This guide is designed to assist you and the business in meeting the commitment to be single-use plastic free. This is based on the actions Sky implemented to eliminate single-use plastics from our operations, products and supply chain by 2020.

This document will cover:

01 What do we mean by single-use plastic (SUP)?
02 What is the scope of the business transformation commitment?
03 How should you deal with single-use plastic?
04 The journey to transforming our business
   – Products, Sky Ocean Rescue Café, Developments in procurement
   – Sports and events, Production
05 How to transform your business area
06 Next steps
By 2050, the plastic in our oceans could weigh more than all the fish.

Source: Ellen MacArthur Foundation
This is a huge problem for our ecosystems, wildlife and for our very own health as plastic is being found more and more in the fish that we consume. Micro-plastics have been found inside a third of fish in the English Channel.

40% of all plastic in Europe is only used once. This is what we refer to as single-use plastic, created by the throw away culture that many of us live in.

The strength and durability of plastic are the qualities that make it so practical for every day use, but also the qualities that make it so harmful once it finds its way into our oceans. Most types of plastic are not biodegradable. They can stay in the oceans for centuries.

Recycling plastic waste is not enough. In the UK we recycle only approximately 45% of waste, which is very much below the EU target for the UK to recycle at least 50% of household waste by 2020.

As of January this year, China has enforced a ban on the import of plastic waste for recycling. The UK’s recycling infrastructure is currently unable to accommodate and treat all of the plastic material generated each year.

The health of our oceans affect us all. If we all work together, we can help to protect our oceans. Only by reducing our consumption of single-use plastic, can we help to alleviate plastic pollution.

**Sky Ocean Rescue Guide**
Why Sky

Single-use plastics are the largest cause of ocean plastic pollution, an increasingly devastating problem for the health of our ocean and our people. We know at Sky we have a responsibility to do the right thing and help our customers and the communities they live in.

For over 30 years, Sky has been playing a big role in the lives of millions of homes. Given our reach, we strive to be both an inspirational and responsible business, as we believe through our own behaviours, we can affect real change.

That’s why twelve years ago we became the world’s first media company to become carbon neutral.

Eight years ago we established Sky Rainforest Rescue, to help save one billion trees in the Amazon Rainforest in partnership with WWF. In January 2017, we launched Sky Ocean Rescue, to inspire simple everyday changes and stop our oceans from drowning in plastic.

Our vision is to lead the way and inspire millions of people to stop using everyday single-use plastic. We will lead by example and remove all single-use plastic from our business and supply chain by 2020.

Now is the time to turn off the single-use plastic tap, the pressure is on, business leaders need to step up and take action.
Shining the spotlight on the issues of ocean health, finding innovative solutions to the problem of ocean plastics, and inspiring people to make simple everyday changes that collectively make a huge difference. In 2017 we made the following commitments:

1. **Transform our own business**
   - We will eliminate all single-use plastics from our own operations and products by 2020.
   - Work with our business partners and supply chain to do the same.
   - Lead the way for other businesses.

2. **Encourage and support innovation to develop solutions**
   - Anchor funding to find technology to help solve ocean pollution.
   - Work with Nat Geo to support three Sky Ocean Rescue Scholars to find new innovative solutions to problems of ocean health.

3. **To use the power of our voice to influence others to take action**
   - We will use our programming to educate our customers and the wider public on the issues of ocean health and how they can play a role to make a difference.
   - We will call for governments to adopt policy changes to protect our Oceans.

4. **Safeguarding our Marine Protected Areas**
   - We will work with WWF to safeguard Marine Protected Areas along our coastlines in Europe.
01 What do we mean by single-use plastics?

Sky's definition for single-use plastic

Single-use plastics or disposable plastics that are intended to be used only once before they are thrown away or recycled

Plastics are single-use if they are used for less than a week

This applies to all packaging, containers, disposable items and materials used for branding and marketing use

This includes bioplastics, as although these are derived from biomass and/or intended to biodegrade over time, this process only occurs under specific circumstances and therefore not considered a final solution

They are not

Products themselves that have an end of use value beyond the market recycling value (e.g. set-top boxes, mobiles, etc.).

Packaging and products designed for use over a number of years and that can be repaired, refurbished or dismantled and industrially recycled.

Plastic items used in operations, and have a life span longer than one month from use, such as furnishings.

The policy will be updated to reflect new technology and innovation becoming available.
The commitment that Sky has made to transform its business applies to all stakeholders including operations, products, procurement and supply chains, marketing, sports events, corporate events and production.

