

Consumers' and Legal Demands on SUP in Austria

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Interesting Questions

- How do consumers perceive SUP?
- How do they manage and choose among different alternatives of SUP currently available on Austria's market?
- To which extent are consumers ready for alternatives to SUP?
- What is important to them?
- How do they aim to influence the plastic packaging development?
- Who can change the industry's (single use) packaging demeanor?

The Problem

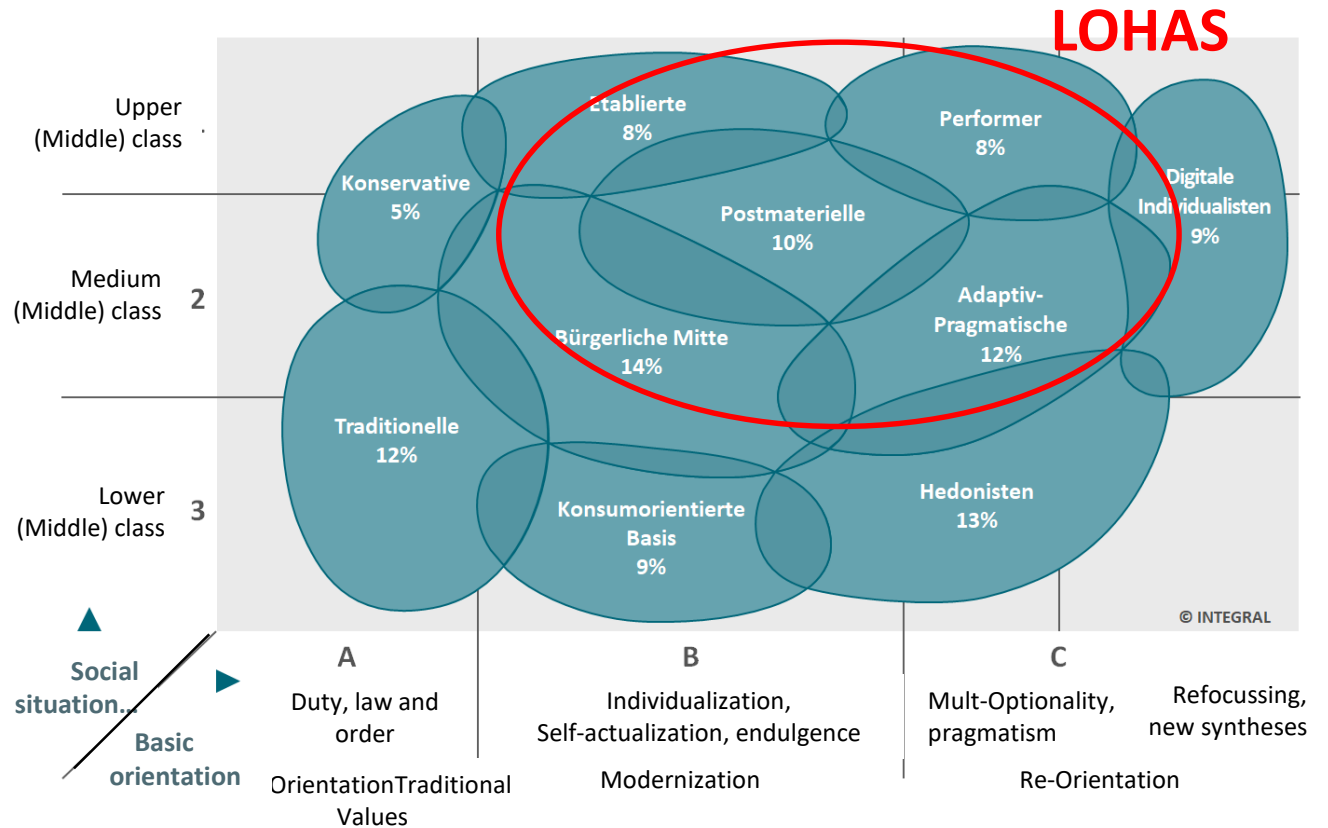
- **Problem Waste Globally:**
 - Increasing population - increasing amounts of waste
 - Increasing complexity in the composition of waste
- **Changing Patterns of Consumption**
 - Consumption as an indicator for „social status“
 - Throw-away society, mass consumer goods
- 475 kg of waste per EU citizen and year
- **Necessary:** Reframing of broader public's mindsets
- **Challenge:** Implementation of SDGs*



