



PETCORE COMMUNICATIONS CAMPAIGN

End Waste
RECYCLE THE 



Observation of Market

- Misunderstanding or absence of knowledge of the merits of PET
- Increasing negative pressure from the European Parliament on PET
- Distorted negative perception of PET through popular shows (BBC Attenborough, ...)



- Set up a **communications campaign** with PET industry

- **Mission:**

To achieve holistic recognition of the performance of PET to be a material of choice for packaging and other end-uses, meeting environmental, sustainability and performance criteria expectations of the consumer and other stakeholders.

- 17 paying Petcore Europe member companies
 - budget 480 000 Euros with 45 000 Euros where we are still looking for support (**possibly yours**) .
 - Core Group/Steering Group
 - Participation/consultation of other industry stakeholders (UNESDA, PRE, EFBW, ...)

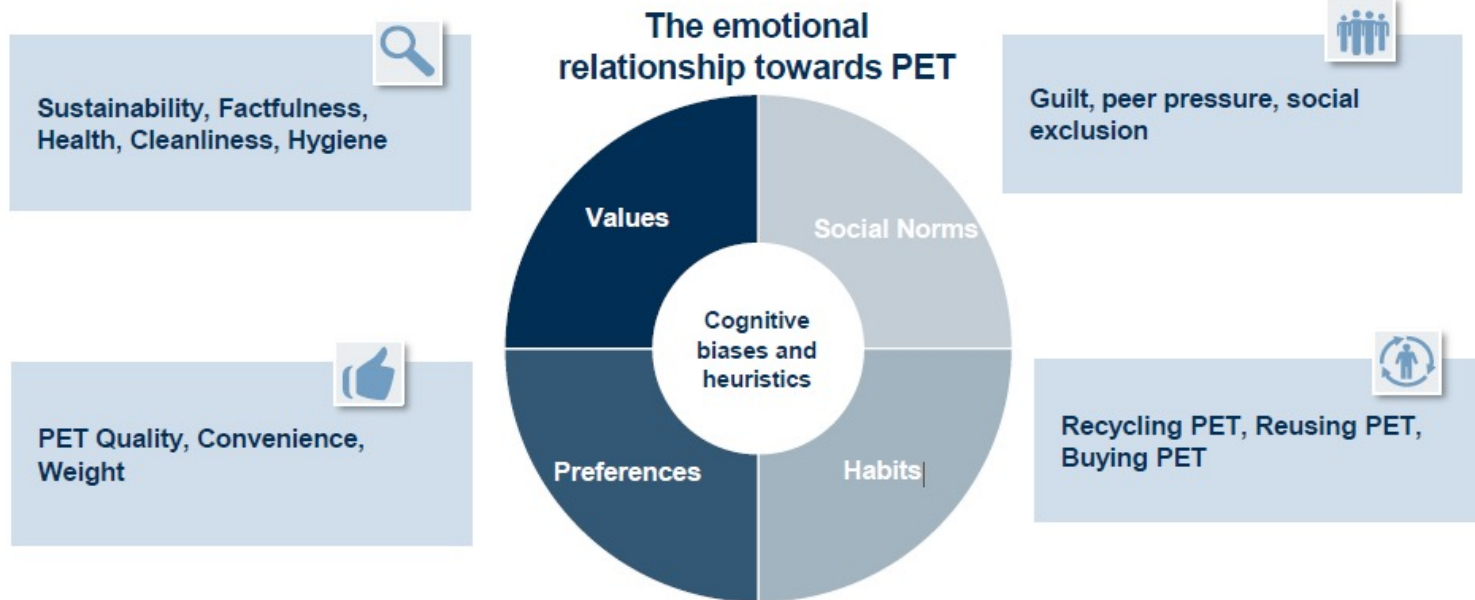


Overview of Fehr Advice and Fleishman Hillard Reports (December 2020)





- **Fehr Advice**
 - Swiss behavioral economics agency specialized in psychological understanding of consumers' behavior
 - Interview of **15 industry stakeholders**
 - **Online survey** in IT, GER and FR to gauge people's drivers towards PET
 - Online experiment will be used on website and possibly for policymakers
 - Establishing a hypothesis used by Fleishman Hillard



1

UNDERSTANDING THE EMOTIONAL RELATIONSHIP TOWARDS PET

What does the emotional relationship towards PET look like today?



