



A WWF INITIATIVE FOR
A CIRCULAR ECONOMY AND
NO PLASTICS IN NATURE BY 2030

PACT Impact Report 2020

Plastic Action in Singapore | Aug 2020



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What is PACT?

Creation, Vision and Goals

Started by WWF-Singapore, PACT (Plastic ACTION) is a business initiative which aims to eliminate plastic pollution in nature and ultimately move towards a circular economy on plastics.

Here's how PACT tackles the following issues:



To achieve the vision of No Plastics in Nature by 2030, PACT is working towards these goals:

- Elimination of all unnecessary plastics
- Reduction of single use plastics by 50%
- Support of a circular economy by moving to 100% reusable or recyclable product or packaging design models
- Removal of plastics from nature by making a net positive impact

How PACT helps businesses

PACT provides businesses with guidance and resources to help reduce their plastic consumption.

It engages with them via two approaches:

- **Sectoral Collaborations:** PACT targets unnecessary plastics which are easiest to remove from an entire business model, in order to create large-scale and lasting impact. Participating companies are known as pledge signees. 
- **Individual Company Commitments:** Beyond making a pledge, individual companies commit to time-bound targets and goals aimed at creating a circular economy for plastics. These companies are known as PACT Champions. Ultimately, the aim is to empower them as leaders in plastic action to lead their peers by example and pave the way towards a circular economy for plastics in their industries. 

This report documents the journey of PACT, celebrates its successes and showcases the challenges faced in achieving them.



2 PACT Milestones

January 2018



WWF, in partnership with media platform Eco-Business, co-hosted a high-level roundtable event on plastics use and pollution. 20 government, business and civil society leaders debated the plastic waste issue in Singapore and SouthEast Asia.

December 2018



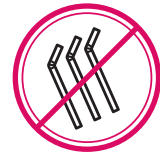
Over 50 key players from the hospitality, manufacturing, food & beverage (F&B) and retail industries attended a workshop event to find synergy on issues such as plastics recovery and recycling.

January 2019



PACT was officially launched, with eight companies on board and committed to specific plastics reduction goals.

February 2019



100 F&B outlets signed the No Straws Pledge, a joint effort with Zero Waste Singapore and endorsed by the National Environment Agency.

December 2019



One million pieces of cutlery are saved in Singapore every week. This was a milestone achievement from the Food Delivery Industry Pledge's first initiative: introducing automatic opt-out of cutlery on food delivery apps.

October 2019



Deliveroo, foodpanda and Grab signed the Food Delivery Industry Pledge. They committed to long-term targets to reduce single-use packaging in their industry by 2024.

July 2019



The total number of F&B outlets signing the No Straws Pledge has exceeded 300.

February 2019



A roundtable for retail property management and food delivery services is held. 30 participants discussed challenges and opportunities of reducing plastics in their respective sectors.

January 2020



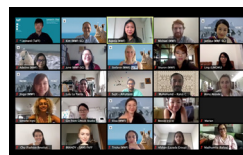
A roundtable for the F&B industry is held, where 30 representatives shared about challenges faced in their business models. The discussion also covered problems and opportunities for fast food service providers, restaurants and food courts.

April 2020



A total of 22 individual companies across five industries have signed PACT commitments, more than doubling in membership since January 2019.

June 2020



The Reducing Plastics in Fashion Virtual Roundtable was held, hosted by PACT and Textile and Fashion Federation (TaFF). More than 80 participants from the fashion industry shared their challenges and experiences in reducing plastic packaging, such as labels, stickers, shopping bags and polybags.



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Sectoral Collaboration

Since 2018, PACT has engaged over 200 participants via six closed-door roundtables in Singapore. The roundtables facilitated confidential discussions regarding challenges and opportunities to tackle plastics in their business models, and to discuss potential solutions to low-hanging fruits of the industry.



These discussions paved the way for sectoral pledges, openly calling for industry action at scale, garnering media attention and raising awareness of the plastics issue to Singaporeans and other businesses. To date, the following three sectoral pledges have been signed by various companies in Singapore.

No Straws Pledge

The first sectoral pledge of PACT, the No Straws Pledge started in February 2019 as a joint effort with Zero Waste Singapore and with support from the National Environment Agency. Over 300 F&B outlets have since pledged to remove straws from their operations from 1 July 2019 onwards.

Pledge signees faced multiple challenges in their effort to phase out straws. This included customer service expectations and operational difficulties such as changing lids to accommodate the no-straw policy. Moreover, the F&B outlets experienced difficulty in serving specific drinks that usually require a straw - such as fresh coconuts and milkshakes.