This also means:

**All suppliers, direct and indirect**, that provide items to Sky that are packaged or contained in single-use plastics.

e.g., food and drink containers (including catering on and off site), cleaning products, on-site services, I.T. hardware, office supplies.

**The entire value chain for Sky products** covering all items in the product life-cycle, from component to customer. This includes includes retail, engineers etc.

e.g. Set top box, broadband routers, remotes, cables, mini box, Sky Mobile, Now TV.

Direct and indirect suppliers that provide Sky Original content and Sky broadcast services (including sports events and News) and **all operations related to the content** i.e. production, distribution and events.
How should you deal with single-use plastic?

Hierarchy of alternatives:

1. **Eliminate**
   - Can you do without that product?
   - Can we do without the product/activity?
   - Can the item be redesigned to remove the need for any plastic components?

2. **Reusable**
   - Use reusable alternatives
   - This may mean swapping plastics for dispensers, refillable cups and bottles and sourcing reusable packaging.

3. **Renewable**
   - Use more sustainable materials from renewable resources
   - e.g. FSC certified Paper/ Cardboard /cotton

4. **Recyclable non-plastic**
   - Use materials that have a high recycling rate that are not plastic
   - e.g. Glass bottles, paper and cardboard packaging, tin and aluminium cans

5. **Recyclable plastic**
   - Where single-use plastic is necessary due to regulation, aim to source appropriate plastic material that is and/or can be fully recyclable and compatible with kerbside collection.

Always consider:

1. Looking at traditional methods of sourcing materials may help to find solutions—think of life before plastic! For example, re-usable cutlery and lunch-boxes.

2. There may be examples where it has been done already. Look at other industries where waste has to be avoided, such as cruise ships.

3. Circular economy methods mean that products never go into the waste system. The milkman brings your milk in glass, then collects and reuses the glass so it never goes to waste. This is an example of a circular economy.
04 The journey to transforming our business

Products

As part of our commitment to remove all single-use plastics from our products, operations and supply chain by 2020, all newly launched products will be single-use plastic free in their packaging.

In November 2017, the Sky Soundbox was launched with packaging designed to avoid the need for any single-use plastic and made entirely of FSC cardboard and paper, recyclable at our customers’ kerbside. Our design team came up with innovative ways to safely store items such as batteries, cables and remote controls within compartments in the packaging, and the internal structure of the box was designed to avoid the cardboard scratching the surface of the products.

The new Now TV Smart Stick also launched with SUP free packaging, and we’re working through relaunching our other products’ 100% single-use plastic free packaging.

Developments in procurement

We have removed plastic water bottles, plastic straws, cups and cutlery across our sites and as a result we have reduced our plastic bottle usage by an estimated 450,000 per year within the UK.

The paper used across our offices, previously delivered in plastic wraps, is now supplied in a FSC-certified paper wrapping. Our supplier has subsequently swapped out plastic wraps for all of its customers, eradicating almost 1 million plastic wraps from the supply chain each year.

Sky Ocean Rescue Café

In November 2017 the Sky Ocean Rescue café opened at our Headquarters in Osterley. The café tells the story of Sky Ocean Rescue, informing visitors and colleagues about the issue of ocean plastics and inspiring them to take action. The café is as single-use plastic free as possible. It has seen changes such as swapping out plastic milk bottles for milk machines, saving half a tonne of plastic in a year, and swapping small coffee bags made from plastic, for larger recyclable alternatives. The café allows us to pilot operational changes, such as removing single-use cups and takeaway food containers, before further roll out to the rest of the business.

We have reduced our plastic bottle usage by an estimated 450,000 per year within the UK.
Sports and events
Sky Sports have made changes to how they provide water to crew during outside broadcast productions and as a result will save approximately 66,000 bottles per year.

We have also worked with three sporting events and venues (The Oval, Leipzig Arena and Misano Moto Grand Prix) to reduce single-use plastic by providing alternatives to single-use water bottles. At the KIA Oval 100th Test, 60% fewer bottles were sold compared to the year before.

Production
Sky One production Revolution was single-use plastic water bottle free. Reusable water bottles were distributed to audiences, crew and talent and caterers eliminated the sale of single-use plastic water bottles. Over the duration of the filming a total of 8,000 reusable water bottles were distributed and Sky Ocean Rescue content was played to the audiences.

