

Plastic



We expect all our suppliers to adhere to our [Ethical Trade Requirements](#). Over and above this we have a number of commitments which we are working collaboratively with our suppliers to achieve. This statement outlines our commitment concerning plastic.

Target

By 2025 all our own purchased packaging used and sold will be designed for reduction, reuse & recycling.

We work with our brand partners to ensure they are committed to the same requirements in their own operations.

Deadline

2025

What is plastic?

Natural materials processed by polymerisation or polycondensation known as polymers, that include thermoplastics, polyurethanes, thermosets, elastomers, adhesives, coatings and sealants and PP fibres.

[We align with the EU directive 2019/904 definition of plastic](#)

What's the problem with plastic?

Plastic is a popular material due to its resilient yet lightweight properties. Its creation can involve the use of fossil fuels and doesn't break down in a natural environment once it has reached the end of its life, often ending up in the sea or on land.

Single-use

The properties of plastic have driven a disposable culture where we consume products only once before throwing away the plastic they come packaged in. Many plastics are recyclable, however, others are not. Either way, a staggering 8 million tonnes of plastic enters the ocean every year.

Microplastics

According to the European Chemicals Agency ([ECHA](#)):

- Microplastics are very small (typically smaller than 5mm) solid particles composed of mixtures of polymers (the primary components of plastics) and functional additives.
- Once in the environment, microplastics accumulate in animals, including fish and shellfish, and are consequently consumed as food, including by humans.
- They can be unintentionally formed through the wear and tear of larger pieces of plastic, including synthetic textiles.
- They can also be deliberately manufactured and intentionally added to products for a specific purpose, for example, glitter.

What is Selfridges' position on plastic?

Launched in 2011, Project Ocean is our long-term partnership with the Zoological Society of London to help protect our oceans from overfishing and plastic pollution. From never selling or serving endangered fish in our stores to banning single-use plastic water and carbonated drinks bottles (part of the #OneLess pledge). Each year we launch a new initiative to drive positive change. Read more about our Project Ocean Legacy by searching 'Project Ocean' at [selfridges.com](#).

In 2018 we signed up to the [Ellen MacArthur Foundation – New Plastics Economy Global Commitment](#) and since then we have been working towards our goods not for resale packaging targets which we report progress against publicly through the foundation. We endeavour to widen the scope to all packaging in due course.

We will set a recycled content target for synthetic (plastic-based) fibres in 2021.

We encourage our partners and suppliers to:

- Eliminate all microplastics from products/materials.
- Take action to eliminate problematic or unnecessary plastic and plastic based materials across all operations.
- Take action to move from single-use plastic and plastic based materials towards reuse models across all operations.
- Where it can't be avoided ensure plastic and plastic based materials are reusable and/or recyclable*.
- Where it can't be avoided ensure plastic and plastic based materials (e.g. synthetic fibres) contain at least 50% post-consumer recycled content.

*We will also consider home compostable on an informed basis.