But staying true to their commitment, pledge signees managed to overcome these challenges with innovative solutions including point-of-sale messaging, redesigning menus and products, and providing alternatives only on demand.



The No Straws Pledge is a low-hanging fruit — easy for F&B companies to achieve, with a large impact due to the high number of signees. It has set the framework for future sectoral commitments, both within and beyond the F&B industry.

The pledge also garnered widespread attention, widely covered by media across Singapore. The media coverage served as a positive affirmation to businesses regarding the overall perception of plastics-related sustainability initiatives, and has since set an example for the rest of the F&B industry to kickstart their sustainability journey.

The participating companies are:

- A Poke Theory
- Accor Group
- Bettr Barista
- Brawn & Brains Coffee
- Carrotsticks and Cravings
- Crowne Plaza Changi Airport Hotel Singapore
- Foreword Coffee
- Glow (SuperNature To Go!)
- Grand Hyatt
- Guzman Y Gomez
- Jones the Grocer
- Kraftwich
- Lo and Behold
- Nam Nam
- Nandos
- Nassim Hill Bakery
- Nylon Coffee Roasters
- Pan Pacific Hotels Group
- PastaMania
- Plain Vanilla
- Ramada & Days
- SaladStop!
- SODEXO
- Spa Esprit
- Suntec Singapore Convention and Exhibition Centre
- Tadcaster Hospitality
- The Coffee Academics
- The Lokal Singapore
- Urban Mix
- Well Dressed Salad Bar
- Wheat Baumkuchen Pte Ltd
- Wildlife Reserves Singapore



>30 million

pieces of cutlery saved
since December 2019



Food Delivery Pledge

In December 2019, the three major food delivery companies in Singapore signed and announced a PACT industry pledge, joining forces to build on their individual sustainability strategies. With the Food Delivery Pledge, Deliveroo, foodpanda and Grab publicly committed to a series of initiatives to increase sustainability in the food delivery industry.



The first initiative is an automatic opt-out of cutlery on their respective applications - an improved feature of the default opt-in toggle (implemented by foodpanda in 2017). The staff, often accustomed to packing utensils with each order, had to adapt to the new protocol. Despite initial difficulties, all three companies reported saving a staggering amount of over a million cutlery pieces every week in Singapore due to this initiative.

This is a first step in a multi-layered commitment, where food delivery companies aid their F&B partners in laying down guidelines to reduce their plastics consumption and explore alternatives for takeaway packaging. This PACT initiative thus opens doors for the rest of the F&B industry to set strict guidelines on single-use plastic packaging.

Retail Bag Charge

The Retail Bag Charge started in 2019. As of June 2020, H&M, LEGO® Certified Stores (Bricks World), Saladstop!, The Body Shop and Wing Tai Retail have signed this commitment to charge customers for every single-use bag taken.

The proceeds are donated to WWF-Singapore to support conservation efforts including supporting research, innovation and conservation projects on plastics. Point-of-sale messaging, informing customers on the outcomes of the proceeds, shaped the environmental intention of this initiative clearly.

The Retail Bag Charge is highly effective as it provides consumers with a choice and shapes consumer thought and behaviour (such as bringing their own bags), while simultaneously reducing the amount of single-use bags in society.



4

PACT Company Commitments

Individual companies keen on participating beyond a pledge can become PACT Champions by committing to time-bound targets and specific goals, as part of the journey towards creating a circular economy for plastics. In addition, these companies are also piloting alternatives to replace plastic.

The number of PACT Champions has more than doubled since launch to 22 Champions, across five industries since the launch - e-commerce, F&B, hospitality, manufacturing and retail property management.

PACT Champions communicate their progress regularly through two methods. Firstly, PACT holds biannual catch-ups to understand initiatives Champions are implementing, and identify any challenges they are facing.