8,000 reusable water bottles were distributed on the set of Revolution
05 How to transform your business area

Outlined below in a table is a series of checkable list of processes to follow for each business area. This is an effective way to keep track and plan the strategy to implementing the commitment to reduce single-use plastics.

There are four main areas:

1. Scope what the commitment means for your work area
2. Find the single-use plastic (SUP) and build a plan to meet the 2020 commitment
3. Making changes
4. Collect robust data evidence

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### Example of Sky’s checklist

<table>
<thead>
<tr>
<th>1. Scope what the commitment means for your work area</th>
<th>✓</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Understand the Single Use Plastics Policy</strong> (see appendix for full document). Familiarise yourself with:</td>
<td></td>
</tr>
<tr>
<td>a) Sky’s position on bio-plastics</td>
<td></td>
</tr>
<tr>
<td>b) Sky’s hierarchy of alternatives</td>
<td></td>
</tr>
<tr>
<td><strong>2. Identify the scope and boundary.</strong></td>
<td></td>
</tr>
<tr>
<td>a) Identify all work streams</td>
<td></td>
</tr>
<tr>
<td>b) Which stakeholders will be affected by the commitment? E.g. direct and indirect suppliers</td>
<td></td>
</tr>
<tr>
<td>c) Who will you make aware of the changes being made? E.g. customers</td>
<td></td>
</tr>
<tr>
<td><strong>3. Confirm the main point of contact.</strong> Who will drive the process across your area?</td>
<td></td>
</tr>
<tr>
<td><strong>4. Engage your team and colleagues!</strong></td>
<td></td>
</tr>
<tr>
<td>a) Make the wider team aware of the meaning of the commitment to become single-use plastic free as a business by 2020.</td>
<td></td>
</tr>
<tr>
<td>b) Is everyone in your business area committed to playing their part? The commitment will need full support across the business.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. Find the SUP plastic and build a plan to meet the 2020 commitment</th>
<th>✓</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Complete a review of the single-use plastic in your area. Using the prioritisation tool, identify opportunities for change.</strong></td>
<td></td>
</tr>
<tr>
<td>a) Identify a full list of the single-use plastic used within your area</td>
<td></td>
</tr>
<tr>
<td>b) Provide corresponding quantities and costs of each item identified as single-use plastic (monthly/annual). Where data cannot be found refer to the data collection decision tree.</td>
<td></td>
</tr>
<tr>
<td>c) Provide and review a list of alternatives based on the four criteria listed in the prioritisation tool.</td>
<td></td>
</tr>
<tr>
<td><strong>2. Make a plan to prioritise which items can be most easily targeted (the quick wins).</strong></td>
<td></td>
</tr>
<tr>
<td>a) Identify the ‘quick wins’ – items that can be easily and quickly swapped.</td>
<td></td>
</tr>
<tr>
<td>b) Identify which items are more difficult and/or require deeper assistance.</td>
<td></td>
</tr>
<tr>
<td>c) Work with your suppliers where necessary to negotiate a timeline for change.</td>
<td></td>
</tr>
<tr>
<td>d) Look for alternative suppliers and technology where current suppliers are unable to meet the commitment.</td>
<td></td>
</tr>
<tr>
<td>e) Identify any items Sky Ocean Ventures may be able to source a solution for.</td>
<td></td>
</tr>
<tr>
<td><strong>3. Share your strategy.</strong></td>
<td></td>
</tr>
<tr>
<td>a) Once you’ve completed the prioritisation tool and agreed your plan running to 2020, please share this with your key contact.</td>
<td></td>
</tr>
</tbody>
</table>
### 3. Make some changes!

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Understand the options for removal and Sky’s overall approach.</td>
</tr>
<tr>
<td>2</td>
<td>Start making changes for single-use plastic removal.</td>
</tr>
<tr>
<td></td>
<td>a) If you have any questions or want to verify any decisions before you take them, The Bigger Picture team are here to help.</td>
</tr>
<tr>
<td></td>
<td>b) Track your progress</td>
</tr>
<tr>
<td></td>
<td>c) Remember to document any challenges</td>
</tr>
</tbody>
</table>

### 4. Collect robust data evidence

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Use the data collection template.</td>
</tr>
<tr>
<td></td>
<td>a) Collect data on each single-use plastic item.</td>
</tr>
<tr>
<td>2</td>
<td>Complete requirements for audit teams.</td>
</tr>
<tr>
<td></td>
<td>We have our data reviewed by internal audit teams to ensure it is robust and credible. To successfully complete your audit, you’ll be required to provide:</td>
</tr>
<tr>
<td></td>
<td>1. Data (as per above point)</td>
</tr>
<tr>
<td></td>
<td>2. Evidence</td>
</tr>
<tr>
<td></td>
<td>3. Process map</td>
</tr>
<tr>
<td></td>
<td>4. Basis of reporting</td>
</tr>
</tbody>
</table>

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**Example of Sky’s checklist, cont**

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**Sky Ocean Rescue Guide**
So how do you start it all moving

We have outlined the summary steps to assist you and your business in meeting our commitment to be single-use plastic free in our operations, products and supply chain by 2020.

