

# STUDY TO SUPPORT THE DEVELOPMENT OF IMPLEMENTING ACTS AND GUIDANCE UNDER THE DIRECTIVE ON THE REDUCTION OF THE IMPACT OF CERTAIN PLASTIC PRODUCTS ON THE ENVIRONMENT

**Welcome** - the information session will **start at 13h00**.

**Please note the following:**

- 1) We do not intend to use video for this meeting, therefore, please disable your web camera function.
- 2) Mute your microphone.
3. You will be able to provide comments or questions through writing or orally (instructions to follow).

***Please note that the webinar will be recorded !***



**STUDY TO SUPPORT THE DEVELOPMENT OF IMPLEMENTING ACTS  
AND GUIDANCE UNDER THE DIRECTIVE ON THE REDUCTION OF  
THE IMPACT OF CERTAIN PLASTIC PRODUCTS ON THE  
ENVIRONMENT**

**PART I: BACKGROUND & CONTEXT**

**Stakeholder workshop:  
Harmonised marking under the SUP Directive**

**29 NOVEMBER 2019, Brussels – DG Environment**

**RAMBOLL, DELOITTE, IEIC, PROGNOSS, WOOD, IEEP**

# HOW TO PROVIDE YOUR FEEDBACK / ASK QUESTIONS

## 1) **In writing**: write short statement in the chat

1. Always identify yourself (e.g. organisation represented)
2. Short statements = maximum three sentences per message

## 2) **Orally**: in addition to your written comments, you can ask to speak

1. Write in the chat: your organisation, your name and "I would like to speak"
2. Unmute your microphone only when the moderator gives you the floor
3. Mute your microphone when finished.

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- 1. AGENDA**
- 2. INTENTION OF THE INFORMATION SESSION**
- 3. STUDY OBJECTIVES, OBJECTIVES OF WORK PACKAGE 2 (WP2)**
- 4. METHODOLOGY FOR THE DEVELOPMENT OF HARMONISED SPECIFICATIONS FOR THE MARKING OF CERTAIN SINGLE-USE PLASTIC PRODUCTS**
- 5. TECHNICAL SPECIFICATIONS SUBMITTED FOR CONSUMER TESTING**

# WORKSHOP AGENDA

Time	Agenda item
13:00-13:15	<b>WELCOME AND INTRODUCTION</b>
13:15-14:00	<b>PART 1: BACKGROUND AND CONTEXT:</b> <ul style="list-style-type: none"><li>• Ordre de jour: agenda, purpose of the information session, background,</li><li>• Methodology for the development of harmonised specifications for the marking of certain single-use plastic product</li><li>• Technical specifications submitted for consumer testing</li></ul>
14:00-14:45	<b>PART 2: CONSUMER TESTING:</b> <ul style="list-style-type: none"><li>• Explanation of methodology and different steps of consumer testing</li><li>• Results of consumer testing</li></ul>
14:45-14:55	<b>SHORT BREAK</b>

Time	Agenda item
14:55-15:55	<b>PART 3: DISCUSSION / QUESTION &amp; ANSWER</b> <ul style="list-style-type: none"><li>(1) Consumer testing</li><li>(2) Sanitary towels (pads), tampons and tampon applicators,</li><li>(3) Wet wipes, i.e. pre-wetted personal care and domestic wipes</li><li>(4) Tobacco products with filters and filters marketed for use in combination with tobacco products</li><li>(5) Cups for beverages</li></ul>
15:55-16:10	<b>CLOSING PLENARY SESSION:</b> Summary of main feedback and next steps
16:10-16:15	<b>CLOSING REMARKS</b>

# OBJECTIVES OF INFORMATION SESSION ON WORK PACKAGE 2 (WP2)

- Summarising the past steps
- Explanation of the methodology
  - Of the development of the technical specifications submitted for consumer testing and
  - Of the consumer testing
- Presentation of preliminary results of consumer testing
- Next steps

**The main intention of this workshop is to inform (only on WP2 of this study).  
Suggestions for design etc. can no longer be considered at this point.**

**Comments of any other kind or points that require further clarification are of course welcome.**

# OBJECTIVES OF DIRECTIVE 2019/904

An underwater photograph showing a sea turtle swimming towards the right. The turtle's head and front flippers are visible. The water is a murky greenish-brown. Several clear plastic bags are floating in the water, some near the turtle's head, suggesting it might be mistaking them for food. The background shows a sandy seabed and some faint outlines of other marine life or structures.

- Prevent and reduce the impact of certain plastic products on the environment and human health
- Promote the transition to a circular economy
- Contribute to the efficient functioning of the internal market

# PROJECT TEAM

PROJECT LEAD

**RAMBOLL**

**Deloitte.**

**In Extenso**  
Innovation Croissance

**prognos**

**wood.**





# STUDY WORK PACKAGES



## Study work packages (WP)



## Measures mandated to the Commission by the Directive



## Timeframe

**WP1**

Identifying and describing the products covered by the Directive, except fishing gear

Guidelines of what is to be **considered a SUP product for the purposes of the Directive**, including examples [Article 12]

**WP2**

Harmonised marking on certain single use plastic products

Implementing act establishing **harmonised specifications for the marking requirements for SUP items listed in Annex Part D** [Article 7]

**WP3**

Methodology for the calculation & verification of separate collection target for plastic beverage bottles and formats for reporting of data

Implementing act laying down methodology for the calculation and verification of the **separate collection targets** for beverage bottles

Implementing act laying down format **for reporting of data on information on recycled content in beverage bottles** (Annex Part F) to demonstrate the attainment of the targets laid down in Article 6 (5)

**WP4**

Formats for reporting of data on post consumption waste of tobacco products

Implementing act laying down the format for **reporting of data on post-consumption waste of tobacco products with filters and filters** [Article 8(3)]; and information on **recycled content in beverage bottles** (Annex Part F) to demonstrate the attainment of the targets laid down in Article 6(5)

**WP5**

Methodology & format for reporting of data to measure consumption reduction targets

Implementing act laying down (1) methodology for the calculation and verification of **consumption reduction for cups for beverages and food containers** (Annex Part A); and (2) format for the reporting of data on these SUP items to demonstrate Member State consumption reduction measures [Article 4(1)]

**WP6**

Supporting development of guidelines on litter clean-up costs

Guidelines for criteria on the costs of cleaning up litter under **Extended Producer Responsibility (EPR)** for the SUP items listed in Annex Part E [Article 8(4)]

**WP7**

Consultation Strategy & support in the development & adoption of guidelines and implementing acts

**WP8**

Overall management, coordination, communication, & reporting

12 months after entry into force  
(3 July 2020)

*delay*

30 months after entry into force  
(1 January 2022)

18 months after entry into force  
(3 January 2021)

# WORK PACKAGE 2 – OBJECTIVES AND METHODOLOGY

**I. Objective:** to develop options for marking requirements in accordance with the requirements in Article 7 (1)(2) for single-use plastic products listed in Annex Part D of the Directive

## **II. Requirements according to Article 7 (1)(2):**

1. Member States shall ensure that each single-use plastic product listed in Part D of the Annex placed on the market **bears a conspicuous, clearly legible and indelible marking** on its packaging or on the product itself informing consumers of the following:

(a) **appropriate waste management options** for the product or **waste disposal means to be avoided** for that product, in line with the waste hierarchy; and

(b) the **presence of plastics** in the product and the **resulting negative impact** of littering or other inappropriate means of waste disposal of the product on the environment.

