



Low Carbon & Circular Materials Strategy: Plastics

Make it Zero

PLASTICS DECARBONISATION STRATEGY – AT A GLANCE

Why it matters

Plastics represent a significant contributor to Scope 3 Category 1 emissions across the DIY sector. As regulatory pressure, investor expectations and customer scrutiny increase, reducing reliance on virgin fossil-based plastics is critical to delivering credible decarbonisation.

Where we will focus

Any plastic polymer that can be recycled where technically and commercially feasible

Primary lever

Increasing recycled content

Sector ambition

Retailers and suppliers commit to working together to enable a minimum ambition of **35% recycled plastic content in the plastics used in their products by 2035**, where technically feasible and commercially viable and based on the total plastic weight of a product

What we ask

Retailers: set ambition, embed requirements into sourcing, track progress
Suppliers: integrate into roadmaps, develop design and manufacturing, expand recycled feedstock use, apply other decarbonisation levers

~6Mt CO₂e

Delivers measurable Scope 3 emissions reduction; accelerates recycled material markets; positions the DIY sector as a credible leader in materials decarbonisation



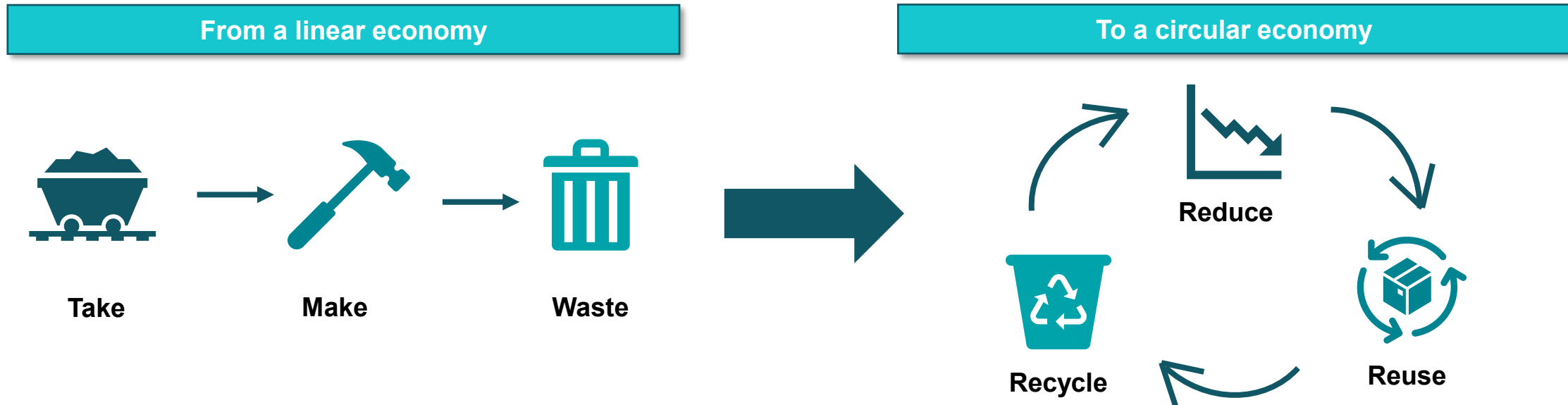
WHY MATERIALS MATTER

FROM LINEAR TO CIRCULAR: THE STRATEGIC SHIFT

The DIY sector is heavily material intensive. Historically, value has been created through volume, durability and price within a largely linear system of take-make-waste.

A circular economy shifts the model. It **designs out waste**, **keeps materials in use** at their highest value and **regenerates natural systems**. For materials like plastics, this means reducing virgin extraction, increasing recycled content and enabling recovery at end of life.

Decarbonisation and circularity are no longer separate agendas – they are structurally linked.



WHY MATERIALS DECARBONISATION IS CRITICAL FOR THE DIY SECTOR

Materials matter for Scope 3 because they:

1. **Carry large embodied emissions** from extraction, production, and transport.
2. **Make up the majority of a company's supply-chain footprint.**
3. **Are outside the company's direct control**, making them harder to manage.
4. **Drive huge upstream and downstream emissions** across the full lifecycle.
5. **Represent one of the biggest levers** for net-zero strategies.

