

Litter Composition Producer Report 2019-2020



PHOTO: BELFAST CITY COUNCIL

**KEEP
NORTHERN
IRELAND
BEAUTIFUL**

Unwrapping Northern Ireland's pricey pollution problem

This report summaries the key findings of litter found on our streets and waste in public bins, throughout Northern Ireland. The purpose of the analysis is to highlight the litter pollution problem in Northern Ireland, and the most frequently littered brand items. Forthcoming legislation will soon place greater responsibility on the producer to take real action to address plastic pollution, littering and behavioural change.

80% of marine pollution comes from terrestrial sources. Business as usual isn't an option; responsible, drastic change is required.

From our litter analysis we estimate that...

1.3 million

items of litter are on our streets at any one time

28 tonnes

of litter are on our streets at any one time

£29 million*

annual cost of street cleansing in Northern Ireland*

***Actual Value: £29,566,052**

The total spend on street cleansing across all of Northern Ireland in 2018/2019 was £29,566,052.

There is an estimated population of 1,864,570 people in 813,789 Households in Northern Ireland. This means that on average every rate payer was charged £36.33 for cleaning the streets, even if they are not personally a litterer.

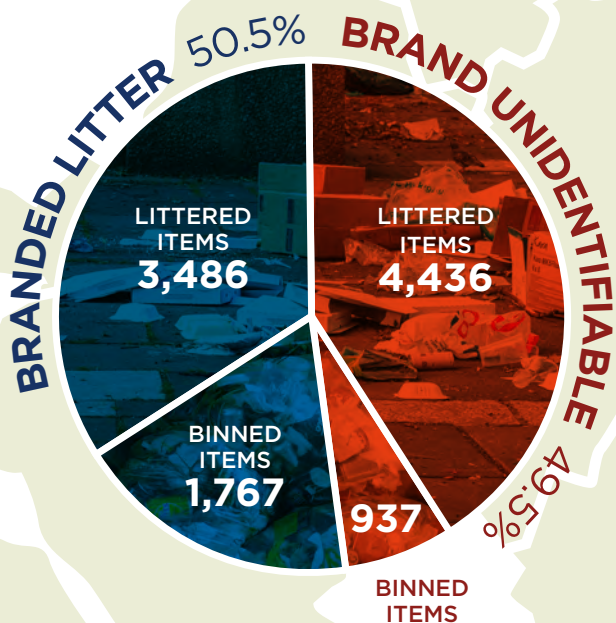
Background

In anticipation of the legislative requirements set out in the EU Waste Directive and Plastics Directive, Keep Northern Ireland Beautiful commissioned an independent litter composition analysis, designed and delivered by RPS Consulting Engineers. It is the most comprehensive and detailed for Northern Ireland to date,

highlighting producers, brands and waste found in our public bins and on our streets. This report is part of a wider project funded by the Department of Agriculture, Environment & Rural Affairs (DAERA) to address the production, consumption and littering of single-use plastic in Northern Ireland.

SURVEY OVERVIEW

A TOTAL OF
10,626
ITEMS SURVEYED



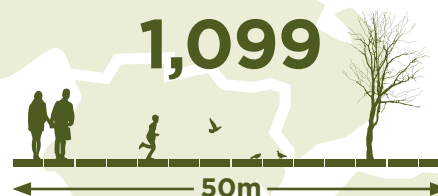
For the remainder of the report, figures have been extrapolated to highlight how much litter is potentially on our streets at any one time based on 9,000km of roads across Northern Ireland.

