



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

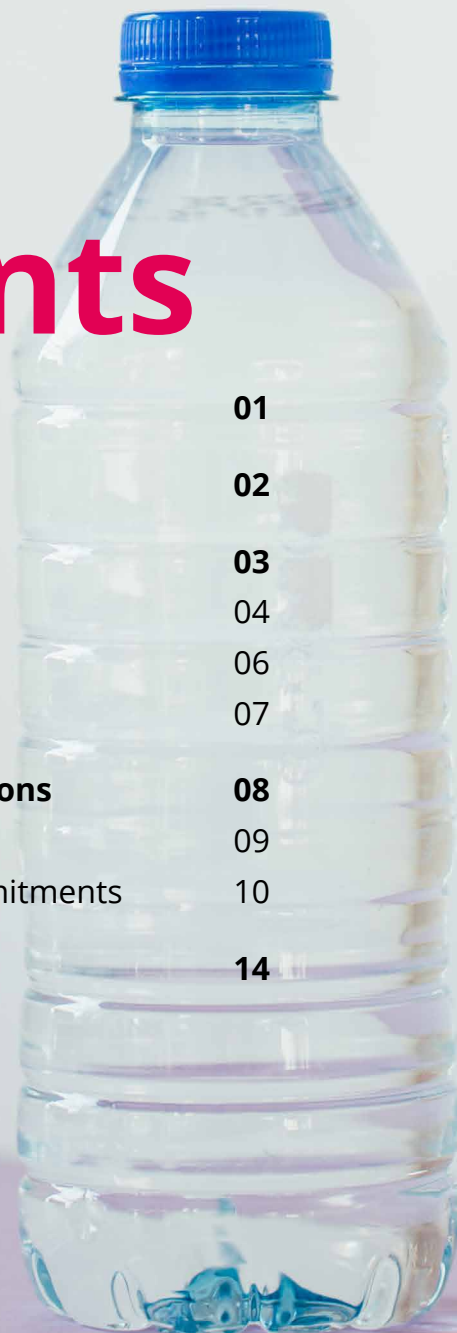
PACT IMPACT REPORT 2022

PLASTIC ACTION IN SINGAPORE | NOV 2022



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1 | Executive Summary

To achieve elimination of plastic pollution and the extension of material life beyond single use, WWF-Singapore launched the PACT business initiative in 2019.

To achieve the elimination of plastic pollution and the extension of material life beyond single use, WWF-Singapore launched its WWF [PACT business initiative](#) in 2019. WWF PACT aims to help businesses reduce their waste footprint by following [circular economy principles](#). These include:



The WWF PACT [goals](#) are aligned to the Singapore government's Zero Waste Masterplan and the [Singapore Green Plan 2030](#). It supports the government's target of reducing the waste per capita sent to Semakau Landfill by 30%, and increasing the national recycling rate to 70% by 2030.

Since the last report in 2021, Singapore has begun to recover from the COVID-19 pandemic, with organisations across sectors rejuvenating themselves and welcoming consumers with new expectations. As borders and businesses reopened after national lockdowns, citizens have returned to malls and restaurants but, in-person purchasing is now complemented by an uptick in online shopping, a consumer-learned behaviour [that soared during the pandemic](#). This resulted in increased Singaporean economic activity and led to [18% more tonnes of solid waste](#) being generated in 2021, compared to 2020.

Understanding this, WWF PACT produced "[Delivering on Circularity](#)", a feasibility study that provides e-commerce retailers insights into switching to reusable packaging. The study highlighted the growing e-commerce industry, with the number of parcels in Singapore projected to grow by 50% by 2050. WWF PACT recognised the importance of testing these strategies and the study's findings. In partnership with United Overseas Bank (UOB), SingPost, and Better Packaging, WWF-Singapore started an [e-commerce pilot initiative](#) in April 2022, designed to reduce e-commerce packaging waste in Singapore.