Most people have a rather **neutral emotional relationship towards PET**. For them, PET is **not yet an emotional topic**. However, there is a **vocal minority** that voices their negative emotions towards PET and impact public discourse.



A first **key driver of the emotional relationship** towards PET is if **PET is disposable or reusable**. Presenting **PET as reusable strongly impacts the emotional relationship** towards PET, but it needs additional measures to turn it completely positive. The impression of **PET as disposable strongly compromises the emotional relationship** towards PET.

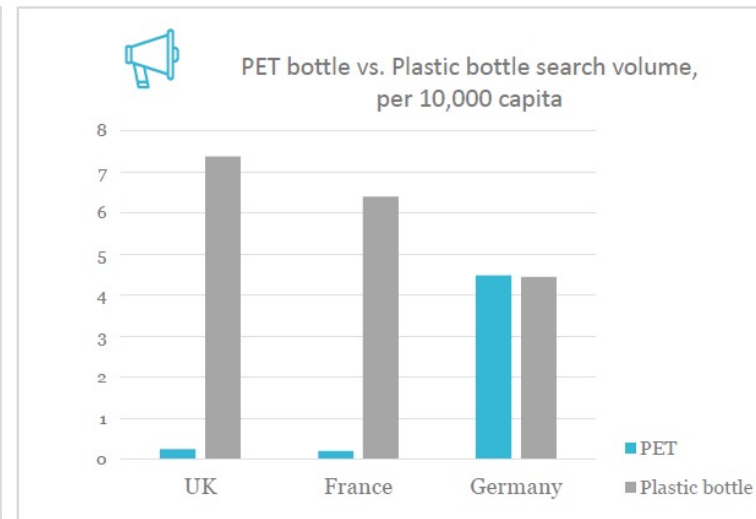
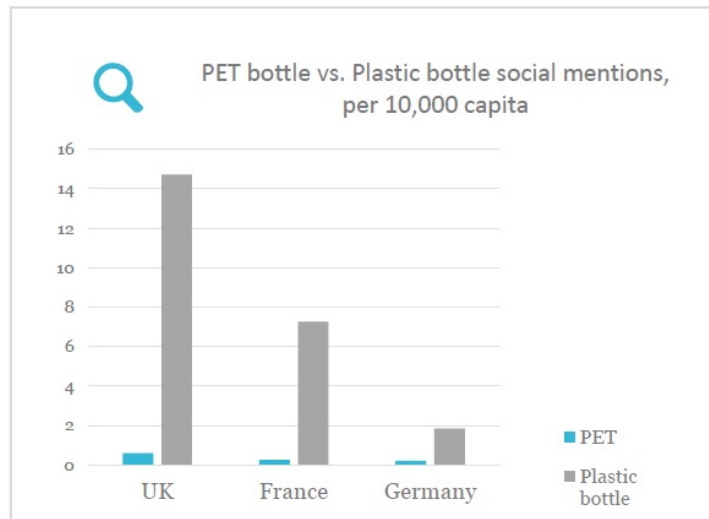


Demographic differences have a minor impact on the relationship towards PET. However, people with a **higher education tend to have a more negative emotional relationship** towards PET.



The **French, Italian and German market vary in the existing emotional relationship** towards PET. The **German market is overall most critical regarding PET** while it is also most polarized. The difference to the Italian and French market can mostly be explained through the rejection of disposable PET.

1. PET HAS LOW AWARENESS EXCEPT IN GERMANY, WHERE THERE IS CONFUSION



PET bottles see much lower discussion volumes in social media, and much fewer searches than 'plastic bottles' in UK and France. This shows that the public do not distinguish PET as different to other plastics.

In Germany there is much higher search volume around PET, and it is in common usage. However, it is used interchangeably with 'plastic bottle' as a synonym, and not recognised as having different qualities to other plastics.

3. THE 'PLASTIC-FREE' MOVEMENT IS STRONGEST IN THE UK

The trend for the avoidance of plastic is seen in all markets, but in the UK, 'plastic-free' is a movement and many people are searching for plastic-free shops and a wide-variety of products, including Christmas crackers, tea bags and deodorant. There is a campaign month – 'Plastic Free July' – promoting the avoidance of all plastics.

In France, many brands promote moving away from single-use plastics, and tips are shared to reduce single-use plastic.

