

**PLASTIC
PLEDGE
AWARD
CRITERIA**

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AWARDS 2024
Excellence in Waste
Management & Recycling

PLASTIC PLEDGE AWARD

CRITERIA FOR JUDGING



| OBJECTIVE | JUDGING CRITERIA |
|---|---|
| <p>1. To Prevent Prioritise the prevention of plastic packaging waste by minimising avoidable single use packaging and promoting packaging reuse where possible.</p> | <p>Evidence of projects already implemented that have led to a reduction or elimination of avoidable single use plastics.</p> <p>Packaging reduction / lightweighting projects that reduce overall tonnages by quantifiable amount resulting in significant impact.</p> <p>Evidence of innovative reuse/ return business model.</p> |
| <p>2. To Support Support Ireland to deliver the Circular Economy Package plastic recycling targets of 50% of all plastics by 2025 and 55% of all plastic packaging by 2030, as set by the European Commission.</p> | <p>Evidence of steps already taken that have led to a measurable increase in plastic recycling rates across the overall business (commercial back door waste) in advance of the 2025 target¹.</p> <p>Steps taken to educate staff and/ or customers in relation to plastics recycling and impact/ results.</p> |
| <p>3. To Simplify Reduce complexity within the plastic packaging supply chain by simplifying polymer usage and eliminating non-recyclable components in all plastic packaging by 2030.</p> | <p>Show evidence of how a packaging redesign has solved a plastic recycling challenge, and evidence of efforts to create “closed loop” recycling for the new packaging.</p> |
| <p>4. To Increase Help to build a circular economy for used plastic packaging in Ireland and Europe by increasing the use of plastic packaging with a recycled content.</p> | <p>Demonstrate the implementation of Projects that incorporate a minimum</p> <ul style="list-style-type: none"> - 25 – 30% recycled content for PET bottles (Note 25% must be achieved by 2025) - 10 – 25% for other plastic bottles. - 30 – 45% for PET trays. |

PLASTIC PLEDGE AWARD

SCORING SYSTEM



| SEGMENT | MARKS AVAILABLE |
|---|-----------------|
| 2023 Achievements and 2024 Plans – Pledge Objectives | 50% |
| Quality of Application (format and presentation, clarity, supporting graphics, imagery) | 25% |
| Initiation of sustainable business practices and overall impact (design for recycling) | 25% |
| TOTAL | 100% |

CRITERIA NOTES

Notes

1. Please note that recovery rate improvements (waste to energy) will not be considered for an award. Only projects that have led to recycling rate improvements will be considered.