For DIY retailers, materials represent one of the largest sources of Scope 3 emissions. Plastics are embedded across core product categories, including storage, home improvement, gardening, tools, packaging and fixtures.

Regulation is accelerating (Extended Producer Responsibility, recycled content mandates, plastic taxes), investor scrutiny is increasing, and customers expect credible action.

Materials decarbonisation is therefore not only a sustainability strategy that enables environmental benefits but also a commercial resilience strategy.

This strategy focuses on practical and scalable solutions to drive the sector towards decarbonisation.

HOTSPOT ANALYSIS: MATERIALS

Materials decarbonisation action areas – Selected by the working group and hotspot analysis



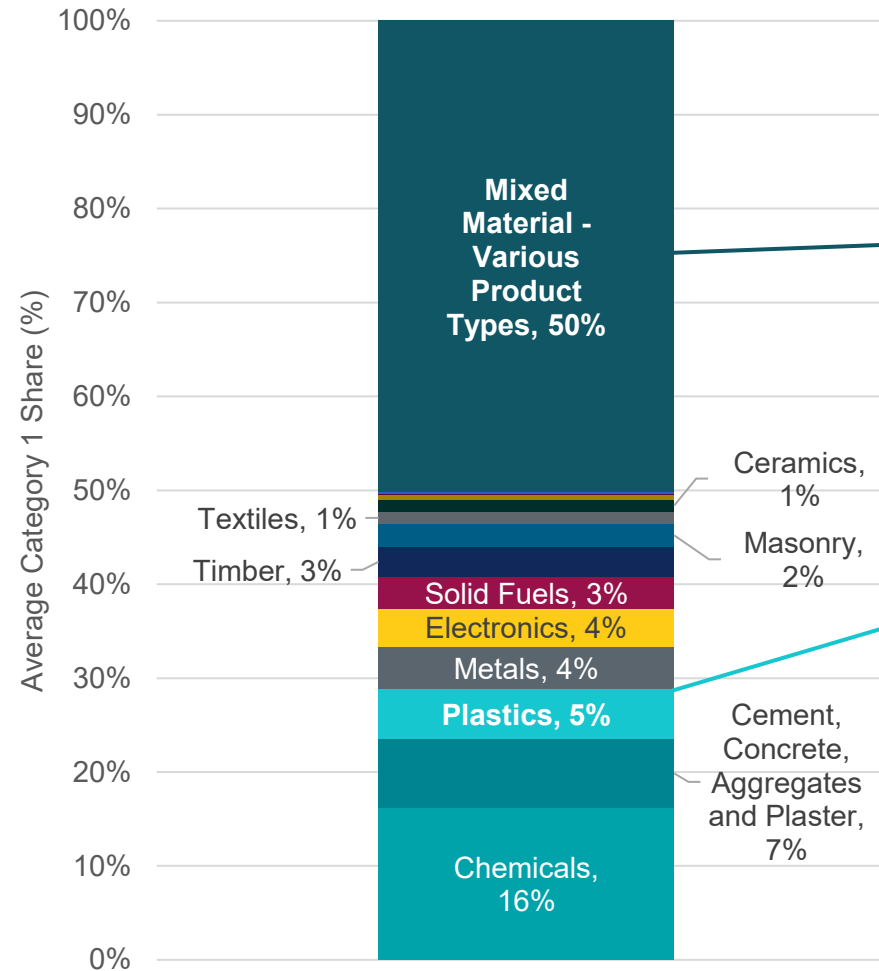
This plastics strategy is the first of four material strategies under the broader materials decarbonisation programme.

WHY PLASTICS? MATERIAL HOTSPOT FINDINGS

A material-level analysis of Category 1 emissions shows that impacts are spread across multiple material groups, with nearly half of emissions embedded within mixed product types.

Within identifiable materials, chemicals, cement-based materials and plastics represent significant contributors. While plastics are not the single largest category, they are widely used across product ranges and frequently embedded within mixed-material products.

This combination of high-volume use, fossil-based feedstocks, and strong substitution potential makes plastics a priority material for targeted decarbonisation action.



Nearly half of category 1 emissions are from product types with no clear dominant material – **however, plastics are likely a key material within these products.**

Plastics – a dominant material hotspot where decarbonisation efforts should be prioritised.