As you take this journey, new challenges and gaps will crop up frequently. We have not come across any articular framework or standard to working with for the single-use plastic commitment, therefore we at Sky are constantly refining our policies, processes and knowledge to capture fresh thinking and better changes.

Where new technology and innovation will become more available and disruptive business models will start to become more mainstream, our guide here will be first of many editions to come.

So where do I go from here?

How do we actually start to implement the transformation?

**Step 1:** Set out your ambition. Define your plan.

**Step 2:** Set out your governance structure and map out the stakeholders who are responsible, accountable, consulted and informed (RACI) across the project.

**Step 3:** Ensure team awareness and commitment.

**Step 4:** Define your scope and boundary.

**Step 5:** Audit and evaluate single-use plastic (utilise the checklist).

**Step 6:** Check out the Toolkit section at the end of this guide for further help.
Further information

This “Toolbox” function is to further introduce tools and environmental concepts which can help equip yourself to undertake the business transformation. These will evolve alongside the changes we make in our day to day journey.

01 Tools to review and process SUP items
- Prioritisation and measurement
- Collecting data
- Decision tree for data

02 Sky’s single-use plastic policy and definition

03 Learnings and information
- Health and Safety regulation
- Bioplastics and other recyclable materials
- Recycling of plastics
- Circular economy
- Common challenges and tips for kicking SUP

04 Waste recycling Symbols

05 Glossary
01 Tools to review and process SUP items
The prioritisation tool will allow you to measure the strategic, economic, environmental and health and safety impacts of removing single-use plastic from your work streams.

**How to prioritise and measure**

There are four criteria: strategic, economic, environmental and health and safety.

### Strategic impact
Impact of the current item on the reputation, volume consumed and the cost to the business

<table>
<thead>
<tr>
<th>Area / Work streams</th>
<th>Item list</th>
<th>Total weight (annual kg)</th>
<th>Estimated weight</th>
<th>No. purchased (annual)</th>
<th>Price per unit (£)</th>
<th>Annual spend (£)</th>
<th>Visibility and reputation (Is it customer or staff facing)</th>
<th>Ease of replacement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events</td>
<td>Water bottles</td>
<td>4,000 kg</td>
<td>0.016 kg</td>
<td>5000</td>
<td>£1</td>
<td>£5,000</td>
<td>Staff</td>
<td>Yes - alternative include:</td>
</tr>
</tbody>
</table>

### Economic impact
The difference in cost, any payback period, lower or higher volumes, reputational cost, etc

<table>
<thead>
<tr>
<th>Area / Work streams</th>
<th>Item list</th>
<th>Price of alternative per unit (£)</th>
<th>Annual spend of alternative (£)</th>
<th>Cost and Margin</th>
<th>Return of investment / simple payback</th>
<th>Alternative life span</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events</td>
<td>Water bottles</td>
<td>£0.50</td>
<td>£500</td>
<td>Low</td>
<td>3 months</td>
<td>1 year</td>
</tr>
</tbody>
</table>

### Environmental impact
Changes to life-span, impact on transport and recycling, impact to land-use, water and air, disposal alternatives, etc

<table>
<thead>
<tr>
<th>Area / Work streams</th>
<th>Item list</th>
<th>Indirect environmental impact of reducing plastic (emissions)</th>
<th>End of life disposal of the alternative</th>
<th>Full life cycle impact of alternative</th>
<th>Is this a circular economy business model /solution?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events</td>
<td>Water bottles</td>
<td>Glass, aluminium alternative are heavier to transport, so more fuel consumption</td>
<td>- Aluminium can be recycled indefinitely - Glass can be washed and reused</td>
<td>- Higher emissions from recycling aluminium - Can be turned into sand</td>
<td>No</td>
</tr>
</tbody>
</table>

### Health and safety impact
Would the alternative adversely impact on human health and safety around the business?

<table>
<thead>
<tr>
<th>Area / Work streams</th>
<th>Item list</th>
<th>Health and Safety impact of alternative compared to current</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events</td>
<td>Water bottles</td>
<td>Glass alternative may result in increased incidents of broken glass accidents</td>
</tr>
</tbody>
</table>
To track the improvements and changes being made, data gathering, measuring and reporting is required.

