

Companies in U.K. to cut plastic waste

More than 40 British companies, including major retailers and soft drinks companies, on Thursday pledged to eliminate unnecessary plastic packaging as part of an anti-pollution push.

The 42 firms, responsible for 80% of plastic packaging sold in Britain, have signed a pact that aims to tackle plastic pollution over the next seven years through a series of measures. These include cutting down on single-use plastic packaging, making all plastic packaging reusable or recyclable and stipulating that 30% of all plastic packaging include recycled material.

Corporate giants such as Coca-Cola, Asda, Procter & Gamble and Marks & Spencer have all signed up the "UK Plastics Pact" amid growing concern over plastic pollution, particularly in the oceans. "This requires a whole-scale transformation of the plastics system and can only be achieved by bringing together all links in the chain under a shared commitment to act," said Marcus Gover, head of the sustainability campaign group WRAP, which is leading the project.

Britain announced last week that it plans to ban the sale of plastic straws, stirrers and cotton buds in England, as part of a push to tackle marine pollution.

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