The harmonised marking specifications shall be established by the Commission in accordance with paragraph 2.

2. By 3 July 2020, the Commission shall adopt an implementing act establishing harmonised specifications for the marking referred to in paragraph 1 that:

(a) provide that the marking of single-use plastic products listed in points (1), (2) and (3) of Part D of the Annex shall be **placed on the sales and grouped packaging** of those products. Where multiple sales units are grouped at the point of purchase, each sales unit shall bear a marking on its packaging. The marking shall not be required for packaging with a surface area of less than 10 cm<sup>2</sup>;

(b) provide that the marking of single-use plastic products listed in point (4) of Part D of the Annex shall be **placed on the product itself**; and

(c) consider existing sectoral voluntary approaches and pay particular attention to the need to **avoid information that misleads** consumers.

That implementing act shall be adopted in accordance with the examination procedure referred to in Article 16(2).

# WORK PACKAGE 2 – OBJECTIVES AND METHODOLOGY

## III. Concerned product categories:

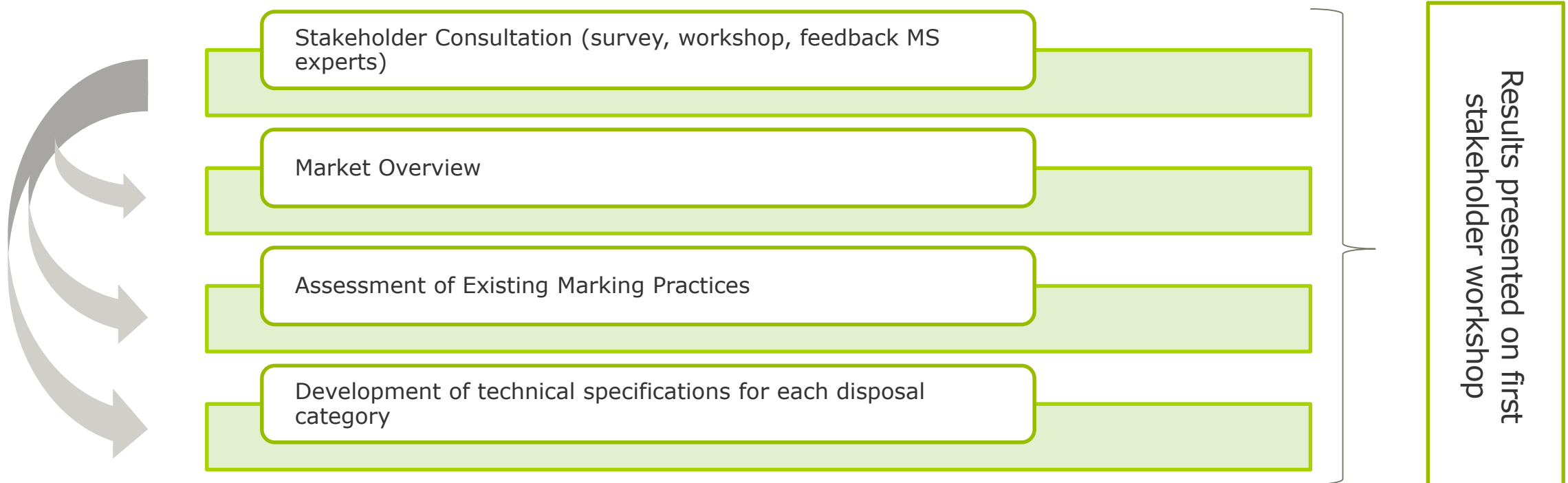
Category I (disposal via the toilet):

- Sanitary towels (pads), tampons and tampon applicators; wet wipes, i.e. pre-wetted personal care and domestic wipes;

Category II (Littering in the open environment)

- Tobacco products with filters and filters marketed for use in combination with tobacco products; cups for beverages.

## IV. Approach:



# PARAMETERS TO BE CONSIDERED TO MEET THE REQUIREMENTS OF ARTICLE 7

Markings needs to be conspicuous, clearly legible and indelible

- **Type of marking:** text/icon/shape...
- **Position**
- **Size:** min/max size, ratio...
- **Colour:** conspicuous colour or a high contrast to the background;
- **Affixing:** printing/engraving
- **Unequivocal message:** easy to understand; Existing markings / voluntary approaches must be taken into consideration;
- **Coherence:** coherent markings, regardless of the product category where they are placed;
- **Combination:** using different combinations of individually coherent markings for specific product groups;
- **Number of markings:** ideally, small number of markings



# **FIRST IDEAS FOR MARKING OPTIONS**

**STATUS: NOV 2019**

## FIRST IDEAS FOR MARKING OPTIONS

Taking into consideration all requirements to be fulfilled in relation to Article 7 of the Directive

Appropriate waste management options



Waste management options to be avoided



## FIRST IDEAS FOR MARKING OPTIONS

Taking into consideration all requirements to be fulfilled in relation to Article 7 of the Directive

Presence of  
plastic



Resulting negative  
impact of littering or  
other inappropriate  
means of waste disposal



## SUMMARY OF STAKEHOLDER WORKSHOP

Aspects taken into consideration for the development of markings to be submitted for consumer testing

### General aspects:

- Some stakeholders preferred positive, others negative messages / some preferred a storyline, others a combined marking → **different options should be tested**
- A minimum size and a maximum size should be specified, rather than a percentage → **Combination**
- 'Tidy man' was not considered sufficiently effective, since despite being a well-known marking, littering continues to be a relevant issue → **Different logo should be designed**
- The dead tree / fish is already used for markings referring to toxicological risks → **Different logo should be designed (e.g. turtle)**
- Markings with text could be problematic if a translation in the national language(s) is required. It would therefore be more effective to combine different pictograms. → **Pictogram and text (in national language)**
- Some stakeholders asked for specifications on contrast and not on specific colour → **although coloured options seemed more conspicuous**
- Design as simple as possible → **'simple and effective' was the strategy**
- Triangle with 'P' could be misinterpreted and should be avoided → **different logo should be designed**



# SUMMARY OF STAKEHOLDER WORKSHOP

Aspects taken into consideration for the development of markings to be submitted for consumer testing

## Category I:

- Position: close to opening / front of the packaging → agreement: front

## Category II – tobacco products:

- Position: inside the lid vs. outside → two options seem possible: front and lateral side (with limitations)
- `Filter` / `Product` should be mentioned → adopted
- Markings should not distract from health warnings → but still should be conspicuous
- No green should be used (no positive message) → only negative message

## Category II – cups for beverages

- Plastic cups: alternative to printing process should be taken into consideration (recycling process / economic criteria) → two options under discussion: printing or engraving
- Stakeholders asked for different markings for paper cups with plastic lining and plastic cups vs. simple and coherent solution → all options taken into consideration

