

ASOS – RETAIL & HOSPITALITY

Take action to eliminate problematic or unnecessary plastic packaging by 2025

In 2018 we completed an audit of our complete range of packaging, allowing us to develop a roadmap with viable timelines for removal, reuse, and increasing the percentage of recycled content materials which are also 100% recyclable. The ongoing assessment will involve:

- Frequently reviewing each packaging line to ensure it serves only a protective, rather than cosmetic, function, as per the definitions stated in this commitment;
- Removing all non-recyclable packaging types from our portfolio;
- Removing all further lines which may negatively impact the recycling process of other plastics;
- Training our Garment Technology teams in these principles, to then further share with our suppliers to influence their behaviour.

By 2025, we aim to have removed at least 50% of the range of our own-brand packaging when compared to a 2018 baseline.

100% of plastic packaging to be reusable, recyclable, or compostable by 2025

We will focus on:

- Removing all non-recyclable packaging from our portfolio;
- Implementing reusable packaging where appropriate;
- While global infrastructures exist to facilitate recycling *in principle*, we will instead work to ensure all remaining lines of own brand packaging are 100% recyclable *in practice*. At the same time, we will continue to investigate viable, systemically beneficial alternative materials, for example which may be supported by a composting infrastructure in the future;
- We will continue to work together with business and government to advocate best-practice solutions which can be sustained long-term.

Take action to move from single-use towards reuse models where relevant by 2025

- From 2020, we will be trialling a reusable external mailing bag that we have developed in partnership with our packaging suppliers. The initial phase of the trial in 2020 will aim to test logistics and feasibility of the proposition.
- We will use the lessons from this trial to implement reusable packaging where appropriate across the business.
- Beyond this, we will:
 - Continue to explore ways to reuse garment hangers that are returned to us, for example by reintegrating them into our outgoing deliveries.
 - Expand the use of reusable pallet straps implemented across our supply chain, removing the necessity for shrink wrap.

At least 30% post-consumer recycled content

100% Recycled/renewable content used in plastic packaging by 2025

We will focus on:

- Working across our portfolio to identify where types of materials can be consolidated into single-streams so as to reduce risk of cross-contamination at point of recycling;
- Increasing engagement with our consumers to encourage them to return used packaging to us so as to further increase the percentage of post-consumer waste feedstock available to us;
- Collaborating with the waste management sector to understand challenges and address these at source.

Additional Commitments:

We commit to taking a shared leadership approach within the e-commerce sector, helping research and advance industry best-practice in order to overcome shared obstacles such as supply chain, transit, and garment packaging.

Extending the knowledge and understanding of our commitments into the hundreds of brand partnerships we have through the ASOS.com and Marketplace platforms, in order to accelerate the pace of change.