

Baseline and Action Plan on Global Sustainable Development Goals 2020/21

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Foreword

What can a small not-for-profit like OPRL do to help deliver global Sustainable Development Goals?

Many global and national companies are acting to deliver the UN's vision for a fairer and more sustainable future. They have huge impact both through the products and services they deliver and in the way they procure raw materials, capital and labour. As a small not-for-profit our contribution is on a different scale.

Our biggest impact is the contribution our Labelling Scheme and sustainable packaging design tools make towards Responsible Consumption and Production (SDG12), supporting our members. By helping global and UK brands design packaging with recyclability in mind right from the start, choose materials, colours and components carefully and then engage their customers in recycling that packaging, we can help build a circular economy in packaging. In other words, deliver on our Purpose statement.

"To collaborate across the packaging cycle to drive circularity and a transformation in packaging resource efficiency."

As one of the UK's 5.9 million small and medium sized businesses (accounting between us for 60 percent of UK employment and over half of private sector turnover¹) we can't stand by. This Baseline Report and Action Plan sets out where OPRL is at 30 June 2020 and our plans for the next business year, based on B Corp and the UN Global Compact's *SDG Action Manager*.

We're just starting out on this journey. While we score well in some areas, our policies and practice are not as developed on other issues important to us like climate change and equalities. There are some 'easy' fixes and some things that will take more time as we work with suppliers and other stakeholders. The *SDG Action Manager* gives a helpful framework to address shortcomings as part of our good governance. We won't necessarily reach 100% scores but we're aiming to reach at least 50% across all nine selected SDGs in this first year and to improve performance substantially where we've already met this.

We're already contributing in ways that benefit our people and our planet at varying scales. For example:

- By investing our 3 months operational Reserves in Triodos' ethical Treasury accounts we're making £165,000 available to fund ethical projects delivering SDGs (all SDGs);
- By employing 4 new team members last year with flexible working, treating part-time staff the same as fulltime, we increased employment opportunities and reduced inequalities (SDG 8 and 10);
- By doubling the sick leave allowance of our newly appointed staff and family leave for all staff at the beginning of the Covid-19 outbreak we supported our staff through a worrying time, reducing inequalities and improving wellbeing (SDG 3 and 10);
- By offsetting our operational carbon footprint and the commuting footprint of our staff we're learning to measure, manage and reduce our contribution to climate change (SDG 13).

We believe this will make us not just a better Corporate Citizen, but a better organisation to do business with and to work for. Take a look at what our staff, suppliers, members and stakeholders say about why that's important to them (pages 5-8). I look forward to reporting our progress against this Plan next year.

Jane Bevis | Chair

¹ONS, January 2020

Executive Summary

We have baselined our current business practices and performance against the UN Sustainable Development Goals using B Corp and UN Global Compact's *SDG Action Manager* and used this to identify the nine SDGs most closely aligning with our business objectives. Using this current performance baseline we have identified our strengths and the areas in which we need to take further action. We will report annually on our progress in addressing these areas.

The key SDGs identified as critical to OPRL Limited's business are: **3** Good Health and Wellbeing, **8** Decent Work and Economic Growth, **9** Industry, Innovation and Infrastructure, **10** Reduced Inequalities, **11** Sustainable Cities and Communities, **12** Responsible Consumption and Production, **13** Climate Action, **14** Life Below Water and **15** Life on Land.

These align to our Purpose Statement:

"To collaborate across the packaging cycle to drive circularity and a transformation in packaging resource efficiency."

And demonstrate our Company Values:

Independent Pioneering Expert Ethical

Our priorities for action are:

1. Map our business objectives against these nine Sustainable Development Goals to ensure we target areas that will make significant contributions (particularly SDGs 9, 14 and 15)
2. Make a formal public statement on our website on our position on SDGs (SDGs 8, 10, 11, 13, 14 and 15)
3. Publish this baseline report and report annually against our SDG targets through updating this baseline report (all)
4. Implement our Carbon Policy in full (SDGs 13, 14 and 15)
5. Benchmark our action on equalities against similar organisations (SDGs 8 and 10)
6. Survey our suppliers on their actions on equalities (SDGs 8 and 9)
7. Survey our suppliers to understand more fully what proportion of our procurement spend comes from companies that are majority owned by under-represented groups, including women (SDGs 9 and 10)
8. Develop a supplier code addressing key equalities and sustainable development issues and work with our suppliers to deliver improvements, drawing on our own methodologies and practices to support our SME suppliers (SDGs 8, 9, 10, 12 and 14)
9. Work with WRAP and other stakeholders to challenge greenwashing in claims of the recyclability of packaging (SDGs 12, 13, 14 and 15)

We set out this performance and our plans in more detail against each of the identified priority Sustainable Development Goals. By the end of this business year (June 2021) we aim to achieve at least 50% scoring in each of the nine SDGs identified and to improve our performance substantially where this has already been achieved.

