

## **CTPA Response - Consultation on Consistency in Household and Business Recycling in England**

CTPA, the Cosmetic, Toiletry and Perfumery Association, is the trade association representing the UK's cosmetics industry. Membership covers 80 - 85% of the UK cosmetics market by value, and comprises large multi-national companies, SMEs and suppliers to the industry.

The UK cosmetic and personal care products industry is a responsible industry which is committed to reducing its environmental impact. CTPA is fully aligned with the overarching objectives of maximising the value of resource use and minimising waste and its impact on the environment by encouraging more sustainable product design, use and reuse, and responsible disposal, making it easier for consumers to do the right thing.

CTPA accepts that producers should recognise the cost of management of their waste; they are often able to influence its design to reduce packaging, improve its recyclability and communicate with their consumers to encourage good disposal habits.

However, the achievement of a more circular economy is not just in the hands of producers. It is important that any system engages local authorities, handling facilities and reprocessors to focus on the best outcomes for waste as it moves through the value-chain.

Consistency in collections and investment in infrastructure is required to enhance the quantity and quality of recycling to encourage a more truly circular economy. The entire value chain must be mobilised in this process and consumer awareness and trust in the system improved.

The aim, ultimately, should be to ensure resources and infrastructure are in place to handle all the waste that is produced. Not only is this a moral imperative, but it also enables maximum value to be added to the waste material and ensures circularity of resources. CTPA supports proposals to simplify the recycling system for consumers and businesses by driving consistency of household collection across the country.

As the trade association for the UK cosmetics and personal care products industry, CTPA is not able to comment on the technical aspects of this consultation. However, obligated producers, many of which will be members of CTPA, will be paying the full net costs of packaging recovery and reprocessing under proposed reforms to Extended Producer Responsibility.

CTPA would support the Government's efforts to work with councils, consumers, and businesses to recognise obligations and opportunities, to make systems changes together and simultaneously, and to standardise and improve the whole value chain for materials and their optimal recovery.

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