An example of the data collection spreadsheet is shown below.

### Frequently asked questions on data collection

**It is difficult to weigh all packaging ourselves, what other approach could we use?**
Although challenging, the process of weighing items actually helps bring you closer to practical solutions. Otherwise, if we can have a database and identify the average weight for the packaging, this estimate can be used to cover other types of similar products. Alternatively, ask the supplier to provide such data. If no data is recorded, then ask the supplier for the total plastic film bought and the total number of products made in one year. By dividing the total plastic film bought with the total number of products made would provide an average weight of the plastic film per product.

**What about areas of the business that does not have visibility over historic usage?**
This will fall under the single-use plastic avoided calculation. Based on how much is used now, we could take as an estimate of how much single-use plastic is used by extrapolating it.

**We cannot assess all tier 2 or tier 3 suppliers. We only have significant influences on certain items but not all?**
Suggest prioritisation and identify scope. If more difficult and as long it is not Sky staff facing or customer facing, we may avoid certain tiers by checking to see if they are within scope or not.

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### Collecting data

To track the improvements and changes being made, data gathering, measuring and reporting is required.

An example of the data collection spreadsheet is shown below.

<table>
<thead>
<tr>
<th>Business area</th>
<th>Items</th>
<th>Plastic/Material type</th>
<th>Recyclable or Non-recyclable</th>
<th>Avoided/Removed</th>
<th>Avg. plastic item weight (kg)</th>
<th>Quantities</th>
<th>Jul-17</th>
<th>Aug-17</th>
<th>Sept-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events</td>
<td>Water bottles</td>
<td>Packaging</td>
<td>Recyclable</td>
<td>Removed</td>
<td>0.016</td>
<td>Number</td>
<td>123</td>
<td>234</td>
<td></td>
</tr>
</tbody>
</table>

**Key**

- **Removed**: Plastic reduced from existing products
- **Avoided**: Plastic displaced through new design/methods on new products
- **Items**: List of products or items
- **Plastic type**: What is the single-use plastic used for
- **Business area**: The main areas of the business: Catering, products, product supply chain, broadcasting, cleaning, office stationary, etc.

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Sky Ocean Rescue Guide
The decision tree is to help you quantify and measure your single-use plastic item and/or packaging where data is not very forthcoming.

At Sky, we have found that the way to quantify and measure included:

- Estimating from historic data
- Weighing the item and/or the packaging with a weighing scale
- Assuming an average weight from reputable online sources and references
- Going back to suppliers

---

### Decision tree for single-use plastic data

#### Data

1. Does the item and/or packaging have SUP material?  
   - No: No need to report
   - Yes: Is there data such as weight/volume and total quantities (i.e. monthly and annual)?

2. Yes: Refer to Estimate weight of SUP for further review.
   - No: Note down the estimated weight/volume of the avoided SUP and the number of items.

#### No previously owned data

1. Would the item and/or packaging have SUP?
   - No: No need to report
   - Yes: Note down the estimated weight/volume of the avoided SUP and the number of items that you will be buying. Refer to Estimate weight of SUP for further help.

2. Is the quantity of the SUP item and/or packaging bought on a yearly basis less than 1% of your total weight/number of SUP?  
   - No: Please refer back to your supplier to provide appropriate information or contact Sky.
   - Yes: Is the quantity of the SUP item and/or packaging bought on a yearly basis less than 1% of your total weight/number of SUP?

3. Yes: Please weigh the item and/or packaging that is SUP and use that as an estimate.
   - No: If you cannot weigh the item, please note the number of items bought and refer to 6.

---

### Estimate weight of SUP

1. Can the weight be provided by the supplier?
   - Yes: Please use this as primary data
   - No: Can the weight be found on the web?

2. Yes: Is it from a reputable reference source?
   - Yes: Please measure between 3-5 times to calculate an average number
   - No: Can the weight be estimated from measuring on a weighing scale?

3. Yes: Use the volume conversion to likely SUP material type from the web as an estimate. Please remember to reference how the conversion was done.
   - No: Can you estimate the volume of the likely SUP?

