

## Good practices in Hungary

28/2020

**Title:** ALDI Reduce Single Use Plastic  
**Owner:** ALDI  
**Contact:** [http://storeinsider.hu/gazdasag/cikk/lekerul\\_a\\_muanyag\\_fedel\\_az\\_aldi\\_termekeirol](http://storeinsider.hu/gazdasag/cikk/lekerul_a_muanyag_fedel_az_aldi_termekeirol),  
<https://www.dontwasteit.hu/2019/03/20/az-aldi-csokkenti-a-muanyag-csomagoloanyagok-felhasznalasat-uzleteiben/>

**Good practice for:** Reduce waste campaign, eliminate single use plastic, direct involvement of customers, business with sustainable values

**Description:** The store chain's corporate responsibility principles are addressing the issue of "sustainable packaging" and reducing the use of plastic packaging in its stores.

ALDI launched a poll on the store's Facebook page on April 2, 2019 asking customers to decide whether they want to buy the store's own-branded products from now on, with or without a lid. More than 3,600 people voted. Based on the result of the poll, ALDI decided to remove the plastic lid from all its own branded dairy products. The store chain said that the transition will be a longer process, but will mean a reduction of about 19 tonnes of plastic waste per year. Customers were delighted with the store's move, some of them also gave them additional ideas for reducing plastic use. For example, many would see nylon bags out of use and would be happy with redeemable bottled milk.

ALDI intends to reduce the use of plastics in its stores by several steps. On World Recycling Day, the company announced its "Refuse. Reuse. Recycle." program, and that by 2025 it will use 100% recyclable packaging for its own branded products. Similarly, by 2025, the store chain will reduce its packaging material use by 15% compared to the 2020 base year.

In 2018, ALDI introduced a number of measures to reduce the use of packaging materials in Hungary, for example, using reusable boxes, it used 4,000 tons less cardboard than last year for fruit and vegetables alone than a year earlier. Since the beginning of 2019, organic bananas have arrived in stores without packaging, which means a reduction of about 3.5 tons of plastic waste annually. At the same time, the company eliminated the availability of disposable plastic gloves from its fresh bakery section by the end of 2019, and placed metal grips for customers to use instead. As a result of the above measure, ALDI's use of plastics in Hungary aimed to be reduced by a further 2.5 tonnes.