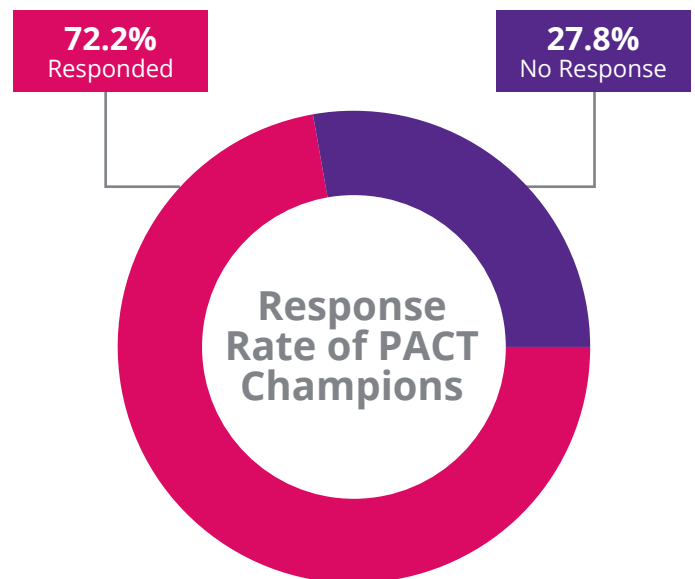


Secondly, PACT Champions update their progress through a reporting form. This allows companies to pinpoint areas of improvement, and for PACT to provide guidance and advice. The form also helps further improve the PACT programme through feedback from the Champions.

Response Rates

Some companies were only able to provide partial data within the timeframe. These companies are still categorised under non-respondent as the data given was insufficient.

The 72% response rate from the PACT Champions is commendable, especially in light of the Covid-19 situation. PACT aims to achieve a 100% response rate in the next annual report, and would like to thank all PACT signees for their transparency and accountability.



Overall Reduction Rates

The following infographic highlights the overall impact on plastic reduction from PACT Champions in one year.



Straws
2,628,000



Stirrers
427,000



Single Use Cups
450,000



Cup Lids
299,000



Cup Holders
1000



Food Containers
1,266,000



Food Container Lids
448,000



Takeaway Bags
1,690,000



Water Bottles
1,360,000



Cutlery
554,000



Sauce cups, bottles or sachets
1,038,000



Cotton Buds
313,000



Soap & Shampoo Bottles
358,000



Bin Liners
1,030,000



Laundry Bags
285,000



Newspaper Bags
4,000



Shower Caps
230,000



Toothbrushes
65,000



Combs
65,000



Slipper Wrappers
100,000

Total (rounded to nearest 1,000)

The following pages will highlight case studies and break down each industry's reduction statistics (if applicable), to provide a better understanding of each industry's progress and challenges.

TERM	SPECIFICATIONS
No response	The company provided data instead of filling in the form, however their data does not cover this product; or The company did not fill in the form nor provide data.
Not eliminated	The company is currently using this product/packaging.
Not applicable to business model	The company has never utilised this plastic product/packaging since the beginning of their business.
Eliminated or in process of eliminating	The company has completely eliminated use of this plastic product/packaging prior to joining PACT; or The company has completely eliminated use of this plastic product/packaging as a PACT commitment; or The company has decided on the route to progress and has started, but not completed, implementation. Note that "elimination" refers to either the packaging/product not being offered anymore or the packaging/product has been replaced by alternatives.



5 Food & Beverage and Hospitality

Reducing plastics across their outlets islandwide.

Food & Beverage

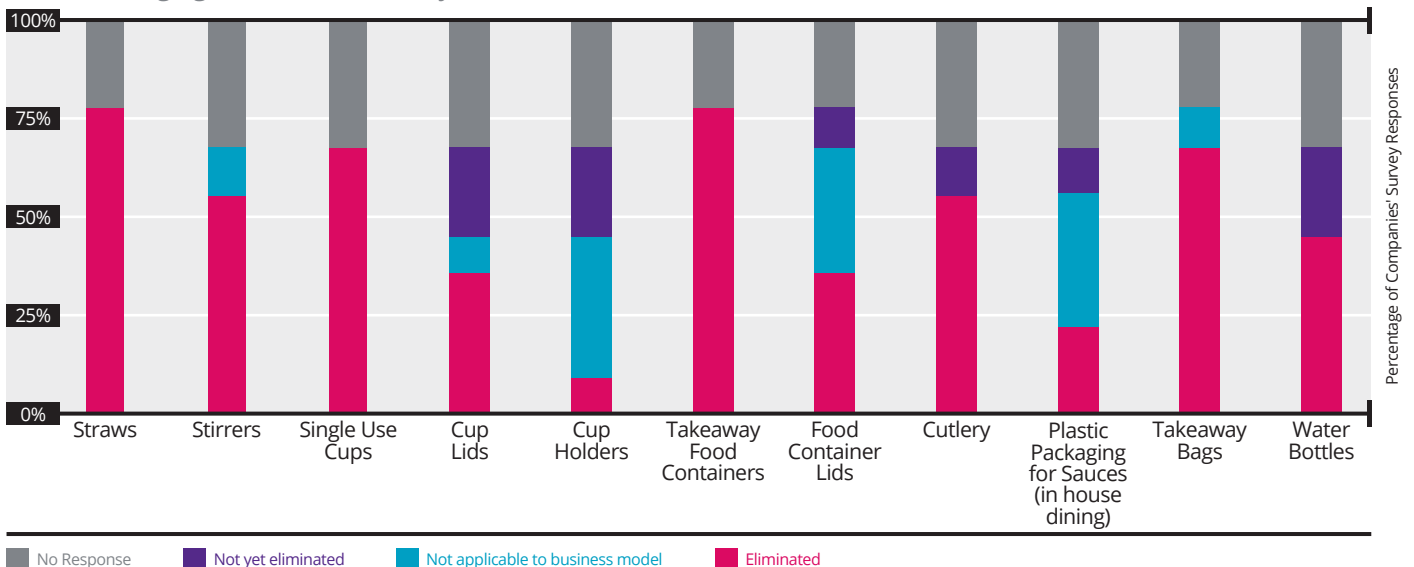
To date, 10 of the 22 PACT Champions are from the F&B industry.



