

Submitted Evidence

Written evidence we received during the investigation into single-use plastics: Unflushables.

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Women's Environmental Network (WEN) input

Purpose of meeting:

1. To investigate the use, and environmental impact, of single-use absorbent hygiene products that contain plastic
2. Explore disposal options of AHP, including recyclability
3. To establish the scope, and environmental benefits, of using reusables
4. Discuss action to reduce the impact of single-use AHP

Use of plastic in absorbent hygiene products

Why plastics are used in these products

Menstrual products are not classified as medical devices, so all the individual plastic packaging is wasteful. It's hard to know why plastic applicators for tampons are used instead of cardboard?

Tampons are used to absorb liquid – **polyethylene and polypropylene** – the most abundant plastics found in the oceans. ^{1,2}

Polyolefin – used in dry weave top sheet. ³

Plastic tampon applicators made from Polyethylene (PE) and Polypropylene (PP). String attached to tampons can be made from PE and PP.

Plastic products take up to a thousand years to decompose. Conventional disposable menstrual products made from 90% plastic – along with their packaging generate 200,000 tonnes of waste per year. This figure of 200,000 tonnes of menstrual waste (including tampons, pads and applicators) generated per year in the UK comes from our calculations based on AHPMA's figure of 4.3 billion menstrual products being used per year in the UK. If each woman uses between 11,000-16,000 tampons and pads in their lifetime, that's about 32 items per period. This works out to approximately 200kgs of tampons, pads and applicators thrown away in a lifetime of menstruating for one woman (either going to landfill or down the toilet).

90% of a menstrual pad is plastic. ⁴ 6% of a tampon. ⁵

How consumers know or can find out about the plastic content

Its very hard to know what is in menstrual products – on the UK AHPMA site

<http://ahpma.co.uk/CodeofPracticeMay17>

¹ Hidalgo-Ruz, V et al. Microplastics in the Marine Environment: A Review of the Methods Used for Identification and Quantification. Environ. Sci. Technol. 2012, 46, 3060–3075
<http://www.cleanership.org/reports/review-of-the-methods-used-for-identification-and-quantification.pdf>

² Lynn, H. Rech, S and Samwel-Mantingh, M. Plastics, Gender and the Environment.
<http://www.wecf.eu/download/2017/11-November/PlasticsgenderandtheenvironmentHighRes.pdf>
WECF 2017.

³ What's in Always Pads. P&G website. <https://always.com/en-us/about-us/what-ingredients-are-in-always-pads>

⁴ Natracare. Natracare plastic in Menstrual Products Estimate. 201*.

⁵ AHPMA. Email from AHPMA. 2018

.pdf only ref to plastics in tampon applicators. No info on the plastic content of pads or tampons.

No date on AHPMA Facts and figures sheet so don't know how old it is:

<http://ahpma.co.uk/docs/Menstruation%20Facts%20and%20Figs.pdf>

The International Association for the Nonwovens and Related Industries (EDANA) site has more info as does the tampax site. <https://tampax.co.uk/en-gb/tampax-articles/women-s-health/what-are-tampax-tampons-made-of>

It's not only plastics but residues that women have no access to information:

Reassuring us of their safety, yet no public information on the tests and results done on menstrual products? <https://www.edana.org/docs/default-source/default-document-library/femcare-testing-guidelines-final07553acdd5286df88968ff0000bfc5c0.pdf?sfvrsn=2>

But felt the need to put information on their website about residues and chemicals found in menstrual products and reassure us of the safety. <https://www.edana.org/discover-nonwovens/products-applications/absorbent-hygiene-products/traces-in-ahp>

Yet NGOs, the Danish Consumer council and in France a consumer association had to test products themselves and found levels of glyphosate, Chlorine, Dioxin, and various other Endocrine Disrupting Chemicals (EDCs), potential carcinogens and toxic chemicals.

Traces of organochlorine pesticides and pyrethroids were also found in tampons.

Women's vaginas are highly absorbent places and there are no safe levels of carcinogens or EDCs, - they have no place in menstrual products. And WEN questions why it is down to NGOs and consumer associations to conduct these tests and make the info public?

Danish Consumer Council - KEMI, 2016. Danish Consumer council, Available at:

<http://kemi.taenk.dk/bliv-groennere/test-unwanted-perfume-hides-behind-fresh-and-anti-odour-tampons-and-sanitary-napkins>

French consumer magazine: Consumers, 60 million, 2016. Feminine protection products:

what they consist?, Paris. Available at: <http://www.60millions-mag.com/2016/02/23/protections-feminines-de-quoi-sont-elles-constituees-10148>

Women's Voices for the Earth: <http://www.womensvoices.org/feminine-care-products/detox-the-box/always-pads-testing-results/>

Environmental impact of absorbent hygiene products

In various final destinations such as landfill, incineration or sewer

Menstrual products can take up to 500 years to break down in a landfill (based on research on plastic bags).

Residues of glyphosate (a probable carcinogen) and used as an active ingredient in certain weed killers has been found in menstrual towels, tampons and panty liners in France and in Argentina. (Menstrual fact sheet)

Leaching of additives from pads, tampons and applicators may occur while degrading or in water.

Average menstruator throws away up to 200kg of menstrual products in a lifetime. ⁶ A year's worth of typical menstrual products leaves a carbon footprint of 5.3kg Co2. ⁷

- WEN. WEN Stat on usage. 2018 (200kg)

- Shreya. The Ecological Impact of Feminine Hygiene Products – Technology and Operations Management (Internet). Technology and Operations Management. 2016 (cited 2018 May 13). Available from: <https://rctom.hbs.org/submission/the-ecological-impact-of-feminine-hygiene-products/>

On average, 4.8 pieces of menstrual waste are found per 100m of beach cleaned. For every 100m of beach that amounts to 4 pads, panty liners and backing strips along with at least one used tampon and applicator.

Only flush 3ps – pee, poo + paper and period blood if using a menstrual cup.

Fragrance – is added to many menstrual products. No other product used to soak blood has added fragrance. Synthetic fragrances can be made up of a cocktail of 3,000 chemicals and can contain carcinogens, allergens, irritant and endocrine disrupting chemicals (EDCs) We are not allowed to know what is in these 'fragrances'

Factors affecting the destination of the product, including why consumers may flush them down the toilet

Half of UK women flush tampons away. ⁸It has been estimated that 1.5-2 billion menstrual items are flushed down Britain's toilets each year. ⁹

Researchers have shown that 'period shaming' ie making women feel they need to hide their period or linking it with secrecy and cultural taboos has been shown to compound negatively on how women feel about their period. ¹⁰ And so also influencing what products they might use and how they dispose of them. ¹¹

⁶ 32 products per period at the weight of 12g = 384g per period. 384 x 13 periods per yr = 4,992 grams per year. 4992 x 39 yrs = 194,688 grms. 195kg of menstrual products used by one woman or person who menstruates over a lifetime.

⁷ Shreya. The Ecological Impact of Feminine Hygiene Products – Technology and Operations Management (Internet). Technology and Operations Management. 2016 (cited 2018 May 13). Available from: <https://rctom.hbs.org/submission/the-ecological-impact-of-feminine-hygiene-products/>

⁸ Anglian Water. Breaking the Taboo on things down the loo.

<http://www.anglianwater.co.uk/news/news-page-26688-breaking-the-taboo-on-things-down-the-loo.aspx> 2016

⁹ - Marine plastics: pollution policy and position statement, 2015, Marine Conservation Society. <https://www.mcsuk.org/downloads/pollution/PPPS%20Marine%20Plastics.pdf>

¹⁰ Pascoe, C. Silence and the History of Menstruation. Oral History Association of Australia. Journal no. 29. 2007.

¹¹ Neha D'Souza. Menstruation Matters. <https://thelead.co.uk/issues-1/2018/4/9/menstruation-matters-period> The Lead. 2018

Menstrual product companies perpetuate period shaming by making concealment of periods a focus of their adverts. A study looking at attitudes to periods over the last 100 years – found that the embarrassment of dealing with periods had been more of a priority for women than dealing with the painful symptoms. <https://thelead.co.uk/issues-1/2018/4/9/menstruation-matters-period>

In 2016 Anglian Water did a survey and found that 60% of women would chose to flush tampons rather than bin them, with 41% of women stating they didn't know they weren't flushable or that that could damage the environment. On a more positive note the survey did raise awareness with almost all the women surveyed saying they were willing to protect the environment and that they would bin tampons in the future.

Anglian water, 2016. Breaking the Taboo on things down the loo. Anglian Water. Available at: <http://www.anglianwater.co.uk/news/news-page-26688-breaking-the-taboo-on-things-down-the-loo.aspx>

Ways to reduce the impact, for example recycling, changes to products

The EU proposed an ECO label for menstrual products – http://ec.europa.eu/environment/ecolabel/documents/Absorbent%20hygiene%20products%20factsheet_final.pdf

Criticism from the EEB and BEAU (<http://www.beuc.eu/publications/2013-00548-01-e.pdf>)

Organic Cotton: Cotton – toxic crop, 7% farming pesticides each year + 16% of all insecticides. If you switched to certified organic disposable menstrual products for just two of your periods per year you could save enough water for 1 person for 900 days. You could also conserve 72% of the energy needed to produce conventional cotton and reduce water use by 91%.

Bleaching methods: Basic ingredient in menstrual pads and tampons is wood pulp. Chlorine bleaching can produce dioxin – one of the most persistent and toxic chemicals – can cause reproductive disorders, damage to immune system and cancer. There are no safe levels and it builds up in our fat tissue and in our environment.

Chlorine dioxide and hydrogen peroxide produce less dioxin. Producers can use a Totally Chlorine Free (TCF) process, (Natracare uses this method)

Stryene, possible carcinogen and EDC was found in menstrual pads along with levels of chloroform, and chloroethane, both carcinogens. Glyphosate, a probably carcinogen and an EDC, and pyrethroids, which are neurotoxins, presumable residues in the cotton – both been found in menstrual pads and tampons.

Levels of both chlorine and dioxin are still found in menstrual pads and tampons. There is no regular independent testing of tampons or menstrual pads for the presence of dioxins or any other chemical contaminants.

Organic cotton + plastic-free: The toxicity of the product is significantly less than conventional products (both in production and in disposal) and crucially they are not contributing to this plastic abundance and toxic soup of perfumes, dyes, bleaches and crude oil gels.

Unless you use certified organic products, pads and tampons can contain a wide range of chemical absorbers, fillers, lubricants, top sheets and unintentional chemical and pesticide residues from the bleaching and manufacturing process.

We may be exposed to very small levels of these toxic chemicals via our menstrual products – but it's the daily, repeated, low level exposures that are of concern.

The government wishes to move away from plastics and ignite the bioplastics industry. The increase in bioplastics means that there will be large amounts of bioplastic waste, which needs disposing of. Ideally in large scale composting facilities – this is where compostable menstrual products could also end up.

As a note on bioplastics: there is a need to be cautious to promote bioplastics that are home-compost certified (Natracare for example certify to the Vincotte standard), as some “durable” bioplastics behave exactly like conventional plastic.¹²

- Email correspondence with Natracare, May 2018. Their menstrual products can apparently be composted in a garden compost bin.

Financial costs, to waste authorities/sewerage companies etc.

There are approximately 370,000 sewer blockages throughout the UK every year, of which up to 80% are caused by fats, oils and grease, wipes, sanitary waste and other unflushable items.

In the Eastern region of the UK alone around 800 tonnes of wipes, tampons and other sanitary items are flushed into the sewers every week. For the major cities in the area it can be as much as 40 tonnes of wrongly flushed waste per week.

<http://www.anglianwater.co.uk/news/news-page-26688-breaking-the-taboo-on-things-down-the-loo.aspx>

It costs £88 million a year to unblock sewers blocked by menstrual products (combined with fats, oils, grease and food waste) in the UK (Sewer Misuse 2018, Water UK)

Reusable Products

What reusable alternatives exist?

Menstrual cups, washable pads, reusable period pants, menstrual sea sponges

What are the benefits, environmental and financial – is there evidence of these?

Convenient, cheaper, better for the environment and your health.

Money Saving:

Menstrual cup costs approx. £20 but lasts for 10 years = 15p per month. Cost for 5 years is £9

Washable pads = 50p- £1.16 per month. 5 years £30-£70

Disposable pads/tampons/liners = £3- £5 per month. £120-£300

A lifetime's worth of disposable menstrual products costs £2, 280
4 cups would have cost less than £100, for a whole life-time!

¹² UNEP. Biodegradable Plastics and Marine Litter: Misconceptions, concerns and impacts on marine environments. <https://www.unenvironment.org/resources/report/biodegradable-plastics-and-marine-litter-misconceptions-concerns-and-impacts> 2015

A study by Plan International UK, from a survey of 1000 14-21 year olds, found that 1 in 10 girls could not afford menstrual products.¹³

- <https://plan-uk.org/media-centre/1-in-10-girls-have-been-unable-to-afford-sanitary-wear-survey-finds>

In the UK the average menstruator uses more than 11,000 disposable menstrual products in their lifetime – based on 37.5 years of menstruation using 22 items of menstrual products per cycle, 13 cycles per year. That's a bus load of waste for one person.

