

A PLASTIC PLANET

THE PLASTIC FREE™ MARK
EVALUATION CRITERIA

...AND
NOW
WE'RE

PLASTIC
FREE™

SINGLE FOCUS, SIMPLE LANGUAGE

A Plastic Planet have one goal – **to ignite and inspire the world to turn off the plastic tap.**

APP's first campaign focuses on the excessive use of plastic packaging for food and drink, asking supermarkets to give the public the choice to shop in a Plastic Free Aisle. APP are pro-business, collaborating with industry, retailers, manufacturers, policy makers and Governments to accelerate the pace of change in our worldwide mission to reduce the use of indestructible plastic to package our perishable food and drink.

APP represent the public; championing plain speaking and truth. Recognising the need for crystal clear language that cuts through the confusion of recycling symbols and the green-washing of plastics, APP believes in using simple terminology: packaging either contains plastic, or it is plastic free. Our definitions are as follows.

CONVENTIONAL PLASTIC

Conventional plastic is what we see everywhere - PET, PS, PVC, PP, PE etc. The vast majority is derived from unsustainable fossil fuel sources, although conventional plastic can now also be manufactured from plants to produce a product with the same chemical structure, and critically, the same indestructible qualities. Plant-derived conventional plastic is sometimes called "bio-plastic" or "drop in bio-plastic" - a perfect example of the confusing language used to describe plastic. Similarly 'oxo-biodegradable' plastics may sounds good but are now known to simply degrade down to tiny plastic fragments faster.

For absolute clarity, we call all three of these kind of plastics **Conventional Plastic** as they all take hundreds of years to break down into micro-plastics and nano-plastics that are damaging our marine life and polluting our planet at an unprecedented rate.

PLASTIC FREE

APP calls all the materials in the following two groups PLASTIC FREE™.

- Bio-Materials: Bio-materials are part of our future. Exciting new and old materials include wood pulp, plant cellulose, food waste, grass, algae, rice husks and mushrooms. These materials can be made into trays, punnets and clear, flexible films that look and behave like conventional plastic, but with two key differences: At the start of their lives, these materials can be largely sustainably sourced. At the end of their lives, they can be composted into bio-mass to regenerate depleted farming soils. We support all compostables that comply with the necessary compliance ie EN 13432 or OK Home Compostable.

- Other materials: Metal, paper, carton board and glass are also plastic free. Aluminium, tin and glass can be recycled in an infinite loop. Paper, sustainably sourced through FSC™ or PEFC™ certification, can also be recycled and is one of the most all around versatile packaging materials. Steel and tin plate cans are of course free of plastic, but often have plastic linings. Similarly, work is still needed to remove hidden plastic in products like Tetrapak.

BIODEGRADABLE versus COMPOSTABLE

Another possible confusion. Everything eventually biodegrades – even conventional plastic. It is what it biodegrades down into that should concern us. For this reason, APP do not talk about biodegradable. Instead we talk about either ‘highly recycled’ (glass, paper, metal) and ‘compostable’ (always certified EN 13432).

THE APP MATERIALS EVALUATION CRITERIA

The following pages show the exacting criteria we request from any food or drink brand that wants to carry the Plastic Free mark. This document is available to view on our website as we strive to be as transparent and collaborative as possible in our endeavours to help the public, industry and governments wean us all from our addiction to single use plastic.

WHO COMPLETES THIS QUESTIONNAIRE?

Brands who want to differentiate themselves from companies who use conventional plastic packaging by displaying APP's Plastic Free™ Trust Mark. The information will be used for two purposes.



1. QUALIFICATION TO USE APP'S TRUST MARK

APP's Plastic-Free Panel and legal advisors are responsible for assessing a product's eligibility to carry APP's Plastic Free™ Trust Mark.

2 CHAMPIONING YOU

APP wants to champion you. By showcasing your company through our mass media campaign, we hope to grow your business and help customers shop plastic-free more easily.

If you have any questions, please do not hesitate to contact henri@aplasticplanet.com

PLACEMENT OF THE TRUST MARK

The Trust Mark is specifically designed to inform consumers as they walk through a shop. The mark must therefore be placed on the **front of pack** where it is clearly visible. We reiterate, this is not designed as a back of pack recycling-type symbol. It is the opposite of that. Plastic Free is now a strong reason to buy.

ONE FORM FOR EACH STOCK KEEPING UNIT

- Please note that a separate Evaluation Criteria form is required for each Stock Keeping Unit (SKU).
- Please insert the SKU number in the table below.
- To track each product that is awarded use of the Plastic Free Mark,TM we also ask for the barcode. Please insert below.
- We appreciate that you may have multiple SKUs using identical packaging materials. If this is the case, please fill this form for the first SKU, and then 'Save As' - and change the SKU and Barcode information below for the next one. Once finished, please send us the full set.