These companies are committed to reducing front-of-house plastic packaging, including consumer-facing items such as plastic cutlery, straws and stirrers.

The progress for each type of plastic packaging can be seen in the following graph:

Plastic Packaging for the F&B Industry



NOTE: Data for food container lids was only required if the companies used lids of a different material from the containers.

From the gathered responses, most single-use plastic packaging that is not crucial for product integrity have been eliminated, either through complete removal or by using alternatives. For instance, some F&B PACT Champions provide wooden cutlery upon request and for takeaways instead of plastics. Other PACT Champions have eliminated disposable saucers and now use sauce dispensers for in-house dining. Generally, around half of the front-of-house plastic packaging listed have been eliminated from our F&B PACT Champions. This has led to a significant reduction of plastic packaging within just one year of their PACT commitment, which is summarised in the following diagram.



Straws
634,000



Stirrers
104,000



Single Use Cups
365,000



Cup Lids
283,000



Cup Holders
1,000



Food Containers
948,000



Food Containers Lids
448,000



Cutlery
390,000



Sauce Cups, Bottles or Sachets
1,038,000



Takeaway Bags
1,616,000



Water Bottles
113,000

Total (rounded to nearest 1,000)

These achievements are especially noteworthy, in light of the following challenges:

- Washing facilities: As many of them do not have their own washing facilities and have to outsource their washing, it may not be operationally feasible to opt for reusables.
- Takeaway food packaging: Products with higher structural integrity are needed for takeaway food packaging to prevent spills or leakages, especially for soups, sauces and dressings. In such cases, a plastic separator is placed within the container. For example, noodles are placed in a bagasse container with a plastic separator containing sauce. This reduces the overall volume of packaging and is more resource-friendly than using two separate bagasse containers. It also better provides the structural rigidity needed for the sauce.

WWF, together with its F&B Champions, are continually researching and evaluating novel and cost-effective market innovations to address these challenges. Some F&B Champions now encourage customers to bring their own containers and cups, using incentives such as discounts or free food toppings. Others have been piloting reusable takeaway solutions to reduce the use of single-use containers.

Consumers play a huge role in the success of these initiatives. For instance, SaladStop!'s Borrow-a-Bag initiative saved over one million bags — demonstrating how one small action by consumers can have an enormous impact on reducing waste and conserving resources. With these initiatives in place and more in the pipeline, PACT expects to see growing traction amongst consumers and businesses.



“ If more people realised that it is in the **power of the individual** — and only the individual — then things would move a lot faster. ”

Katherine Braha
Director of Saladstop!

Hospitality

The seven PACT Champions from the hospitality industry are:



THE FULLERTON
HOTELS AND RESORTS

GRAND | HYATT
SINGAPORE

Hilton

PAN PACIFIC
HOTELS GROUP
A Member of UOL Group



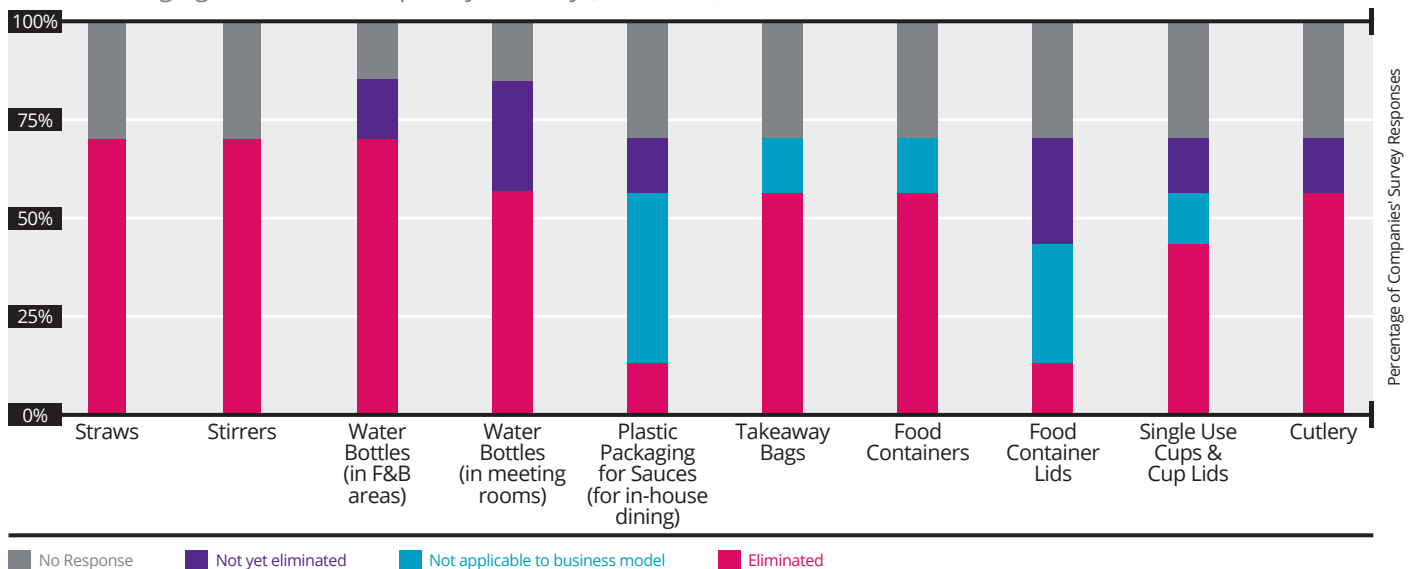
RAMADA
BY WYNDHAM
SINGAPORE
AT ZHONGSHAN PARK



These PACT Champions have committed to eliminating plastic packaging in one or more of the following areas: guest rooms, F&B services and meeting venues.

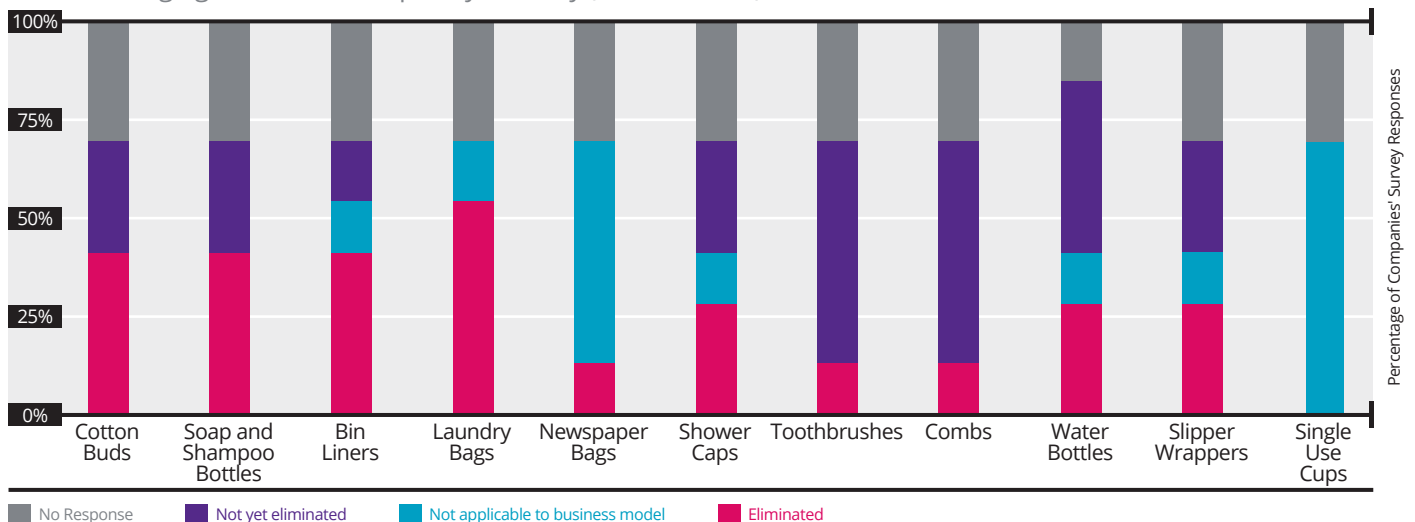
The following graphs shows a breakdown of their progress, according to venue and type of packaging.

