

Paper and cardboard

ZCS VISION	Many documents and sources of information are provided digitally to replace use of paper. New paper and card is produced with optimal recycled content and, where virgin raw wood pulp is used, then this is sourced from certified sustainably managed forests. Uses of additives such as plastic or metallised layers, coatings, UV inks and varnishes and adhesives are minimised to ensure paper and card can be recycled. All gift wrapping paper and packaging is recyclable. Kerbside and commercial waste recycling collections and on-the-go collections are standardised to maximise recovery rates.
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	Sourcing/Production	Distribution/Retail	Consumption	Post Consumption
CURRENT PRACTICE (summary)	Global paper and card production was forecast to continue growing at around 1.2% in Nov 2019 (Recycling Today) largely as a result of increase in packaging. In the UK, 70% of paper fibres are made with recycled content (www.paper.org.uk) The UK has two mills making wood into pulp. They use 100% UK grown trees. One million tonnes of woodpulp is used in the production of UK paper and board. 0.78 million tonnes of the woodpulp used is imported from 24 countries. 0.9 million tonnes of the woodpulp used are imported from 26 countries. (https://paper.org.uk) Corrugated card packaging is made with 76% recycled content. Many European tissue paper mills prefer virgin pulp, sometimes from tropical forest sources.	Much of the paper/card used in packaging has plastic or metallicised layers, coatings, UV inks, varnishes and adhesives that make recycling difficult. Although many companies are replacing plastic packaging with cardboard, sometimes the carbon footprint for card is higher than some plastics. It is not a straightforward plastic bad, paper and card good. This article on the Riverford delivery boxes explains the issue.	Despite an increase in online and digital publications, printed newspapers, magazines, books and documents continue to be used widely, and often in preference to digital (80% of people say they could not live without paper (paper.org.uk)). Paper and card used in food packaging is generally contaminated with food, and has plastic/waxed coatings which make it difficult to recycle. Significant amounts of gift wrapping paper is metallicised or covered with glitter that inhibits recycling.	The majority of municipal paper/cardboard circa 95% is collected on a fortnightly frequency from households using the reusable blue bags. Mixed paper is also accepted at HRCs. Mixed paper and cardboard is separated at a sorting facility in North Wales to separate the paper and cardboard. The paper is sent to a paper mill located on Deeside. The cardboard is typically sent to cardboard processor in Manchester Brown packaging cardboard is also separately accepted at HRCs and sent for processing

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BASELINE CARBON-FOOTPRINT (estimate)				<p>The Annual Shropshire Council mixed paper/cardboard and cardboard tonnages collected from households and received at HRCs for 1 April 2019 - 31 March 2020 are:</p> <ul style="list-style-type: none"> • Household Kerbside collection mixed paper/cardboard 9,912.82 tonnes • RCs mixed paper 363.42 tonnes • RCs cardboard 1,213.30 tonnes
Key STRATEGIES to achieve ZCS vision	Maintain or increase use of recycled content and reduce virgin fibre content.	Reduce or avoid use of plastic or metallicised layers in packaging	Increase use of online/digital replacing print.	Standardise kerbside and commercial waste recycling collections and on-the-go collections.
	Ensure all virgin pulp sourced from certified sustainably managed forests	Replace plastic packaging with paper/card where practicable	Avoid glitter and metallicised gift wrapping paper	Increase availability of commercial paper recycling collections and increase separate litter bins for paper/card packaging
	Minimise use of UV inks, varnishes, coatings and adhesives which inhibit recycling, or which break down into microparticles	Replace paper toilet/kitchen rolls with those made with bamboo fibre. Less water is required and bamboo is faster growing than trees making it a more sustainable source . There are several companies that now produce bamboo and bamboo/sugar cane toilet papers.		Minimise food contamination to enable packaging to be recycled by providing peel-off surfaces . Mark packaging clearly to encourage consumers to clean it before recycling.
	Avoid waxed or wax-coated papers, as the wax will end up in the finished paper. Avoid silicone and greaseproof papers – these cannot be			

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	pulped and will pass into the waste instead. Paper treated in any way cannot be pulped.			

EXAMPLES of good practice or innovation	WRAP: Fibre-packaging-design-guide			
	DS Smith reject separation process to increase recycled content			