# TECHNICAL SPECIFICATIONS SUBMITTED FOR CONSUMER TESTING

## DESIGN

# TECHNICAL SPECIFICATIONS SUBMITTED FOR CONSUMER TESTING: CATEGORY I

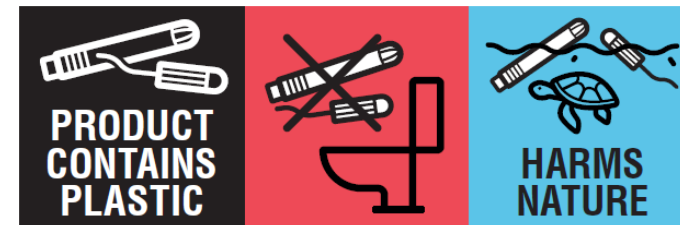
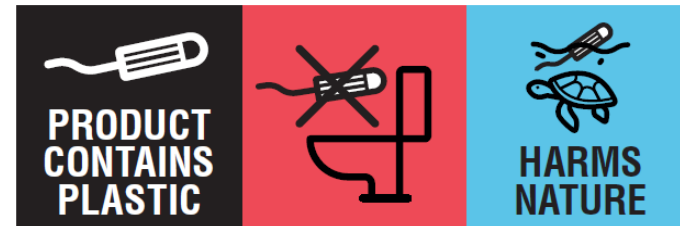
## Products

Wet wipes /  
sanitary towels

Tampons / tampon  
applicators

Tampons + tampon  
applicators

## A) Storyline – negative stimulus



## B) Storyline – positive stimulus



# TECHNICAL SPECIFICATIONS SUBMITTED FOR CONSUMER TESTING: CATEGORY I

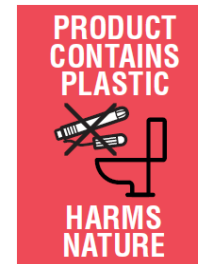
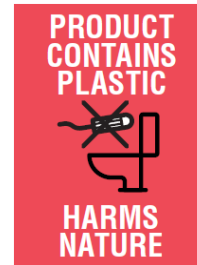
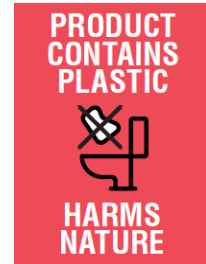
## Products

Wet wipes /  
sanitary towels

Tampons / tampon  
applicators

Tampons + tampon  
applicators

## C) Combined – negative stimulus



## D) Combined – positive stimulus



# TECHNICAL SPECIFICATIONS SUBMITTED FOR CONSUMER TESTING: CATEGORY II – TOBACCO PRODUCTS

A) Storyline – negative stimulus



B) Storyline – negative stimulus



C) Combined – negative stimulus



# TECHNICAL SPECIFICATIONS SUBMITTED FOR CONSUMER TESTING : CATEGORY II – CUPS FOR BEVERAGES

## Products

Paper cups with plastic lining/coating

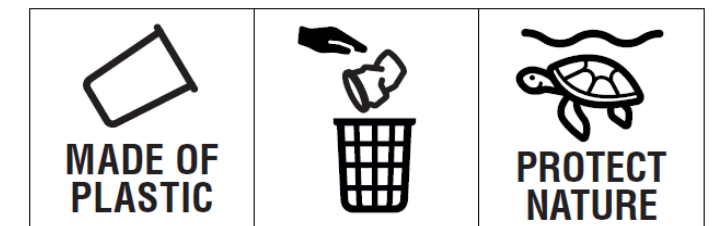
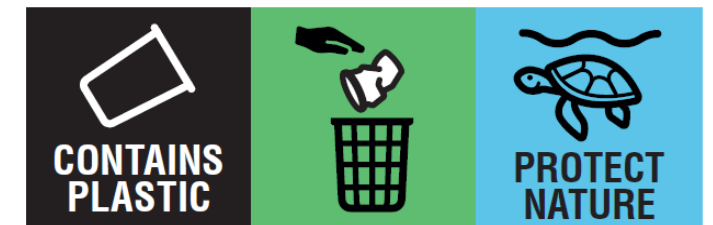
Transparent plastic cups

Coloured/ white plastic cups

## A) Storyline – negative stimulus



## B) Storyline – positive stimulus



# TECHNICAL SPECIFICATIONS SUBMITTED FOR CONSUMER TESTING: CATEGORY II – CUPS FOR BEVERAGES

## Products

Paper cups with plastic lining/coating

Transparent plastic cups

Coloured/ white plastic cups

Plastic cups (ENGRAVING)

## C) Combined – negative stimulus



## D) Combined – positive stimulus



# **TECHNICAL SPECIFICATIONS SUBMITTED FOR CONSUMER TESTING**

## **SIZE, POSITION, LANGUAGE**



# TECHNICAL SPECIFICATIONS SUBMITTED FOR CONSUMER TESTING

Size, position and language

Products	Position	Size	Language
Category I	<b>front of the packaging</b>	<p><b>Storyline:</b>            Surface &lt; 98 cm<sup>2</sup>:            min.: 1.4 cm x 4.2 cm (= 5.88 cm<sup>2</sup>).            Surface ≥ 98 cm<sup>2</sup>: min: 6 %</p> <p><b>Combined markings</b>            Surface &lt; 108 cm<sup>2</sup>:            min: 1.9 cm x 2.55 cm (= 4.85 cm<sup>2</sup>)            Surface area ≥ 108 cm<sup>2</sup>: min: 4.5 %.</p>	<p>The text of the marking must be <b>translated</b> (as accurate and short as possible) in the official language(s) of the EU country/ countries, where the product is intended to be placed on the market.</p>
Category II: tobacco products	Tobacco products with filters: <b>front and lateral side of the packaging</b> , in line with Article 10 of the Directive 2014/40/EU.		
Category II: cups for beverages	Cone shape: At the <b>outer wall of the cup</b> , except the bottom.	<p><b>Storyline:</b>            Volume &lt; 500 ml:            min.: 1.4 cm x 4.2 cm (= 5.88 cm<sup>2</sup>).            Volume ≥ 500 ml:            min.: 1.6 cm x 4.8 cm (= 7.68 cm<sup>2</sup>).</p> <p><b>Combined markings:</b>            Volume &lt; 500 ml:            1.9 cm x 2.55 cm (= 4.85 cm<sup>2</sup>)            Volume ≥ 500 ml:            2.1 cm x 2.8 cm (= 5.9 cm<sup>2</sup>)</p>	

# PART 2: CONSUMER TESTING



Centerdata  
Institute for data collection and research

# Behavioural study on the effective marking of single-use plastic products

## Methodology & results

Online information session on  
"Harmonised marking on certain single-use plastic products"  
07.09.2020

dr. Karolien van den Akker & dr. Millie Elsen (CentERdata, Tilburg University)





# Overall aim of this study

Overarching aim: to reduce the impact of single use plastic products

Prior research has suggested that consumers are not sufficiently aware of the plastic content of products, the adequate way to dispose of a used product, and/or the adverse effects of incorrect disposal on the (marine) environment.

