

Imagining a Zero Waste Future

Rethinking the economics of waste, collaborating across the value chain and problem-solving from multiple angles will create end-to-end solutions that reduce waste and prevent it from the outset.

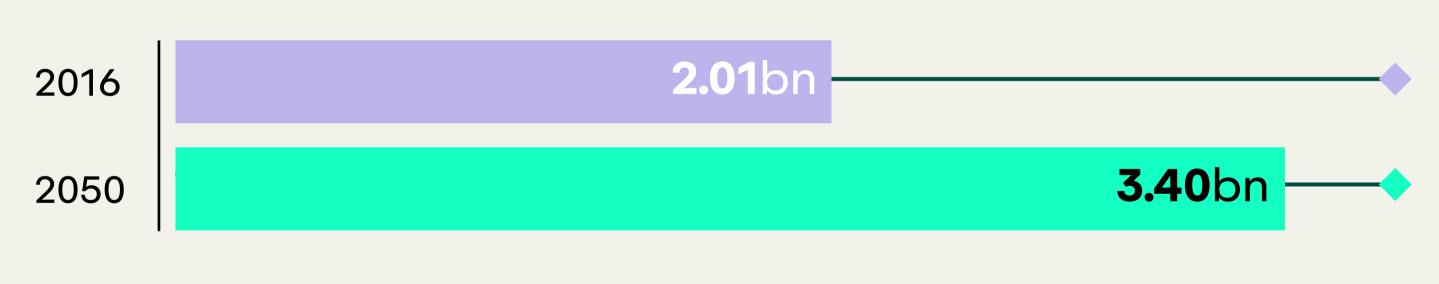


Source: Kearney Earth Day Survey 2020

Source: Boston Consulting Group Survey for Trivium Packaging

Total global municipal solid waste

in billion tonnes



Source: What a Waste 2.0 A Global Snapshot of Solid Waste Management to 2050, World Bank

70% expected growth of total municipal solid waste from 2016 to 2050 in a

'business as usual' scenario.

How the world handles waste

Globally, 70% of solid municipal waste is being processed in an unsustainable way, and is either burned, openly dumped or added to landfills.



Source: What a Waste 2.0 A Global Snapshot of Solid Waste Management to 2050, World Bank

New legislation hopes to improve the status quo



The EU's single-use plastics directive sets a collection target of 90% recycling for plastic bottles by 2029

Source: European Commission

Leading the charge in zero waste is France, whose government enacted the world's first Anti-waste Law in February 2020, with over 100 new measures







PET collection in the United States has stayed at 29% for the last decade, and in the EU it stands at 58.2% on average

Globally, the world consumes 80 billion new pieces of clothing every year

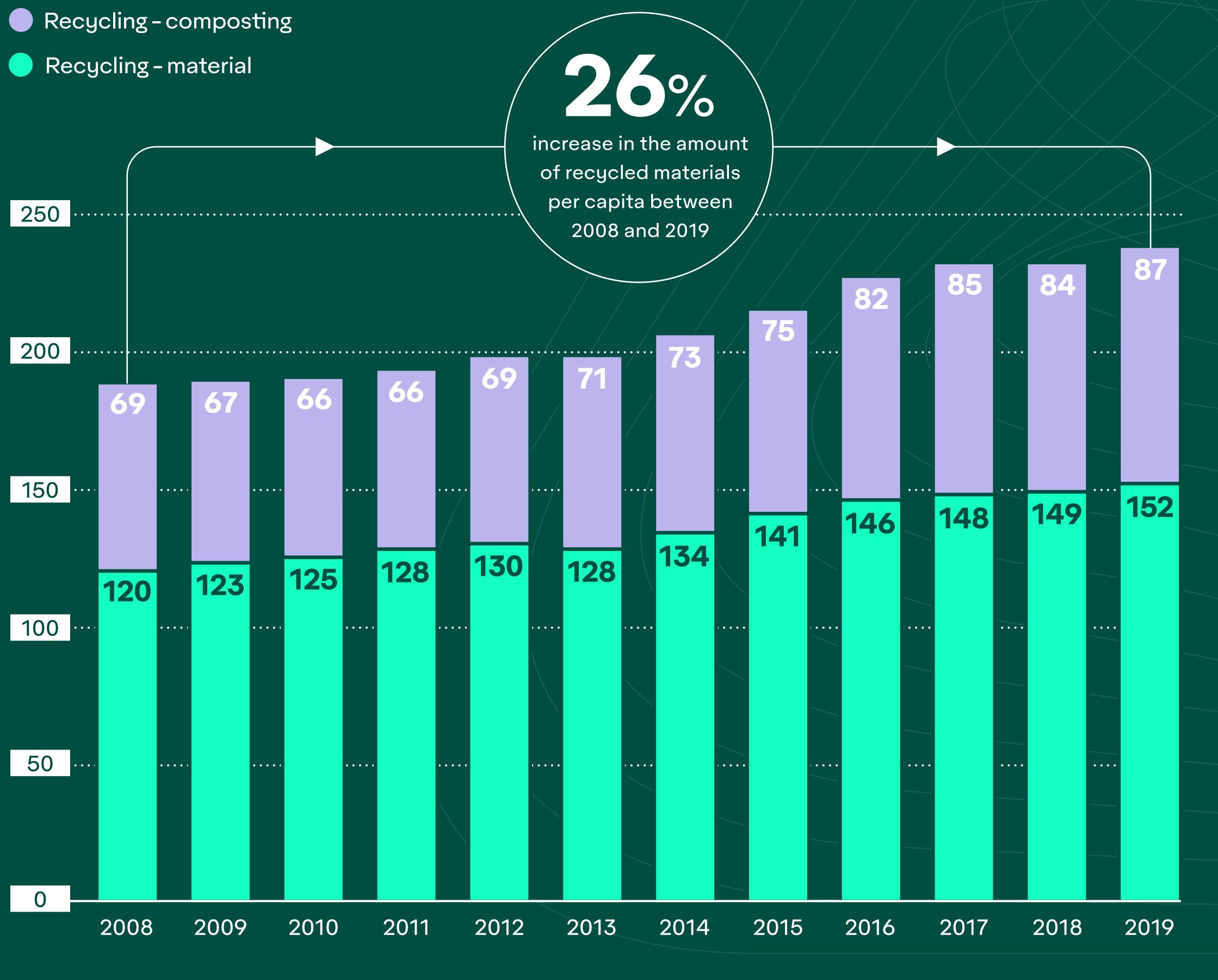
Source: Wall Street Journal

Source: NAPCOR



Recycling needs momentum across Europe

Kilograms of recycled materials per capita across the EU



Source: Eurostat



67m

In 2018, the recycling of materials rose to 67 million tonnes, corresponding to 150 kg per person. This was almost three times as much as the 23 million tonnes (54 kg per person) recycled in 1995.

Source: Eurostat

Correspondingly, 37 million tonnes (84 kg per person) of waste was composted in 2018, more than two and a half times more than in 1995 (14 million tonnes, or 33 kg per person).

Source: Eurostat



For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

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