In addition to this innovative project, WWF PACT companies have continued to reduce plastic use and promote reusable packaging along with alternative materials. By signing WWF PACT commitments, WWF PACT Champions joined the [Business Call for a UN Treaty on Plastics Pollution](#). By endorsing this call, these businesses had a direct part in the landmark [2022 UNEA-5 decision](#) to forge an international legally binding agreement by 2024 to end plastic pollution.

The report expands on the collaborative efforts of WWF PACT and the relevant stakeholders, and informs on the areas for more collective action to be done. The report also highlights the impact of the various initiatives and in doing so, would hopefully inspire businesses and industries to continue reducing waste and move towards a circular economy.

2 | PACT Milestones in the Last Year



August 2021

Our [second PACT IMPACT Report](#) was released, revealing that PACT companies collectively avoided using 85 million pieces of plastic items and packaging annually.



October 2021

PACT released a joint study with Lendlease called "[Circularity in Retail: Tackling the Waste Problem](#)" as part of Lendlease's PACT commitment, which serves as a guide for waste reduction and circular economy strategy in the retail sector.



November 2021

PACT conducted a feasibility study titled "[Delivering On Circularity - Feasibility Study For Reusable E-Commerce Packaging In Singapore](#)" and shared the report in a co-hosted event with the Textile and Fashion Federation (TaFF).



January 2022

PACT hosted a closed-door roundtable focusing on [Circularity in Retail](#) where 18 major industry players and stakeholders gathered to discuss challenges and solutions towards waste reduction and increased recycling rates in the retail industry.



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April 2022

Following the e-commerce packaging feasibility study, a [circular packaging system pilot](#) was launched in partnership with UOB, SingPost and Better Packaging.



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October 2022

NEA launched the public consultation for the Beverage Container Return Scheme.

3 | Sectoral Collaboration

PACT facilitates sector-wide collaboration on plastic action, industry-level research, and sectoral commitments in the form of pledges. This year, we made strides in the e-commerce and retail sector while maintaining progress through our bag charge and food delivery pledge.



Image by Rosebox / unsplash

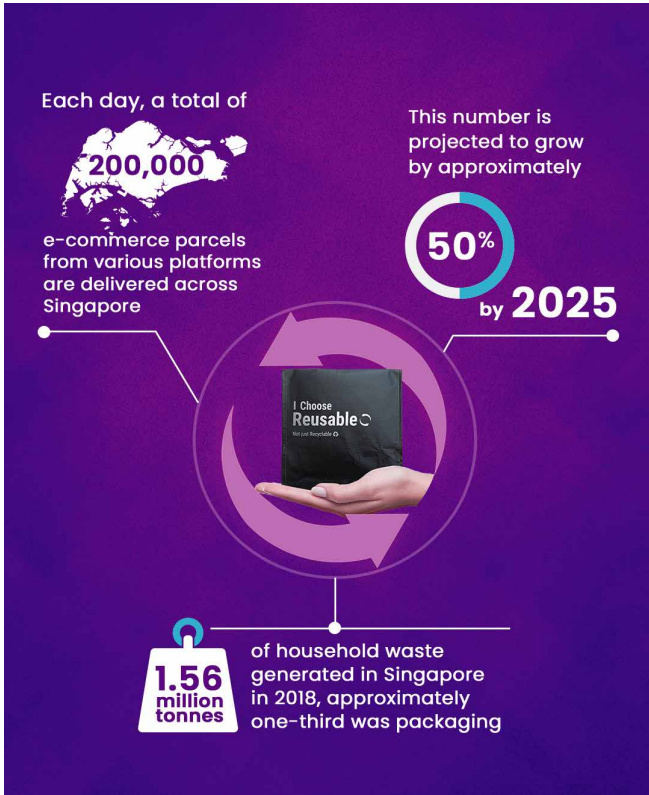


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After the pandemic affected the retail industry, many players within the sector pivoted operations towards e-commerce. Since then, the use of e-commerce channels for shopping has continued to increase. Today, in Singapore, over 200,000 e-commerce parcels are delivered daily. This is projected to grow by nearly 50% by 2025, which could result in significant amounts of packaging waste.