SURVEY TIMES
(2019)



TRANSECTS

1,099



218

PUBLIC BINS SURVEYED



TRANSECTS
COVERAGE

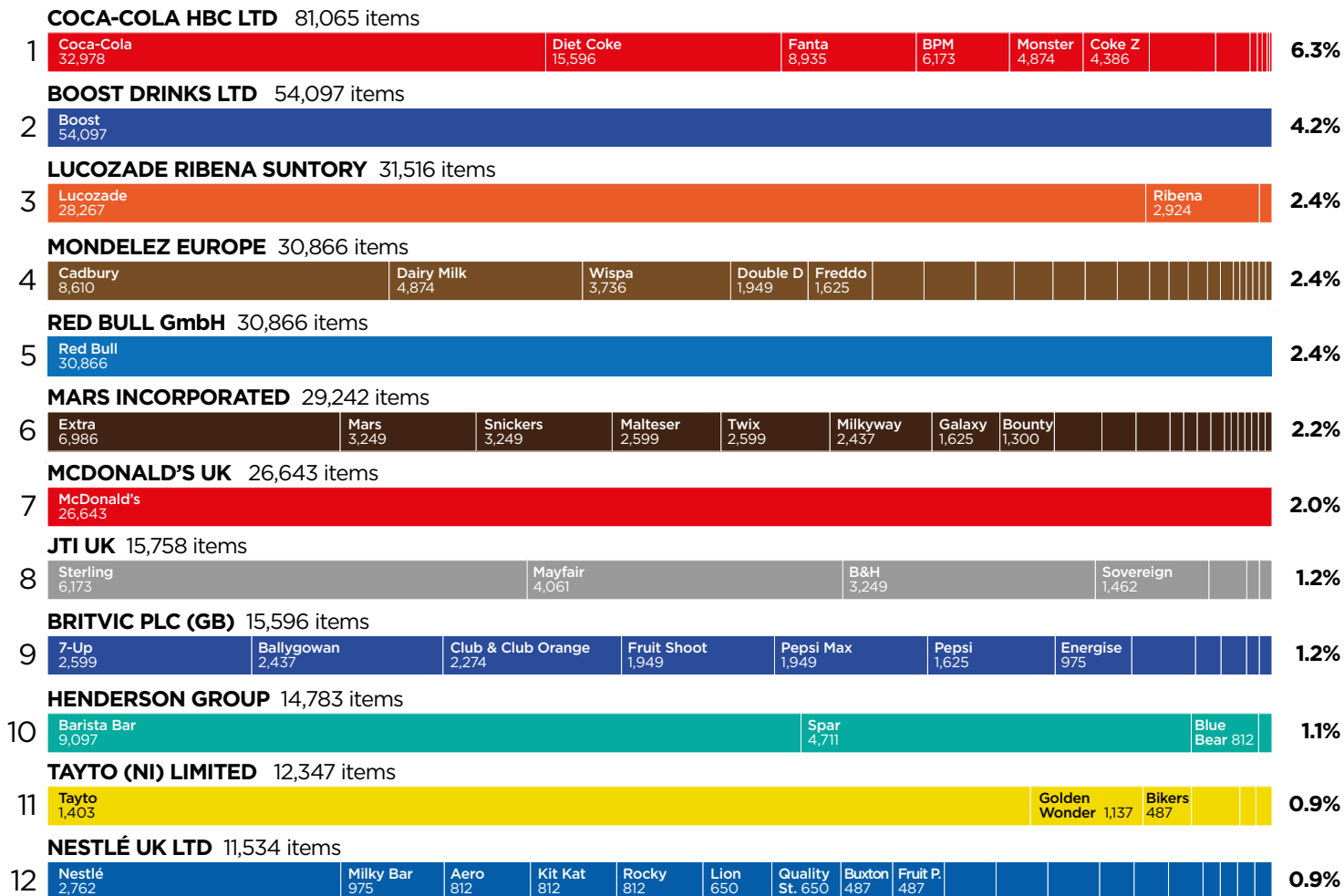
83%

(739 OF THE 890 SUPER OUTPUT
AREAS COVERED)

TOP 25 PRODUCERS RESPONSIBLE FOR NORTHERN IRELAND'S LITTER PROBLEM

The 25 Producers with the largest number of littered items are primarily food and beverage Producers, including Producers of fast foods, alcoholic beverages, confectionery and snacks.

Tobacco companies were also prominent within the top 25. Including cigarette butts in Producer count would significantly change the ranking of both JTI UK and Imperial Brands PLC.



