

# EKOPLAZA LAB

This overview gives you all the info about our project 'Ekoplaza LAB – A Plastic Free Aisle'

## **Why this project?**

We believe plastic is one of our biggest concerns when it comes to environmental threads. For this reason we believe all kinds of initiatives to prevent the litter of plastic should be focussed on. We are pro refund-systems or packaging free but we also see that a consumer wants convenience and a that a supermarket should be able to be scalable. With this new packaging we see options for the future to have a packaging what will not bring micro- or nanoplastics into the environment and it fits in a circular economy. Together with the Plastic Soup Foundation (PSF) we search for many options to fight against the problem that plastic causes. They were the first step for this world known project.

## **Why a Plastic Free Aisle was needed?**

The British Organization A Plastic Planet (APP) was looking for a supermarket chain who was willing to give a Plastic Free option to the consumer. APP asked the question 'you can buy dairy free, gluten free, fat free, etc. but you cannot buy Plastic Free. Please give us as consumer a Plastic Free Aisle to have the option to shop Plastic Free. This campaign was supported by many people including Britain's Prime Minister Theresa May. After asking many supermarkets and get a negative response everywhere APP came in contact with Ekoplaza thanks to the connection of PSF. This was the start of the project.

## **What was the Plastic Free Aisle / Store looking like?**

At the end of February 2018 we opened our pop-up store in Amsterdam where we built a showcase for the world to see it was possible to shop Plastic Free. This store had the assortment of Ekoplaza which was Plastic Free and also gave the consumer many information about the importance of using less plastic and the type of packaging which was used. The pop-up store stayed open for 2 months and after that was rolled out over all the 75 Ekoplaza stores in the country. Also it was possible to shop Plastic Free online via our webshop.

## **How many plastic free items does the assortment have?**

The shop included almost 700 products but in Ekoplaza general we have almost 1400 plastic free products. This is around 25% of our total assortment. Our goal is to be fully plastic free. At the end of 2018 our own Ekoplaza product brand has 75% plastic free products.

## **What are the materials of the plastic free packaging?**

It is a mix between old and new materials. We use paper, carton and metals for many packaging as a good and well recyclable alternative for plastic. If possible even with a refund system. Next to that we use new biomaterials which fully compost. This is a packaging that can be made out of many different sources, like sugars from cane sugar or corn or from cellulose obtained out of wood pulp.

## **What do you see as a result?**

The success of our campaign was the awareness that we brought to the consumer that it is possible to make a choice and to start being more conscious about what you buy. Thanks to the high media attention we see that this topic becomes more important and that the request to live Plastic Free has grown.