Menstrual cup market growing and set to grow by 5% in the next 5 years.

<https://www.marketresearchfuture.com/reports/menstrual-cup-market-1407>

Diva Cup reported that they had experienced a triple digit increase in growth. This was attributed to their strategy of selling their product in mass grocery and drug stores in the US. They believe that disposable menstrual products are in decline but highlight the fact that currently the reusables only make up 5% of the menstrual products market. ¹⁴Selena Cup reported that within a year of launching in Germany and Austria their turn-over went up to £5 million.

- Email correspondence with Diva Cup, May 2018. I'm not sure if this figure is for the US and Canada where Diva Cup has more of a market presence of internationally.

What factors influence decisions between different types of product?

Taboos around menstruation is still a big factor influencing decisions. Also, a lack of unbiased information about all the options available. Most girls/women/people who menstruate receive scanty period education delivered by big brands in schools. Little emphasis is placed on informing menstruators about reusable alternatives or of the environmental and health impacts of conventional disposable menstrual products.

Availability of a washing machine + drying facilities. Bucket for soaking. How comfortable people are with their bodies – menstrual cups. Can be cultural taboos around inserting anything internally. Secrecy and shame affects use of reusable methods.

Digital (no applicator) tampons less popular, 34% purchased digital and 66% applicator. We are told its more 'hygienic' to use applicator tampons as they 'aid' the consumer to insert a tampon without touching 'intimate areas'. Why is this? (Euromonitor International: Sanitary Protection in the UK 2011)

Health + environmental concerns:

Natracare have nearly doubled their UK sales in the last 5 years. The last 12 months they saw a 20% increase in sales in the UK and in most of their key European markets. They claim that more women are looking for healthier and more eco-friendly solutions for their menstrual products, reflected in their sales figures.

¹³ Plan International. <https://plan-uk.org/media-centre/1-in-10-girls-have-been-unable-to-afford-sanitary-wear-survey-finds-2017>.

¹⁴ Mintel. "93% of women who menstruate (either regularly or irregularly) use sanitary pads, panty liners or tampons. This suggests that the remaining 7% are using other products, which may include reusable sanitary protection products such as cups and cloths". Feminine Hygiene and Sanitary Protection Products. March 2016.

Man-made fibres versus cotton

Half of women in Europe (47%), about six in 10 in the U.S. (60%), and China (64%), and eight in 10 in Mexico say they believe that their feminine hygiene products are already made from cotton. In Europe, eight in 10 Italian women would prefer cotton products, followed by women in France (58%), the UK (49%), and Germany (45%).¹⁵

When educated about the presence of manmade fibers in most menstrual products used today, the majority of women expressed a level of concern. Women in the US (55%), Europe (66%) and Mexico (77%) said that they were bothered by the use of these fibers. This perception among those bothered translated into high levels of very or somewhat likely to avoid brands scores of 6 in 10 in the U.S. and Europe and eight in 10 in Mexico.

https://www.nonwovens-industry.com/issues/2016-11-01/view_features/an-assessment-of-the-global-feminine-care-market/13588

Potential mayoral (and/or local authority) intervention, action or support

What could be done

There is very little information about what is in our menstrual products. Women use these products on a monthly bases from aged 12 – 50 yrs approx yet we have little if any ideas what is in them? In this age of industries such as the cosmetics industry becoming increasingly transparent about ingredients – isn't it time the absorbent products industry did the same?

Un-biased period education in schools not run by the big brands

Funding and support for organisations providing un-biased period education

Provide sinks inside toilets so that it's easier to empty and wash menstrual cups. There could be a sign on the door saying 'Menstrual Cup friendly'. Apparently there is a toilet in King's Cross doing this.

How can the London level encourage or support local action or initiatives

Support an advertising campaign to promote reusables + Bag It + Bin It messages

Join the Environmenstrual Coalition

Promote the Environmenstrual Week of Action (13th-20th October)

Lobby companies to remove the plastic in their products and use organic cotton

Full disclosure of ingredients so consumers can make an informed choice about which products to buy

Examples of good initiatives or practice that could be extended, or brought in from other cities or countries

https://assets.publishing.service.gov.uk/media/57a08a95e5274a31e0000690/Compiled_MH_book_LR.pdf

¹⁵ Non-Woven Industry Magazine. https://www.nonwovens-industry.com/issues/2016-11-01/view_features/an-assessment-of-the-global-feminine-care-market/13588# 2016

https://www.tandfonline.com/doi/abs/10.1300/J015v27n03_04

Carla Pascoe articles

Potential for further actions that have not been done before.

Set up a similar scheme to Real Nappies for London (RNFL) which was set up by WEN – a London-wide voucher scheme to encourage people to try reusable menstrual products. Get menstrual cups and washable pads and reusable period pants at a discount. Provide advice and support. Local councils pay into this scheme to make these products affordable and accessible to all. Environmental, gender and social justice issue.

Women's Environmental Network and AHPMA correspondence

Hi [REDACTED],

Please find below the email correspondence that we've had with [REDACTED] from AHPMA. [REDACTED]

Let me know if you have any questions about anything.

Thanks,

[REDACTED]

[REDACTED]

Co-Director
Women's Environmental Network (WEN)

[REDACTED]

www.wen.org.uk

Join WEN: www.wen.org.uk/membership

From: [REDACTED]

Sent: 06 March 2018 17:36:22

To: [REDACTED]

Subject: Feminine Hygiene products

Dear [REDACTED]

Thank you for your letter regarding plastic use in feminine hygiene products, we welcome the opportunity to discuss this matter. I understand you have also written to manufacturers which are members of AHPMA. AHPMA is the industry association for the disposable absorbent hygiene products industry in the UK. As such I am responding to your enquiry on behalf of AHPMA and its members.

AHPMA members include manufacturers of the majority of tampons, pads and liners which are on the UK market. These include mainstream products, and products such as those you refer to as offering a plastic-free choice, and other features such as cotton-only products.

AHPMA members thoroughly assess all materials for impact on health, and assurance of environmental safety, and to ensure products meet stringent European and national legislation. Plastics used in feminine hygiene products are polypropylene and polyethylene. These will perform various functions for the optimum safety and performance of the individual product type. We may look at tampons as an example.

The absorbent materials in tampons are 100% cellulose fibres (not plastic.) These fibres will be cotton, rayon or a mix both.

Typically the withdrawal cord will be made of cotton, some may have polyester fibres to aid the strength of the cord, to ensure the tampon is easily removed.

Most tampons will have a coverstock, this is a very fine non-woven web around the tampon itself. Its function is to improve the insertion and removal of the tampon and to prevent fibre shedding. This can be made from cellulose cotton or rayon fibres, or this may be made from a blend of plastics such as polypropylene and polyethylene, or polyethylene and polyester. Ease of insertion and removal of a tampon are important features.

The plastic content of a tampon which has a cotton/polyester cord, and a plastic non-woven coverstock will be around 5-6%. This excludes any wrapper and plastic applicator if there is one. Tampons contain around 95% biodegradable rayon or cotton fibre.

While your numbers for items used over a lifetime are in keeping with our own calculations, your figures for weight of post-consumer waste are many, many, times more than what we know to be placed on the UK market. Perhaps you would let me know how you arrived at these figures, as it would help me to respond to you.

Disposal via the solid waste stream is the appropriate method for any type of disposable femcare product - of any composition. This will vary between landfill and energy from waste incineration depending on region. Minimising waste is important to manufacturers. Continuous efforts are made to reduce waste, for example through technologies which reduce the weight of products, and the use of raw materials, while maintaining safety and performance.

Feminine hygiene products should not be disposed by flushing, and should not find their way into wastewater treatment systems. All products manufactured by AHPMA members carry disposal symbols and/or disposal instructions. For tampons, this is a requirement of the AHPMA UK Code of Practice for Tampon Manufacturers and distributors. A recent study conducted as part of Water UK's 21st Century Drainage Programme surveyed disposal labelling on a wide range of disposable items, and noted 'The highest uptake of the use of 'do not flush' symbols is on incontinence pads, nappies, baby wipes, sanitary pads and towels, panty liners and tampons.' Correct disposal, disposal advice, and labelling is a key topic for discussion, and we are looking at what more might be done to help consumers understand how to correctly dispose of products.

I hope this is helpful, please do come back to me with further questions. I also look forward to hearing from you regarding your waste figures.

Best wishes

[Redacted signature]

[Redacted signature]

AHPMA

[Redacted signature]

www.ahpma.co.uk

AHPMA (Absorbent Hygiene Products Manufacturers Association) is the UK trade association for the sanitary protection, disposable nappy (diaper,) and absorbent continence care industries.

Camden Council

Hi [REDACTED]

[REDACTED] I believe [REDACTED] may be providing more info on reusable nappies for you of which Camden would be included?

Here is some answers to your questions, let me know if you need anything more or different?

Thanks

[REDACTED]

- Tonnage of disposable nappies collected each week in Camden
 - Unknown - mixed in with refuse, could guestimate based on number of participants, weeks used and average weight of a full bag? We have 1380 residents who have requested the nappy collection service.

- Participation numbers of the reusable nappy scheme

Borough	2013/2014			2014/2015			2015/2016			2016/2017 (Vouchers Still Live)		
	Vouchers Issued	Vouchers Redeemed	Redemption Rate	Vouchers Issued	Vouchers Redeemed	Redemption Rate	Vouchers Issued	Vouchers Redeemed	Redemption Rate	Vouchers Issued	Vouchers Redeemed	Redemption Rate
Bexley	77	56	73%	78	57	73%	54	36	67%	46	19	41%
Camden	107	86	80%	88	68	77%	87	65	75%	73	48	66%

- Feedback from parents and Camden Council of reusable nappy scheme
 - Will ask RNfL for an update re residents.
 - In terms of the council we are happy with the service, it meets many of the councils objectives in terms of Sustainability, re-use and waste minimisation.
 - RNfL is a well-run organisation with good support networks, well produced annual reports and regular meetings.
 - Users of the scheme has slightly declined over the last few years but still good uptake in relation to the level of promotion/events we have the capacity to manage.
 - The reduction in vouchers requested is not particular to Camden, all the participants in the London group have experienced similar trends.
- Experience of trialling the nappy recycle service.
 - 90% satisfaction with service from residents
 - A trail to test technology
 - We stored the nappy collection electric vehicle and collection containers
 - Only a trail
 - Good experience working with company
 - Intended that nappies would be recycled eventually but London recycling plant not yet available.
 - Has potential if all things in place

[REDACTED]
Senior Environmental Services Officer

Telephone: [REDACTED]

From: [REDACTED]
Sent: 26 April 2018 16:01
To: [REDACTED]; [REDACTED]
Subject: Re: London Assembly Environment Committee - Nappies and Period Products

Dear [REDACTED]

[REDACTED].

The new waste management service, running since 1st April 2017, introduced a limit on the volume of general waste (ie non-recyclable rubbish) residents can dispose of, as well as a reduced frequency of general waste collections. The nappy bag collection service has been designed to help those residents who have children under the age of two and a half or produce incontinence waste to comply with the limit.

The nappy bags we collect are disposed of with the general waste stream and I am afraid we do not have data concerning the tonnage of nappy/sanitary waste disposed of, but I will ask our analyst team and get back to you on this.

As far as the incentive vouchers for the reusable nappies are concerned, I have copied in James Dunlop, Camden Council's Senior Environmental Services Officer, who might be able to point you in the right direction.

Kind regards,

[REDACTED]

[REDACTED]

Communications, Education and Outreach Officer

United Kingdom

[REDACTED]

 Please consider the environment before printing this e-mail
www.veolia.co.uk

Real Nappies for London¹⁶

Dear [REDACTED]

[REDACTED]

To touch on a few items we discussed earlier on the phone:

- Wet wipe alternatives - I think it would be useful to mention in the report that there are reusable wet wipes available as an alternative to single-use wet wipes. [Cheeky wipes](#) are an example.
- The estimated 10,903 tonnes of disposable nappy waste diverted through the RNfL scheme is over the period 2007 – 2017. I added the tonnage diversion figure, 6,962 from our first paper (2007-2012) and the tonnage diversion figure, 3,941 from Charles Warner’s conference paper, our third paper (2012 – 2017). Papers are attached for referencing.
- To note, the second paper “Contribution of 'Real Nappies for London' to Local Authority Waste Prevention - 2012-2016 in the Journal: *Waste and Resource Management; Volume 170 Issue 3+4, November, 2017, pp. 119-127*” has been awarded the Institution of Civil Engineers [Telford Premium Award](#). The award ceremony will be in October 2018 and this journal is free-to-all to read.
- You asked for figures to strengthen the point that reusable nappies are becoming increasingly popular. I will get back to Steve on that action.
- I have received high quality pictures of reusable nappies from both Totbots and Bambino Mio, UK reusable nappy manufacturers. It is best that I send them via We Transfer as the files are large. Who would be best to send this link to?
- It would be good for me to connect with Lisa Lam in the upcoming weeks to discuss potential press releases.