For clarity of design the following data is not included in the info graphic above. **Coco-Cola HBC Ltd:** Deep River Rock 4,386, Sprite 2,274, Oasis 487, Lilt 325, Powerade 325, Appletiser 162, Relentless 162. **Lucozade Ribena Suntory:** Lucozade Sport 325. **Mondelez Europe:** Maynard's 1,300, Twirl 1,300, Fry's Chocloate 975, Fudge 975, Boost Bar 812, Crème Egg 812, Crunchie 812, Picnic 487, Terry's 487, Timeout 487, Halls 325, Snack 325, Belivta 162, Chomp 162, Flake 162, Jameson 162, Ritz Crackers 162, Starbar 162. **Mars Incorporated:** Wrigley 1,137, Airwaves 812, M&M's 812, Celebrations 325, Starburst 325, Topic 325, Whiskas 325, Counters 162, Mars bar 162, Minstrels 162, Pedigree 162,

IMPERIAL BRANDS PLC 10,235 items											
13	John Player Special 4,386	Lambert & Butler 2,274	Rizla 975	Excellence 812	Regal 812						0.8%
PEPSICO UK & IRELAND 9,422 items											
14	Walkers 3,412	Smiths 975	Tropicana 975	Monster Munch 812	Quavers 812	Doritos 650	Cheetos 487	Squares 487			0.7%
DIAGEO 6,498 items											
15	Harp 2,274	Smirnoff 1,949	Rockshore 1,137	Guinness 975							0.5%
MOLSON COORS BREWING (UK) LTD 8,448 items											
16	Coors Light 7,960									Carling 487	0.6%
CAMELOT GROUP 7,798 items											
17	National Lottery 7,798										0.6%
KP SNACKS 6,498 items											
18	McCoys 2,274	Discos 975	Space Raiders 975	Hula Hoops 812	KP 650	Roysters 325					0.5%
ASDA STORES LTD 6,498 items											
19	Asda 6,498									Woo Woo 162	0.5%
CARLSBERG UK 5,848 items											
20	Carlsberg 5,848									Holsten 162	0.4%
TESCO PLC 6,173 items											
21	Tesco 6,173										0.4%
LIDL NORTHERN IRELAND 5,036 items											
22	Lidl 1,300	Kong Strong 975	Snaktastic 812	Carrick Glen 650	Nord Fresh 325						0.3%
TENNENT CALEDONIAN 4,549 items											
23	Magners 2,437		Tennent's 2,112								0.3%
COSTA COFFEE LTD 3,087 items											
24	Costa 3,087										0.2%
MUSGRAVE GROUP PLC 2,924 items											
25	Frank and Honest 2,274					Supervalu 487				Centra 162	0.2%
OTHER BRANDED ITEMS 128,989 items											10%
BRANDS UNIDENTIFIED 720,650 items											56%

Ripple 162, Skittles 162, Juicy Fruit 162. **JTI UK:** Silk Cut 487, Condor 162, Amber Leaf 162. **Britvic PLC (GB):** Mountain Dew 812, Mi Wadi 325, Tango 325, Drench 162, Robinsons 162. **Henderson Group:** Vivo 162. **Tayto (NI) Limited:** Hunky Dorys 487, Perri 162, Spirals 162. **Nestlé UK Ltd:** Rowntree 487, Toffee Crisp 487, Yorkie 487, Caramac 325, Nescafe 325, Polo 325, Jelly Tots 162, San Pellegrino 162, Smarties 162, Tutti Fruity 162. **Imperial Brands PLC:** Richmond 487, Golden Virginia 325, Berkeley 162. **Pepsico UK & Ireland:** Radnor 325, Nobby's Nuts 162, Quaker 162, Sunbites 162. **Diageo:** Smithwicks 162. **KP Snacks:** Choc chip 162, Frisps 162, Skips 162. **Lidl Northern Ireland:** Coolree Creamery 162, Coshida 162, Doussy 162, Freeway 162, Mister Choc 162, Plein Sud 162.

