

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



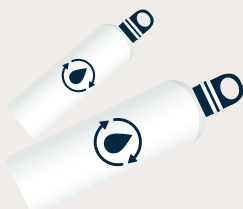
71%
Households with
4+ people

19%

report that
they don't use
single-use cups



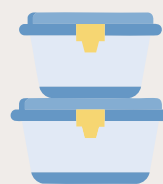
Reducing packaging waste**



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

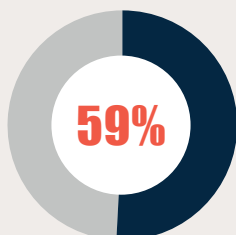


Packaging-free shopping**

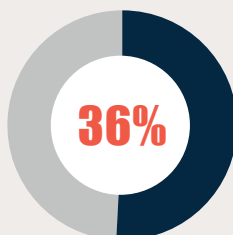
42%

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.

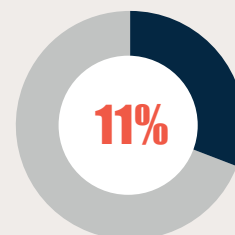
The main reason(s) people in Highland don't use a zero-waste shop are:



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/