[REDACTED]

[REDACTED] if you have any questions or need anything from me at any point to assist with final completion of the report, please get in touch.

Kind regards,

Real Nappies for London



¹⁶ Three articles were attached to this email: *The 'Real Nappies for London' Scheme 2007- 2012: Key Findings to Drive a Future Waste Prevention Agenda Through Landfill Reduction, Contribution of 'Real Nappies for London' to local authority waste prevention – 2012–2016* and *The 'Real Nappies for London' Scheme - Waste Prevention and Wider Social Benefits - 2012-2017*

Real Nappies for London - Information about nappy schemes in London

Area	Borough	Scheme	
South London Waste Partnership	Sutton	Cashback	
Unitary Authority	City of London	Cashback	
North London Waste Authority	Barnet	Cashback	
North London Waste Authority	Enfield	Cashback	
Unitary Authority	Westminster	Cashback for Nappy Laundry Washing Service	
West London Waste Authority	Brent	Washable Nappy Pack (Hire)	
West London Waste Authority	Ealing	Washable Nappy Pack (Hire)	
West London Waste Authority	Harrow	Washable Nappy Pack (Hire)	
West London Waste Authority	Hillingdon	Washable Nappy Pack (Hire)	
West London Waste Authority	Hounslow	Washable Nappy Pack (Hire)	
West London Waste Authority	Richmond upon Thames	Washable Nappy Pack (Hire)	
East London Waste Authority	Barking and Dagenham	No Scheme	
Unitary Authority	Greenwich	No Scheme	
South London Waste Partnership	Kingston upon Thames	No scheme	
Unitary Authority	Lewisham	No scheme	
South London Waste Partnership	Merton	No scheme	
East London Waste Authority	Newham	No scheme	
Unitary Authority	Tower Hamlets	No Scheme	
Unitary Authority	Bromley	No scheme	
Western Riverside Waste Authority	Wandsworth	No Scheme	
South London Waste Partnership	Croydon	No scheme	
Western Riverside Waste Authority	Hammersmith and Fulham	Real nappy voucher	
Western Riverside Waste Authority	Kensington and Chelsea	Real nappy voucher	
Unitary Authority	Bexley	RNfL Voucher Scheme	Real Nappies for London
North London Waste Authority	Camden	RNfL Voucher Scheme	Real Nappies for London

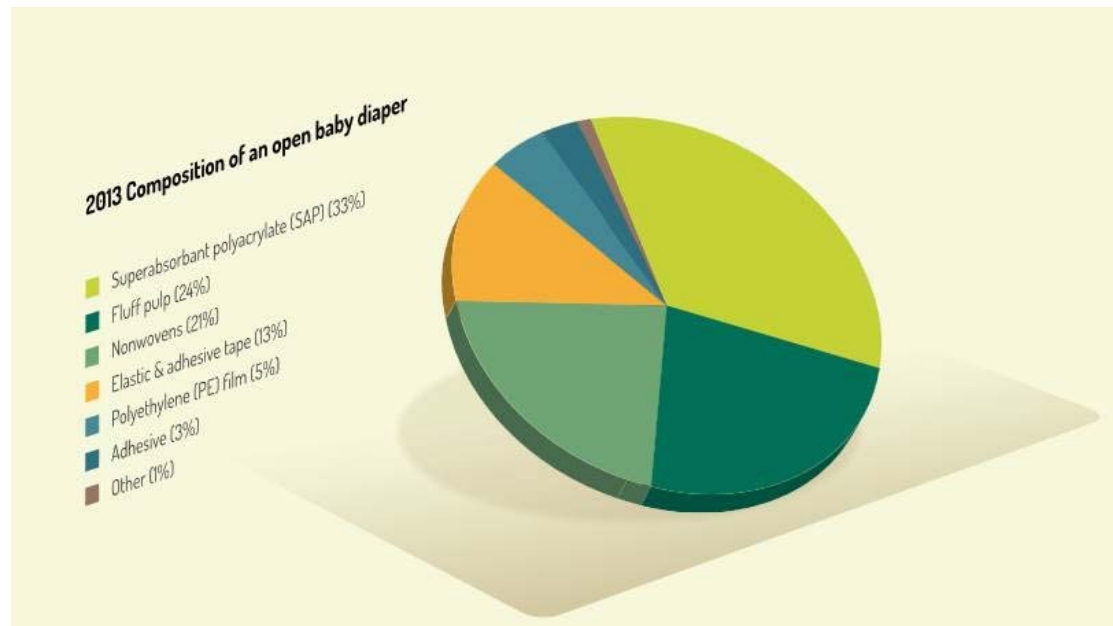
North London Waste Authority	Hackney	RNfL Voucher Scheme	Real Nappies for London
North London Waste Authority	Haringey	RNfL Voucher Scheme	Real Nappies for London
North London Waste Authority	Islington	RNfL Voucher Scheme	Real Nappies for London
Western Riverside Waste Authority	Lambeth	RNfL Voucher Scheme	Real Nappies for London
North London Waste Authority	Waltham Forest	RNfL Voucher Scheme	Real Nappies for London
East London Waste Authority	Redbridge	Trial Kit (parents get to keep kit)	
Unitary Authority	Southwark	Trial Kit (parents get to keep kit)	
East London Waste Authority	Havering	Trial Kit (parents get to keep kit)	

Real Nappies for London evidence...contintued

Hi [REDACTED]

Good to hear from you. I took a nappy plastic content estimate from the EDANA Sustainability Report 2014-2015 (Diagram on page 33):

https://www.edana.org/docs/default-source/default-document-library/edana-sustainability-report_2014-2015.pdf. I would say single-use nappies contain at least 50% plastic.



The exact percentage is not easily found online. Maybe the exact percentage is something [REDACTED] ahpma could help with?

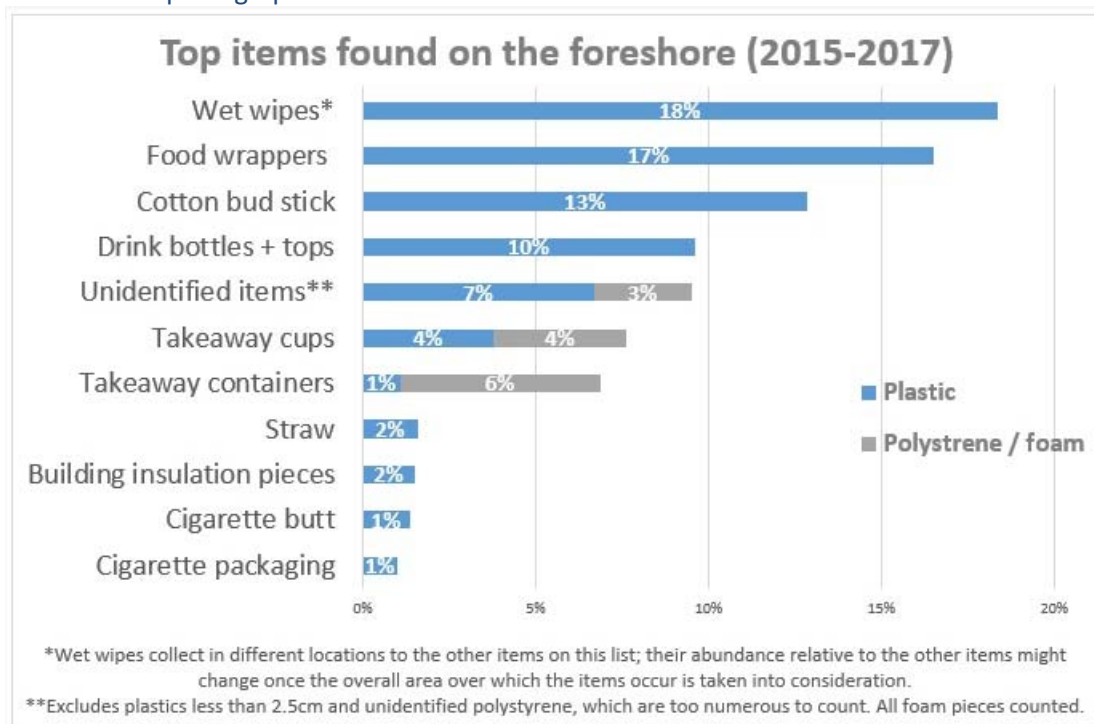
How is the report going?

All the best,

[REDACTED]

Thames 21 correspondence

Here is the top ten graph.



On our two big wet wipe counts, in 2017 and 2018 on the same location (Hammersmith Bridge, Barnes), we have counted 9,977 individual wet wipes. Overall on that one site since January 2018, we have been to that site 11 times to do clean-ups and removed 1,533 bin bags (at approximately 80 wipes per bag would give us a total of 122,000 wet wipes), yet Thames21 staff who know the site well say this has made no noticeable difference to the appearance of the site; nor has there been any perception other than these clean-ups have done nothing other than scratch the surface (literally) of the total number of wet wipes at this site.

This site is just one of at least 5 sites on the Thames in west London that have this issue.

Let me know if you need anything else

Best

[Redacted]

Communications and Campaigns Officer

Thames21

[Redacted]

We are crowdfunding!

Save your rivers from plastic & give them a voice that cannot be ignored by joining the movement:

www.crowdfunder.co.uk/stop-rivers-choking-on-plastic-save-them-now

Thames Water evidence

Hi [REDACTED]

I'll double check the first two for you but can confirm the £12m figure is correct.

Kind regards

[REDACTED]

Sent from my Windows Phone

From: [REDACTED]
Sent: 18/07/2018 11:40
To: [REDACTED]
Subject: RE: Unflushables report

Hi [REDACTED]

[REDACTED]

[REDACTED].

Would you also be able to confirm the following data for me:

- Thames Water removes 30 tonnes of unflushable material every day from just one of its sites.
- Thames Water unclogs five house blockages a day from London's sewers – a 30 per cent increase from last year.
- Sewer blockages cost Thames Water £12 million a year.

Many thanks,

[REDACTED]

Thames Water evidence continued

Blockage clearance FROM 01/04/2012 to 13/07/2018									
District	2012			2013			2014		
	FAT/GREASE	PAPER/RAG eg. Wipes and sanitary	Others	FAT/GREASE	PAPER/RAG eg. Wipes and sanitary	Others	FAT/GREASE	PAPER/RAG eg. Wipes and sanitary	Others
Barking and Dagenham London Boro	1003	560	97	1105	940	164	1028	940	122
Barnet London Boro	483	495	314	576	813	324	576	897	294
Bexley London Boro	801	1005	277	938	1743	579	816	1916	365
Brent London Boro	936	354	206	1112	721	267	1208	765	217
Bromley London Boro	381	672	315	487	883	356	530	1092	309
Camden London Boro	48	68	56	85	122	51	110	125	48
City and County of the City of London		1		1	8	1	4	6	3
City of Westminster London Boro	93	32	51	62	63	59	74	116	37
Croydon London Boro	509	598	194	635	1072	280	597	1001	286
Ealing London Boro	1262	362	248	915	864	302	1140	796	267
Enfield London Boro	699	643	241	840	948	304	876	1011	335
Greenwich London Boro	314	254	108	376	445	181	334	605	144
Hackney London Boro	108	255	88	131	408	79	180	448	80
Hammersmith and Fulham London Boro	164	59	57	104	119	80	131	195	65
Haringey London Boro	223	253	132	264	479	164	245	427	161
Harrow London Boro	948	339	219	1117	593	242	1043	778	220
Havering London Boro	579	1301	190	663	1809	279	657	1691	279
Hillingdon London Boro	1263	630	293	1019	1244	261	1010	1127	250
Hounslow London Boro	975	619	282	1134	1082	326	1249	947	271
Islington London Boro	50	78	58	74	135	37	73	131	36
Kensington and Chelsea London Boro	71	31	39	41	57	50	68	133	43
Kingston upon Thames London Boro	429	298	172	497	617	216	380	596	168
Lambeth London Boro	218	219	106	279	399	149	270	360	146
Lewisham London Boro	338	307	108	417	432	214	351	555	148
Merton London Boro	527	322	159	698	551	199	667	622	201
Newham London Boro	709	709	177	770	1138	175	1023	948	140
Redbridge London Boro	928	621	197	965	928	226	897	958	197
Richmond upon Thames London Boro	445	435	252	490	732	257	538	700	264
Southwark London Boro	152	133	62	208	244	135	171	277	112
Sutton London Boro	340	318	174	425	673	186	371	560	139
Tower Hamlets London Boro	106	145	25	110	178	29	144	183	43
Waltham Forest London Boro	362	683	158	427	1027	197	567	914	186
Wandsworth London Boro	196	249	105	231	374	122	285	304	160
Grand Total	15660	13048	5160	17196	21841	6491	17613	22124	5736