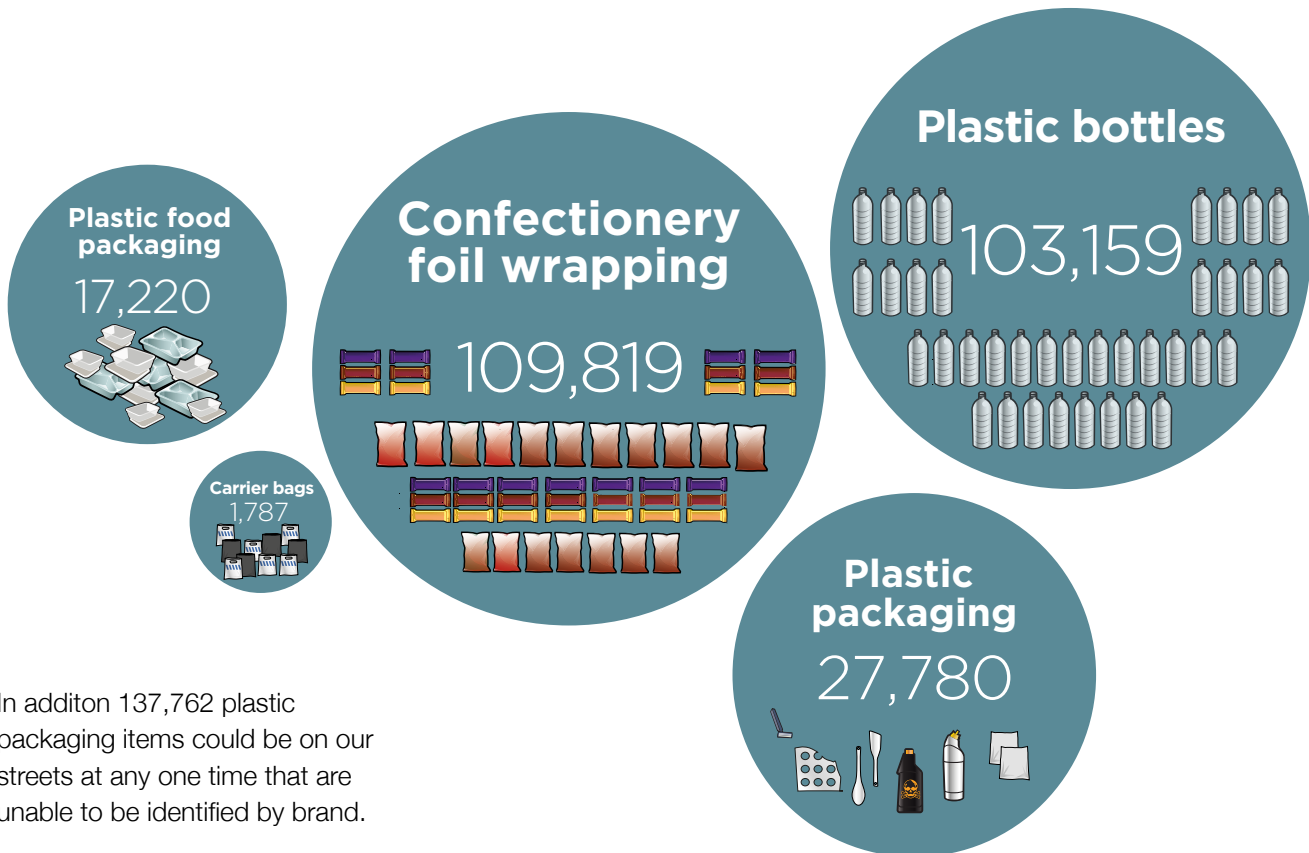
The plastic problem

The analysis revealed that plastic represented nearly half of all branded materials recorded (46%). Confectionery wrappers and plastic bottles made up over three quarters of this plastic litter (82%).