THE WASTE HIERARCHY AS A DECARBONISATION FRAMEWORK

The waste hierarchy provides the organising logic for plastics decarbonisation:

- Reduce
- Reuse
- Recycle
- Recover
- Dispose

Carbon impact decreases as we move up the hierarchy. The strategy prioritises interventions that eliminate virgin production, extend product life, and increase secondary material substitution.

This hierarchy underpins the decarbonisation levers that follow.



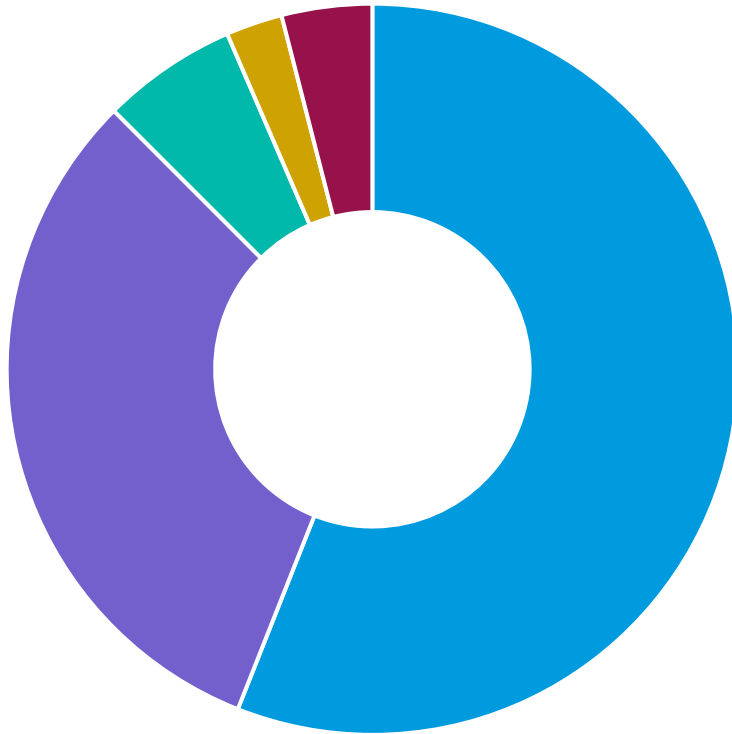


UNDERSTANDING PLASTICS IN THE DIY SECTOR

RECYCLED PLASTICS MARKET IS CONCENTRATED IN A SMALL NUMBER OF POLYMERS

Global Recycled Plastics Market Share, by Type
(2023)^[1]

■ PET ■ HDPE ■ PP ■ LDPE ■ Others



The global recycled plastics market is heavily concentrated in a small number of polymer types. PET and HDPE account for most recycled material supply, while polymers such as PP and LDPE represent significantly smaller shares.

This reflects the maturity of recycling infrastructure, end-market demand, and material recovery economics. As a result, recycled content availability varies substantially by polymer type.

Understanding where recycled material supply is most developed is critical to setting realistic and scalable recycled content ambitions for the DIY sector.

EXAMPLE PLASTICS IN DIY PRODUCTS

Types of Products	Polymer Name	Properties
Pipes and guttering, window frames, soffit and fascia, flooring	Polyvinyl Chloride (PVC)	Can be rigid or flexible, high strength, stiffness and chemical resistance, long-lasting
Bathroom fittings, storage containers, furniture, tool components	Polypropylene (PP)	High fatigue and impact resistance, lightweight
Pipes and fittings, damp-proof membranes, water containers, protective sheeting	High / L Density Polyethylene (H-LDPE)	Low friction, UV and abrasion resistance, high stiffness
DIY tool housings, storage bins, protective casings, model kits	High Impact Polystyrene (HIPS)	Tough, impact-resistant (rubber-modified), easy to thermoform, good surface finish, low cost
Acrylic sheets, DIY glazing, signage, display panels, splashbacks	Polymethyl Methacrylate (PMMA / Acrylic)	High optical clarity, UV resistant, weatherable, rigid but brittle, good scratch resistance
Insulation boards and panels for walls, floors, roofs; protective packaging	Expanded Polystyrene (EPS) Extruded Polystyrene (XPS)	Lightweight, excellent thermal insulation, EPS: lower density & shock absorbing; XPS: higher strength & moisture resistance
Spray foam insulation, gap filling, sealants, insulation panels	Polyurethane (PUR / PU)	Excellent thermal insulation, lightweight, can be rigid or flexible, strong adhesion, moisture resistance