Blockage clearance FROM 01/04/2012 to 13/07/2018													
District	2015			2016			2017			2018			Grand Total
	FAT/GREAS E	PAPER/RAG eg. Wipes and sanitary	Other s	FAT/GREAS E	PAPER/RAG eg. Wipes and sanitary	Other s	FAT/GREAS E	PAPER/RAG eg. Wipes and sanitary	Other s	FAT/GREAS E	PAPER/RAG eg. Wipes and sanitary	Other s	
Barking and Dagenham London Boro	897	1072	157	702	1169	155	759	1063	127	387	721	83	13251
Barnet London Boro	563	1081	360	386	970	266	464	1009	289	286	573	154	11173
Bexley London Boro	1069	1838	338	1031	1732	363	820	1618	331	522	861	188	19151
Brent London Boro	1201	825	223	987	1065	282	1199	926	231	706	426	168	14025
Bromley London Boro	577	1291	276	449	1212	290	422	1082	298	233	635	182	11972
Camden London Boro	81	135	44	92	130	60	76	101	34	56	49	24	1595
City and County of the City of London	3	7	2	3	11	1	4	6	4	2	7	1	75
City of Westminster London Boro	98	109	52	105	115	41	95	117	40	66	53	32	1510
Croydon London Boro	476	1184	252	558	1224	236	526	1231	231	319	759	163	12331
Ealing London Boro	1226	829	272	1181	778	263	1178	708	217	672	506	134	14120
Enfield London Boro	694	1355	392	653	1431	297	587	1578	308	328	1008	159	14687
Greenwich London Boro	417	523	133	378	577	169	320	516	153	264	186	97	6494
Hackney London Boro	178	438	111	148	367	110	159	362	89	65	247	56	4107
Hammersmith and Fulham London Boro	219	226	78	178	186	74	153	178	62	87	103	60	2578
Haringey London Boro	255	482	164	238	523	143	198	591	127	125	365	93	5652
Harrow London Boro	1012	815	226	945	1079	280	976	843	233	581	491	148	13128
Havering London Boro	582	2050	320	543	1967	304	462	1790	275	299	1062	206	17308
Hillingdon London Boro	1071	1192	275	956	1160	244	1118	1144	264	618	714	167	16020
Hounslow London Boro	1312	973	280	1215	1091	289	1300	1044	220	775	583	145	16112
Islington London Boro	69	181	53	48	143	43	52	163	46	29	97	19	1615
Kensington and Chelsea London Boro	96	99	51	84	85	49	74	110	47	57	61	22	1368
Kingston upon Thames London Boro	378	682	181	447	699	199	481	640	173	247	349	111	7960
Lambeth London Boro	269	470	126	252	499	120	298	396	113	182	205	89	5165
Lewisham London Boro	385	564	154	364	579	141	402	452	163	238	267	104	6683
Merton London Boro	555	740	159	565	718	185	566	585	196	315	375	99	9004
Newham London Boro	898	930	203	633	1074	241	609	1271	212	349	729	119	13057
Redbridge London Boro	879	1098	267	731	1124	274	645	1248	265	326	778	163	13715
Richmond upon Thames London Boro	639	673	232	513	705	271	575	733	206	304	377	116	9457
Southwark London Boro	206	307	85	209	332	78	185	282	110	131	166	65	3650
Sutton London Boro	286	643	186	293	632	182	358	593	148	204	392	147	7250
Tower Hamlets London Boro	185	217	71	150	243	45	132	265	52	69	116	25	2533
Waltham Forest London Boro	567	886	218	420	983	193	319	995	179	177	602	129	10189
Wandsworth London Boro	239	462	149	234	481	130	238	411	134	144	242	90	4980
Grand Total	17582	24377	6090	15691	25084	6018	15750	24051	5577	9163	14105	3558	291915

Submitted Evidence

EDANA information

For obvious reasons of copyright, I cannot give a whole series of data, but here is the same table for 2012.

2012		million units
Wet Wipes	Personal Wipes	9,020.1
	of which Baby Wipes	7,219.0
	Impregnated Wet Wipes (mainly household)	1,231.8
Femcare	Tampons	961.6
	Pantyliners	1,469.0
Baby	Nappies/Diapers/Pants	3,655.5
Adult	Adult Incontinence (Retail)	784.9

Regards,
edana

From: [REDACTED]
Sent: 11 July 2018 14:35
To: [REDACTED]
Cc: [REDACTED]

Subject: RE: UK sale numbers

Hi [REDACTED]

Please see below retail sales 2017 data for UK.
It's important to mention these are not EDANA numbers, but data we buy from a market research company.

2017		million units	GBP million
Wet Wipes	Personal Wipes	10,053.6	361.8
	of which Baby Wipes	7,964.0	208.3
	Impregnated Wet Wipes (mainly household)	1,551.4	77.9
Femcare	Tampons	911.8	100.3
	Pantyliners	1,514.2	64.7
Baby	Nappies/Diapers/Pants	3,969.3	731.7
Adult	Adult Incontinence (Retail)	1,162.1	198.7

Hope this will help.
Regards,
[REDACTED]

edana

love
every
drop.



anglianwater

FOG and un-flushables Peterborough pilot

Pre and post research findings

September 2011

Purpose

Outcome

- To outline the **findings** of quantitative research and **understand** if informing domestic consumers and FSE's in Peterborough about waste and FOG disposal has influenced behaviour

Focus

- Review pre and post tracking results:
 - **waste disposal behaviour**
 - **attitudes toward blockages**
 - **concern, experience and knowledge**
- Assess **reactions to the campaign**
- Evaluate **how communications performed**

Part 1 - Domestic

research objectives

- to understand behaviour around FOG and un-flushable waste (what is disposed of to sewer, where, how often)
- to understand reasons for disposing of waste in this way
- to assess levels of awareness of the pilot campaign activity and reactions to key messages and materials
- to identify shifts in attitudes, knowledge and concern following pilot activity

methodology and sample

- Quantitative research – on street interviews pre and post pilot activity in Peterborough
- Pre campaign:
 - 241 x 10 minute interviews conducted in-street between 10th June - 18th June 2011
- Post campaign:
 - 224 x 10 minute interviews conducted in-street between 1st August - 10th August 2011
- Sample of women aged 25-45 living in Peterborough target wards – all users of sanitary protection and/or wipes



domestic sample - detail

Age	Pre	Post	Ethnicity	Pre	Post
25-29	29%	13%	White British		76%
30-34	30%	29%	Eastern Europeans		7%
35-39	24%	45%	Asian		5%
40-45	17%	14%	Black		2%
			Mixed		1%
			Other		9%
Social Grade	Pre	Post	Housing Status	Pre	Post
ABCI	44%	48%	Owners	54%	78%
C2.DE	56%	51%	Renters	25%	7%
			Social	17%	14%
			No answer	4%	1%
Children	Pre	Post			
Yes	69%	88%			
No	31%	12%			

Base: pre:241; post:224

disposal behaviours:
baseline

Products

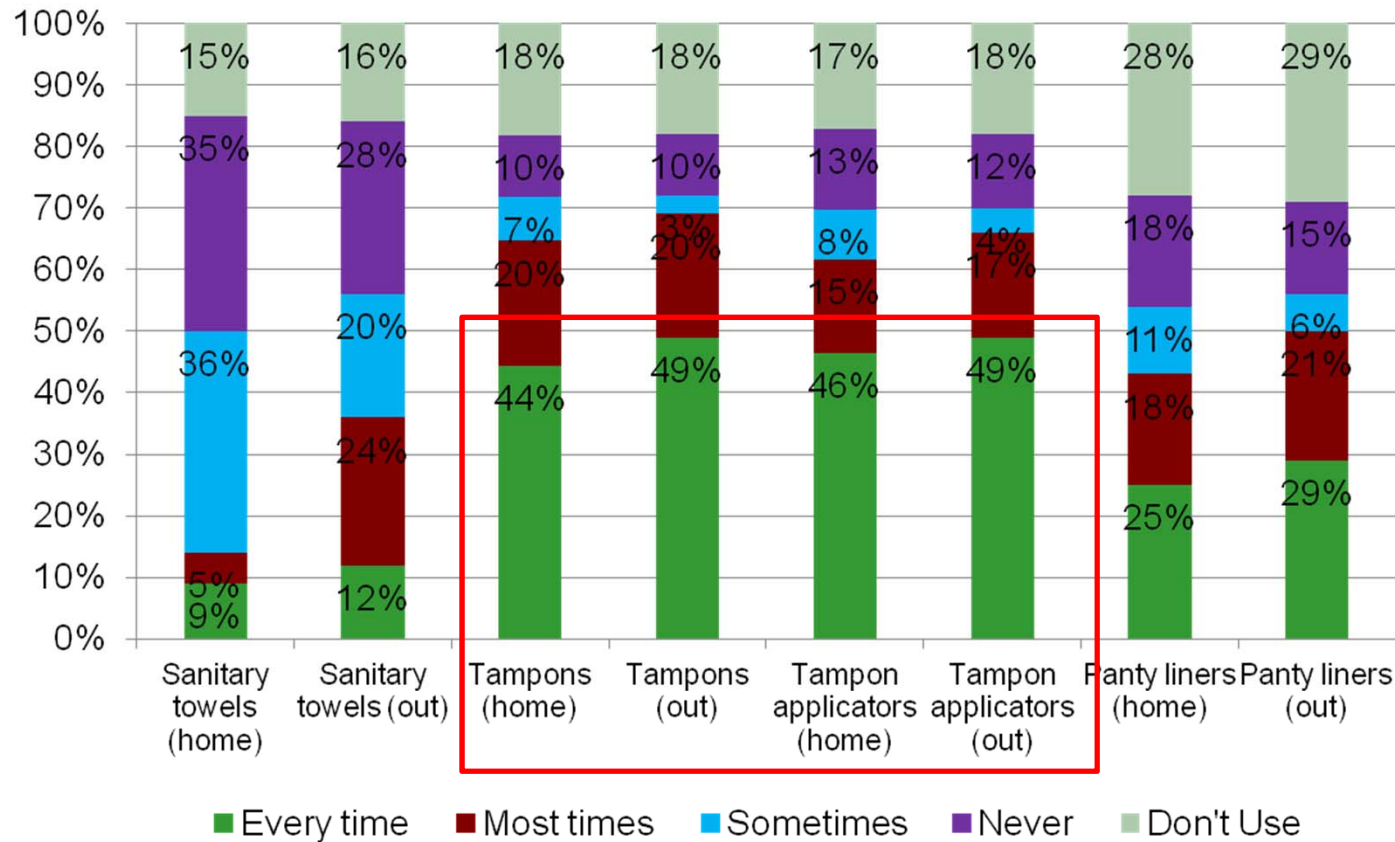
■ Non flushables

- Sanpro – sanitary towels, tampons, tampon applicators, panty liners
- Wipes – personal cleansing, household cleaning
- Other – cotton buds, nappies, tissues, moist toilet paper, plasters, condoms, medicines etc

■ FOG

- Used cooking oil
- Soups, sauces, gravy
- Milk, milkshakes, yoghurt, smoothies
- Other beverages/ alcohol etc
- Other such as left over food etc

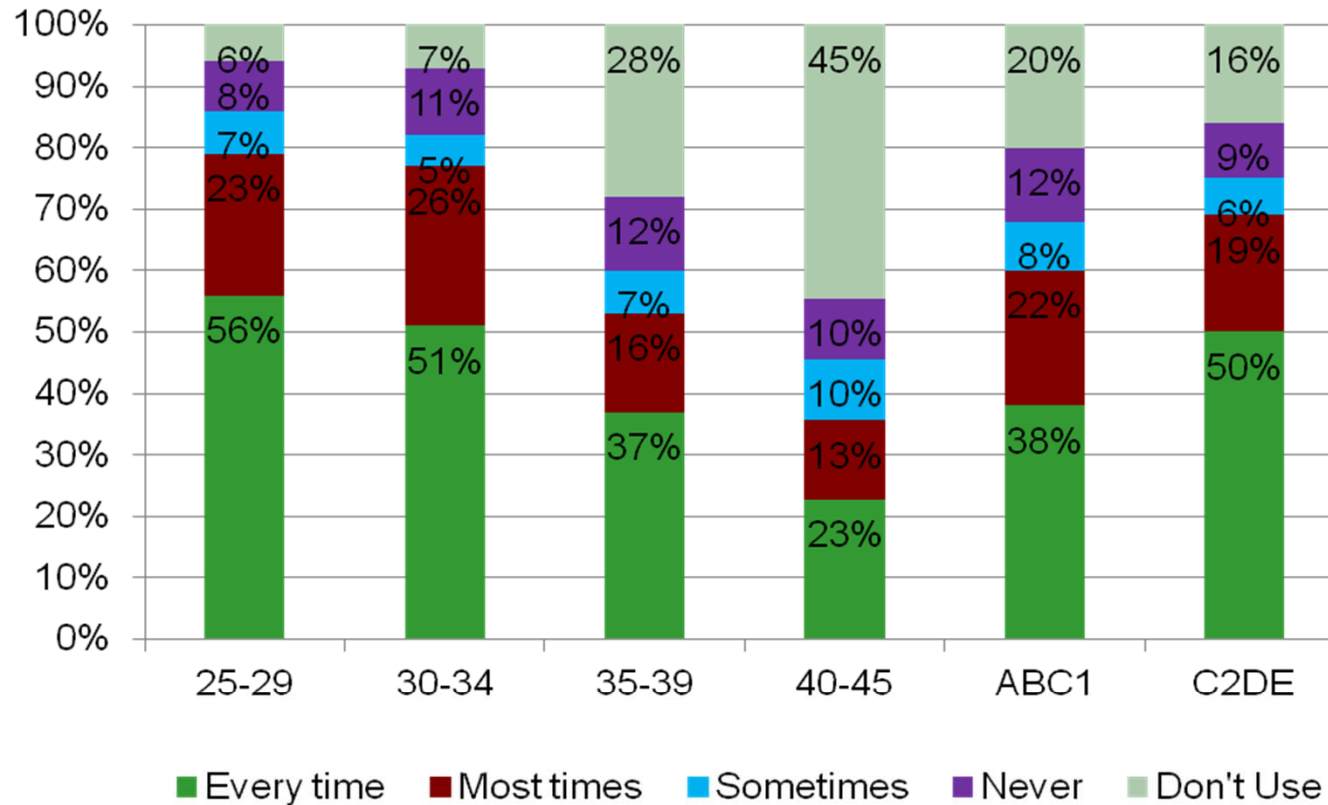
Frequency of flushing sanitary protection items