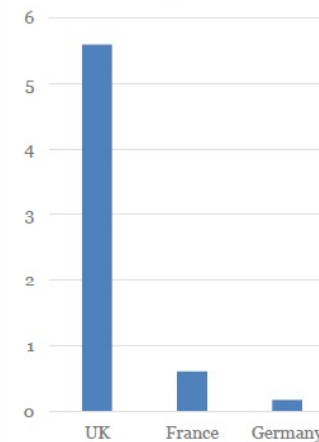
In Germany, people share their anger on social media about products over-packaged in plastic.

Crucially, all plastics are grouped together in opinion, and so PET is not distinguished and treated differently.



11:49 vorm. · 6. Jan. 2020 · TweetDeck

'Plastic free'/reduce plastic waste search volume per 10,000 capita



4. OCEAN PLASTIC POLLUTION IS A KEY CONCERN TO ADDRESS

The physical pollution caused by plastic waste and littering is seen as the main problem with plastic in general. Associated carbon emissions are a much smaller issue.

This is seen across all 3 markets, but again is the biggest issue in the UK. This may be due to the influence of Sir David Attenborough and his TV programme *Blue Planet*, which covered the threat of ocean plastics to wildlife.

Avoidance of plastic completely has often been touted as the solution, while others recognise that responsible disposal via recycling is also a solution. The latter needs to be further promoted alongside the need to show that sometimes plastic packaging is essential.

Hugo Tagholm
@HugoSAS

Please help protect our beaches. 🌍💙🌊🦀🦑
Take your plastic & packaging home & recycle it. ♻️
#PlasticFreeCoastlines #SurfersAgainstSewage

@HarryBulmore



11:20 AM · Jun 26, 2020 · Twitter for iPhone

97 Retweets 18 Quote Tweets 171 Likes

Ocean pollution social mentions, per 10,000 capita



NO PLASTIC IN MY SEA
@noplasticfrance

Notre mission : réduire l'usage du #plastique et enrayer la #pollution des #océans. Stop au plastique à #usageunique : sac, verre, couverts, paille, bouteille...

Translate bio

France noplasticinmysea.org Joined October 2017

2,513 Following 4,786 Followers

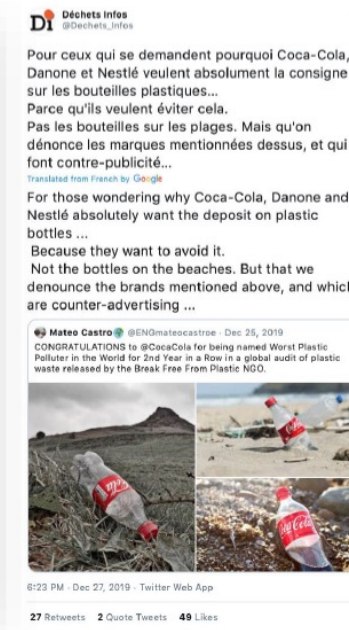
7. BRANDS ARE OFTEN BLAMED FOR PLASTIC POLLUTION

Consumer brands are often blamed as the cause of plastic pollution and consumers want them to take more action to reduce waste, increase recycling and develop alternatives.

A popular Twitter campaign in the UK – #ReturnToOffender – encourages people to post photos of litter and tag the brands who produced the packaging, blaming the companies rather than the litter dropper.

In Germany, consumer brands are also criticised, particularly Coca-Cola and Nestle, for ‘greenwashing’.

To a lesser extent, brands and manufacturers are also blamed in France, but there is also discussion of how they are part of the solution by encouraging a deposit return scheme.



- **Infographic**
https://www.petcore-europe.org/images/2021/petcore_infographic_v3_final_21122020-n.pdf
- **Twitter and LinkedIn** campaign to Brussels stakeholders



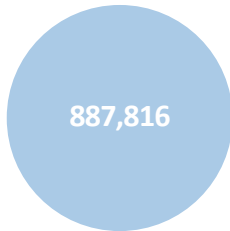


OVERALL TWITTER RESULTS

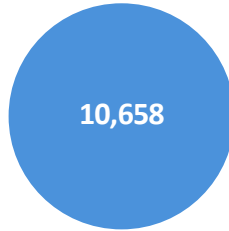
January 8 – May 28

Spend: €1,110

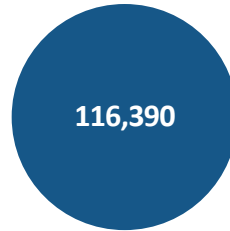
- On Twitter, we have been running a paid campaign with 'dark posts' optimized to reach key Brussels stakeholders.
- To reach the general public, all paid media content has also been posted organically with a consumer focus.