DECARBONISATION PATHWAYS AND SOLUTIONS

KEY SOLUTIONS FOR PLASTICS DECARBONISATION



Reduce

Lightweighting and
Elimination



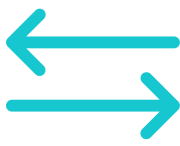
Recycle

Increase recycled
content



Design

Design to enable
recycled content
and recyclability



Substitute

Lower-carbon
materials

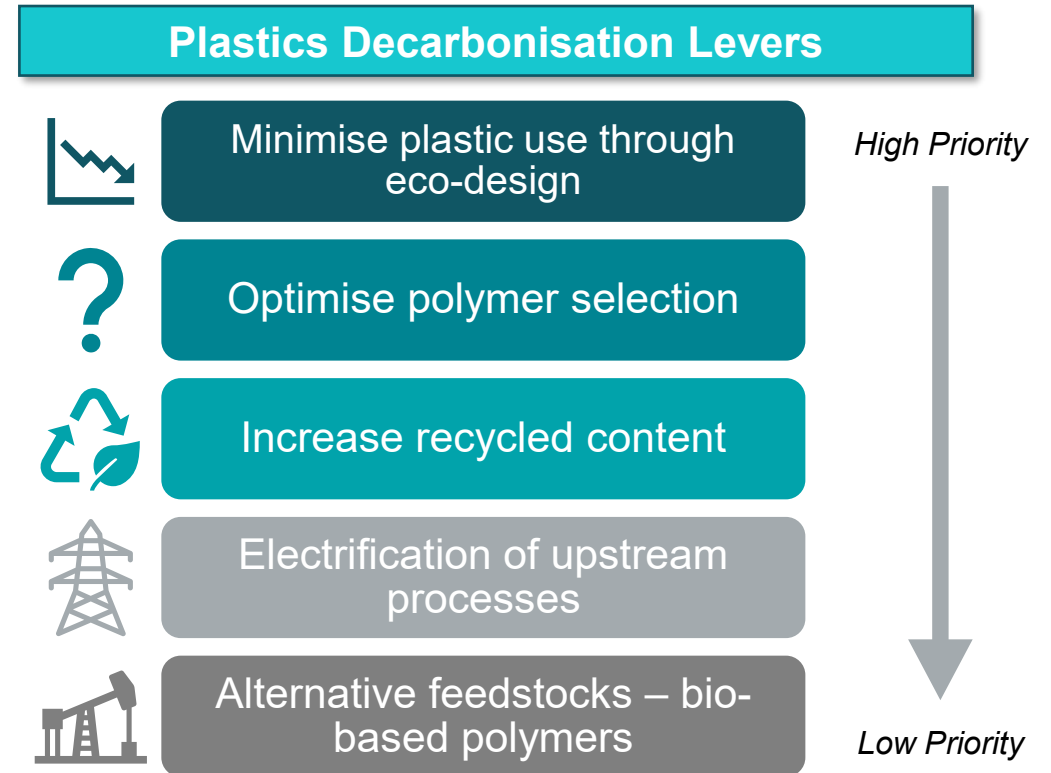


Enable

Collection and
partnerships

PLASTICS DECARBONISATION LEVERS AND SOLUTIONS

The plastic decarbonisation hierarchy sets out the key levers available to reduce emissions, beginning with reducing overall plastic usage as the most effective lever for reducing carbon emissions. Priority levers align with the waste hierarchy and focus on reducing demand for virgin plastics. Additional upstream decarbonisation levers reduce the emissions intensity of plastic production.



STRATEGIC LEVER FOCUS – INCREASING RECYCLED CONTENT

Across the membership base, **increasing recycled content** presents the most scalable near-term carbon reduction opportunity.

Benefits:

- Direct virgin polymer displacement
- Immediate Scope 3 reduction
- Alignment with regulatory direction
- Signal to supply chain to accelerate PCR capacity
- Recycling of polymers is relatively well-established
- Generally good retention of properties following recycling processes (polymer and recycling method-dependent).