<http://www.education2030-africa.org/index.php/en/education-agendas/sdg4-education-2030>

Sinus-Milieus in Austria

There is not „the ONE“ type of consumer in Austria“



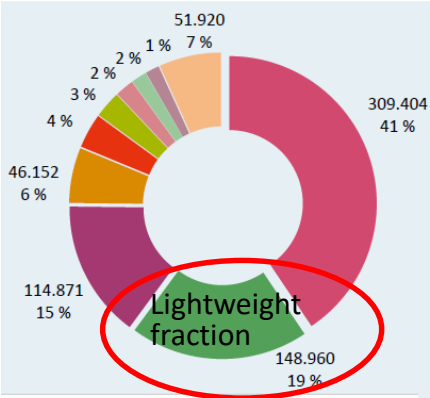
© https://www.integral.co.at//images/sinustmilieus_gr.jpg

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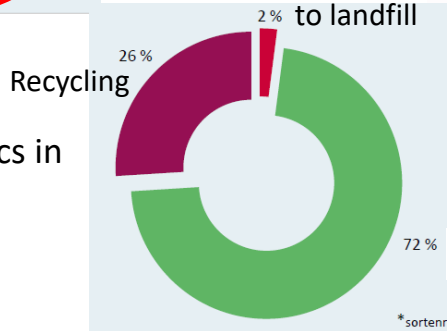
Packaging waste in Austria

Solid plastics containing waste in Austria 2018



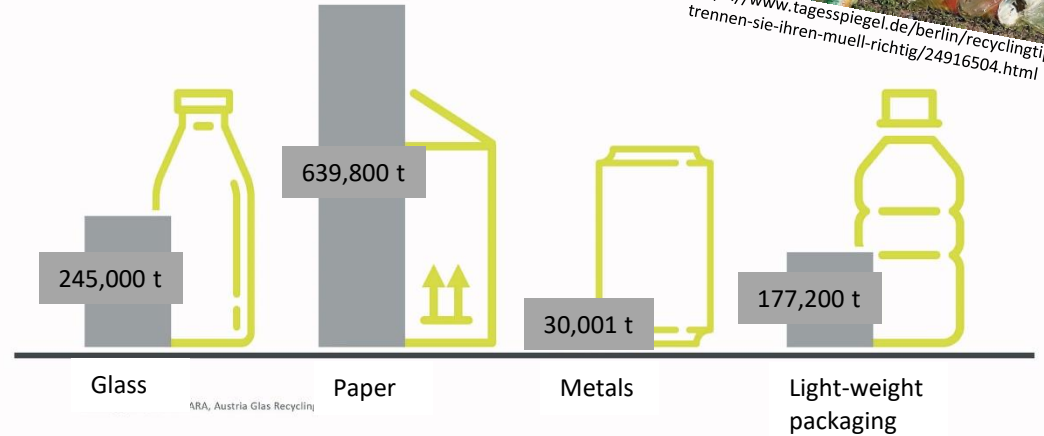
Lightweight fraction

Treatment of Plastics in Austria 2018



SUCCESSFUL COLLECTION

1,092,000 t of packaging materials (including non-packaging waste paper) were collected in Austria in 2019, most of it SUP



