23rd July, 2024

**Sonoco Europe to host post-election webinar on the future of resources & waste policy in the UK**

*Scheduled for 29th July, the webinar will draw on recent polling data commissioned by Sonoco, and look at what the recent change of Government is likely to mean for waste, recycling and packaging policy.*

**Chesterfield, The UK** – Sonoco Europe will host a webinar on 29th July in which an expert panel will examine polling results from recent Sonoco-commissioned research. The panel will also discuss the ‘Simpler Recycling’ policy announced by the previous Conservative Government – scheduled to be introduced in 2026 – as well as looking ahead at what future policy changes a Labour Government might make to policies in this area.

The webinar will provide valuable insights for professionals at every stage of the packaging supply chain and will feature experts from Sonoco, as well as from Public Affairs firm, Cavendish Consulting, and INCPEN – the Industry Council for Packaging & the Environment.

**About the research**

The webinar will feature analysis of the “Simpler Recycling” policy for households, which the previous Government planned to roll out in 2026. Local authorities across England will be given a single list of materials that they must collect for recycling. However, polling shows that the public is unaware of the change and what it will mean for their local recycling collections. Of the 27% aware of the changes, most have a poor grasp of what the policy will entail.

Despite a lack of awareness about the wider policy, the research shows that consumers want to do the right thing – 80% of them check whether an item is recyclable using local recycling guidance or on-pack labels, and 71% say they do what the packaging tells them to do some or all of the time.

It was also found that most people prefer clear on-pack labels or council leaflets (66%) to present information about recyclability – rather than social media or TV campaigns (22%). And **71% of them say they do what the packaging says** all or some of the time.

As a global leader in sustainable packaging, Sonoco is supportive for government leaders to take actions to improve communication about upcoming change and ensure the policy is comprehensive across all recyclable materials.

To register for the webinar, visit: [https://events.teams.microsoft.com/event/](https://events.teams.microsoft.com/event/331b28ce-4956-4990-99fd-81f42c8ff177%40873b7292-5469-4a05-9740-0332e6cbc72d)

**ENDS**

**About Sonoco**

With net sales of approximately $6.8 billion in 2023, the Company has approximately 23,000 employees working in more than 300 operations around the world, serving some of the world’s best-known brands. With our corporate purpose of Better Packaging. Better Life., Sonoco is committed to creating sustainable products and a better world for our customers, employees, and communities. Sonoco was named one of America’s Most Responsible Companies by Newsweek. For more information on the Company, visit our website at sonoco.com.

All figures are from research carried out by Opinium. Figures for Britons are based on a sample size of 2,051 adults. Fieldwork was undertaken between 17th - 19th April 2024. The survey was carried out online. The figures have been weighted to be nationally and politically representative.

For more information contact: rharry@adcomms.co.ukTel +44 (0)7747 235 616 or SonocoCPE@sonoco.com
[www.sonocoeurope.com](http://www.sonocoeurope.com/)