Single-use disposable cups were categorised as paper in the report, however, 31,841 branded cups, were recorded as a coffee cup and therefore had a plastic lining.

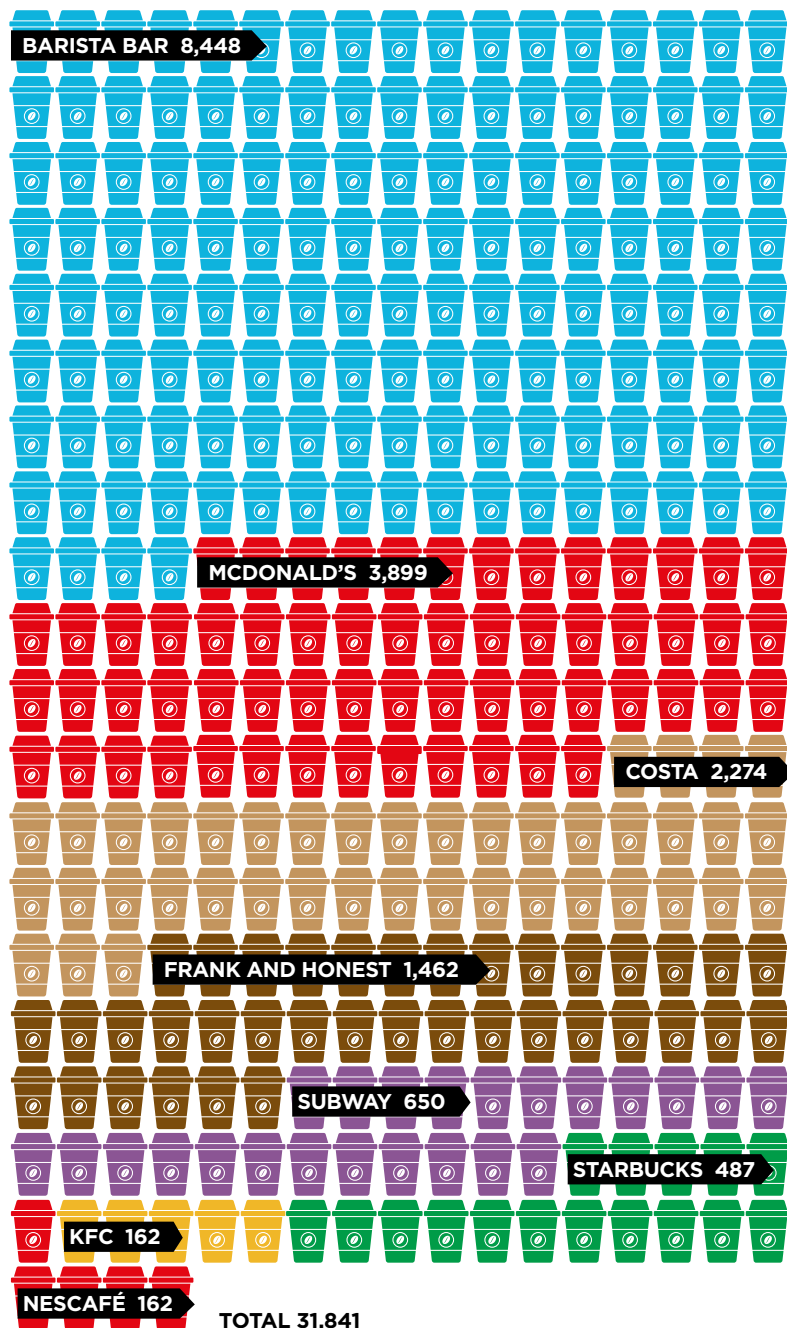
There were also 27,455 coffee cup lids that were found during the survey.

BRANDED PLASTIC PACKAGING BREAKDOWN



In addition 137,762 plastic packaging items could be on our streets at any one time that are unable to be identified by brand.

