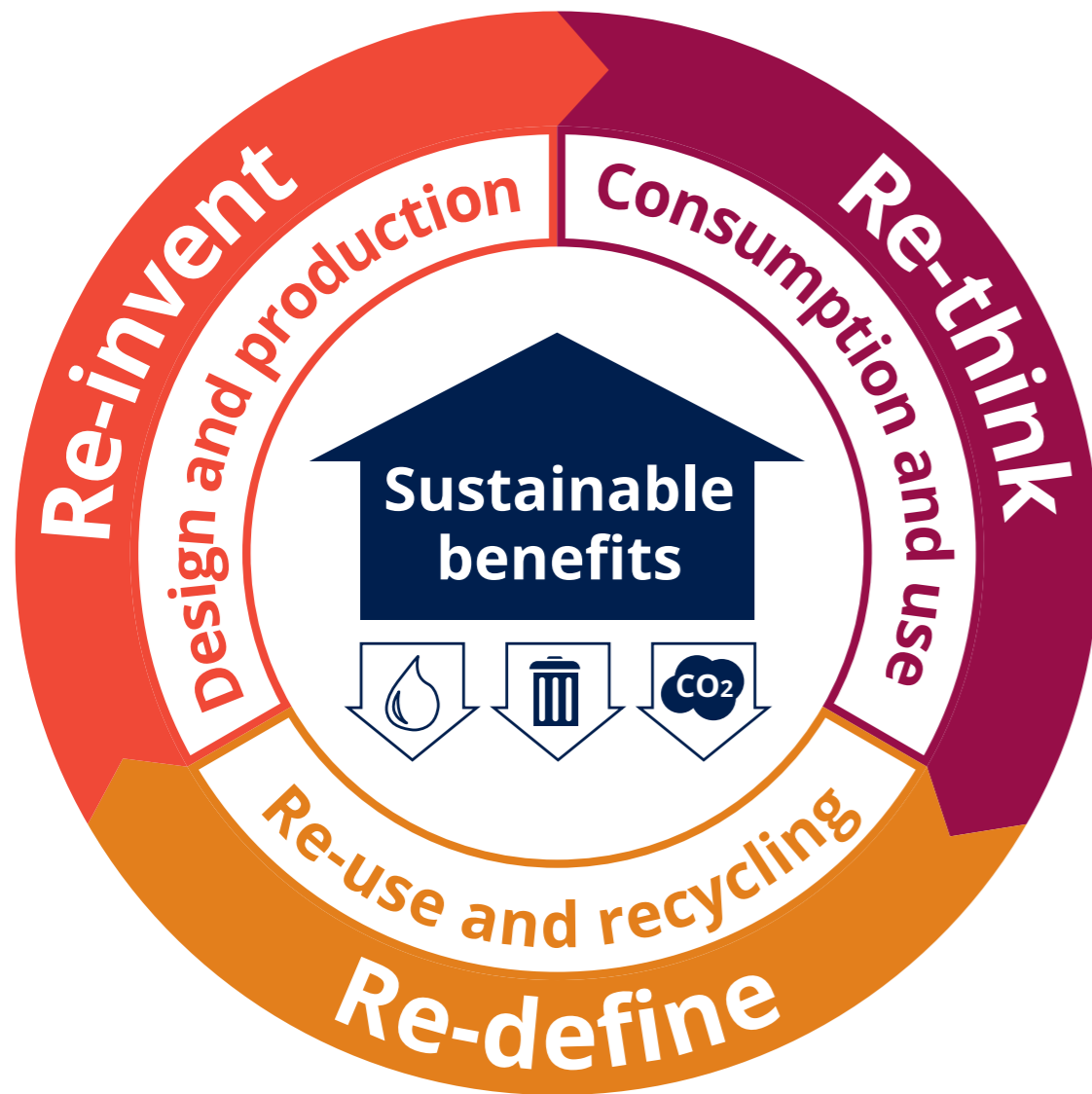
**By the end of the decade WRAP, aims to help:**

- meet the UK household waste and packaging waste recycling targets;
- deliver the municipal waste recycling target in Wales;
- increase the recycling of food waste by anaerobic digestion (AD) and increase access to household food waste collection services; and
- increase the number of people who recycle all they can on every occasion.

# Our approach to **delivering** a more sustainable future

**Implementing the 3 Rs can deliver the step change needed for the future.**

As illustrated below, it can deliver improved sustainability performance, and reduced waste, water use and carbon emissions.



Our work is underpinned by ground-breaking research. Examples of this can be found at [www.wrap.org.uk/keypublications](http://www.wrap.org.uk/keypublications)



## The view from the **Chair**

Julie Hill

**I am immensely proud to be Chair of an organisation that has achieved so much and has such a clear vision of the future.**

We approach this new phase of WRAP's contribution with unrivalled expertise and unbounded energy. WRAP will continue to help governments deliver on the ground, but will also use its 15 plus years of evidence gathering and experience to build on the foundations that government funding provides, taking our knowledge and enthusiasm to new partners and countries.