These trends have motivated WWF-Singapore's PACT Initiative to research this field and explore elimination of plastic waste within this sector. Partnering with DHL Consulting, along with the support of UNIQLO, we produced a research study in November 2021 - [Delivering On Circularity - Feasibility Study For Reusable E-Commerce Packaging in Singapore](#). This study focuses on whether reusable packaging could be a sustainable option in Singapore and the factors to consider for implementation. Four key success factors were identified:

-  **1** Designing a frictionless customer journey by considering communication, gamification, etc.
-  **2** Creating a compelling value proposition by enhancing retailer brand equity
-  **3** Creating a seamless operational process through existing logistical networks
-  **4** Designing packaging that balances durability, cost, and carbon footprint through scaling



The study concluded that as a next step, these findings could be incorporated into a [pilot project](#) through a multi-retailer packaging service solution. In April 2022, with generous support from UOB and SingPost, PACT

launched this pilot programme with retailers whose brand beliefs align with the programme’s objectives. For example, Cloversoft believes in cultivating a no-waste environment and advocates for mailing back online purchase packaging, instead of throwing it away. Other retailer participants like Rusby and Co stated that this pilot has allowed them to make “a huge step forward in building a more environmentally conscious Singapore” For retailers such as Herbal Pharm who specialise in health and wellness, being part of this gives them the opportunity to act on their belief that a healthier environment makes for healthier lives.

The participating retailers are Cloversoft, Davines, Herbal Pharm, iRun, Outfyt, Refash, Retykle, Rusby & Co., Thryft, Unpackt, Vintage Sports and WWF Merchandise.



“As Singapore’s key last mile delivery service provider, we are acutely aware of the amount of packaging that comes with every item we deliver. PACT sits squarely in our goal to drive a sustainable future for our planet, so we are pleased to support this pilot initiative by providing a free return service for the reusable packaging. We encourage everyone to play a part and actively drop off the reusable packaging they receive at posting boxes islandwide.”

Ms Neo Su Yin,
CEO Singapore, SingPost



“UOB has been supporting the development of the circular economy in Singapore through collaborations with businesses and promoting awareness among consumers and the community. As the Lead Partner on this pilot initiative by WWF Singapore on reusable e-commerce packaging, we hope to encourage more companies, especially retailers and e-commerce players, to adopt circular business models and practices. Such ecosystem efforts will have a multiplier effect as we forge a sustainable future.”

Mr Eric Lim,
Chief Sustainability Officer, UOB

Customers of these retailers can opt-in by choosing reusable e-commerce packaging for their online purchases and return such packaging to the courier, physical store, or through Singpost’s posting box. After the conclusion of this six-month pilot, we will share learnings to help build knowledge that will allow scaling across the industry.

Circularity in Retail

The collective waste generated in Singapore's large shopping malls contributed 7% of the country's total waste. Government organisations like the National Environment Agency recognised the high contribution of waste from retail, and made it mandatory for shopping malls in Singapore with more than 4,600 m² of Net Lettable Area to submit their waste data and a waste reduction plan.

To inspire more malls to improve their waste reduction efforts, WWF PACT, in partnership with Lendlease, created a study called [Circularity in Retail - Tackling the Waste Problem](#). It serves as a guide for the retail property management industry and its key stakeholders, and identifies existing challenges and potential opportunities to achieve greater waste reduction and recycling targets. Following the launch of this report, we held a closed-door roundtable with 18 key industry players to share findings and encourage cross-sector collaboration to improve the industry. The key learnings identified are as follows:



Waste data monitoring is needed as a lack of useful data makes target setting challenging. This process can be eased through the implementation of new forms of digitalisation and tools, like a QR code system.