- Tampons are flushed by over **70%** of women, 2/3 every time or most times
- Panty liners are being flushed by around half of women at least sometimes
- Flushing is higher out of home for all products – especially sanitary towels where 36% flush every time/most times

Flushing tampons is highest among younger and C2DE groups

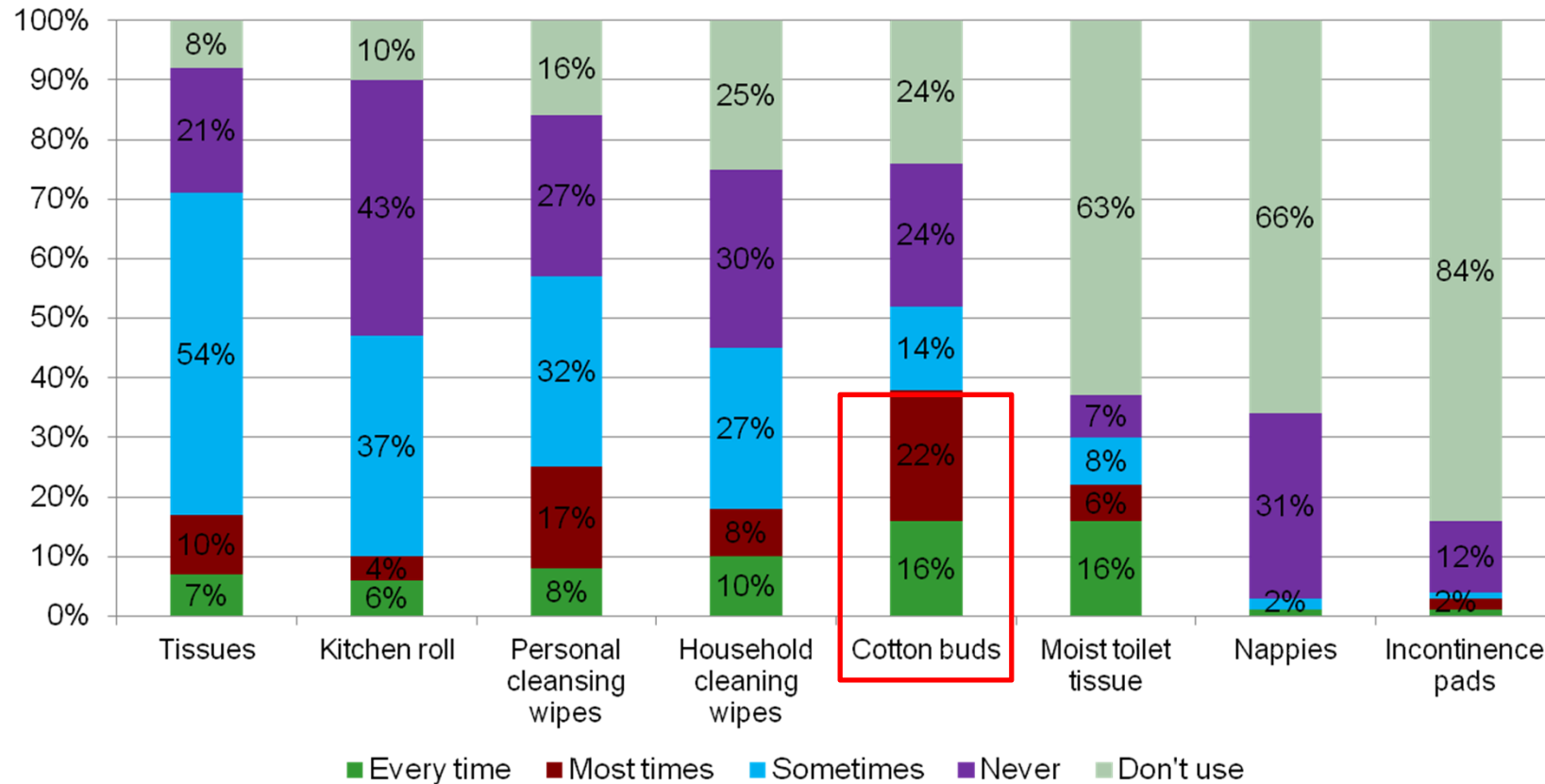
Frequency of flushing at home - Tampons



- **79% of 25-29's** are flushing tampons every time/most times
- **Half of women** in the **C2DE** social group are flushing tampons every time compared to 38% among ABC1's

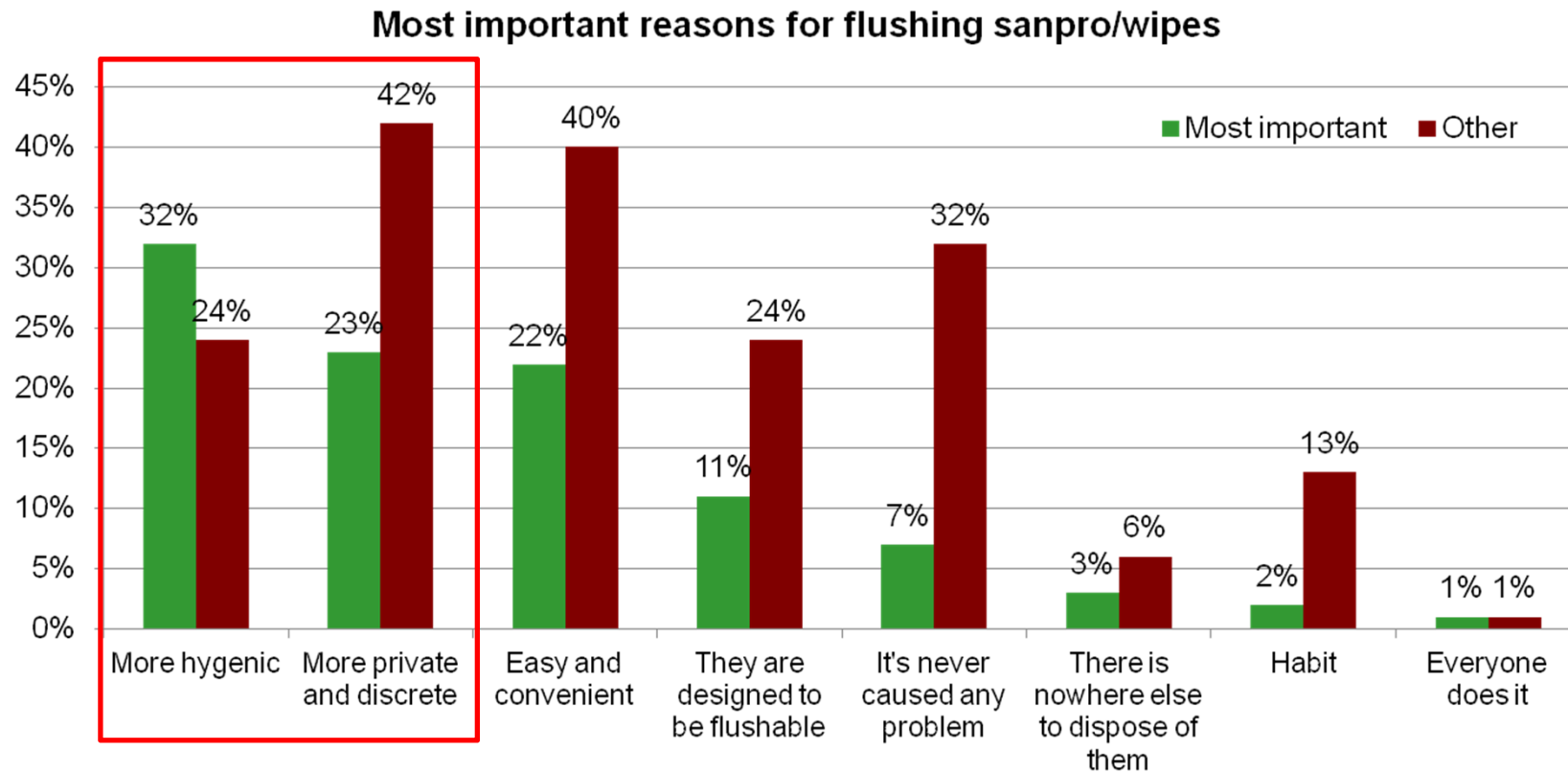
Frequency of flushing other items: cotton buds are being flushed most regularly

Frequency of flushing at home – other items



- Cotton buds are being flushed most regularly (38% every/most times), followed by personal cleansing wipes (25% every/most times)
- Tissues are flushed at least sometimes by over 70% and kitchen roll by 47%

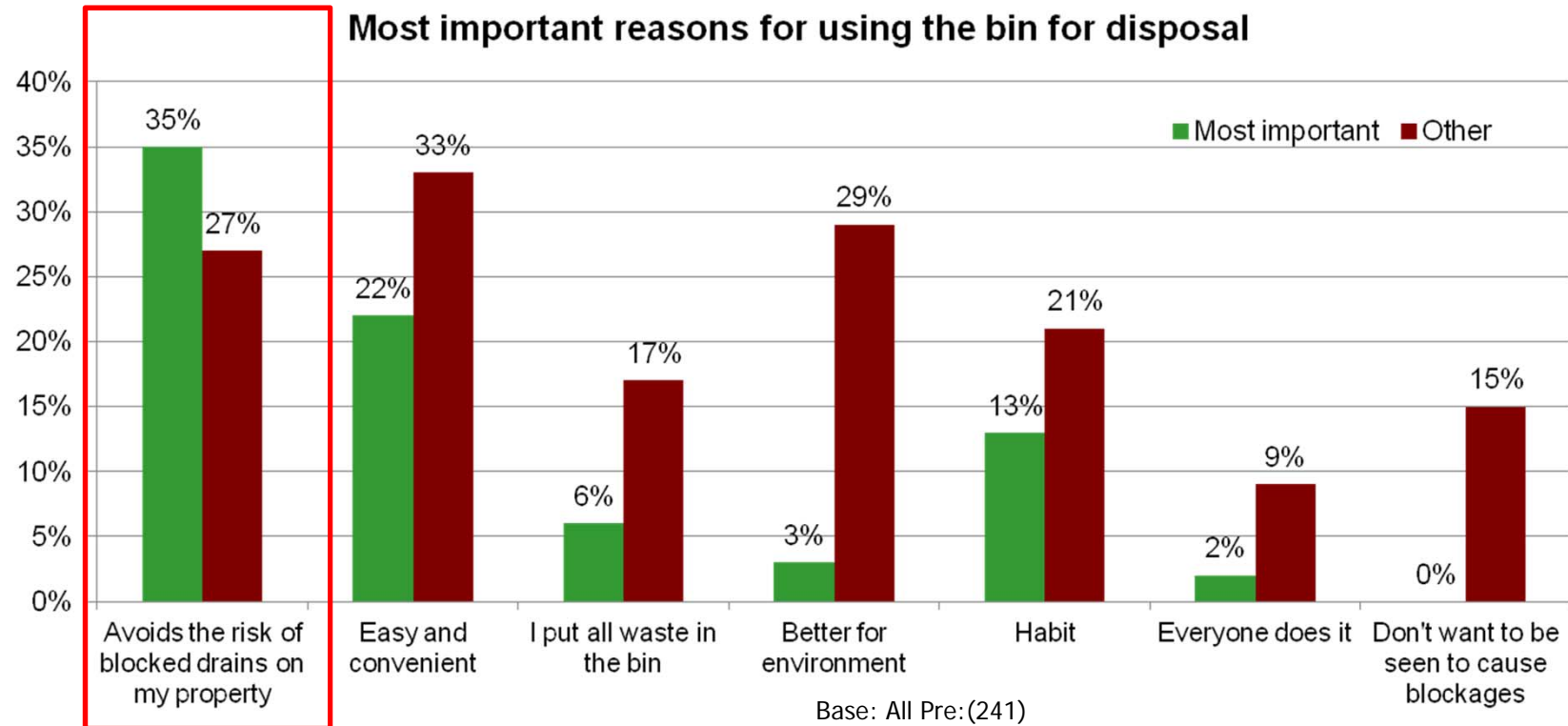
Flushing of sanitary protection and wipes seen as more hygienic, easy and discrete