4. Yes: Please weigh the item and/or packaging that is SUP and use that as an estimate.
   - No: Is the quantity of the SUP item and/or packaging bought on a yearly basis less than 1% of your total weight/number of SUP?

5. Yes: Please note in your spreadsheet as negligible and the reason why (i.e. total numbers bought is negligible)
   - No: Please refer back to your supplier to provide appropriate information or contact Sky.
02 Sky Single-use Plastic Policy
02 Sky Single-use Plastic Policy

Single-use plastics are the largest cause of ocean plastic pollution, an increasingly devastating problem for the health of our oceans. In January 2017, Sky launched Sky Ocean Rescue and has committed to reducing its consumption of single-use plastic. Sky is also committed to using our voice and reach out to inform others on how to make similar changes.

Target: Sky to remove all single-use plastic from Sky business by 2020

What we mean by single-use plastics
Plastics items that are intended to be used only once for a short period of time (i.e. a week) before they are thrown away. This includes those that can be recycled (e.g. petroleum-based plastics, food packaging and containers, disposable items and materials used for temporary branding and marketing use), unless there is a legal and/or health and safety issue where single-use plastics are required (e.g. food gloves, food preservation, etc). Bio-plastics, although are derived from biomass and/or intended to biodegrade over time; this is under specific circumstances and therefore not considered a final solution.

What we consider not to be single-use plastic
Products themselves that have an end of use value beyond the market recycling value (e.g. set-top boxes, mobiles, etc.). Packaging and products that are designed to be used over a number of years and that can be repaired or dismantled and industrially recycled.

The policy will be updated when new technology and innovation become available.

Business scope of single-use plastic impacts are:
1. Sky products and supply chain: Sky Q, Now TV, engineering fleet, logistics, etc.
2. Operations: catering, office, call centres, technical sites, services, etc.
3. Branding and marketing across Sky and Now TV
4. Sky Merchandise e.g. packaging for Team Sky t-shirts, promotional giveaways
5. Broadcasting, filming (Sky commission) and events e.g. Premier League coverage

Suppliers
Sky will work with suppliers to ensure that all products supplied to Sky will adhere to this policy and encourage suppliers to adopt the same standards within their organisation and supply chains:
- All suppliers that provide products to Sky that are packaged or contained in single-use plastics
- Sky products and supply chain that covers all items from component to customer and includes retail, engineers etc.
- Direct and indirect suppliers that provide products used by Sky or its employees e.g. food containers provided to Sky through a third tier supplier are in scope.

To comply with the commitment set, Sky has the following options to realise the vision. These will ensure appropriate choices, effort and resources towards reduction of single-use plastics relative to risks and constraints.

1. Eliminate – Avoid through redesign or behaviour change e.g. water fountains instead of bottled water, designing out plastic film for batteries, etc.
2. Reusable alternative – Use reusable alternative item enabled by a system e.g. Cup Club, Keep Cup, etc.
3. Sustainable alternative from renewable source – Use more sustainable materials from renewable source with better recycling outlets or biodegradability e.g. FSC paper, cellophane etc.
4. Recyclable alternative – Other materials that have a high recycling rate that is not plastic e.g. glass, steel, and tin.
5. Recyclable plastic – Where single-use plastic is necessary due to regulation (e.g. food packaging), the aim is to source appropriate recycled plastic that will be fully recyclable and compatible with kerbside collection.
03 Learning & information from the business
In some instances, the use of single-use plastic is unavoidable and necessary due to hygiene issues. For example, in order to keep food produce fresh and free of contamination thus prolonging longer shelf life, the use of plastic allowed this to be possible. In the example of meat where contamination is easily prevalent and dangerous to health if not handled in an appropriate manner can lead to spread of quite serious pathogens. In Italy, food such as salads, cut fruits, sandwiches, etc. left out for consumption must be wrapped in cling film to ensure no contamination is possible by law.

In the UK, many bars, pubs and venues held outdoor in particular serve customers in plastic cups to reduce instances of smashed glasses and violence involving glass. However various types of the plastic cups used can be washed and re-used again.

**Various types of plastic cups used can be washed and re-used again**
Plant based materials like cornstarch are not recyclable, nor do they compost unless under specific conditions (i.e. high heat). Due to this, such materials cannot be contaminated with plastic recycling routes and can last as long as normal plastics when in our oceans.

Questions to ask
- What is the material made of and is it 100% of that material? E.g. plant-based like cornstarch
- If not, what additives are added?
- How do you dispose of this material and does it need a separate collection?
- If in an ocean environment, how long does it take to degrade?
- Is the breakdown of the bioplastics still a microplastic?