The current project evaluates **the effectiveness of marking requirements** on products that inform consumers of

- (1) the presence of plastics in the products
- (2) appropriate waste management options or waste disposal means to be avoided, and
- (3) the resulting negative impact of littering or other inappropriate means of waste disposal on the environment.



# Marking options (disposable cups)






Markings were developed under the SUP support study (by Ramboll)

Markings differ in their **framing** (positive vs. negative) and whether not information elements are presented as **storyline or combined** into one marking.

Variant	Framing	Storyline or combined	Marking
1	Negative	Storyline	
2	Positive	Storyline	
3	Negative	Combined	
4	Positive	Combined	



# Marking options (wet wipes and sanitary items)

Wet wipes / sanitary pads			Tampons					
 PRODUCT BEVAT PLASTIC		 SCHAADT DE NATUUR	 PRODUCT BEVAT PLASTIC		 SCHAADT DE NATUUR	 PRODUCT BEVAT PLASTIC		 SCHAADT DE NATUUR
 PRODUCT BEVAT PLASTIC		 BESCHERM DE NATUUR	 PRODUCT BEVAT PLASTIC		 BESCHERM DE NATUUR	 PRODUCT BEVAT PLASTIC		 BESCHERM DE NATUUR
	 PRODUCT BEVAT PLASTIC SCHAADT DE NATUUR			 PRODUCT BEVAT PLASTIC SCHAADT DE NATUUR			 PRODUCT BEVAT PLASTIC SCHAADT DE NATUUR	
	 PRODUCT BEVAT PLASTIC BESCHERM DE NATUUR			 PRODUCT BEVAT PLASTIC BESCHERM DE NATUUR			 PRODUCT BEVAT PLASTIC BESCHERM DE NATUUR	



# Marking options (cigarettes)

Marking for cigarettes do not differ in framing (all are negatively framed). Instead, they differ in the icon presented to indicate environmental impact (**flower vs. sea icon**).

Variant	Storyline or combined	Icon to indicate env. impact	Marking
1	Storyline	Sea icon	
2	Storyline	Flower	
3	Combined	(none)	





# Specific aims of the study

This study aims to identify the marking that (most) effectively promotes:

- **Consumer understanding** of the plastic content of products, the appropriate disposal means, and the resulting negative impact of littering (or other inappropriate waste disposal) on the (marine) environment;
- **Consumer evaluation** of the markings (are the markings perceived as easy to understand and clear, and is their information considered useful and important);
- **Consumer attention** to the markings (are the markings being noticed and attended to?);
- **Consumer's (intended) disposal behaviour.**



# Methodology

The study was carried out in two phases:

1. Large-scale multi-country online experiments
2. Laboratory experiments



# Online experiments: sample selection

- Four product types: disposable cups, wet wipes, sanitary items, and cigarettes
- Three respondent samples (by Ipsos):
  - General population aged 18 – 70 (disposable cups & wet wipes), nationally representative on age and gender
  - Women aged 18 – 50 (sanitary items);
  - Smokers aged 18 – 70 (cigarettes).
- Testing across six Member States, with adequate geographical spread (Belgium, Bulgaria, France, Greece, Hungary, and Sweden) and variance in country characteristics (e.g., concern for impact of plastic).
- In total, 8500 respondents took part in the online experiments



# Online experiments: methodology

- An **experimental approach** is used (“randomized controlled trial”), in which respondents are randomly assigned to an experimental group (one of the markings or no marking)
- The only thing that varies across the experimental groups is the (content and presence of) the marking
- This is the **golden standard** for examining causal effects: we can rule out that any of the findings can be explained by factors other than the markings



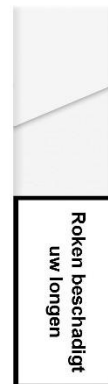
# Online experiments: conditions (cups, wipes, sanitary items)

Cups, wipes, sanitary items:

Condition	Marking
1	Negative storyline
2	Positive storyline
3	Negative combined
4	Positive combined
5	Control (no marking)

Cigarettes:

Condition	Marking
1	Storyline – sea icon (side)
2	Storyline – flower icon (side)
3	Combined (side)
4	Storyline – sea icon (front)
5	Storyline – flower icon (front)
6	Combined (front)
7	Control (no marking)





# Online experiments: procedure

The online experiments consisted of three parts:

- 1. Disposal tasks** in which respondents indicated how they would dispose of a used product (with or without a marking) in a certain situation. *This task was administered first and markings were not mentioned, to avoid drawing attention towards the markings and maximize external validity.* After this, **attention** towards the markings was tested.
- 2. Objective comprehension tests** in which respondents saw different products (with or without a marking) and indicated whether they thought the product contained plastic, how they think the product should be disposed of, and whether they think incorrect disposal (e.g., flushing) of the product would harm the (marine) environment.
- 3. Consumers' evaluation** of the markings.

The experiments were concluded with a post-experiment questionnaire (to obtain information on, amongst others, socio-demographics)



# Disposal task

- Respondents saw a picture of a product they needed to dispose of, and a description and picture of the disposal context.
- To ensure that findings are not specific to a certain **disposal context** or **product subtype**, respondents completed multiple disposal tasks that differed in context and/or product characteristics (randomized)
  - *For example, cigarette butts may be more readily littered on the streets than on the beach, and paper cups with plastic lining may signal biodegradability to a greater extent than 100% plastic cups, which can affect disposal behaviour*

	Disposable cups	Wipes	Sanitary items	Cigarettes
Context 1	Picnic area	Private restroom	Private restroom	Street
Context 2	Train station	Public restroom	Public restroom	Park
Context 3	--	--	--	Beach
Product subtype 1	Plastic cup	Wet wipe	Tampons without applicators	--
Product subtype 2	Paper cup with plastic lining	Toilet wipe	Sanitary pads	--
Product subtype 3	--	--	Tampons with applicators	--



# Disposal task (example)

Now, imagine the following situation.

You are out of cigarettes and decide to walk to the supermarket to buy a new pack. You buy the same pack as you always do:



Later that day, you take a walk in a nearby park. After a while, you sit down on a bench and light up one of the cigarettes. You finish the cigarette and put it out on the bench. What would you do with the cigarette butt in this situation? Two options are indicated in the photograph below.



If these were the only options you had, which one would you choose?