PRODUCT covered by this submission			
	Product Description	SKU Number	Bar Code Number
1			

YOUR CONTACT DETAILS

Please complete the box below with your contact details.

Your contact details	
Your name	
Your position	
Your company name	
Your company www	
Your telephone	
Your e-mail	

TABLE 1: YOUR PACKAGING MATERIALS

Please fill in Table 1 to describe your plastic free packaging materials and Table 2 to describe which foods and outlets are currently using your packaging.

A: BEGINNING OF LIFE questions				
Section 1: Packaging source materials				
1	What is your packaging made from? If it is a composite mix of the materials shown below, tick all that apply.			
	<i>Please tick the correct boxes. Yes, No, Don't Know (DK). If we have missed a material that you use, please simply add a line(s) to include it.</i>			
	GLASS/RUBBER	Yes	No	DK
	Glass			
	Rubber			
	METALS	Yes	No	DK
	Aluminium			
	Steel			
	BIO MATERIALS	Yes	No	DK
	Wood pulp			
	Sugarcane			
	Plant			
	Cellulose			
	Grass			
	Food waste			
	Algae			
	<i>Other (please insert here)</i>			
2	Fossil based, but certified compostable	Yes	No	DK
	Fossil-based plastic			
	What % of the packaging that is fossil-based?	%		
	<i>Please add any additional notes you think may be useful in the context of plastic-free packaging here.</i>			
	Does your material have EN13432?	Yes	No	DK
	<i>Please be sure to complete Section C, page 9 and attach the relevant certification.</i>			
Section 2: Conventional plastic components				
1	Is there any conventional fossil-based plastic in your packaging, even if the % is small (eg the pull ring, the lid or liner)?	Yes	No	DK
	Please tick the box:			
2	If yes, describe the plastic component(s) below and indicate the % of the total volume that is made from conventional plastic	%		
	<i>Describe the packaging component here</i>			

Section 3: Advantages over conventional plastic

1	What advantages does your packaging have in comparison to conventional plastic packaging?
	<i>Please describe any advantages your packaging possesses over conventional plastic packaging. For instance, your packaging may allow fruit to breath better.</i>

Section 4: Health

1	Does your packaging contain BPA or any BPA derivatives (BPAS, BPAF), plasticisers containing phthalates or any other deleterious chemicals that can cause endocrine disruption or adversely affect human health?	Yes	No	DK
	<i>Please tick the correct box:</i>			
2	If yes. Please describe below and where possible, include data and/or studies that have been carried out to assess potential health risks.			

Section 5: Manufacturers for each component

	For each component in the packaging, please supply the details of the manufacturer(s).			
1	COMPONENT 1			
	Component:	<i>eg NatureFlex</i>		
	Supplier:	<i>eg FUTAMURA</i>		
	Source material (eg Sugarcane), please describe below:			
	<i>Describe here</i>			
	Contact person			
	Address			
	Country			
	Tel			
	e-mail			
2	COMPONENT 2			
	Component:	<i>eg Punnet</i>		
	Supplier:	<i>eg ESP</i>		
	Source material (eg Sugarcane), please describe below:			
	<i>Describe here</i>			
	Contact person			
	Address			
	Country			
	Tel			

	e-mail			
Section 6: GMO				
1	Do you use any GMO or chemicals in your packaging materials?	Yes	No	DK
	<i>Please tick the box:</i>			
2	If yes. Please describe below			
	<i>Describe here</i>			
Section 7: Volume				
1	Is there a limit regarding the volume of food or drink that can be viably packaged in your packaging? If yes, please indicate the upper and lower limits below.	Yes	No	DK
	<i>Please briefly describe here.</i>			
Section 8: Inks and labeling				
1	What type of ink is used on your labeling? Please describe below			
	Manufacturer			
	Contact person			
	Website			
	Country			
	e-mail			
2	Does it compost?	Yes	No	DK
	Home compost			
	Industrial compost			
3	What is the label made of, please describe below.			
	Manufacturer			
	Contact person			
	Website			
	Country			
	e-mail			
4	Does it compost?	Yes	No	DK
	Home			
	Industrial			

