

## **Journalism: Article Briefs**

- **Publication details**

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### **Article 3: Chemical recycling**

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**Brief:** Like modern-day molecular alchemy, chemical recycling offers the tantalising prospect of being able to break plastic waste back down into its constituent parts, to create new chemicals and plastics with the potential to perform like virgin materials.

The process already has the backing of big brands such as Colgate Palmolive, Mars and PepsiCo, who are among the signatories of an [open letter from the Consumer Goods Forum](#) that expresses support for sustainable solutions to chemical recycling.

However, not everyone is convinced that chemical recycling is the answer. There are concerns about high levels of emissions, as well as market viability — especially given some of the negative perceptions resulting from initial bad press.

So, this article takes a balanced view on realistic expectations for chemical recycling (CR) and its part in the future of sustainable packaging. Key questions might include:

- Is the packaging industry investing enough in R&D to drive innovation in CR?
- What are the sustainability credentials of CR and can they be improved?
- Is there anything holding back the development of CR?
- What would it take to convince the doubters and achieve mainstream acceptance?

As well as comment from the packaging industry and plastics manufacturers, the article will also look to include opinion and insight from retailers and the waste sector.

**TONE:** *Punchy, practical, and analytical.*

**AUDIENCE:** *Broad business readership, C-suite, and decision-makers.*