Waste can be reduced at its source by targeting high-volume waste categories like single-use packaging and food waste. Market-wide implementation of green lease may create an incentive for the industry to do so.



Establishing in-house standard operating procedures of high-volume recyclables can increase recycling rates.

Ng Hsueh Ling, Managing Director, Singapore and Chief Investment Officer, Asia, Lendlease, commented: "At Lendlease, we recognise the challenge that waste presents to our planet and our communities. Since the launch of this initiative, we have educated our tenants and patrons on the reduction of single-use plastics and improved our waste management. We hope insights gained from this initiative will inspire more industry collaborations and innovations towards a zero-waste nation."

Additionally, as a result of this roundtable, PACT recognises the need to involve logistics service providers in reducing packaging used for bulk deliveries to retail malls. Following that, a Warehouse category was started under PACT's individual commitments and onboarded its first signee. PACT will continue to follow up with interested participants to collaborate across the supply chain on deep-dive sessions and innovative solutions.



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Retail Bag Charge Pledge

To date, 12 retailers across various industries are part of the Retail Bag Charge Pledge, committing to reduce the amount of single-use carrier bags handed out at their stores. Retailers will charge for the bags upon request, and in doing so, encourage customers to bring their own. Consumers are becoming increasingly aware of the plastic problem and the need to reduce Singapore's plastic consumption. With the retail bag charge, there is an immediate reduction in usage, with some retailers saving up to 100,000 bags per month.

In Singapore, a mandatory bag charge will be implemented at supermarkets in mid-2023. WWF-Singapore was part of NEA's focus group discussion where the bag charge implementation model for supermarkets was discussed.

DECATHLON

H&M

HERBAL PHARM

LIU·JO

美華 METRO

MUJI
無印良品

OWNDAYS

SALADSTOP!

UNIQLO

LifeWear

watsons

WINGTAI ASIA
RETAIL

Vegan
Burg



"It's a successful initiative, we saw significant reduction in terms of bag usage. About 70% of customers refuse a bag, either BYO or carry the products without a bag. With the BYO incentive, more and more customers are encouraged to bring their own bags"

Helen Chen,
Herbal Pharm

4 | Progress of PACT Champions

Under PACT, businesses across various industries are committed to drastically reducing plastics usage and production, increase their plastic collection, and switching to alternative materials. PACT works with each business to set specific, time-bound goals and monitor their progress through annual data collection and analysis. Through iterative feedback, businesses will know which areas to focus on to achieve their goals.



New Champions :



HeyBo and Wooshi are two new brands under SaladStop! offering grain bowls and sushi rolls. They commit to reducing packaging waste and having a smaller carbon footprint at their physical stores.



Sypsex is a business-to-business packaging and warehousing solutions provider that has eight offices in the South East Asia region. They commit to delivering bespoke solutions and exceed the demands of consumers in today's dynamic business environment, by offering environmentally sustainable products and solutions, reducing use of plastics or replacing single-use plastics.



IHH is an integrated healthcare provider with 82 hospitals in 10 countries. They commit to build a better, sustainable future for generations to come, through their aspiration - "Care. For Good." They commit to reducing single-use virgin plastics in non-clinical areas of the hospitals and aim to achieve net zero by increasing energy efficiency and assessing renewable energy options.

The Champions :



Progress on Champion Commitments

F&B Case Study: Closing Resource Loops with Thoughtful Planning



“We have to keep challenging ourselves to get better, find ways to reduce emissions even more and prepare to scale.”

Katherine Desbaillets Braha,
SaladStop!

SaladStop! has launched a new outlet in Singapore that was built around the principles of reducing the use of virgin material as much as possible. This marks a significant milestone in its journey to meaningfully reduce its carbon footprint by incorporating sustainable design, packaging, sourcing, and waste reduction ideas into its store as well.

The aesthetic tiles covering the ceiling were once post-consumer plastic waste that was washed and shredded before being extruded to tiles, all of which was done locally. The furniture and decor in the store were similarly repurposed from discarded but reusable and repairable items.