Base: All Pre:(241)

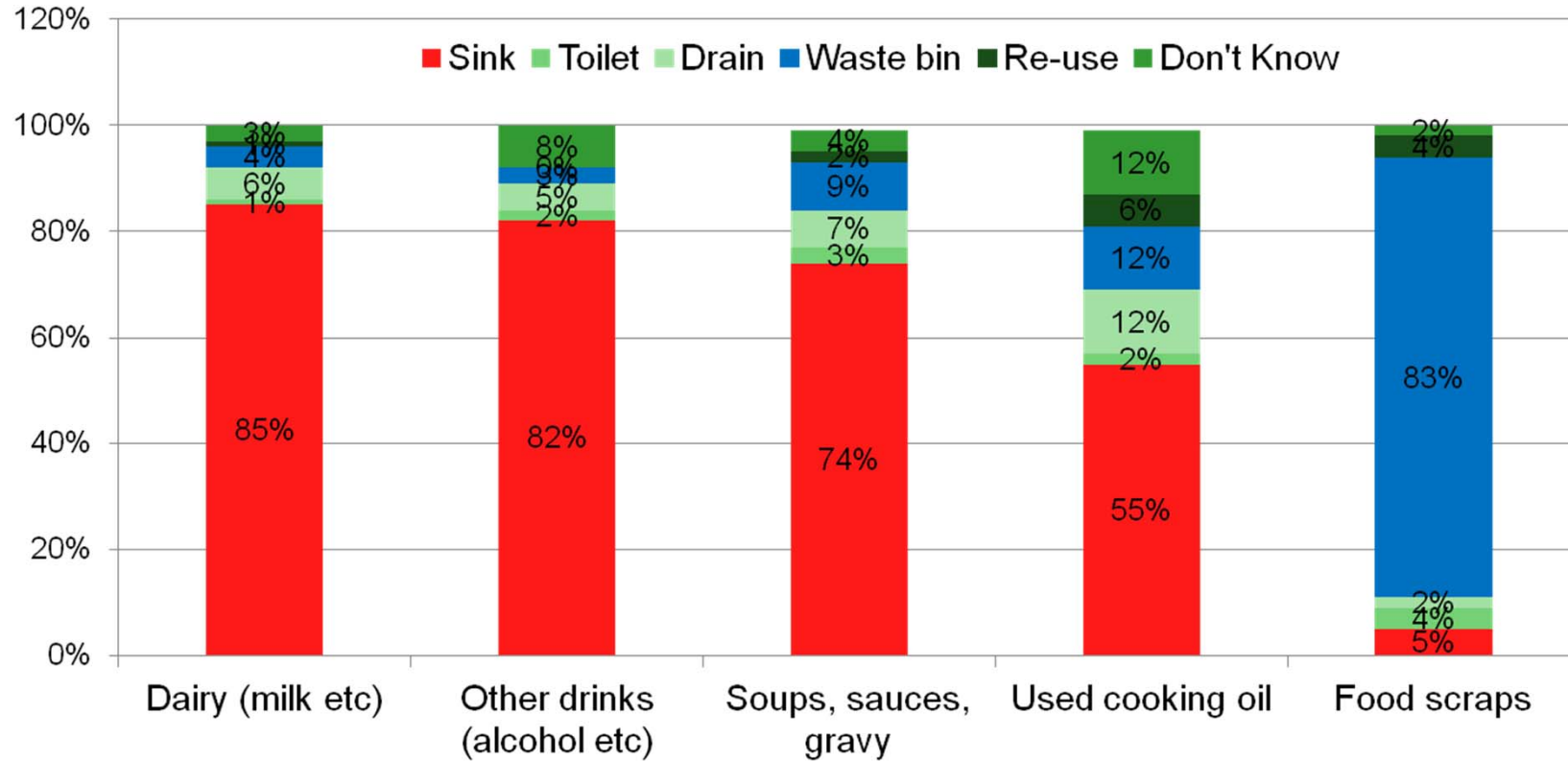
- It is notable that almost 40% say that it's never caused any problem before and a third feel that they are designed to be flushable – they see no barriers to behaviour

over a third mention avoiding blockages as the most important reason for using the bin



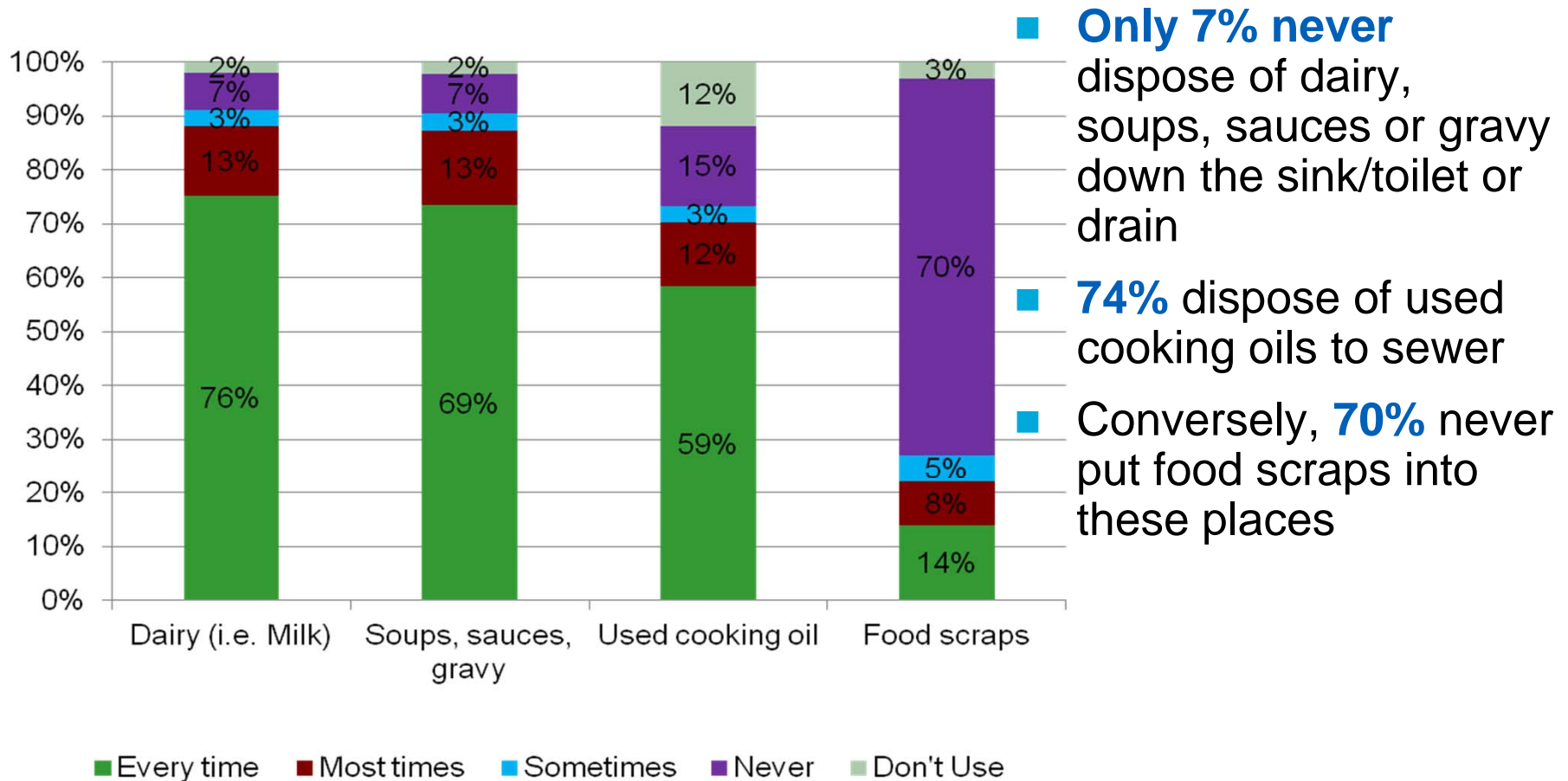
- Using the bin is easy and convenient and avoids blockages
- Better for the environment is an important secondary reason

FOG & food waste - usual disposal methods

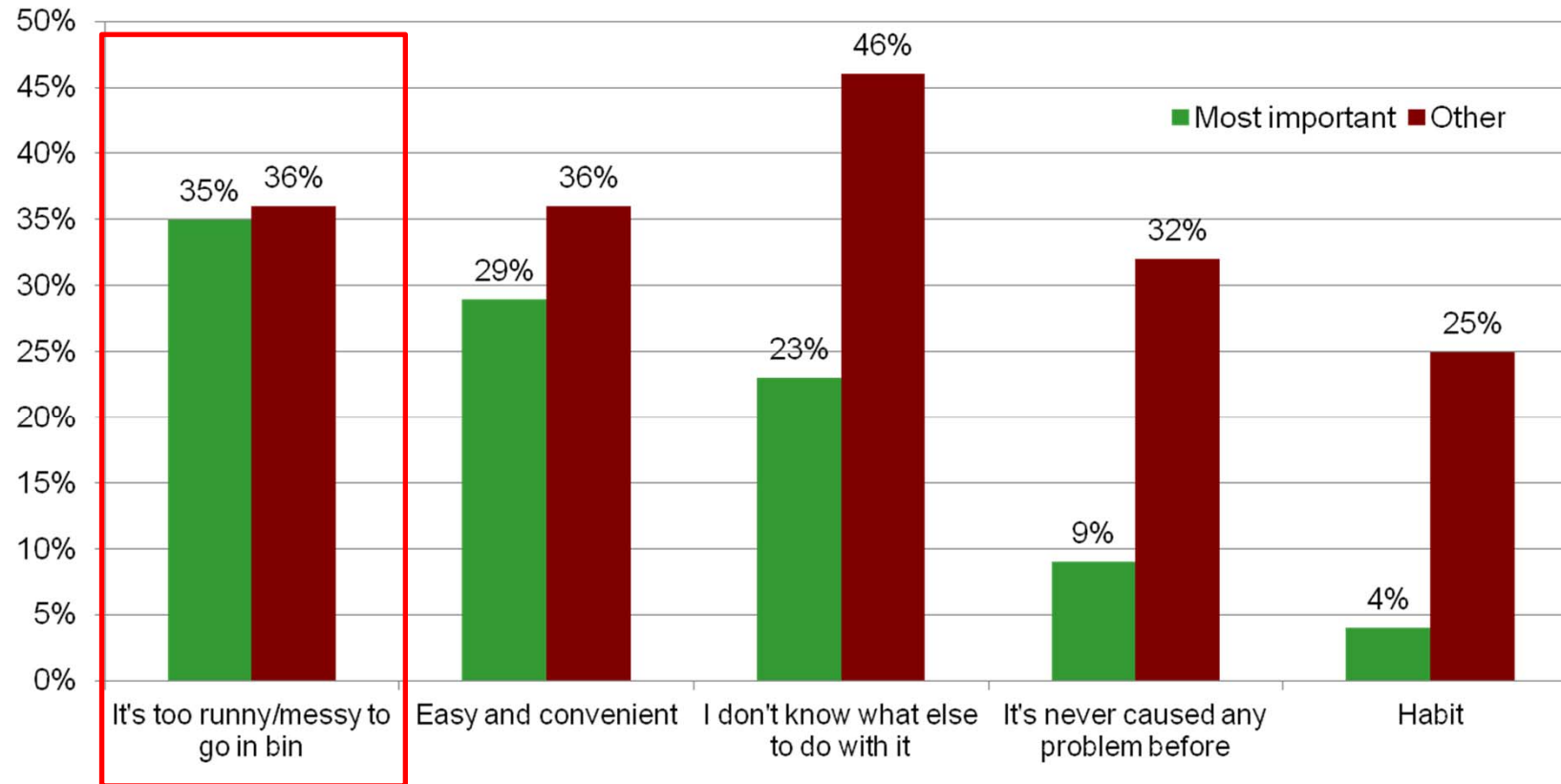


- Most FOG waste is poured down the sink, with the exception of food scraps
- **69%** are disposing of used cooking oil down the sink, toilet or drain

