



Driving the transition
towards a zero waste future

RETHINK PLASTIC

www.rethinkplasticalliance.eu

@RethinkPlastic



FOOD & PLASTIC PACKAGING WASTE



PROBLEMATIC CASES



LEAD TO OVER PURCHASING AND DRIVE FOOD WASTE

MULTIPACKS



REPRESENT 10% OF MARKET

0% RECYCLING RATE

SACHETS



SUSHI

WRAPS

SHORT SHELF-LIFE HIGH PACKAGING INTENSITY

PRE-PREPARED FOOD