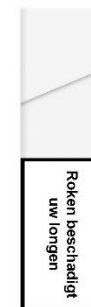
- Drop the butt on the ground (option 1)
- Take the butt with you until you can put it in a bin (option 2)



# Objective comprehension tasks

In these tasks, respondents were repeatedly presented with a product image and were asked:

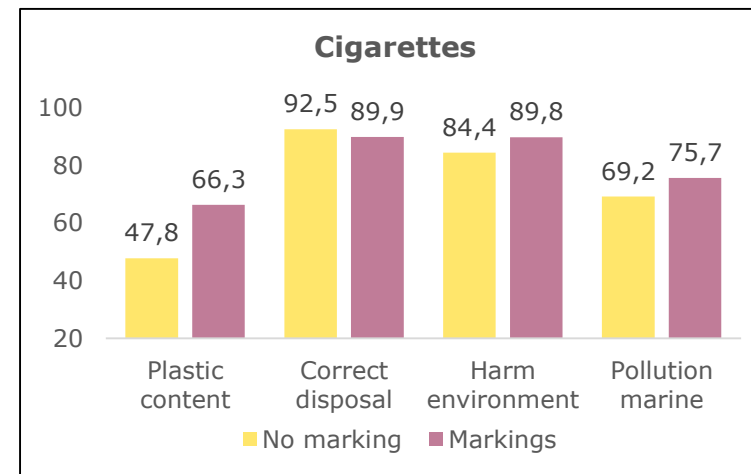
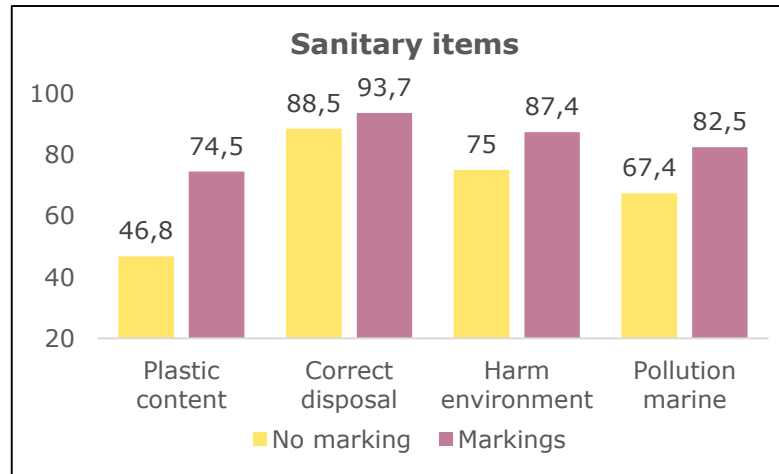
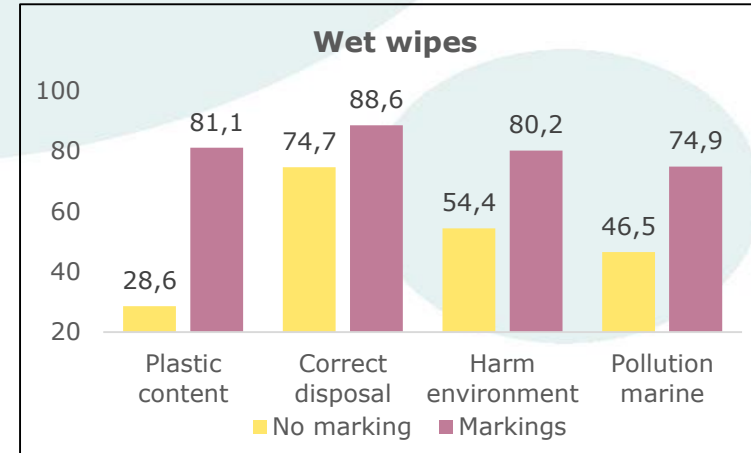
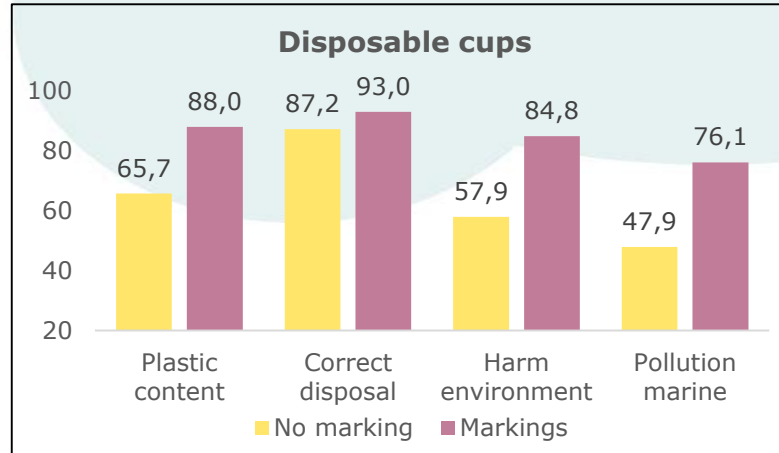
- (1) whether they think the product contains plastics,
- (2) how they think the product should be disposed of (disposed in a bin vs. flushed, or left/dropped where it is used), and
- (3) whether they think incorrect disposal can harm the environment or
- (4) lead to plastic pollution of the marine environment.





# Online experiments: results

The markings lead to (often steep) increases in levels of **understanding**



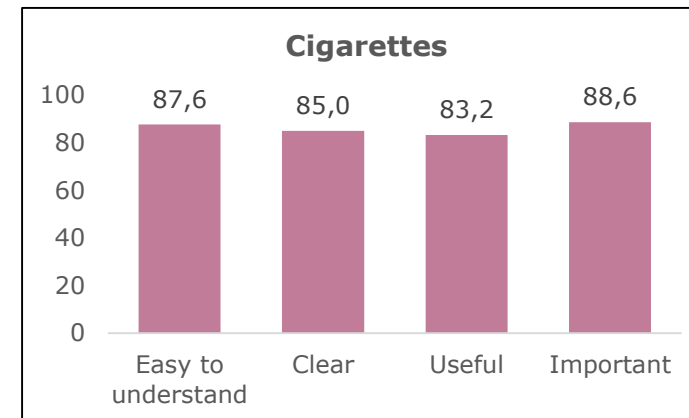
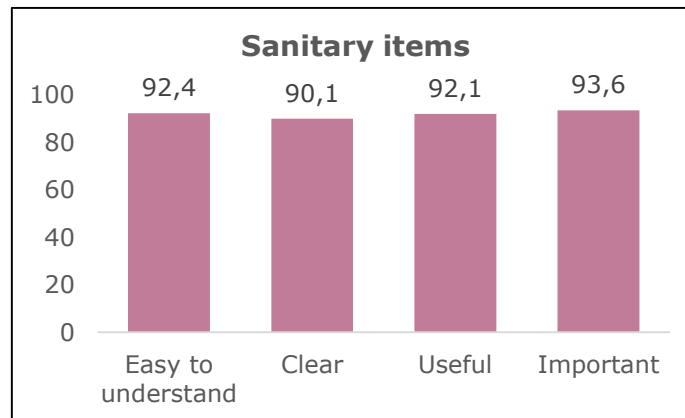
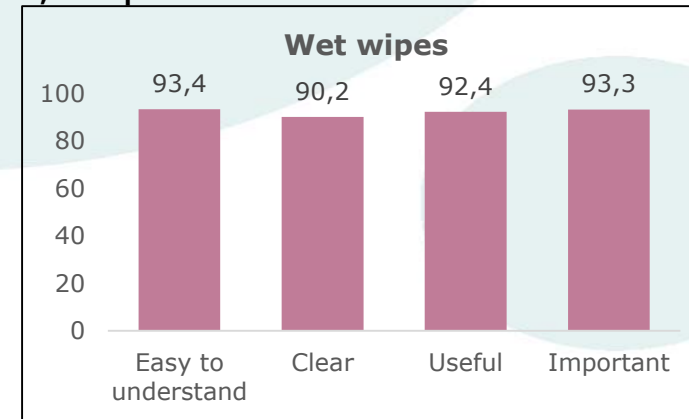
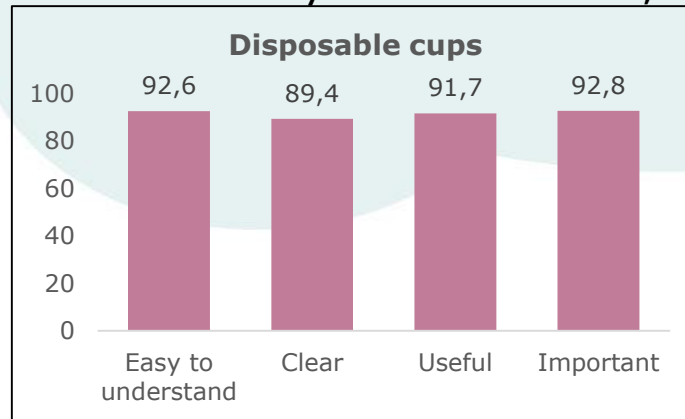
The **negative storyline marking** (CU, W, S) and the **combined marking** on the front and **storyline-sea marking** on the side (CI) appeared most effective.