We will report progress at the end of our 2020/2021 Business Year as part of our Triple Bottom Line assessment for Board, who are driving and own this process.

Why the Sustainable Development Goals matter: Staff/Members

Our staff and members' points of view



THE ON-PACK RECYCLING LABEL

"It's always been important to me to work for an organisation that reflects my personal values. I've been fortunate to achieve that throughout my career. The SDGs give a clear framework of the priorities for sustainable development, so knowing that OPRL, as a small company, can be just as committed as my former employers means a lot."

**Jane Skelton, Commercial Manager,
OPRL Ltd**



"As founder members of OPRL, we have championed their work over many years. We are committed to the pursuit of the sustainable development goals and to work with organisations that share that aspiration.

It is only by co-operating and working with like-minded organisations that we stand any chance of getting close to achieving the goals and we applaud OPRL for focusing its internal approach and external impacts on these."

**Barry Clavin, Sustainability and
Ethics Manager,
Co-op**



"The SDGs provide an invaluable framework in which companies of all sizes, including ours, can develop strategies for a more sustainable, and fair, future. As we all seek a green recovery from the Covid-19 pandemic, it is arguably more important than ever that companies across our value chain embrace these principles."

**Julian Hunt, VP Public Affairs,
Communications and Sustainability,
Coca-Cola European Partners**



"We welcome OPRL's commitment to align its business strategy towards meeting the UN SDGs. At P&G, we're proud that our citizenship efforts will help deliver the majority of the SDGs and we're looking forward to continuing our partnership with OPRL towards the realisation of these goals to promote economic growth, equality and inclusion, protect our planet and improve lives."

**Victoria Romero, Senior Manager,
Scientific & Sustainability Communications,
Procter & Gamble
Northern Europe**

Why the Sustainable Development Goals matter: Suppliers

Triodos Bank

"As a values-based organisation, the SDGs resonate strongly with Triodos Bank. They enable us to better communicate the agenda that we have been working on since our founding by providing a powerful, common language for sustainability goals. With suppliers and partners in particular, using the SDGs helps us to better align on the journey to a sustainable, low-carbon and inclusive future."

Bevis Watts,
CEO, Triodos Bank UK

Our suppliers' points of view



"The beauty of the goals is everyone can contribute to make a positive impact. At Ricardo we use the SDGs to track and demonstrate how the work we do contributes to global sustainable development. In our most recent annual report, we showcased how the projects we deliver and the improvements in our internal operations contribute to SDGs."

Heather Haydock,
Operations Manager,
Ricardo Energy & Environment



"As a small, innovative supplier it's great to work with other local innovators, particularly when, like us, they are run by women and provide jobs that meet women's needs for flexibility. Seeing that the SDGs address employment, innovation and equalities and that OPRL is committed to working with us on these really matches our values too."

Anna Davies,
Co-Founder,
The Accounts Place

Why the Sustainable Development Goals matter: Stakeholders

Our stakeholders' points of view



"The SDGs are integral to WasteAid's work. They embody the concept that development is multi-faceted. For an organisation such as WasteAid, whose work contributes to many aspects of human and environmental development, they have been an invaluable framework allowing us to demonstrate the wide reaching impact of effective waste management."

Ceris Turner-Bailes, CEO,
WasteAid



"Helping the world achieve the SDGs, especially in relation to using planetary resources more sustainably, is the core of WRAP's mission. I am delighted that OPRL, as a key partner, is embracing these Goals as they support the transformation of the packaging sector in the UK."

