

Plastic Packaging in People's Lives

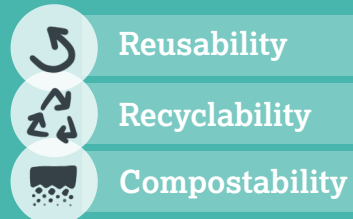
Rethinking the attitude-behaviour gap



Plastic pollution is an **urgent global concern**, sparking debates about its environmental impact, health consequences, and the efficacy of alternative materials.

The UK Plastics Pact was developed to support the removal of problematic or unnecessary single-use packaging.

It focuses on:



How do we ensure the UK Plastics Pact is achieved?

The Plastic Packaging in People's Lives Project used robust research methods to gather insights.

It involved:

91 Organisations & **552** People

Rethinking the attitude-behaviour gap

Five recurring themes emerged that impact plastic pollution in the UK.

Contamination

Consumers reluctance to rinse packaging impacts on recycling.

Moralities and paradoxes of plastic

Alternative food packaging also poses environmental challenges.

Identification as a tacit and experiential activity

Sight, touch and gut instincts are used to identify plastic packaging.

Extending from private to public practices

Public and workplace waste regimes are different from home.

Convenience

Plastic-packaged foods are embedded in everyday lives.



Recommendations for other packaging contexts



Communicate

Promote an understanding of environmental damage.



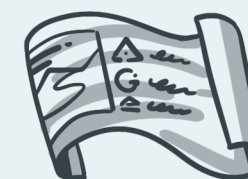
Collaborate and Cocreate

Involve multiple stakeholders to encourage shared perspectives.



Packaging Design

People identify packaging through tactile sensations.



Packaging Info

Labelling is important.



How Packaging is Used

Product use should be considered beyond the household.



Disposal and Recapture

Consider recapturing packaging back into the production process or nature.



Transport

Challenge assumptions about the distance packaging travels for production, consumption, and disposal.

Next steps

Learn more about our research by reading 'Rethinking the Attitude-Behaviour Gap' online.

[Click here to read the report](#)



[Click here to visit our website](#)

Work with us on:

- Mapping alternative packaging landscape.
- Examining perspectives on convenience in alternative food packaging.
- Household relationships with bins and containers.
- Simplicity of waste disposal in public and commercial spaces.
- Circular flows.