This strategy therefore prioritises structured recycled content targets in priority polymers.

Plastics Decarbonisation Levers



Minimise plastic use through eco-design



Optimise polymer selection



Increase recycled content



Electrification of upstream processes



Alternative feedstocks – bio-based polymers



OUR RECOMMENDED AMBITION



MIZ AMBITION VS REGULATORY REQUIREMENTS

The MIZ ambition is designed to align with and, where possible, go beyond regulatory minimums to future-proof the sector

Area	EU Requirements (High-level)	What this means for DIY businesses	MIZ Ambition
Recycled content	Targets apply mainly to specific categories (e.g. packaging) and are still evolving	Most DIY products (tools, fittings, furniture) are not yet directly regulated, but expectations are increasing	35% recycled plastic content of total plastic weight in products by 2035
Scope	Product-specific regulations (e.g. packaging, single-use items)	Requirements apply to parts of your range, not entire portfolios	Applies across product portfolios (where feasible)

SECTOR-ALIGNED RECYCLED CONTENT AMBITION

A minimum ambition of **35% recycled plastic content by 2035** offers a practical yet impactful target, aligned with leading industry benchmarks. Importantly, the recycled content ambition applies to the **total plastic weight of a product** (and not the total weight of a product), as many of the DIY products contain mixed materials. Achieving this level of adoption could unlock substantial Scope 3 emissions reductions while providing a clear and flexible framework that encourages members to exceed the minimum where feasible.

A minimum recycled plastic content ambition of **35% by 2035**.

Plastics Meeting Ambition (%)	50%	75%	100%
% GHG Savings of Plastics Scope 3 Category 1	7%	11%	15%

Plastics Meeting Ambition (%)	50%	75%	100%
MtCO ₂ e GHG Savings of Global DIY Scope 3 Category 1	3.1	4.7	6.3

- Aligns well to Plastics Europe and similar ambitions in the market as well as emerging EU regulatory requirements.
- Not considered in the ambition at this level:
 - Polymer type
 - Product applications
 - Feedstock restrictions

EXAMPLE COMMITMENTS



Make it Zero's Plastic Ambition – *Products that contain plastic parts to have greater than **35% recycled plastic content by 2035** based on total plastic weight of the product*

Provide a structure or framework for adaptation in your business.

Example

MIZ Supplier

Member Ambition – *To align with MIZ, our XXX products that contain plastics will be made from **35% recycled plastic content by 2035** based on the total plastic weight of the product*

Example

MIZ Retailer

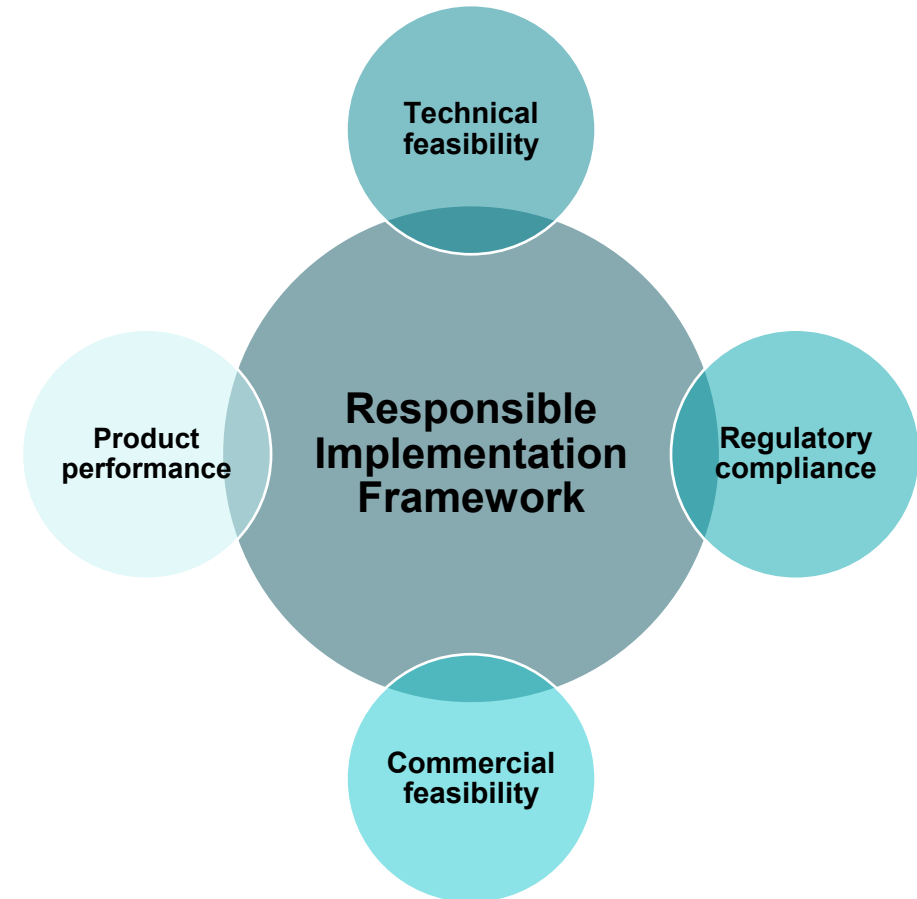
Retailer Ambition – *To align with MIZ, **50% of our XXX** products that contain plastics will meet the minimum ambition of **35% recycled plastic content by 2035** based on the total plastic weight of the product*