Plastic Packaging used in the Hospitality Industry (F&B Areas)

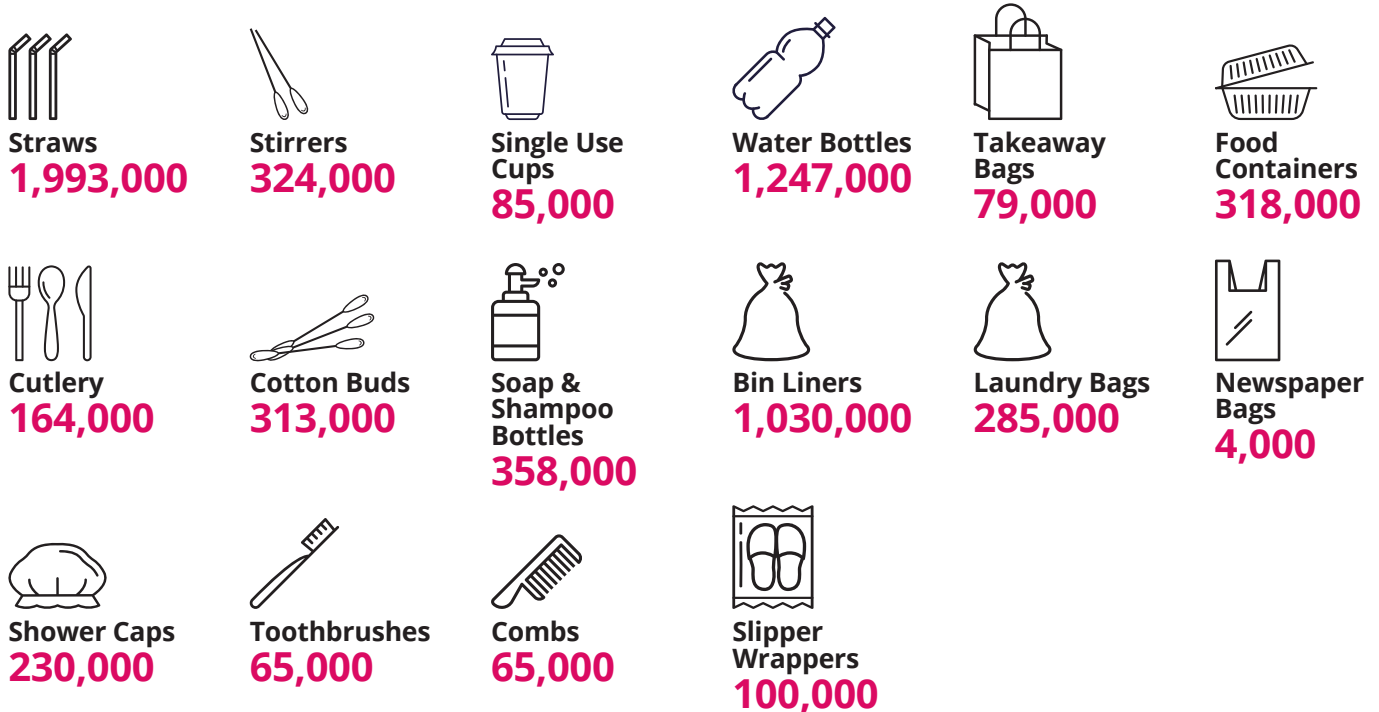


NOTE: Data for food container lids was only required if the companies used lids of a different material from the containers.

Plastic Packaging used in the Hospitality Industry (Guest Rooms)



The efforts of the Hospitality PACT Champions have led to the reduction of the following in a year:



Total (rounded to nearest 1,000)

In F&B areas, the Hospitality PACT Champions have avoided the use of unnecessary plastics, with complete replacement or removal in most areas. However, the challenges faced are similar to those of the F&B industry, especially with takeaway food packaging. Customer feedback highlights that the structural integrity of the food containers (e.g. polylactic acid or bagasse containers) degrade after a few hours.

Beyond F&B, the main challenges for the hospitality industry involved the following products:

- PET (polyethylene terephthalate) water bottles in guest rooms and meeting rooms: PACT Champions have expressed difficulty in replacing PET bottles with alternatives. While most are experimenting with glass bottles and filtration systems, these alternatives may not be feasible for guests who want to bring their bottles out of the hotel.
- Slipper wrappers: Hotel guests usually expect in-room slippers to be wrapped, for hygiene purposes. Some solutions the PACT Champions have been exploring include replacing the plastic packaging with paper and/or reducing the amount of packaging used.
- Amenity kits: Amenity kits are usually a service expectation by guests, and typically include, but are not limited to, soaps, shampoos, toothbrushes, combs and shower caps. Additionally, these products use several types of plastic packaging and are often oddly-shaped, which reduces the feasibility of recycling. PACT Champions are piloting alternatives for each product, to gauge guest reception and financial viability. These include dispensers for liquid amenities, and using replacements made from recycled-PET or plant-based materials.