\*Values indicate the average percentage respondents who answered "Certainly so" or "I think so" to the questions (e.g.,: "Do you think these tampons contain plastic?") (measured on a 5-point scale)



# Online experiments: results

The markings were (very) highly **evaluated**: respondents considered them easy to understand, clear, important and useful



**The findings suggest that consumers would (highly) value the presentation of the markings on products.**

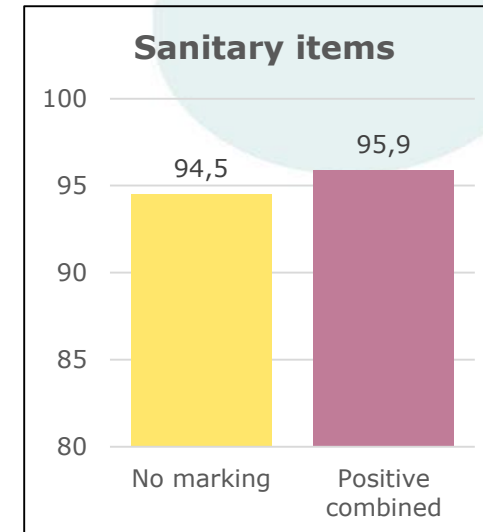
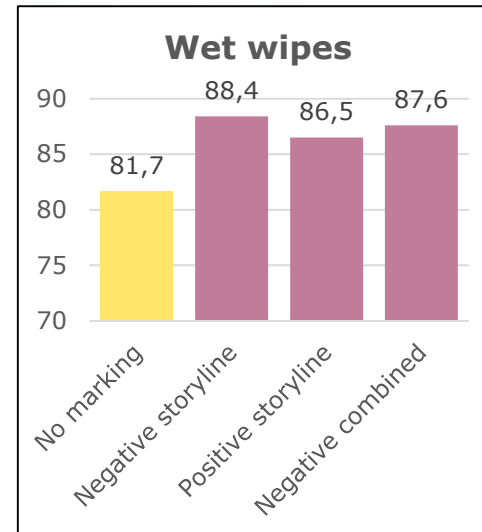
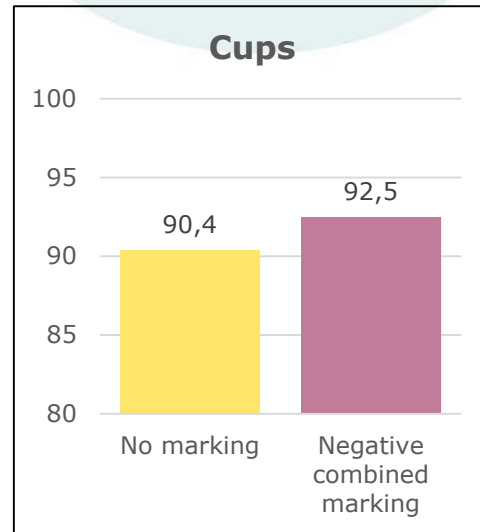
The **negative storyline marking** (CU,W,S) and the **combined marking on the front** (CI) appeared most effective.

\*Values indicate the average percentage respondents that scored 5 or higher on a 7-point scale.



# Online experiments: results

Marking effects on **disposal intention** were more limited (only for certain markings or product types):

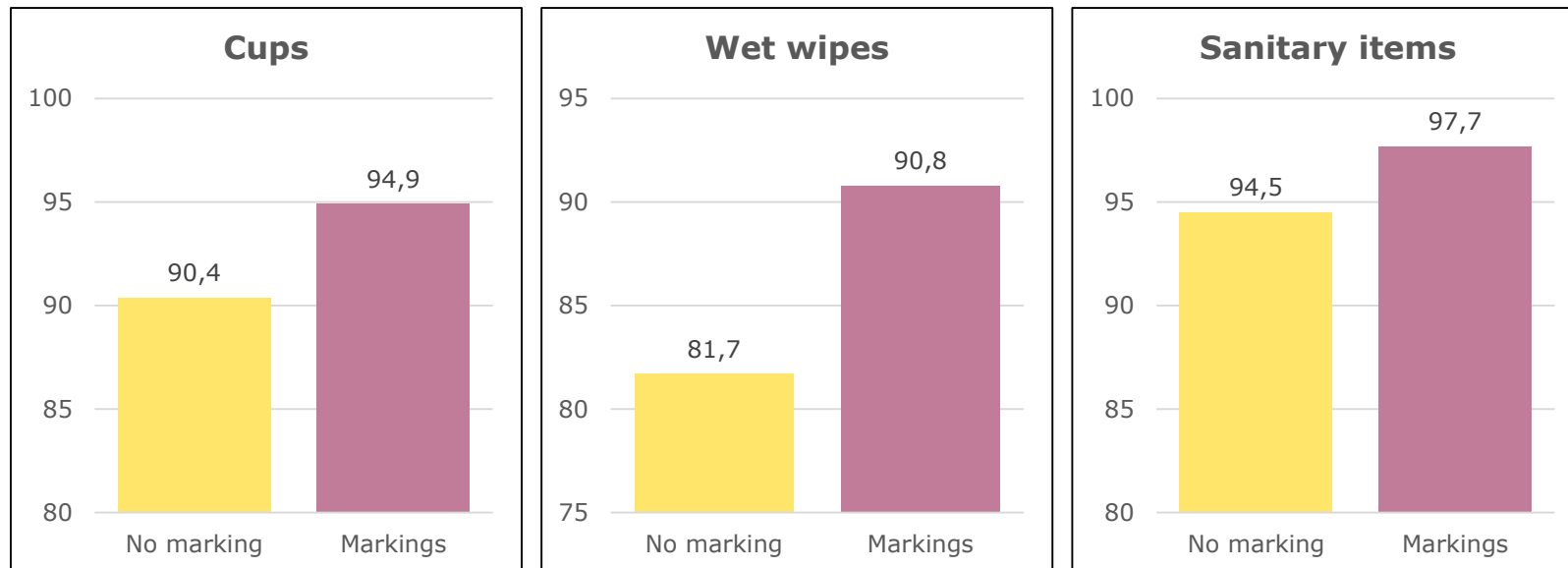




# Online experiments: results

**Most respondents** looked at the markings (at least briefly) when presented on cups, wipes and sanitary items (75% - 90%); when presented on cigarettes, **about half** of the respondents noticed the markings.