Frequency of FOG and food waste disposal – sink/toilet/drain

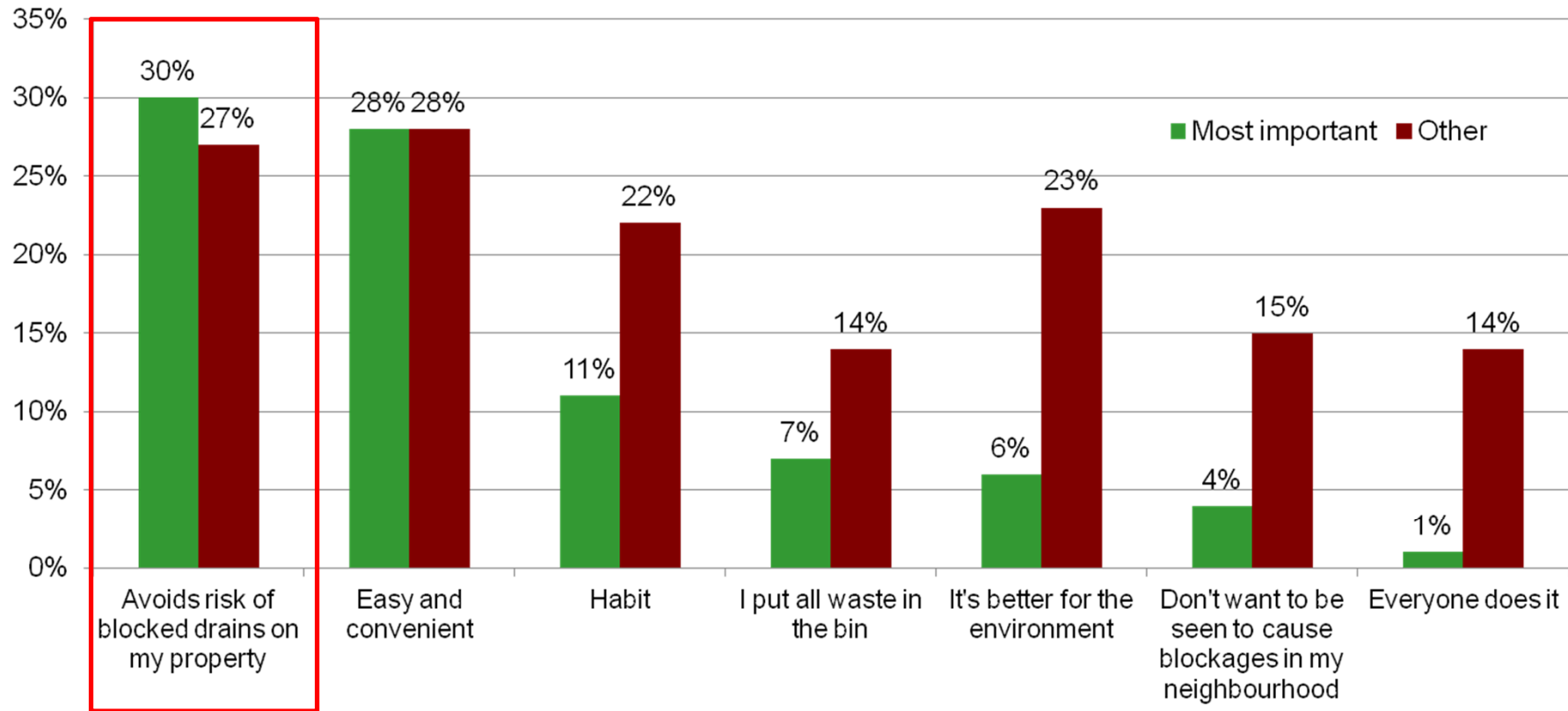


People dispose of FOG to sewer because it's messy and they don't know what else to do with it



- 71% mention the 'consistency' as a reason and 69% say they don't know what else to do with it
- Again the fact that its never caused a problem is an important secondary reason

avoiding blockages is seen as the most important reason for using the bin to dispose of FOG



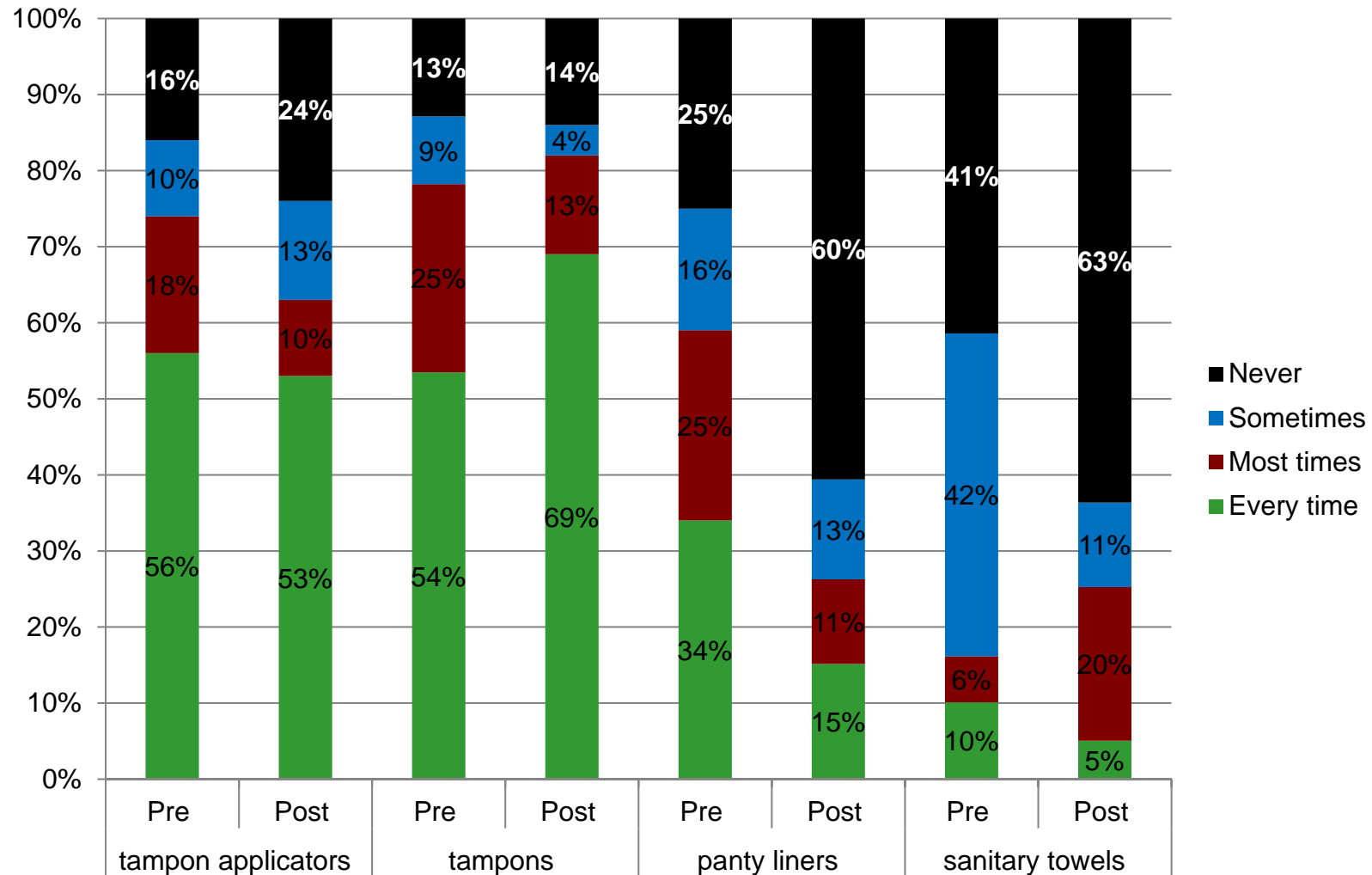
Base: All Pre:(241)

- Using the bin is driven by concern about blockages, followed by ease/ convenience
- Better for the environment is an important secondary reason

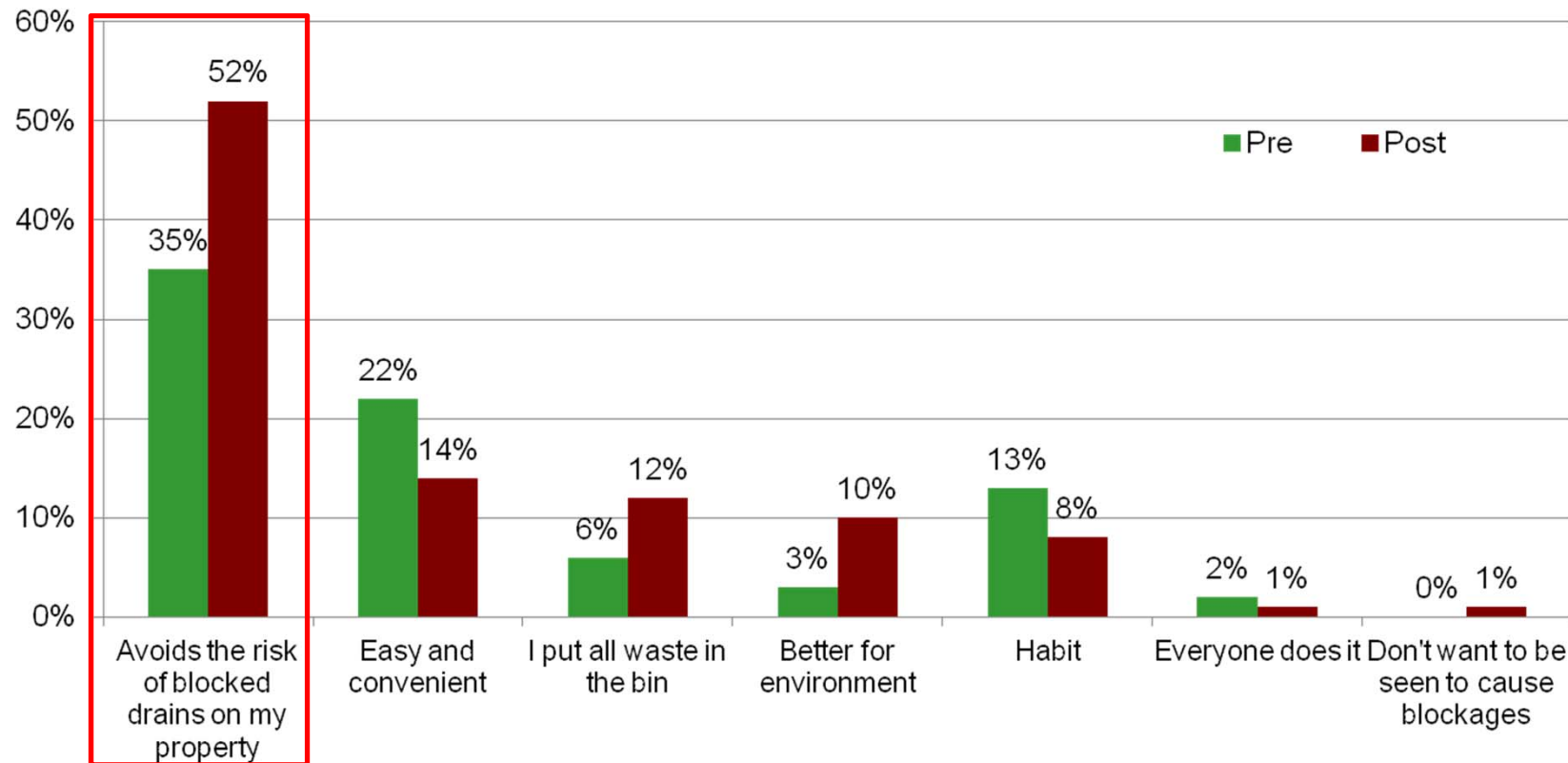
Impact – shifts in attitudes
and behaviour pre and
post campaign

People claim to flush sanitary protection less often

- Large increases in the numbers who claim they never flush sanitary towels and panty liners – tampon users are harder to shift