Other materials that are not single-use plastic may be considered. However sustainable alternatives should be prioritised. For example, recycled (or FSC certified) paper. In this instance trees are replaced and grown again.

Questions to ask
- Is the suggested alternative better for the environment in terms of transportation and energy consumption?
- Is it from a sustainable source? E.g. FSC or otherwise
- Can the alternative be reused or recycled indefinitely?
- Can the material be recycled within the UK?
The UK does not have a large enough infrastructure to accommodate the recycling of plastic material. In addition, China has banned imports of waste plastic for recycling. Already rubbish at recycling plants around the UK are causing build-up of stranded plastic.

Questions to ask

- Are recyclable plastics the only viable route for the single-use plastic?
- Can you engage with your suppliers on other alternatives
- Can the recyclable plastic be turned into another product?
- Do you have visibility over which recycling facilities the recyclable plastics will be sent to ensuring the plastics will be recycled?

Where plastics are unavoidable:

- Is the material 100% recyclable?
- Is the recyclable plastic suitable for the intended product? (e.g. PVC although durable and recyclable are not always recycled.)
- In some cases, disposal routes include incineration or waste-to-energy. However burning waste does not provide a positive message to the public and careful consideration should be made. If waste is to be incinerated whether by conventional means or to generate energy, it would be best to check that there is a low likelihood of toxic particulates will be released and therefore has the potential to release into the air or leach into the land when the residual ash is being disposed of.
Looking beyond the current “take, make and dispose” extractive industrial model, the circular economy is restorative and regenerative by design. Relying on system-wide innovation, it aims to redefine products and services to design waste out, while minimising negative impacts. Underpinned by a transition to renewable energy sources, the circular model builds economic, natural and social capital.

(Source: Ellen MacArthur Foundation 2018)

Building blocks of a circular economy

- Creatively re-purpose things that are not needed after first use
- Can this be a resource to another type of supplier?
- Repair and refurbish before buying a replacement
- Consider a sharing community for an item that is most likely going to be used for a short time only
- Make the product durable to encourage multi-use
- Can the product be leased with the supplier ensuring regular maintenance to keep it working at optimum capacity
- Design for easy end-of-life sorting and reuse of products and materials
- Take in account useful applications of by-products and waste during design and manufacturing
Below are some common challenges and recommendations Sky identified along our journey of taking action on single-use plastics. Adapting our business and scaling-up viable alternatives is just the beginning. Sharing likely barriers and tips for responding to them can help the industry as a whole shift towards better practice.

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Recommendation</th>
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<tbody>
<tr>
<td>Finding alternatives. It wasn’t easy to negotiate with our suppliers, big and small, to find alternatives to SUPs. Until the industry has reached critical mass, it’s still not always cost efficient for some suppliers to change their practice away from SUPs.</td>
<td><strong>Clear signposting.</strong> Creating a central directory of alternatives to SUPs for suppliers could help decentralise the problem.</td>
</tr>
<tr>
<td>Diluted supply chain. Multinational businesses like Sky manage global supply chains, and presents the challenge and responsibility of advocating for change beyond the remit of our own business.</td>
<td><strong>Build strong partnerships.</strong> If you manage diluted and varied supply chains, focus on areas where you have the largest impact and influence, and start by building strong partnerships with suppliers.</td>
</tr>
<tr>
<td>Plastic myths. Different is not always better. In fact, we found that some common ‘alternatives’ to SUPs have false claims and are just as polluting.</td>
<td><strong>Check under the hood!</strong> Wherever possible, businesses should thoroughly investigate the alternatives to SUPs that they are considering using.</td>
</tr>
<tr>
<td>Hidden plastics. We were surprised by how many products contain plastics that we weren’t aware of. Glitter is almost fully biodegradable except when colour is added – a liquid plastic resin. Tetra paks also contain a hidden plastic - polyethylene.</td>
<td><strong>Be meticulous.</strong> Do not hesitate to scrutinise your processes and take a lateral approach to investigating SUP alternatives. Scrutinise suppliers’ suggestions for alternatives too.</td>
</tr>
<tr>
<td>The rebound effect. Sometimes use and production of alternatives to SUPs has unintended consequences on the planet, called the rebound effect. An example is incorrect disposal of bio plastics by consumers.</td>
<td><strong>…be even more meticulous.</strong> Study how all alternatives are made end-to-end, and make sure not to leave out measuring ‘unknowns’, such as end of use by the public.</td>
</tr>
<tr>
<td>No silver bullet. Given the scale and diversity of the problem, the journey to eliminating SUPs will not end with a one-size-fits-all solution.</td>
<td><strong>Embrace diversity.</strong> Blanket solutions do not realistically reflect global SUP practice. Any intervention, whether it’s policy change or business, should reflect this diversity of needs.</td>
</tr>
</tbody>
</table>
Change is easier than you think. Since September 2017, Sky has undergone a single-use plastic transformation. This includes a new business narrative about sustainability. The most valuable learning at Sky has been that it is easy to change! With the will, a company can quickly focus on and drive solutions.
04 Waste Recycling Symbols