Follow-up analyses showed that within respondents who looked at the marking in detail, the markings appeared effective in three of four product types:





## Laboratory experiments: conclusions

- The markings appear **(highly) effective in increasing consumer understanding** on all aspects of understanding and across all product groups;
- Consumers seem to **(highly) value the presentation of the markings on products**: they consider the markings (very) easy to understand, clear, useful and important, across all product groups;
- Effects on **disposal intention** seemed more limited. However, the findings suggest that once the markings are **attended to**, the markings effectively promote correct disposal intention for most products.



# Laboratory experiments: methodology

- Given that real-life disposal can differ from online disposal intentions (e.g., due to a larger number of distractors, habits), we examined the impact of the markings on disposal behaviours in **real-life**
- Laboratory experiments were conducted across two Member States: Belgium (Ghent) and Bulgaria (Sofia) (N = 378) (by Ipsos)
- For two product types: disposable cups and wet wipes
- One marking variant was tested: negative storyline (vs. no marking)
- To calibrate the experiments, a **pilot** (N = 10) was conducted (to avoid ceiling effects and hence, ensure that there would be room for improvement)



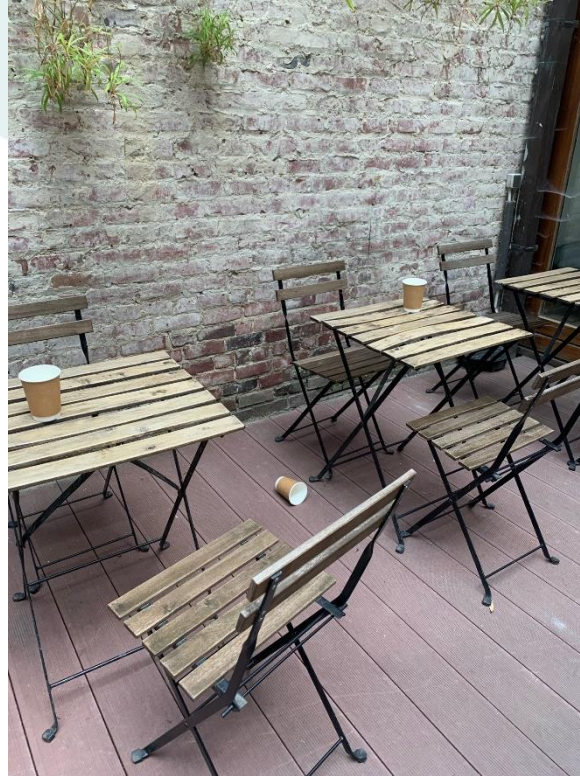


# Laboratory experiments: products





# Laboratory experiments: disposal contexts





# Laboratory experiments: methodology

The laboratory experiments proceeded as follows:

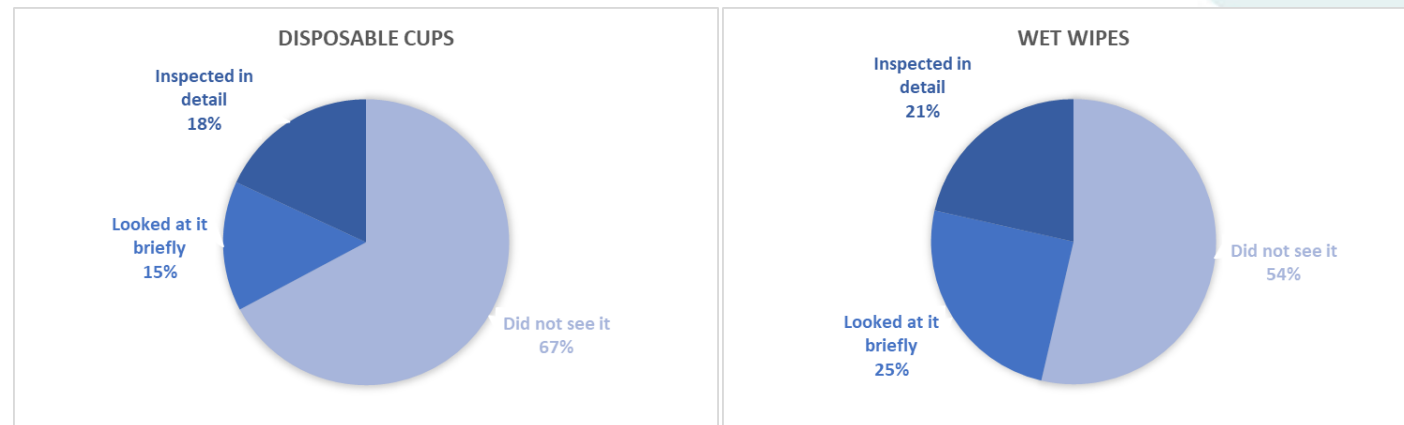
- Recruitment took place using a specialized street recruitment team
- Using a detailed step-by-step protocol, the participant was led to the testing venue, received a drink, and asked to finish it outside (cover story: “neutralize any odours that reside in mouth”)
- Next, a bogus product test (wet wipes) was completed, and the participant was asked to dispose of the used wet wipe in the nearby restroom.
- Finally, respondents completed a post-experiment questionnaire (asking e.g. whether they had noticed the marking and where they disposed of the used products), and were debriefed.
- An observer noted **where they disposed of** the cup (outside vs. inside in the bin / returned to experimenter) and the wet wipe (in the bin vs. (presumed) flushed)



# Laboratory experiments: results

Overall, the marking did not promote correct disposal behaviours of the two products.