WWF-SG will work together with the Hospitality PACT Champions to tackle the above-mentioned challenges, and develop solutions for the industry.



Grand Hyatt Singapore shares more about their journey towards a sustainable business model:

GRAND HYATT SINGAPORE

The Search for a Full Suite of Solutions



How does Grand Hyatt Singapore reduce plastic usage in such a large-scale, multi-purpose environment?

We adopt a holistic approach towards sustainability across multiple touchpoints in the hotel. With support from the leadership team, it didn't take long to introduce several initiatives: biodegradable takeaway boxes and straws, reusable stainless steel stirrers, compostable trash bags and woven laundry covers. For corporate gifts, we wanted to work with a like-minded company and our search led us to Peco Bag, which is made from 100% certified r-PET fabric. We've even replaced plastic bottled water with JUST Water at all 16 of our event venues.

What are some challenges Grand Hyatt Singapore is facing in finding alternatives for its amenity kits and how were they overcome?

While there are more suppliers offering alternative options than before, we still had difficulty finding a single supplier to provide a complete range of sustainable amenities. Getting different items from different suppliers would result in higher prices and inconsistent quality standards.

After months of searching, we overcame this by identifying two suppliers who could provide a full suite of sustainable amenities, and we are working closely with them to roll out our sustainable dry amenity range in 2021.

What do you think is the best way for businesses to embark on their plastic reduction journey?

To continuously think outside the box. Researching and further developing sustainable initiatives on how to reduce plastics in the workspace within the hospitality and F&B industries will ultimately better the environment for all key stakeholders.

What is one misconception about using less plastics for businesses?

That you'll have to compromise on quality and price. In reality, there are cheaper alternatives in the market with better quality and durability. Most importantly, we must not get too caught up in prioritising short-term gains when moving towards a sustainable future, but to look at the long-term benefits — both financial and non-financial.

“

We must not get too caught up in prioritising short-term gains when moving towards a sustainable future, but to **look at the long-term benefits — both financial and non-financial.**

”



6

Manufacturing

There are three PACT signees from the manufacturing sector: Cloversoft, Evian and H&M. They have committed to reducing plastic packaging in their manufactured goods. This includes increasing the amount of recycled content in their packaging and products, seeking alternatives and eliminating unnecessary plastic packaging.



Here's how Cloversoft has tackled the issues in doing so:

CLOVERSOFT

A Journey to Wipe Out Plastics Waste



What are some challenges Cloversoft faced in eliminating or reducing plastic packaging?

This year, Cloversoft specifically wanted to remove bundle packaging for our Antibacterial wipes, thus removing the additional plastic wrapping that was used to bundle individual packs together. To do this, we switched towards having solely single pack sales but that came with its own set of challenges.

For instance, the extra plastic wrapping served as added protection for our product. On top of that, selling in single packs requires more labour and manpower to pack and sort. Bundle packs are also more aesthetically appealing to consumers and help bolster our sales. All these were considerations we had when we made the switch.



What kept Cloversoft going despite these challenges and how were they overcome?

From the beginning, Cloversoft was founded to provide a more eco-friendly and safer option to consumers in terms of tissues and wipes. These tenets underscore every product and service we provide and is at the heart of all that we do. Having established ourselves as a brand with such values, it then becomes fundamental for us to maintain these standards. It is also heartening to see when businesses and households make the switch because they believe in what we do.

In your opinion, which is your favourite and most impactful of Cloversoft's initiatives in reducing plastics?

Our refillable tissues and coreless toilet paper rolls are perhaps one of the most revolutionary changes we had to make. When we first launched the coreless toilet paper rolls, we did so as part of a limited stocks run in conjunction with Earth Week. We were uncertain of whether consumers would readily accept this initiative. Admittedly, many consumers were not ready to, and we received much feedback about hygiene concerns and product ergonomics. However, we decided to still introduce it as part of our regular product line since we saw a positive impact.

What hopes do you have for the manufacturing industry, with regards to reducing plastic packaging?

Big changes start with small steps. It's not always about one person making waves, but the ripple effect of multiple individuals that will enact the biggest change. What Cloversoft is doing now is to remove unnecessary packaging waste. If plastic is there for purely aesthetic reasons, then it's something we can do without. These small steps are easily executed but could make a big difference if many choose to do it.