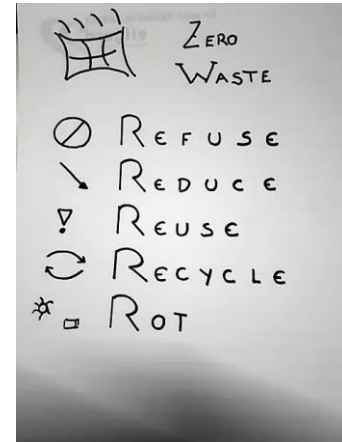
thermal treatment





Zero Waste Initiatives

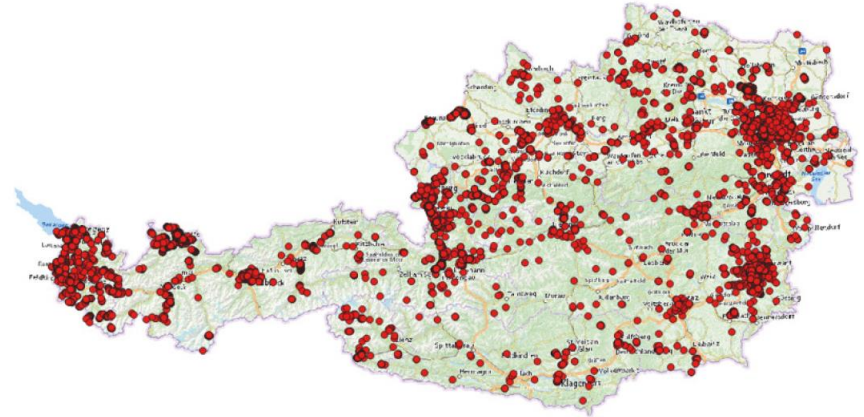
- Municipality of Gratwein-Strassengel (North of Graz)
- On its way to a Zero Waste Municipality
- Website: <https://nullmuell.wixsite.com/klimaschutzteam/aktuelles>
- Lots of initiatives, among them tips on how to save packaging waste, re-useable shopping bags,
- Do-it-yourself workshops on making of soap, re-use cooking etc



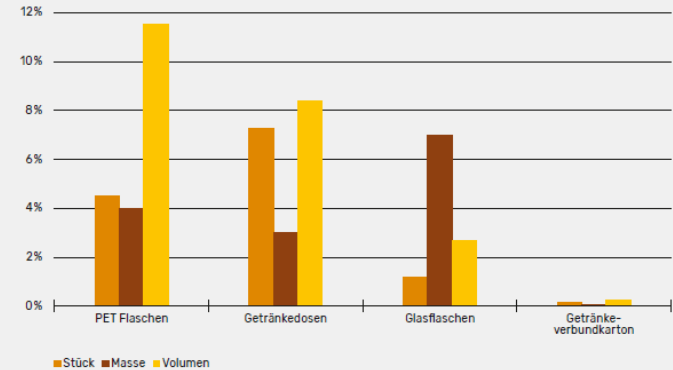


Littering

- throwing away and leaving of waste (packaging, newspapers, cigarette butts, etc.) at their place of origin in nature and in public spaces,
- without using the free disposal facilities provided for this purpose, (e.g. public waste bins).
- goes hand in hand with very short-lived consumer goods and take-away products.



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Quelle: Pulswerk



Stop Littering

- Part of the Austria Waste Prevention Program
- In Styria:



- In 2019:
- March 25th to May 4th
- more than 55.000 participants in various actions and events
- 195,000 kg of waste collected



SUP in Austrian Supermarkets



<https://kurier.at/einfache-sprache/lebensmittel-ohne-plastikverpackung-werden-immer-beliebter/400418969>



<https://www.sn.at/panorama/oesterreich/in-oesterreich-wird-nur-ein-drittel-der-plastikverpackungen-wiederverwertet-75665848>



https://www.global2000.at/sites/global/files/import/content/Plastic_Planet/plastik-regal.jpg_me/plastik-regal.jpg



Packaging-free Shops

Das Gramm/ Dekagramm

- Products sold without packaging at the point-of-sale, as little as possible when purchased by shop
- Less packaging, required quantity can be bought
- Packaging material can be returned
- Local/regional sourcing





Initiatives in Supermarkets 1



<https://widerstandstzweckmaessig.wordpress.com/2017/05/07/wie-weit-haben-wir-uns-eigentlich-wirklich-von-der-natur-entfernt-6/>



<https://www.pinterest.com/pin/87257311517251684/>

➔ Initiative driven by supermarkets themselves



Initiatives in Supermarkets 2

Former Link to Petition:

https://www.change.org/p/sch%C3%A4rdinger-milchprodukte-im-pfandglas?recruiter=879887170&utm_source=share_petition&utm_medium=copylink&utm_campaign=share_petition



<https://www.cash.at/industrie/news/berglanmilch-milch-erlebt-mehrweg-reival-21914>



Initiative driven by consumers and civil society



Initiatives in Supermarkets 3



<https://www.derstandard.at/story/2000090418788/eu-staaten-fuer-einweg-plastik-verbot>

➔ Initiative driven by EU/government

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Thank you for your attention!

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