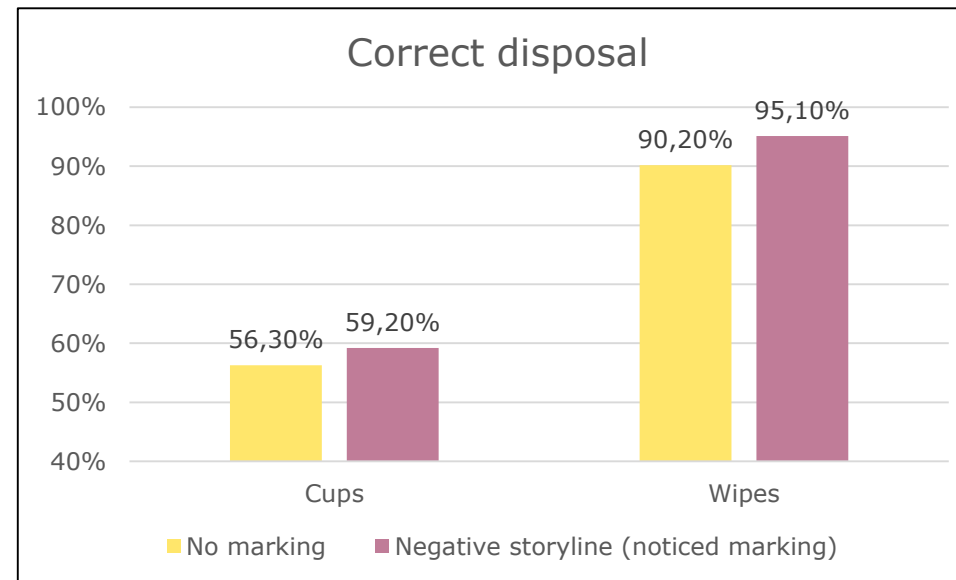
However, attention to the markings seemed low:





# Laboratory experiments: results

Respondents who noticed the marking appeared more likely to correctly dispose of both products – although effects were statistically non-significant:





# Laboratory experiments: marking evaluation

Respondents were asked to evaluate the markings after the experiment.

Again, the markings were considered **easy to understand and clear** (81-85% of all respondents), and **useful and important** (90%).



# Summary and conclusion

The markings are (clearly) effective:

- Across all product groups, they generally lead to (very) **steep increases in understanding** (in particular, that a product contains plastic and that incorrect disposal has negative impacts on the (marine) environment).
- Across all product groups, the markings are also **very positively evaluated** by consumers:
  - 9 in 10 consumers consider them easy to understand and clear
  - 8 to 9 in 10 consumers consider them useful and important – suggesting that consumers would (highly) value presentation of the markings on products
- The negative storyline marking (cups, wipes, sanitary items) and the combined marking on the front (cigarettes) appeared superior.
- Levels of **attention** to the markings were not always high.
- As a result, their effects on (intended) **disposal behaviour** appeared more limited:
  - Some markings seemed effective in promoting appropriate disposal of certain product types in the online experiments but not the field experiments
  - However, the markings did seem to be effective in consumers who looked at them (in detail). This suggests that when consumers pay attention to the markings, the markings indeed seem to promote correct disposal intention. This also explains the limited effectiveness of the markings in the current study.
  - Consumer attention the markings should be enhanced for the markings to have stronger effects – for example, through (natural) repeated exposure, changing marking size or position, or using an information campaign.



CentERdata  
Institute for data collection and research





# SHORT BREAK



PLEASE DON'T LEAVE THE MEETING  
STAY MUTED



**STUDY TO SUPPORT THE DEVELOPMENT OF IMPLEMENTING ACTS  
AND GUIDANCE UNDER THE DIRECTIVE ON THE REDUCTION OF  
THE IMPACT OF CERTAIN PLASTIC PRODUCTS ON THE  
ENVIRONMENT**

**PART 3: DISCUSSION / QUESTION & ANSWER**

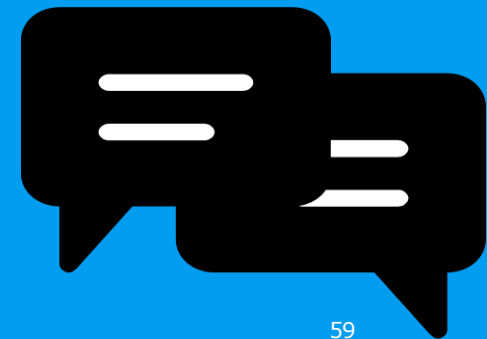
**Stakeholder information session:  
Harmonised marking under the SUP Directive**

**07 SEPTEMBER 2020, Online**

**RAMBOLL, DELOITTE, IEIC, PROGNOSS, WOOD, IEEP**

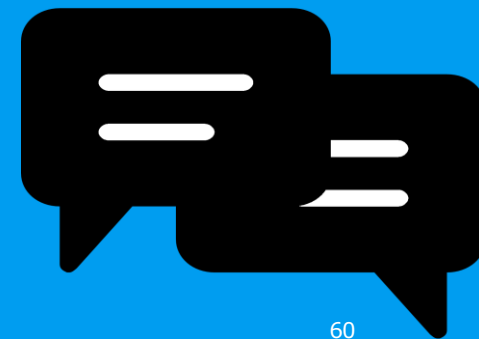
# FEEDBACK / QUESTIONS

# CONSUMER TESTING



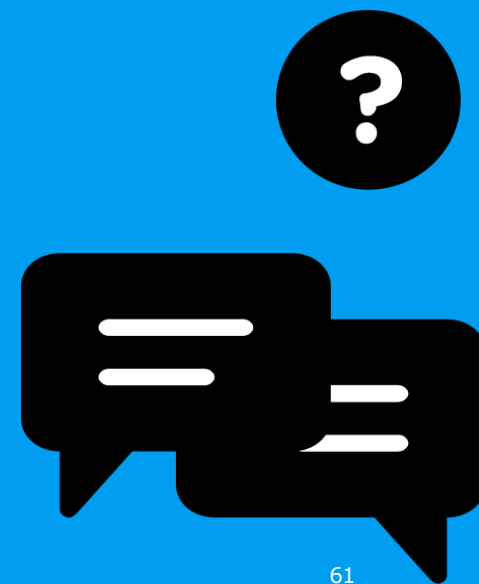
# FEEDBACK / QUESTIONS

# SANITARY TOWELS (PADS), TAMPONS AND TAMPON APPLICATORS



# FEEDBACK / QUESTIONS

## WET WIPES, I.E. PRE-WETTED PERSONAL CARE AND DOMESTIC WIPES



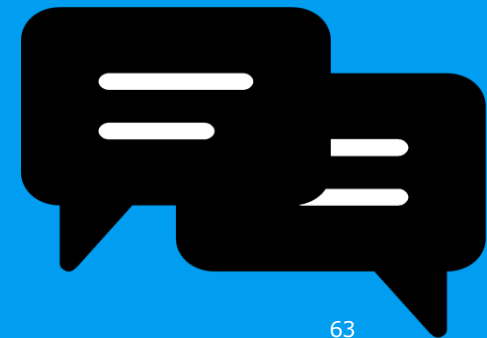
# FEEDBACK / QUESTIONS

## TOBACCO PRODUCTS WITH FILTERS AND FILTERS MARKETED FOR USE IN COMBINATION WITH TOBACCO PRODUCTS



# FEEDBACK / QUESTIONS

# CUPS FOR BEVERAGES



# NEXT STEPS – HARMONISED MARKING UNDER THE SUP DIRECTIVE

- Member State Expert Group Meeting: 09. September 2020
- Finalisation of study of consumer testing
- Decision on final set of technical specifications
- Publication of Implementing Act



# THANK YOU FOR YOUR ATTENTION!

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