Peter Maddox, Director,
WRAP



"At WWF, we are fundamentally committed to the Sustainable Development Goals. The 17 Goals present a positive vision for our future - a future where people and nature thrive. Through our internal SDG network and our global advocacy, we collaborate with businesses, civil society, academia and governments around the world to ensure the inclusive and integrated implementation of the SDGs. We aim to ensure that nature is taken into account in SDG delivery in a way that benefits local communities and the natural environment. Delivered together, the 17 SDGs will transform the world and create prosperity for all on a healthy planet."

Marion Osieyo, SDG Hub Manager,
WWF

OPRL Purpose and Values



Independent

In pursuing our purpose we collaborate across all material sectors and take views independent of all associations, customers, Government and non-governmental organisations. We are a stand-alone organisation but work in partnership with multiple stakeholders.



Pioneering

We seek to find new ways to reduce the quantity of resources used in packaging in the UK as well as to increase the ability of packaging created to be re-used and incorporated into the packaging supply cycle. We seek to find new ways to help the UK consumer recycle more effectively, more often.



Expert

We take all possible steps to ensure we understand issues across all material sectors. Our Guarantors represent almost all material sectors to ensure the various sectors have full representation in our thinking. Our staff and Board include technical and creative competencies to ensure we have expertise that can rapidly progress our goals.



Ethical

We consider our social, environmental as well as financial impact. We seek to incorporate diversity and equal opportunities in our recruitment and HR policies. We have a carbon strategy and seek to minimise our carbon creation in all our business activities. We seek to lead the way on recycling. Our staff have the opportunity to volunteer in key social and environmental impact sectors. We seek to influence the resource efficiency and carbon strategies of our suppliers, customers and other stakeholders.

Analysis of OPRL Business against the SDGs

OPRL's current business actions and priorities have been mapped against the Sustainable Development Goals (SDGs) using B Corp and UN Global Compact's *SDG Action Manager* tool. Answering a broad range of questions about a very wide range of sustainability issues, it has enabled us to identify those where we have made most progress and which most closely align with our environmental and ethical objectives. As a small not-for-profit, the following are identified as our priority SDGs and those against which we will report:



Our current achievements against the particular criteria B Corp and the UN Global Compact apply (not all of which are directly relevant to an entirely UK operation) rates our baseline performance as:

1. SDG 12 Responsible Consumption and Production – B Corp/UN Global Compact score 67.5%
2. SDG 15 Life On Land – B Corp/UN Global Compact score 61.4%
3. SDG 3 Good Health and Wellbeing – B Corp/UN Global Compact score 59.7%
4. SDG 14 Life Below Water – B Corp/UN Global Compact score 57.7%
5. SDG 11 Sustainable Cities and Communities – B Corp/UN Global Compact score 53.3%
6. SDG 9 Industry Innovation and Infrastructure – B Corp/UN Global Compact score 37.5%
7. SDG 13 Climate Action – B Corp/UN Global Compact score 29.5%
8. SDG 8 Decent Work and Economic Growth – B Corp/UN Global Compact score 24.0%
9. SDG 10 Reduced Inequalities – B Corp/UN Global Compact score 22.0%

3. Good Health and Wellbeing

Baseline performance: B Corp/UN Global Compact score 59.7%



Our strengths:

- Business model designed to contribute to good health and wellbeing
- All employees are eligible for company medical and health benefits, including counselling services
- All employees are eligible for life assurance, accident and disability insurance, supplementary health cover
- Part-time employees are eligible for the same benefits as fulltime
- We operate in a sector without significant health and wellbeing risks
- We provide some support for childcare costs
- We have worked with stakeholders in our sector to advance collective performance to achieve good health and wellbeing

Development areas:

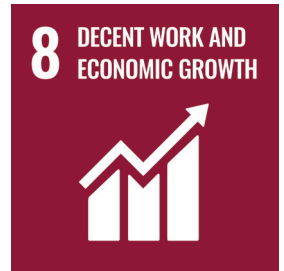
- DA1** We do not promote or provide training on nutrition and healthy lifestyle habits, sexual and reproductive health services and screening
- DA2** We are not currently active advocates working with policymakers to develop policy changes designed to contribute to good health and wellbeing

Our 2020/21 plans:

1. Make available details of sexual health clinics and screening in Banbury in our Staff Handbook (**DA1**)
2. Establish an annual volunteering programme for team and individual action on World Recycling Day (March) and during the UK's Recycle Week (September) (**DA1**)
3. Provide free fruit in the office, encouraging staff to walk at lunchtime and promote the gym membership discount within our MediCash plan (**DA1**)
4. Build on early work with ESA, LARAC, NAWDO, Recycling Association, CIWM, WRAP and others to protect the health of resource and waste management staff during and in the aftermath of the Covid-19 outbreak, raising public awareness of the measures those who are ill need to take in disposing of recycling and waste to prevent disease transmission (**DA2**)

8. Decent Work and Economic Growth

Baseline performance: B Corp/UN Global Compact score 24.0%



Our strengths:

- We are a rapidly growing company, creating new jobs
- We pay all employees and contractors in excess of the Living Wage Foundation's Living Wage
- We ensure fair working hours and rest periods, including paid annual and emergency leave
- All contractors are on time-bound contracts or converted to direct employment
- We and our suppliers do not operate in ways that exploit staff, employ under-age staff or in high risk zones
- Our staff have contracts which they can understand
- Our Staff Handbook contains a non-discrimination statement, anti-harassment policy with reporting mechanisms and processes, a statement on work hours, policies on pay and performance issues, training and leave, grievance resolution process, disciplinary procedures and possible sanctions, and prohibition of child or forced or compulsory labour

Development areas:

- DA1** We do not have a policy statement on human rights
- DA2** We do not undertake gender pay gap reporting, gender disaggregated promotion or attrition data, or have any policy statement on gender equality
- DA3** We do not currently actively advocate or work with sector stakeholders or policymakers to develop policy changes specifically designed to contribute to decent work and employment development issues
- DA4** We do not fund or collaborate in research on decent work or employment development issues
- DA5** We do not specifically source from local independent suppliers
- DA6** We do not screen suppliers using social criteria or evaluate the environmental or social impact of our suppliers

Our 2020/21 plans:

1. Publish a clear Modern Slavery Statement and examine whether other aspects of human rights require specific statements, including gender equality and reporting (**DA1**)
2. Survey staff satisfaction and gender equality issues and benchmark against similar organisations (**DA2**)
3. Develop a supplier code covering our social and environmental criteria, requiring annual reporting and providing support drawing on our own methodology (**DA6**)

9. Industry, Innovation and Infrastructure

Baseline performance: B Corp/UN Global Compact score 37.5%



Our strengths:

- We are a rapidly growing company, creating new jobs
- We invest heavily in innovation, at over 20% of our turnover last year
- We are active advocates for public policy development on waste and resources, making recommendations, signing letters to ministers, and providing expertise and research evidence to policymakers
- We have collaborated with other business organisations to promote innovation and infrastructure development
- We create public awareness campaigns to encourage action on recycling
- We do not operate in a sector at risk of inhibiting the achievement of SDG9, nor do we lobby for policies likely to prevent its achievement
- We have invested our Reserves in funds supporting environmental protection or conservation

Development areas:

- DA1** We have not examined the objectives of SDG9 in detail to identify where we can make most contribution
- DA2** We do not specifically source from independent local suppliers
- DA3** We do not track the diversity of ownership of our suppliers
- DA4** We do not have an environmental management system (EMS) covering waste generation, energy usage, water usage and carbon emissions
- DA5** We have not fitted water efficiency measures at our offices
- DA6** Our offices are not certified to Green Building standards

Our 2020/21 plans:

1. Map our business objectives against those of SDG9 to ensure we target areas that will make a significant contribution (**DA1**)
2. Survey our suppliers to understand more fully what proportion of our procurement spend comes from companies that are majority owned by under-represented groups, including women (**DA3**)

10. Reduced Inequalities

Baseline performance: B Corp/UN Global Compact score 22.0%



Our strengths:

- The ratio between our highest paid and lowest paid staff is less than 5:1
- We pay in excess of the Living Wage Foundation's Living Wage for all employees
- All employees have company funded pension plans which they can top up themselves, with socially-responsible investment options
- All employees have paid sick leave (up to 2 weeks in the first year, up to 6 weeks in the second year, up to 12 weeks thereafter), accident, disability and death benefits and a healthcare plan
- All our employees are well educated, mainly to degree level
- We do not seek to exploit or promote migrant or prison labour, or work in an industry likely to be involved in human rights infringements and have a clean record on employment law issues

Development areas:

- DA1** We do not have a formal Human Rights policy
- DA2** We do not actively advocate or work with policymakers to develop policy changes specifically designed to contribute to decent work or address inequalities issues
- DA3** We do not require suppliers to sign up to codes of conduct on equalities, anti-harassment and anti-discrimination
- DA4** We do not track the diversity of ownership of our suppliers
- DA5** An unknown proportion of our procurement comes from companies that are majority owned by women or other under-represented groups

Our 2020/21 plans:

1. Publish a formal Human Rights policy and Modern Slavery Statement (**DA1**)
2. Publish this baseline report and report annually against our equalities and human rights performance through updating this baseline report (**DA1**)
3. Develop a supplier code covering our equalities and anti-discrimination policies, requiring annual reporting and providing support drawing on our own methodology (**DA3**)
4. Survey our suppliers to understand more fully what proportion of our procurement spend comes from companies that are majority owned by under-represented groups, including women (**DA4 and DA5**)
5. Become an accredited Living Wage Employer (Further enhancing a strength area)

11. Sustainable Cities and Communities

Baseline performance: B Corp/UN Global Compact score 53.3%



Our strengths:

- We work with other businesses and civil society organisations to improve behaviours and performances that contribute to achieving SDG11
- We create public awareness campaigns to encourage action on recycling
- We provide resources, including public and subsidised resources, for other businesses and organisations of all sizes to improve performance against SDG11
- We have a Carbon Policy which our Board of Directors oversees
- We have policies in place to offset the carbon footprint of our employees' commuting
- Our staff have access to clean drinking water and sanitary toilets, and we have a good H&S record
- We have policies on lone and late night working and encourage staff to book overnight accommodation rather than travelling when tired or when women could be at risk on public transport
- We are not engaged in a sector that puts the achievement of SDG11 at risk
- We encourage and support staff in volunteering or pro bono service to promote the achievement of SDG11

Development areas:

- DA1** We have not published a formal position on climate change aligned with the Paris Agreement and declaring a Climate Emergency
- DA2** We have not assessed nor publicly reported our climate risks, opportunities, targets, resource allocation or progress on our climate action plan
- DA3** We have allocated limited resources to addressing climate change mitigation or adaptation
- DA4** We have not publicly communicated all of the positions we advocate in relation to SDG11

Our 2020/21 plans:

1. Make a formal public statement on our website on our position on climate change and the climate emergency (**DA1 and DA4**)
2. Undertake a climate risk assessment and allocate resources to addressing the risks and opportunities (**DA2 and DA3**)
3. Publish this baseline report and report annually against our climate and sustainability targets through updating this baseline report (**DA2 and DA4**)

12. Responsible Consumption and Production

Baseline performance: B Corp/UN Global Compact score 67.5%



Our strengths:

- We operate a business model designed to promote responsible consumption and production
- We operate an effective recycling programme within the business
- We are active advocates for public policy development on waste and resources, making recommendations, signing letters to ministers, and providing expertise and research evidence to policymakers
- We do not operate in a sector at risk of inhibiting the achievement of SDG12, nor do we lobby for policies likely to prevent its achievement
- We encourage and support staff in volunteering or pro bono service to promote the achievement of SDG12

Development areas:

- DA1** We do not have a supplier code requiring reporting on use of raw materials, waste, water, energy or chemical management
- DA2** We do not share our policies or methods of management of resources with our suppliers nor audit suppliers against these
- DA3** We do not currently publicly report our social and environmental performance

Our 2020/21 plans:

1. Develop a supplier code on resource use, requiring annual reporting and providing support drawing on our own methodology (**DA1 and DA2**)
2. Develop a supplier code covering our equalities and anti-discrimination policies, requiring annual reporting and providing support drawing on our own methodology (**DA1 and DA2**)
3. Publish this baseline report and report annually on our social and environmental performance through updating this baseline report (**DA3**)
4. Work with WRAP and other stakeholders to challenge greenwashing in claims on the recyclability of packaging (Further enhancing a strength area)

13. Climate Action

Baseline performance: B Corp/UN Global Compact score 29.5%



Our strengths:

- We have policies in place to offset the carbon footprint of our employees' commuting
- We are active advocates for public policy development on waste and resources, making recommendations, signing letters to ministers, and providing expertise and research evidence to policymakers
- We do not operate in a sector at risk of inhibiting the achievement of SDG13, nor do we lobby for policies likely to prevent its achievement

Development areas:

- DA1** We have not yet adopted a formal public position on climate change aligned with the Paris Agreement nor have we declared a Climate Emergency
- DA2** We have not worked with other businesses or civil society organisations to promote behaviours or policies specifically to deliver SDG13
- DA3** We have not conducted a climate risk assessment
- DA4** We have not implemented management systems to improve data collection or analysis where the company does not have complete or verified information
- DA5** We do not record energy usage
- DA6** We have not previously measured our Scope 3 greenhouse gas emissions or set formal targets to achieve carbon neutrality

Our 2020/21 plans:

1. Make a formal public statement on our website on our position on climate change and the climate emergency **(DA1)**
2. Work with other business organisations, including our suppliers, to promote action on climate change **(DA2 and DA4)**
3. Undertake a climate risk assessment for our business **(DA3)**
4. Implement our Carbon Policy in full, measuring energy usage and our Scope 3 emissions **(DA4 and DA5)**
5. Publish this baseline report and report annually against our climate targets through updating this baseline report **(DA6)**
6. Work with WRAP and other stakeholders to challenge greenwashing in claims on the recyclability of packaging (Further enhancing a strength area)

14. Life Below Water

Baseline performance: B Corp/UN Global Compact score 57.7%



Our strengths:

- We operate a business model designed to contribute to life below water
- We have worked with other businesses or civil society organisations to promote behaviours and policies specifically to deliver SDG14
- We are active advocates for public policy development on waste and resources, making recommendations, signing letters to ministers, and providing expertise and research evidence to policymakers
- We do not operate in a sector at risk of inhibiting the achievement of SDG14, nor do we lobby for policies likely to prevent its achievement

Development areas:

- DA1** We have not examined the objectives of SDG14 in detail to identify where we can make most contribution
- DA2** We have not published a formal position on achieving SDG 14
- DA3** We do not monitor or record our waste production, emissions, responsible use of resources, waste, water, energy or chemical, biodiversity or sustainable land management
- DA4** We do not have a supplier code requiring reporting on use of raw materials, waste, water, energy or chemical, biodiversity or sustainable land management

Our 2020/21 plans:

1. Map our business objectives against those of SDG14 to ensure we target areas that will make a significant contribution (**DA1**)
2. Make a formal public statement on our website on our position on SDG14 (**DA2**)
3. Implement our Carbon Policy fully, working with our landlord to measure our energy and waste usage (**DA3**)
4. Develop a supplier code addressing SDG14 issues requiring annual reporting and providing support drawing on our own (**DA4**)
5. Work with WRAP and other stakeholders to challenge greenwashing in claims on the recyclability of packaging (Further enhancing a strength area)

15. Life On Land

Baseline performance: B Corp/UN Global Compact score 61.4%



Our strengths:

- We operate a business model designed to contribute to life on land
- We use forest-based products from sustainable sources
- We have worked with other businesses or civil society organisations to promote behaviours and policies specifically to deliver SDG15
- We are active advocates for public policy development on waste and resources, making recommendations, signing letters to ministers, and providing expertise and research evidence to policymakers
- We create public awareness campaigns to encourage action on recycling and better resource use
- We do not operate in a sector at risk of inhibiting the achievement of SDG15, nor do we lobby for policies likely to prevent its achievement
- We have deposited our Reserves in funds invested in environmental protection or conservation

Development areas:

- DA1** We have not examined the objectives of SDG15 in detail to identify where we can make most contribution
- DA2** We have not published a formal position on achieving SDG15
- DA3** We do not track our consumption of forest-based products
- DA4** We do not have in place energy or water conservation practices
- DA5** We do not have a supplier code requiring reporting on use of raw materials, waste, water, energy or chemical, biodiversity or sustainable land management

Our 2020/21 plans:

1. Map our business objectives against those of SDG15 to ensure we target areas that will make a significant contribution (**DA1**)
2. Make a formal public statement on our website on our position on SDG15 (**DA2**)
3. Implement our Carbon Policy in full, working with our landlord to measure and manage our energy and waste usage (**DA4**)
4. Develop a supplier code addressing SDG15 issues requiring annual reporting and providing support drawing on our own methodology (**DA5**)
5. Work with WRAP and other stakeholders to challenge greenwashing in claims on the recyclability of packaging (Further enhancing a strength area)



THE ON-PACK RECYCLING LABEL

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