SINGLE-USE DISPOSABLE COFFEE CUPS



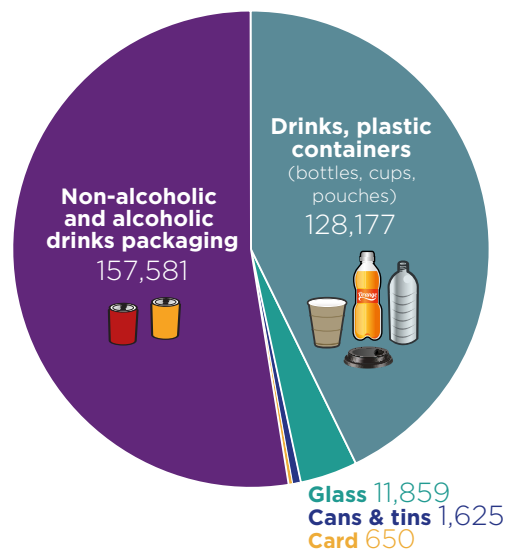
Drinks litter breakdown

Drinks litter has always been high on the list of litter items polluting our lands and seas.

Northern Ireland uses 145 million single-use plastic bottles every year.*

In our survey drinks litter counted for 53% of all branded items.

BRANDED DRINKS LITTER BREAKDOWN



Brand unidentified

At any one time there could be '720,650' litter items unable to be identified by brand on our streets.

Although we were unable to attribute these items to specific brands or indeed producers, it doesn't make them any less significant.

Discarded cigarette filters, also known as butts or ends make up 67% of all unidentified items. Cigarette butts are made up of a plastic called cellulose acetate. When flicked into the environment, they dump not only that plastic, but also nicotine, heavy metals, and many other chemicals they've absorbed into the surrounding environment.

Bin waste versus litter on our streets

Reviewing all transects surveyed (with and without litter bins), we know that, on average three items in every four are littered and only one is binned. Surveying transects with bins, the data suggests bins marginally help reduce litter on the street with two items out of every five still being littered on our streets.

However, it must be pointed out that only a small sample of bins were surveyed overall (218).



From our litter analysis we estimate that...

25 producers are responsible for

77% of all branded litter.

7 producers are responsible for

52% of all branded litter.

Conclusions and recommendations

1

Litter legislation - EU Waste Management Directive amendments

With the knowledge that around 45% of the Northern Ireland public openly admit to littering*, there is a responsibility on producers to help tackle the problem of litter. This litter composition analysis (LCA) findings support the need to incorporate all forthcoming actions on litter included in the EU Waste Management Directive amendments. These are due to come into force in June 2020 and include the requirements:

- a. For government to incorporate a litter strategy within the waste management plans for Northern Ireland
- b. Extended producer responsibility (EPR) mandating producers pay for education and awareness raising campaigns for the most commonly littered items, to prevent littering.

2

Litter legislation - EU Plastics Directive

The LCA findings also support the need to ensure the actions on litter included in the EU Plastics Directive are retained in UK law, irrespective of the outcome of Brexit. England, Scotland, Wales and Ireland have already made regulations to ban certain items coming into force in 2020 and 2021. Northern Ireland is still to consult on this issue. Regulations include the introduction of EPR requiring producers to pay for the cost of:

- collection, transport and treatment of waste
- items discarded in public collection systems
- cost of cleaning up these litter items outlined in the directive, discarded in public collection systems, including transport and treatment
- education and awareness raising campaigns around the most commonly encountered plastic items.

3

Funding behavioural change

The huge scale of the problem of littering behaviour, in the face of tens of millions being spent to clean up after people, requires a different approach that puts a greater onus on prevention. To date, prevention has attracted a fraction of the investment that clean up uses. Yet cleaning up provides no solution. Costs of clean up, just to stand still, have simply kept

rising over the past 10 years. This is partly due to the lack of sufficient scale of current collaborative prevention campaigns. In the Netherlands and Belgium similar producer funded campaigns are typically funded up to €2.50 per head of population. This would equate to a target litter prevention campaign fund for Northern Ireland of €4.5 million per