GUARDRAILS AND CAVEATS

Recycled content targets should be implemented responsibly, recognising:

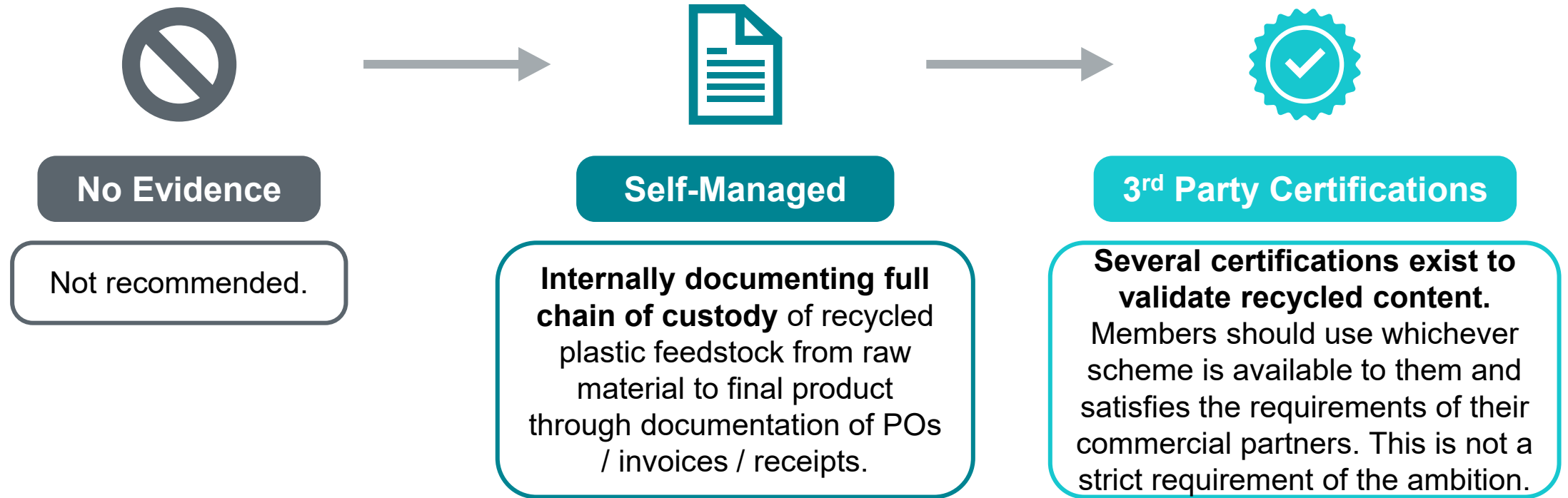
- **Technical feasibility** – thermoset and high-performance polymers are more challenging to recycle; manufacturing and feedstock variability challenges
- **Regulatory compliance** – some applications (e.g. drinking water, electrical safety) limit recycled material use
- **Commercial feasibility** – material availability and cost constraints
- **Product performance** – aesthetic and performance considerations

The ambition should focus on applications where recycled content is technically feasible, compliant, commercially feasible and performance-aligned.