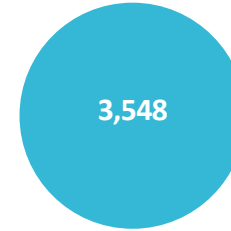
Overall impressions (number of times total number of tweets has been seen)



Engagements (likes, comments, retweets, clicks on the post or social profile)



Video views (the number of times the animation has been viewed)



Website clicks (click-through to manifesto and infographic on website)

These figures include both paid campaigns and organic post results.



in OVERALL LINKEDIN RESULTS

March 26– May 28

- On LinkedIn, we have thus far opted to post organically. The intention is to reach prominent industry leaders and other policy influencers.
- We have been less active on LinkedIn in the campaign so far, but given the positive results, we will be increasing use on this platform going forward.

Spend: €0

6,507

Overall impressions (number of times total number of tweets has been seen)

380

Engagements (reactions/likes, comments and shares)

15,171

Video views (the number of times the animation has been viewed)

202

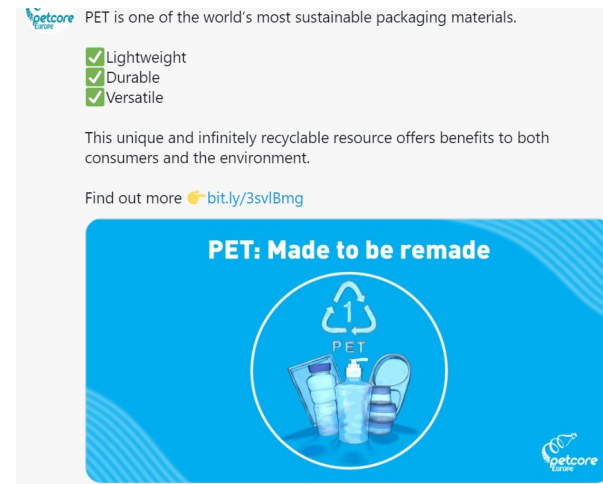
Website clicks (click-through to manifesto and infographic on website)

- **Animation**

(<https://www.linkedin.com/feed/update/urn:li:activity:6767367896185352193>)

- **Research reports from both agencies**

- **Political manifesto** (<https://www.petcore-europe.org/images/2021/petcore-manifesto-final-version.pdf>)




petcore PET is one of the world's most sustainable packaging materials.

- ✓ Lightweight
- ✓ Durable
- ✓ Versatile

This unique and infinitely recyclable resource offers benefits to both consumers and the environment.

Find out more bit.ly/3svlBmg

PET: Made to be remade



petcore



THE ROAD TO 90%

HOW TO ACHIEVE THE EU'S PET BOTTLE COLLECTION TARGETS BY 2029

As Europe continues down the road of circularity and carbon neutrality, every economic sector needs to contribute. The PET packaging industry has a clear objective in place to achieve 90% collection of PET bottles by 2029. Reaching this target will be a collaborative effort. A clear and forward-looking regulatory environment is essential to achieve full circularity and carbon neutrality, but also to deliver on the EU Green Deal. Here are 5 recommendations on how to realise this.



Work and Deliverables

- **Website** (expected for May this year)
- **Webinar** with MEP (end June)
- **Test markets:** France and Germany



- **Logo**





Work and Deliverables

- **Euractiv Article** (<https://www.euractiv.com/section/energy-environment/opinion/the-plastics-problem-theres-value-in-waste/>)

The screenshot shows the top portion of an Euractiv article page. At the top, there is a dark blue banner with the text "CLICK HERE TO LEARN MORE!". Below this is a yellow navigation bar containing the "EURACTIV" logo, several menu items like "The Capitals", "Newsletters", "CoFoE", and "Login/Register", and a search box. A black navigation bar follows, listing various categories such as "Agrifood", "Digital & Media", "Economy & Jobs", "Energy & Environment", "Global Europe", "Health", "Politics", and "Transport". Below the navigation is a grey banner with a news item: "2021PORTUGAL.EU Budget rules to apply from 2023 to avoid 'fiscal risks' - Commission powered by LUSA". The main content area has a breadcrumb trail: "Home / Opinions / Energy & Environment / The 'plastics problem': there's value in waste". The article title is "The 'plastics problem': there's value in waste" in a large, bold, black font. Below the title is a disclaimer: "DISCLAIMER: All opinions in this column reflect the views of the author(s), not of EURACTIV Media network."





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