annum, equating £4.1 million. This is still only 14% of the cost of street cleansing and given that EPR also requires producers to cover the costs of waste collection and clean-up of litter, there is a significant opportunity to save money by preventing littering in the first place. In the interim, prior to the legislation coming into force, producers have the opportunity to collectively use Northern Ireland, as a discrete land area within the UK, to test a credibly resourced litter prevention campaign by raising the scale of investment from the current £500,000 to £4.1 million. The Live Here Love Here Campaign is an already

established, successful, local, collaborative, litter prevention platform. Through education and empowerment it builds a sense of civic pride in our local communities. More investment into this campaign, means producers will be directly contributing to the prevention of litter in the first place, creating behavioural change and reducing their associated costs of waste collection and clean-up of litter. Individual actions and small scale campaigns can only, at best, achieve incremental improvements and the global crises, including marine plastic pollution, now requires transformational change.

Target litter prevention campaign fund costs for producers

PRODUCER	BY COUNT	% OF ALL LITTER	COSTS
1 Coca-Cola HBC Ltd	499	6.3	£258,300
2 Boost Drinks Ltd	333	4.2	£172,200
3 Lucozade Ribena Suntory	194	2.4	£100,450
4 Mondelez Europe	190	2.4	£98,400
5 Red Bull GmbH	190	2.4	£98,400
6 Mars Incorporated	180	2.2	£93,070
7 McDonald's UK	164	2.0	£84,870
8 JTI UK*	97	1.2	£50,020
9 Britvic PLC (GB)	96	1.2	£49,610
10 Henderson Group	91	1.1	£47,150
11 Tayto (NI) Limited	76	0.9	£39,360
12 Nestle UK Ltd	71	0.9	£36,900
13 Imperial Brands PLC*	63	0.8	£32,800

* would rise significantly if cigarette butts were included.

PRODUCER	BY COUNT	% OF ALL LITTER	COSTS
14 PepsiCo UK & Ireland	58	0.7	£29,930
15 Diageo	40	0.5	£20,500
16 Molson Coors Brewing Co (UK) Ltd	52	0.6	£27,060
17 Camelot Group	48	0.6	£25,010
18 KP Snacks	40	0.5	£20,500
19 Asda Stores Ltd	40	0.5	£20,500
20 Carlsberg UK	36	0.4	£18,450
21 Tesco plc	38	0.4	£19,680
22 Lidl Northern Ireland	31	0.3	£15,990
23 Tennent Caledonian	28	0.3	£14,350
24 Costa Coffee Ltd	19	0.2	£9,840
25 Musgrave Group plc	18	0.2	£9,430
Other Producers	794	10.0	£410,820
Unbranded items	4436	56.0	£2,296,410

4

Introduction of a Deposit Return Scheme

With one in every two items found in this survey being a branded drinks container, the survey findings strongly support the introduction of an all-in Deposit Return Scheme (DRS). This would put a value on these items and remove a quarter of all litter items having a significant beneficial

impact on the aesthetics of our landscape. It would also greatly reduce the number of plastic items reaching our seas thus helping Northern Ireland play its part in tackling marine plastic pollution and working towards Good Environmental Status for Descriptor 10 in the Marine Strategy Framework Directive.

Through the Live Here Love Here campaign businesses can be part of a collaborative initiative in tackling litter pollution in Northern Ireland. As we all know, the prevention of litter in the first place is the best way to tackle the problem and will help reduce the clean up costs that producers will have to pay.



Be transparent about the action you are taking to tackle plastic pollution in Northern Ireland; make your Plastic Promise
www.liveherelovehere.org/plasticpromise



For more information please contact:

Dr Ian Humphreys
CEO

ian.humphreys@keepnorthernirelandbeautiful.org

T 028 9073 6920

www.keepnorthernirelandbeautiful.org



Email info@keepnorthernirelandbeautiful.org Registered Address Bridge House,
2 Paulett Avenue, Belfast BT5 4HD Registered Charity No XR36767
NI Charity No NIC 102973 Company No NI38848 VAT Reg No 860 2036 57

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