In turn, we will bring back new ways of solving problems, but never lose focus on the areas that we know can make the most difference to achieving our goal of a more sustainable, resource-efficient and resilient planet.

Many of you reading this plan will have worked with us already, will know our strengths and will be looking forward to this new phase. For those who are new to us, we hope that this account of our areas of focus and the environmental and economic goals that lie behind them will begin a conversation. We have many ideas awaiting the right partner, so bring us your vision.

**There are various ways you can join in and create change, for example:**

**Sign up** to one of WRAP's voluntary industry agreements.

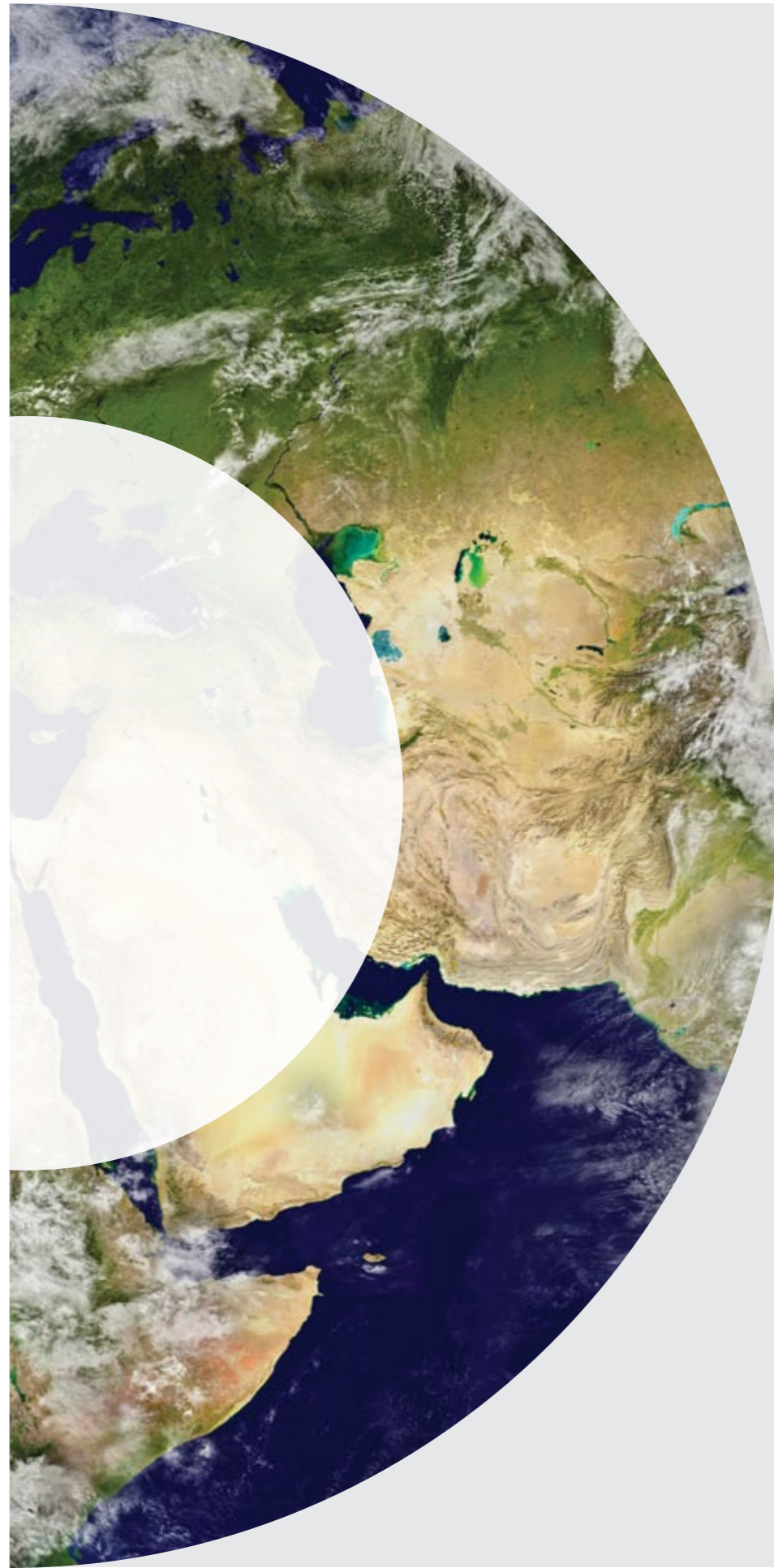
**Support** our research to develop a strong evidence base.

**Work** with us on a joint project to deliver behaviour change.

**Get involved** with one of our consumer campaigns.

**Make a donation** to further our charitable aims.

Please contact us at [joinus@wrap.org.uk](mailto:joinus@wrap.org.uk) and let's start delivering more change together.



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