

Single-use items & packaging

Understanding public attitudes and behaviours in the Highlands.

Public polling commissioned by Keep Scotland Beautiful and the Highland Community Waste Partnership from Diffley Partnership*

Are people concerned about packaging waste?*

84%

care about the amount of packaging we waste



This is statistically higher in the following groups:



92%
women



91%
over 55

Those concerned with:



96%
climate change



89%
social issues

Those likely to:



95%
engage with community initiatives



97%
learn how to reduce their environmental impact

Food & drink packaging: the scale of the problem**



51%
of people in Highland consume food and drink on the go at least once per week

This is statistically higher in the following groups:



62%
Men



88%
16 - 34 year olds

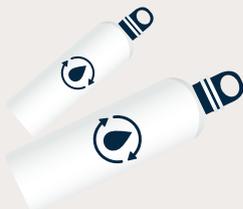


71%
Households with 4+ people

19%
report that they don't use single-use cups



Reducing packaging waste**



62%
of people in Highland use a reusable bottle at least sometimes



47%
of people in Highland use a reusable cup at least sometimes



50%
of people in Highland use a reusable food container at least sometimes

83%
of people in the highlands are likely to choose to avoid packaging when the option is available.



Young people (16-34) report higher usage of reusable bottles (74%) and reusable cups (54%)



Women report higher use of reusable bottles (71%), reusable cups (51%) and reusable food containers 58%

Cup recycling**

67%

of people in Highland make an effort to recycle their single-use paper cup; only **5%** do so properly in special recycling for cups



Packaging-free shopping**

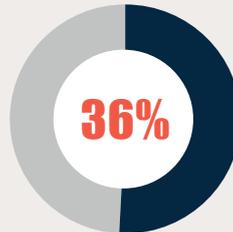
42%

of people in Highland choose to bulk-buy or refill groceries and households goods at a zero-waste shop or similar local service at least sometimes (**11%** regularly and **31%** sometimes). Six in ten (**58%**) never do this.

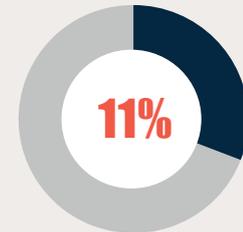
The main reason(s) people in Highland don't use a zero-waste shop are:



No shops like this near them



Not aware of any shops like this



It is too expensive

Sustainable packaging*



19% ranked **sustainability of packaging** among their **top 3** considerations when considering what to buy, with cost and quality/durability ranking highest.

The Highland Community Waste Partnership (2022-2025)

Funded by The National Lottery Climate Action Fund, and coordinated by Keep Scotland Beautiful, the Highland Community Waste Partnership (HCWP) brought together eight community groups in the Highlands to reduce waste and promote more sustainable consumption, focusing on: food waste & composting, share & repair and single-use items & packaging.

For case studies, webinar recordings and our end-of-project report, visit:
www.KeepScotlandBeautiful.org/highlandcommunitywaste/