**Applied to packaging that is collected by 75% or more of local authorities.**

**Monibus Loop** – indicates that an object is capable of being recycled.

**Plastic resin codes** – Identifies the type of plastic resin used through a ‘resin identification code’ (1-7) and that an object is capable of being recycled.

**Glass** – this symbol asks that you recycle the glass container.

**Recyclable aluminium** – indicates that the item is made from recyclable aluminium.

**This symbol from Keep Britain Tidy asks you not to litter.**

**Waste Electricals** – explains that you should not place the electrical item in the general waste.

**Compostable** – products certified to be industrially compostable. Compostable plastic cannot be recycled so should not be put into the recycling with other plastics as this leads to contamination.

**The Forest Stewardship Council logo identifies wood-based products from well managed forests independently certified in accordance with the rules of the FSC.**

Source: https://www.recyclenow.com/recycling-knowledge/packaging-symbols-explained
<table>
<thead>
<tr>
<th>TERMS</th>
<th>DEFINITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternative materials</td>
<td>Another material that can be substituted for an existing material.</td>
</tr>
<tr>
<td>Single-use plastic</td>
<td>Single-use plastics, or disposable plastics, are intended to be used only once before they are thrown away or recycled. This typically refers to packaging, containers, disposable items or materials used for branding and marketing use.</td>
</tr>
<tr>
<td>Bagasse</td>
<td>Dry fibrous residue after extraction of the sugar-bearing juice from sugarcane.</td>
</tr>
<tr>
<td>Basis of reporting</td>
<td>The descriptive record of the process or methodology used in collecting the data from all the relevant sources to track progress towards a specific metric or target. This includes any assumptions and estimates used during the data collection.</td>
</tr>
<tr>
<td>Biodegradable</td>
<td>Under the right conditions, the material can be broken down in the environment (e.g. microbial reactions) into its raw constituents.</td>
</tr>
<tr>
<td>Bioplastics</td>
<td>They are plastics in which all carbon is derived from renewable feedstock or biomass. It may or may not be biodegradable and may contain both renewable and fossil-fuel carbon sources.</td>
</tr>
<tr>
<td>Containers</td>
<td>Is a receptacle (such as a box or a jar) for holding or transporting something.</td>
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<tr>
<td>Cornstarch</td>
<td>A type of bioplastic derived from renewable biomass sources such as corn starch.</td>
</tr>
<tr>
<td>Compostable</td>
<td>As object that breaks down in a compost pile.</td>
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<tr>
<td>Waste disposal</td>
<td>Removing, destroying or storing damaged used or unwanted material. Disposal can include burning, landfilling and recycling.</td>
</tr>
<tr>
<td>Disposable</td>
<td>Item intended to be thrown away after use such as plastic cutlery, paper cups, etc.</td>
</tr>
<tr>
<td>Renewable source</td>
<td>A substance of economic value that can be replaced or replenished naturally in the course of time</td>
</tr>
<tr>
<td>Recycling</td>
<td>Converts waste materials into new materials and objects</td>
</tr>
<tr>
<td>Packaging</td>
<td>Materials used to wrap or protect goods.</td>
</tr>
<tr>
<td>PLA</td>
<td>Poly(lactic) acid is a biodegradable material derived from renewable resources such as corn starch, cassava roots, chips, starch or sugarcane.</td>
</tr>
<tr>
<td>Process map</td>
<td>A visual representation of the inputs and outputs of a process on how the data is collected and by whom.</td>
</tr>
<tr>
<td>Sugarcane fibre</td>
<td>See bagasse</td>
</tr>
<tr>
<td>Waste</td>
<td>A material, substance or by-product that is deemed no longer useful or required.</td>
</tr>
</tbody>
</table>