B: WORKING LIFE questions

Section 1: Heating and boiling

1	Can your packaging be used for re-heatable food or drinks?	Yes	No	DK
	<i>Please briefly describe here.</i>			

Section 2: Freezing

1	Can your packaging be used for frozen food or drinks?	Yes	No	DK
	<i>Please briefly describe here.</i>			

C: END OF LIFE questions

Section 1: COMPOSTING

	For packaging materials that can be composted, please complete this section. If the material cannot be composted, please skip to Section 2.			
1a	HOME Composting	Yes	No	DK
	Is the packaging 'OK Home Compostable'?			
	Please attach the certification with your application			
	How long does it take to home compost? (days)			days
	What are the final elements, please describe below.			
	<i>Eg Biomass, CO2 & water</i>			
1b	Does your country have a Home Composting collection system for its population? If yes, please briefly describe below.	Yes	No	DK
2a	INDUSTRIAL Composting	Yes	No	DK
	Is the packaging industrially compostable?			
	Please attach the EN13432 certification with your application			
	How long does it take to industrially compost? (days)			days
	What are the final elements, please describe below.			
2b	Does your country have an Industrial Composting collection system for its population? If yes, please briefly describe below.	Yes	No	DK

	If you have published/grey literature on trials that you can share, we'd be very interested, please attach with your application .			
Section 2: GLASS - Recycling				
	For glass materials, please complete this section.	Yes	No	DK
a	Can your packaging be recycled from curbside collection in the UK/your country?			
b	If there is no curbside collection, please describe how the shopper can recycle your packaging below. Eg do they take it to a neighbourhood bottle bank?			
c	If you have information on the % of your packaging that is <u>actually</u> recycled, please provide any links or documents here.			
d	What is your packaging recycled into? Please briefly describe below.			
Section 3: ALUMINIUM - Recycling				
	For aluminium materials, please complete this section.	Yes	No	DK
a	Can your packaging be recycled from curbside collection in the UK/your country?			
b	If there is no curbside collection, please describe how the shopper can recycle your packaging below. For example, do they take it to a neighbourhood bottle bank?			
c	If you have information on the % of your packaging that is <u>actually</u> recycled, please provide any links or documents here.			
d	What is your packaging recycled into? Please briefly describe below.			
Section 4: PAPER - Recycling				
	For paper/pulp materials, please complete this section.	Yes	No	DK
a	Can your packaging be recycled from curbside collection in the UK/your country?			
b	If there is no curbside collection, please describe how the shopper can recycle your packaging below.			

c	If you have information on the % of your packaging that is <u>actually</u> recycled, please provide any links or documents here.
d	What is your packaging recycled into? Please briefly describe below.
Section 5: ANY OTHER MATERIALS	
	For any other materials not captured above, please complete this section.
1	What is the material?
2	Can your packaging be recycled from curbside collection in the UK/your country?
3	If there is no curbside collection, please describe how the shopper can recycle your packaging below.
4	If you have information on the % of your packaging that is <u>actually</u> recycled, please provide any links or documents here.
5	What is your packaging recycled into? Please briefly describe below.
Section 6: Marine impact	
	We understand that a universally accepted metric and assessment system is still under development for marine impact. That said, if you have any data on the impact your packaging has on affect marine life including any relevant documentation (e.g. ASTM D6691), Please attach these with your application.

TABLE 2: FOODS/DRINKS & OUTLETS USING YOUR PACKAGING

D: FOOD VERSATILITY & CURRENT USAGE Questions				
Section 1: Products				
1	Which foods or drinks can be packaged using your packaging? If we have missed items, please add as many lines as you need below.	Yes	SKU	No
FRESH				
	Fresh vegetables			
	<i>Please list which ones here (eg lettuce):</i>			
	Fresh fruits			
	<i>Please list which ones here (eg cherries):</i>			
DRY				
	Dry products (pasta)			
	Dry products (coffee/tea)			
	Dry products (bread)			
	Add here			
DAIRY				
	Cheese			
	Butter			
	Yoghurt			
	Add here			
PROTEINS				
	Fish			
	Meat			
	Add here			
LIQUIDS				
	Milk			
	Fruit juices			
	Water			
	Add here			
OTHER				
	Add here			
Section 2: Brands				
1	Which brands are currently using your packaging? <i>Please list them in the table below.</i>	SKU No		

Section 3: Current availability

1	Which supermarkets currently carry products using your packaging? Please tick or cross.	Tick for Yes Cross for No
	ASDA	
	Aldi	
	Budgens	
	Co-op	
	Iceland	
	Lidl	
	M&S	
	Morrisons	
	Nisa	
	Ocado	
	Sainsbury	
	Tesco	
	Waitrose	
	OTHER (please add supermarkets not listed above)	

Thank you very much for your time to complete this form.
