

Deposit return schemes: delivering a simple and effective recycling system

34 per cent of consumers already find recycling confusing and 16 per cent don't even bother.

The UK-wide implementation of deposit return schemes (DRS) will soon transform the way we recycle, bringing with it additional costs and complexities. Despite the fact that DRS could hit consumers' wallets as early as next year, only 42 per cent have heard of them and know how they will be impacted.

Top five simple things consumers do to be green at home

- Turn heating on less
- Dry washing outside
- Use less water
- Use the washing machine less frequently
- Switch things off at the socket

Top five simple everyday behaviours consumers adopt to be green

- Use bags for life
- Walk more
- Use refillable cups
- Use the car less
- Cut out plastic

Consumer attitudes towards recycling

Over a third agree there needs to be more education on the importance of recycling.



The recyclability of a product's packaging affects purchase decisions for **65%** of shoppers.

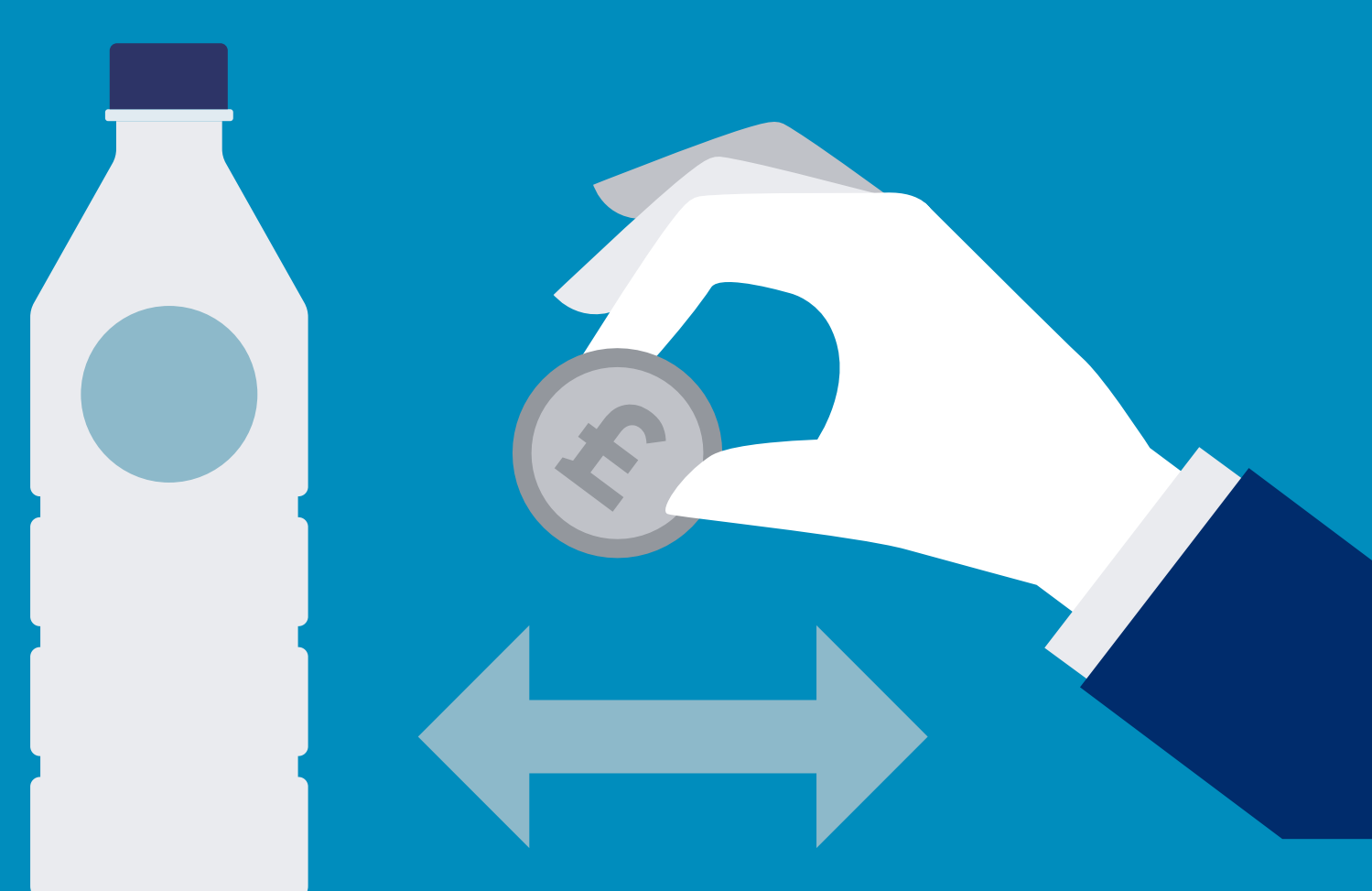
34% of consumers believe that recycling is unnecessarily complicated.



16% admitted they don't recycle at all, with a lack of knowledge being the reason why.

Consumer attitudes towards deposit return schemes

After purchasing items included in a deposit return scheme, almost **2/3 of shoppers** are likely to return these item to reclaim the deposit paid.



50%+

Over half of consumers would be more likely to buy a product if it were included in a deposit return scheme.

Only **4/10** consumers have heard of deposit return schemes and know what they are.

More than half would do more recycling if it impacted them financially.

Awareness and attitudes across the UK

- Northern Ireland:** Almost half said they don't recycle
- Wales:** 75% think they're good at recycling
- South West:** 6/10 use a bag for life to try and be greener
- London:** 1 in 5 throw everything into one bin
- West Midlands:** Least likely to do simple everyday things to try and be greener
- North:** 57% don't know what can and cannot be recycled
- Scotland:** Over half of Scots don't know what a deposit return scheme is

GS1 UK: powering successful DRS implementation

GS1 standards are already used in DRS systems across the world. Our globally recognised open standards help millions of organisations uniquely identify, capture and share information as a common foundation for business.

We believe that accurate product identification governed by a common data model is the first step in building the foundations needed to deploy a system capable of meeting the needs of consumers and industry - both now and in the future.

Over the coming months, GS1 UK will continue to drive the alignment of DRS implementation across the four UK nations to ensure a harmonised approach for our members, the industry and consumers.

For more information, visit www.gs1uk.org/drs or scan the QR code.