Besides shifting to bagasse for their takeaway bowl's base as recommended under [Alternative Materials Tool](#) and charging for carrier bags, SaladStop! partnered with Muuse to offer customers the option to use eco-friendly reusables for takeaways. They went a step further to strike an exclusive partnership with Deliveroo, where only cyclists and walkers are allocated for the deliveries from the CapitaSpring store, to ensure that no carbon is emitted during the delivery journey.



Adrian Philip Houghton,
Director of Tadcaster Hospitality

Going beyond eliminating plastics

Tadcaster Hospitality's initial efforts focused on the elimination of disposable plasticware and the introduction of large blue bins for recycling of glass bottles. Its commitment to sustainability stayed consistent through the pandemic. Post-pandemic, Tadcaster Hospitality has been exploring other areas in which it can make an impact and help lead the way. This includes discussions on reduction of food waste, utilising more locally sourced produce to reduce the carbon footprint, and adopting more digital formats (for collaterals like menus, posters and timecards) to decrease paper usage.

Number of plastic items saved annually, as shared by Adrian Philip Houghton, Director of Tadcaster Hospitality:



60,000 plastic straws replaced by sugar cane straws, given on request.



9,500 plastic stirrers. These have been discontinued.



10,300 plastic bags. Paper bags are used now.



30,000 coffee cups and lids. Compostable cups and lids, and reusable cups, are used now.



30,000 cold cups and lids. Compostable cups and lids are used now.



21,000 plastic takeaway containers are now replaced with recycled paper boxes.



6,300 plastic knives, forks and spoons, now replaced by wooden or corn starch products.



150,000 glass bottles recycled.

Hospitality Benchmarking

With the reopening of borders and relaxation of COVID-19 restrictions, the hospitality industry is starting to recover and bounce back on operations. During the early months of the pandemic, several hospitality establishments served as Government Stay-Home-Notice Dedicated Facilities, resulting in high rates of single-use plastic usage due to hygiene and contamination concerns.

Nevertheless, many PACT champions in the hospitality industry have been mindful of their environmental impact. They have made great strides in phasing out single-use plastics in their operations.

For dine-in, more than 80% are using reusable cutlery, cups and water carafes. Reusable straws are more difficult to adopt as hygiene is a big concern. So instead, businesses are providing straws with alternative materials and on demand.

Due to the nature of takeaway, avoiding the use of single-use is challenging, and PACT champions are switching to alternative materials instead. Over 70% of PACT champions are using food containers and cutlery made with alternative materials.

Plastic items that are still commonly used in takeaway and are more challenging to switch out of are individual condiments, food container lids and cup lids.

PACT recommends using reusable amenity kit items and providing them on demand in guest rooms. There is a shift towards this direction, with all PACT champions providing reusable newspaper bags and cups instead of single-use items. More than half of PACT champions have changed to reusable laundry bags while 48% have replaced small shampoo bottles with refillable dispensers.

However, as it is not feasible for all amenity kit items to be reusable due to hygiene or a lack of good alternatives, PACT champions have adopted our recommendation to provide them only on demand in a progressive trial. So far, among the PACT champions, 15.6% of these items are now given only on demand.

Providing reusable items in meeting rooms is becoming more common too, with most of our PACT members using reusable cups, cutlery and reusable plates.



Image by Andrea Davis/unsplash

Packaging Partnership Programme (PPP)



PACT works closely with the Packaging Partnership Programme (PPP). It is an initiative by the Singapore Manufacturing Federation and the National Environment Agency. Launched in 2021, the PPP aims to build industry capabilities in sustainable packaging waste management and support companies in fulfilling current and future regulatory requirements, including the Extended Producer Responsibility (EPR) scheme.

The PPP organises webinars and workshops for knowledge sharing among industry players and has created a [List of Sustainable Packaging Solution Providers](#) to aid businesses in finding suitable solutions and moving towards sustainable packaging practices.