DEMONSTRATING PROGRESS

It is important that MIZ members **demonstrate appropriate supply chain due diligence to verify any claims related to recycled content in their products.** The following approaches are available:



CERTIFICATION AND VERIFICATION MECHANISMS

The following is a non-exhaustive list of accepted certifications to demonstrate an organisation's progress against the ambition. Importantly, demonstrating progress through certifications is not a requirement of committing to the ambition. It is highlighted simply as a credible way to demonstrate progress towards the ambition:

- Textile Exchange Global Recycled Standard (GRS) and the Recycled Claim Standard (RCS)
- SCS Recycled Content Standard – aligned to ISO 14021 (Environmental labels and declarations – self-declared environmental claims)
- UL 2809 – Recycled Content Validation
- RecyClass – aligned to EN 15343 (European standard for plastics recycled content)
- Other regional certification schemes such as the Blue Angel Certification (Germany), GreenCircle Certification (USA) and LNE's Incorporation of Recycled Plastic Materials certification (France)

This should be viewed as an evolving list, as more members share learnings from their own journey as the sector progresses through the ambition timeline.

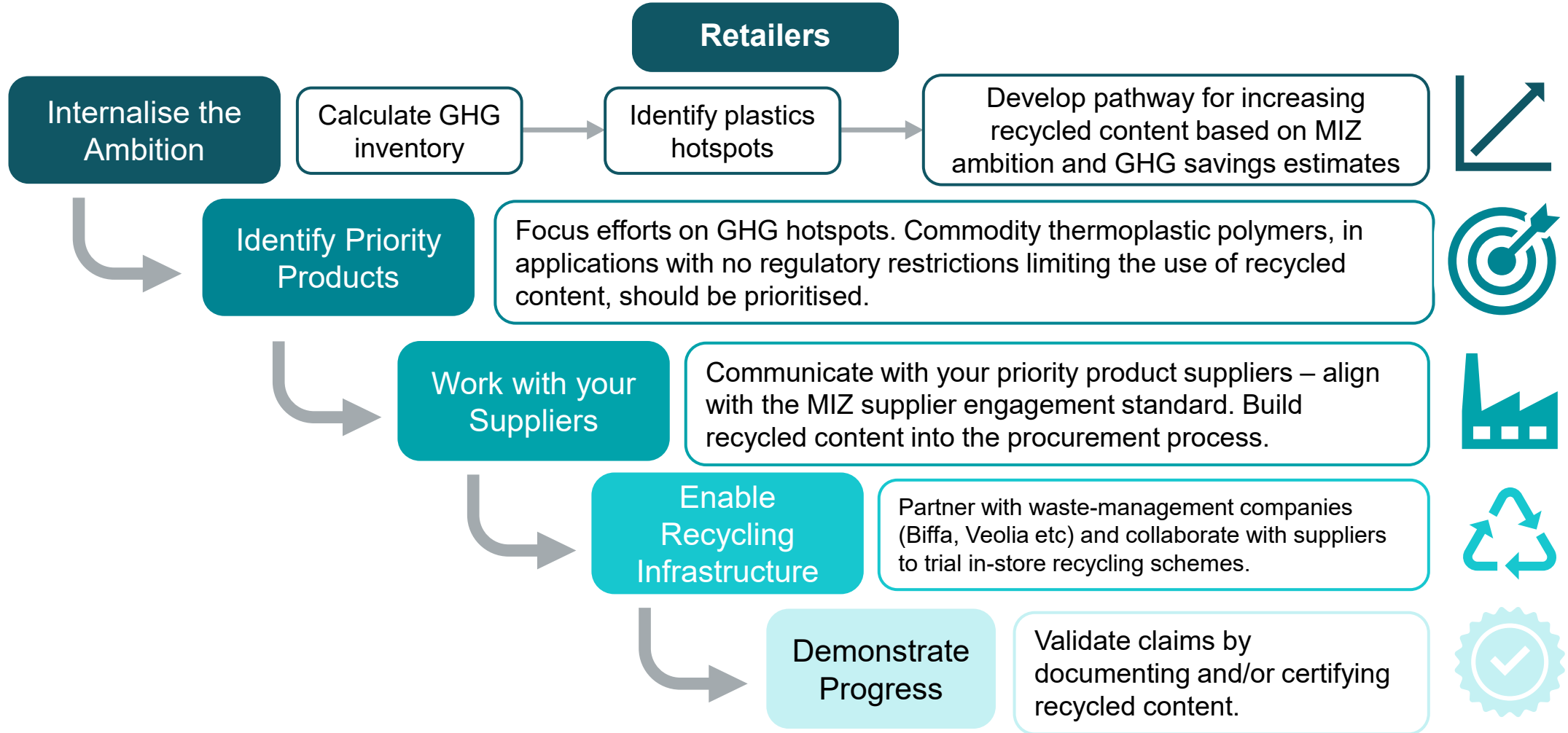


RecyClass



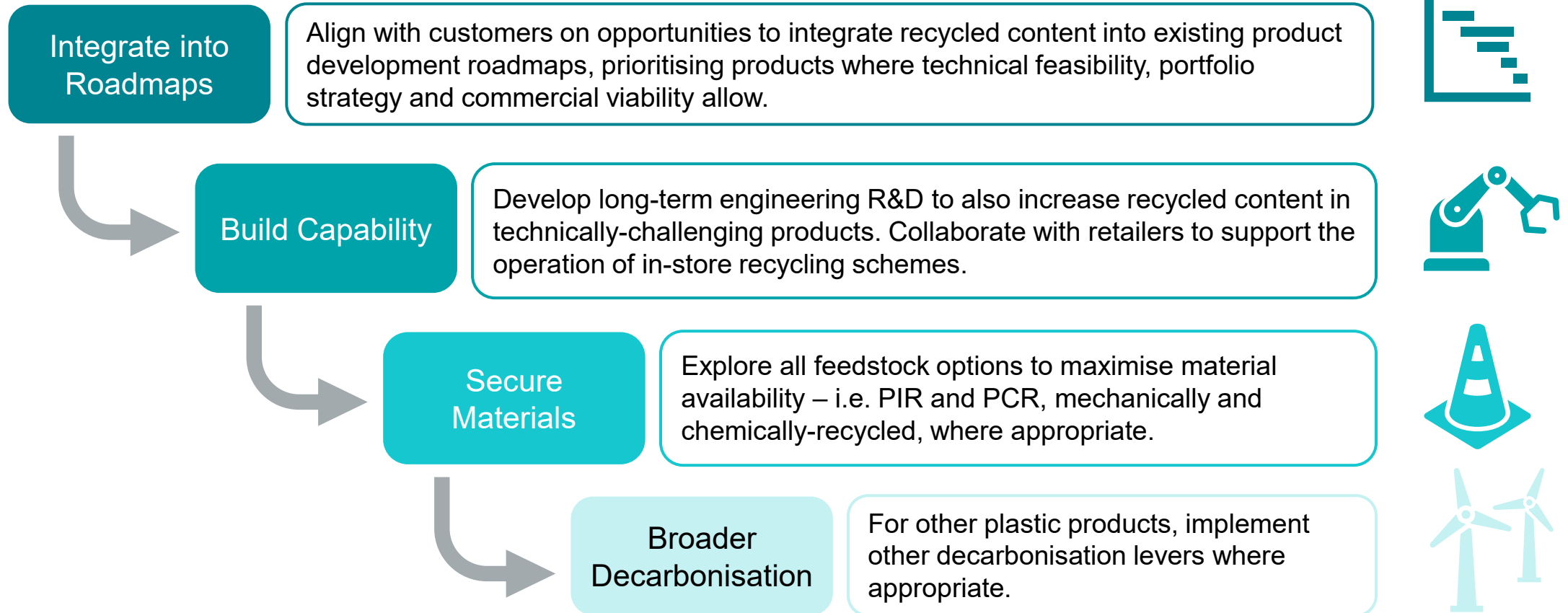
IMPLEMENTATION AND COLLABORATION

NEXT STEPS FOR MIZ MEMBERS



NEXT STEPS FOR SUPPLIERS

Suppliers



SHOW LEADERSHIP