“ It's not always about one person making waves, **but the ripple effect of multiple individuals that will enact the biggest change.** ”



7

E-Commerce

In 2019, PACT welcomed perromart, an online pet care store, as the first PACT Champion in e-commerce.



The main challenge for the e-commerce industry lies in products that are fragile or require waterproofing. To maintain product integrity, these require plastic packaging, such as bubble wrap and cling film. Additionally, there are limited alternatives on the market that are commercially viable.



Since joining PACT, perromart has redesigned its packaging guidelines and through innovation, reduced its usage of plastic tape by over 500 km.

Here's how the company pulled off this feat:

PERROMART

A Simple Change for Impact that Sticks



Can you tell us about one initiative perromart came up with, to reduce plastics use?

We identified tape as our low-hanging fruit as it's both inexpensive and the one item we use almost thoughtlessly in our daily operations to secure items. So we switched to a new strapping tape system after committing to PACT and doing our research.

“

perromart reduced its usage of plastic tape by over

500 km
It is about
170 times

of the length of the Singapore river!

”

What were the challenges faced along the way, and how did perromart overcome them?

Initially, we had trouble sourcing for a tape that was both recyclable and eco-friendly, and strong enough too. But sticking to our research paid off when we discovered the new strapping tape system and it met our desired criteria.

How much plastic tape has been saved, as a result of the new system?

With the new system, we've been able to reduce up to 7,300 units of tape in the past year!

What other initiatives has perromart introduced or is planning to introduce to reduce plastic packaging?

We've been looking to reduce the number of plastic polymailers used in our deliveries, by sourcing for eco-friendly and biodegradable options. We've also added recycling bins to the workplace.

We hope to transition to non-plastic packaging for tape, and to find alternatives to bubble wrap and cling film. In the long term, we're aiming to reduce more than half of unrecyclable single-use plastics by the end of 2021 by switching to recyclable cardboard boxes. Our ultimate goal is to eliminate all unnecessary plastics by 2027.

Do you have any tips for other e-commerce businesses looking to reduce their use of plastic packaging?

Using cardboard boxes instead of polymailers is a great way to start out. Find the largest contributor of plastic in your company's operations as a first step!





8

Retail Property Management

In December 2019, PACT welcomed Lendlease as the first retail property management company on board.



Lendlease has pledged to reduce plastic waste from tenants on their properties. By working together with PACT signees such as those in the F&B sector, they hope to pilot innovative solutions and provide support to their tenants. Their circular economy ambition extends beyond plastics to cover other waste categories, such as food waste.



Additionally, Lendlease is partnering with PACT on a Waste in Retail Research Initiative. The initiative aims to undertake research, identify and implement waste reduction pilots in Lendlease's operation, and to develop knowledge to be shared with the retail property management industry and key stakeholders. The study will focus on how to implement a waste reduction and circular economy strategy via practical and tailored recommendations for the local conditions in Singapore.

PACT will support their work by providing resources and collaborative opportunities with other Champions.



In our pursuit of acting upon Singapore's Towards Zero Waste Masterplan, there is alignment in aspirations of acting on waste reduction and recycling for waste generated from our businesses. **There's no doubt plastic waste reduction plays a big part in our overall waste management** and we have hence embarked on the PACT journey with WWF.

- Lendlease Singapore





9 Roadmap for PACT

In our efforts to make our mission of No Plastics in Nature by 2030 a reality, PACT will be focusing on the following areas:



- Setting up working groups within the F&B and hospitality industries to share solutions and tackle minimum-order requirements.
- Exploring the e-commerce, fashion, manufacturing and retail property management sectors further to gain industry traction.
- Pioneering solutions with PACT Champions through pilot tests.
- Working closely with WWF offices in Asia to share best practices and tools of PACT.
- Launching of the Alternative Materials Tool (AMT) in 2020 for the F&B and hospitality industries in Singapore, Thailand, Malaysia, and Philippines. The AMT will guide users to select packaging materials with the least environmental impact and is specific to each country's waste context.
- Launching a guide for the fashion industry on how to reduce plastic packaging.
- Conducting research to narrow down waste management approaches based on a country's characteristics.

Our success so far would not have been possible without the generosity of our donors. By continuing to work together with businesses, government and people, PACT will help minimise the impact of plastics in nature and make way for a more sustainable future.

If you are interested to join PACT, please email markets@wwf.sg



By continuing to **work together with businesses, government and people**, PACT will help minimise the impact of plastics in nature and make way for a more sustainable future.





A business initiative to eliminate plastic pollution in nature and move towards a circular economy on plastics.

To find out more about PACT,
please contact markets@wwf.sg or visit plastic-action.asia

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