Beverage Container Refund Scheme



Under Singapore's Zero Waste Masterplan, efforts are being made to 1) achieve a 70% overall recycling rate, and 2) reduce the amount of waste sent to Semakau Landfill per capita by 30% by 2030.

The current low recycling rates mean a lot of precious resources like plastic, metal, and glass are wasted when they are discarded through incineration into the landfill. One of the new measures to prolong the lifespan of Singapore's landfill is the Beverage Container Return Scheme (BCRS), which will be legislated in 2024.

Together with the National Environment Agency, WWF-Singapore is co-chairing the [stakeholder group](#) to gather views and distil feedback on the scheme. The aim of this programme is to raise beverage container recycling rates to at least 90% and reduce landfill waste — the latter is achieved by making it compulsory for all producers of beverage containers to pay for the end-of-life collection and recycling of the containers. It is proposed that consumers pay an initial deposit of \$0.10 to \$0.50 on top of the beverage cost, which will be reimbursed when the empty container is brought to designated return points. The containers will then be sent for recycling by the appointed operator. A [public consultation](#) was launched to invite views on the scheme, particularly on the type of beverage containers to be covered, deposit amount, and return point locations. Local media such as [CNA](#) and [TODAY Online](#) also reported about the upcoming scheme and invited the public to participate in the public consultation. An [opinion piece](#) was also written by Yvonne Lin, Materials Expert at WWF-Singapore.

With this scheme taking effect, several industries — including the F&B, hospitality, and retail sectors — will have to relook at their waste management process. Businesses may support the scheme by becoming a beverage container return point. WWF-Singapore will further support the awareness building and successful implementation of the BCRS.

The Broader Picture : A Policy Perspective

To encourage collaborative global action, countries, businesses and civil society have advocated for the adoption of a global treaty to end plastic pollution.

At the resumed fifth session of the United Nations Environment Assembly (UNEA-5.2) on 2 March 2022, UN Member States adopted a resolution titled 'End plastic pollution: Towards an international legally binding instrument'. With commitment from UN Member States (including Singapore), global businesses and financial institutions, civil society and over two million citizens, this decision marks the beginning of the global community's joint journey to put an end to plastic pollution and paves the way for a cleaner, safer future for people and the planet.

The treaty aims to establish the common global rules and regulations that are fundamental to system change, such as global bans on excessive and harmful plastic products and materials, product design requirements and waste management standards by 2024. WWF-Singapore is committed to participate in and support the process of achieving a binding treaty.

For Singapore, the recent launch of the [National Action Strategy on Marine Litter \(NASML\)](#) is the crucial first step to galvanise a whole-of-nation effort to combat marine litter. It outlines six strategic focus areas tailored to the local context and demonstrates Singapore's commitment to address marine litter nationally and internationally. These focus areas include:



Reduction of land-based sources of litter



Research and development



Reduction of sea-based sources of litter



Maintaining and strengthening outreach and stakeholder engagement



Circular economy approach



International engagement and collaboration

NASML was developed in close consultation with key stakeholders including WWF-Singapore, whose programs embody its focus areas. WWF-Singapore will continue to support the Ministry of Sustainability and the Environment on its implementation as well as negotiations of the international treaty.

5 | The Way Forward

WWF PACT would like to thank its donors and companies for their efforts towards reducing plastic pollution.

This is the third annual report our program has published, and we are honoured to witness our partners' progress in eliminating their single-use plastics and switching to reusables. With the tremendous progress being made, PACT will move forward focusing on any single-use disposables, waste management and sharing the overarching concept of a circular economy.

This shift can be seen through our large-scale e-commerce and retail projects which we will continue to build upon for future industry development and implementation.

Being an initiative formulated on the basis of **WWF's global 'No Plastic in Nature Initiative'**, PACT and its champions continue to not only strive towards a national but also an international vision.





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A business initiative that aims to reduce waste and move towards a circular economy.

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

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