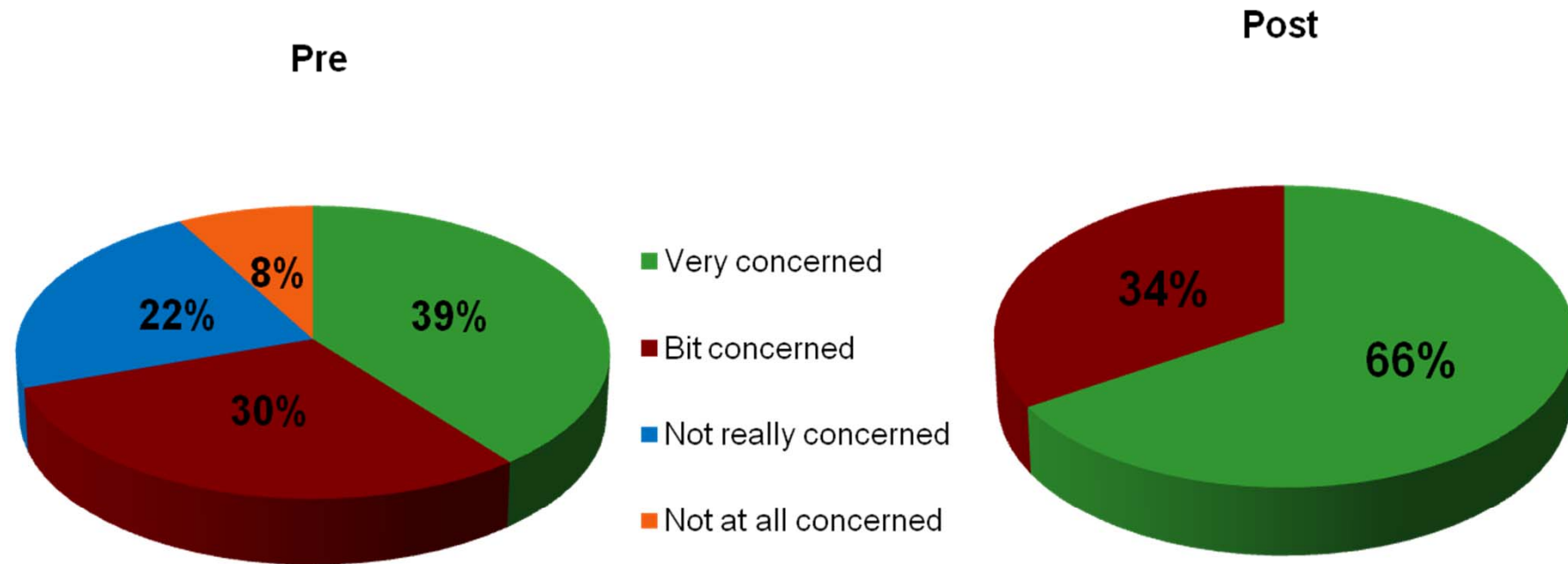


Avoiding blockages increases in importance as the main reason for using the bin to dispose of sanitary protection and wipes



- “Better for the environment” also increases as a reason for using the bin, while those saying that it’s easy and convenient decline in importance

Levels of concern about blockages increases

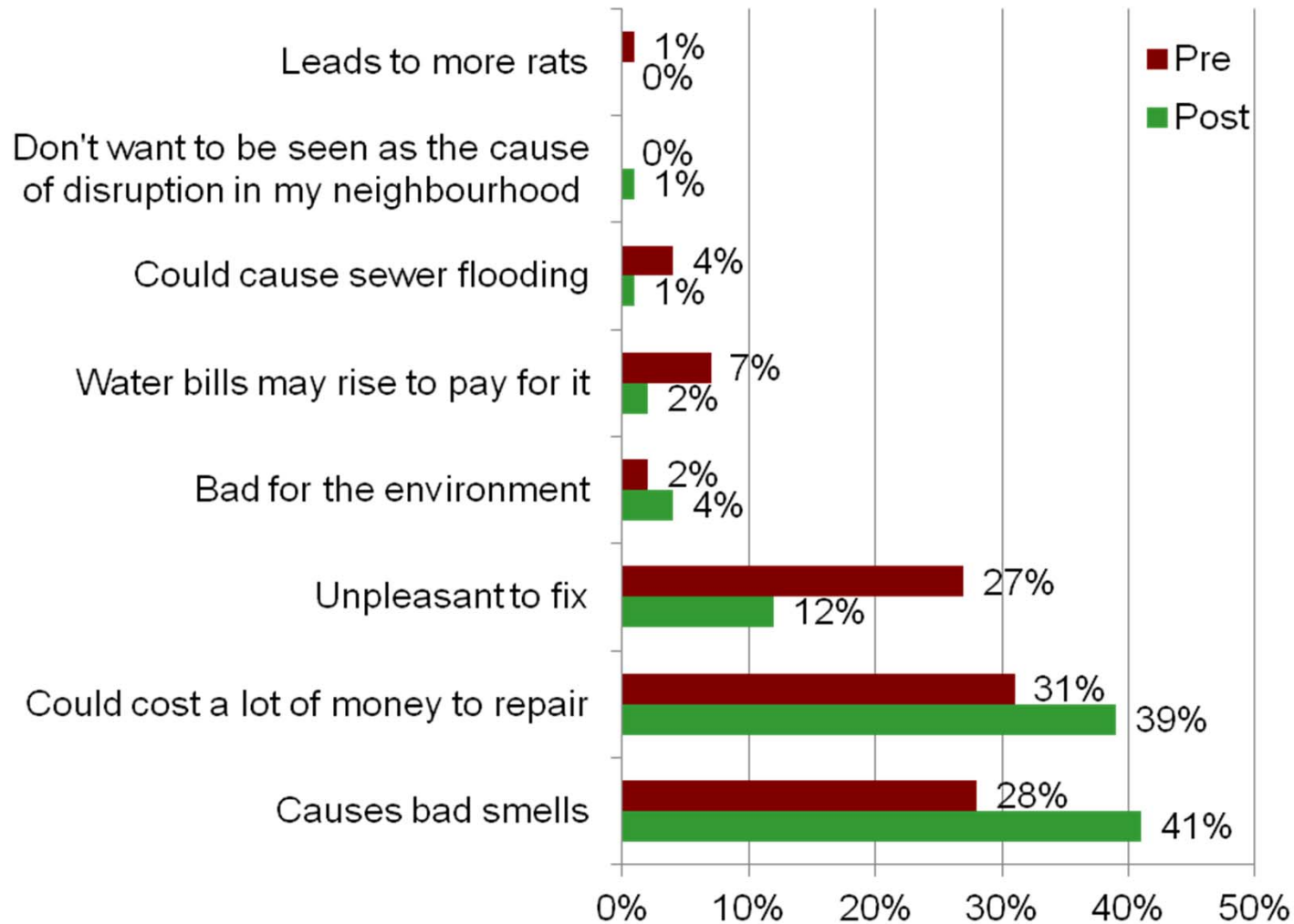


- Following the campaign, 100% say they are concerned about blockages – strong evidence of impact
- The percentage saying they are very concerned increased from 39% - 66%

Base: all pre:241; post:224

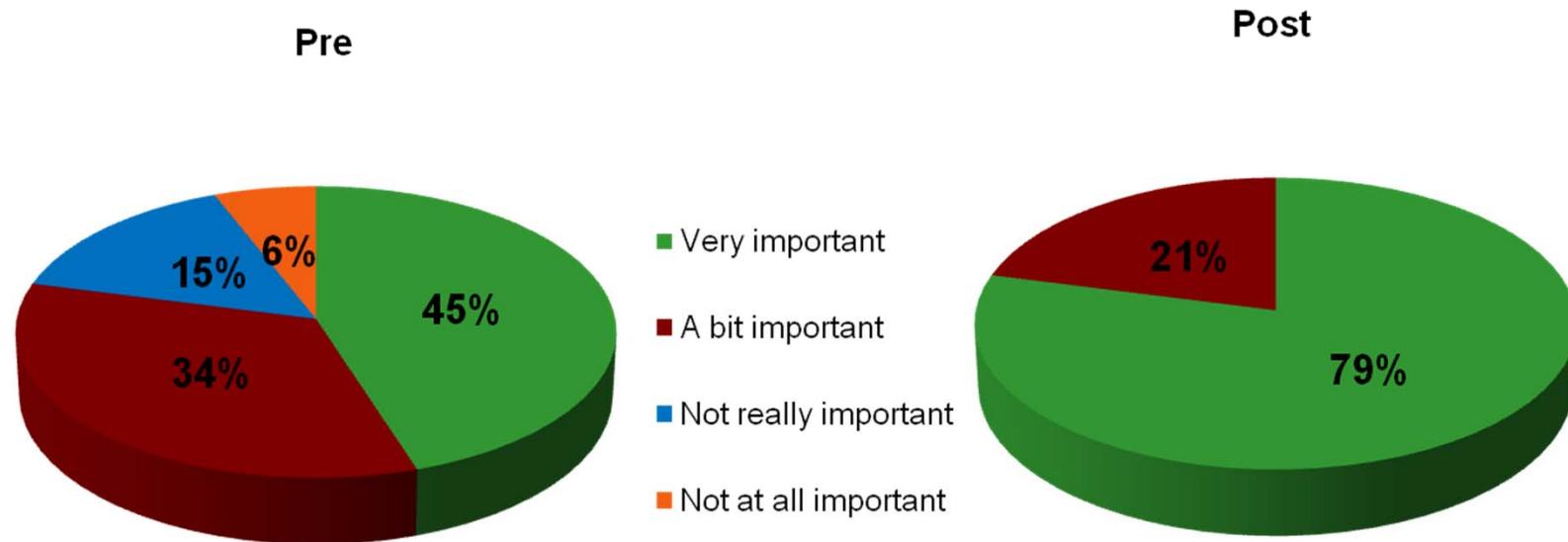
Source: Peterborough Pilot – FOG & Unflushables Survey

Reasons for concern – cost of repairs and ‘bad smells’ increase in importance



Smells and cost concerns increased significantly post campaign – a communication focus in radio and customer mailer

Dramatic increase in those who say reducing blockages is important to them

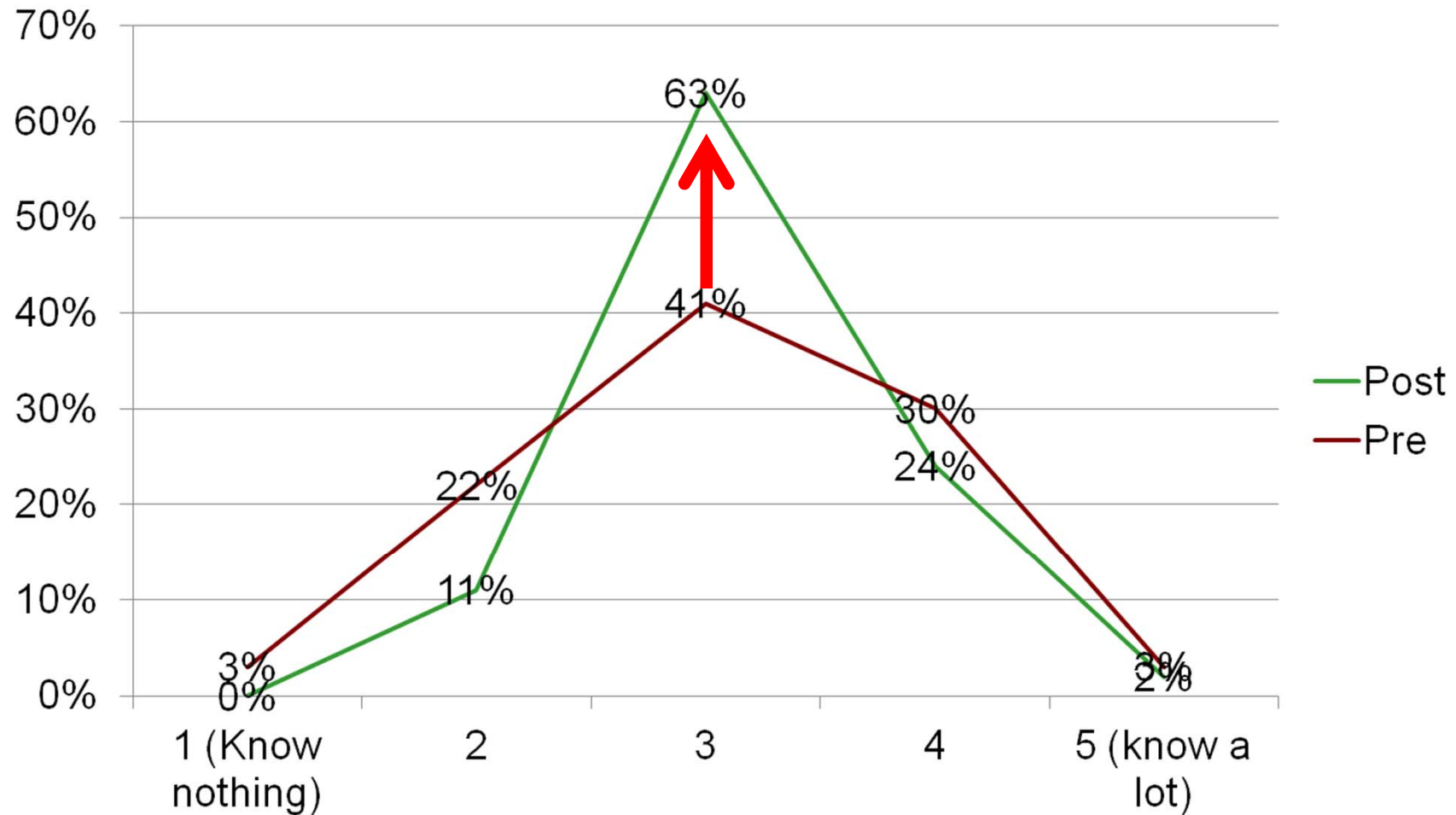


- Following the campaign **100% see reducing blockages as important to them personally**
- **79% see reducing blockages as very important** - up from 45% pre

Base: all pre:241; post:224

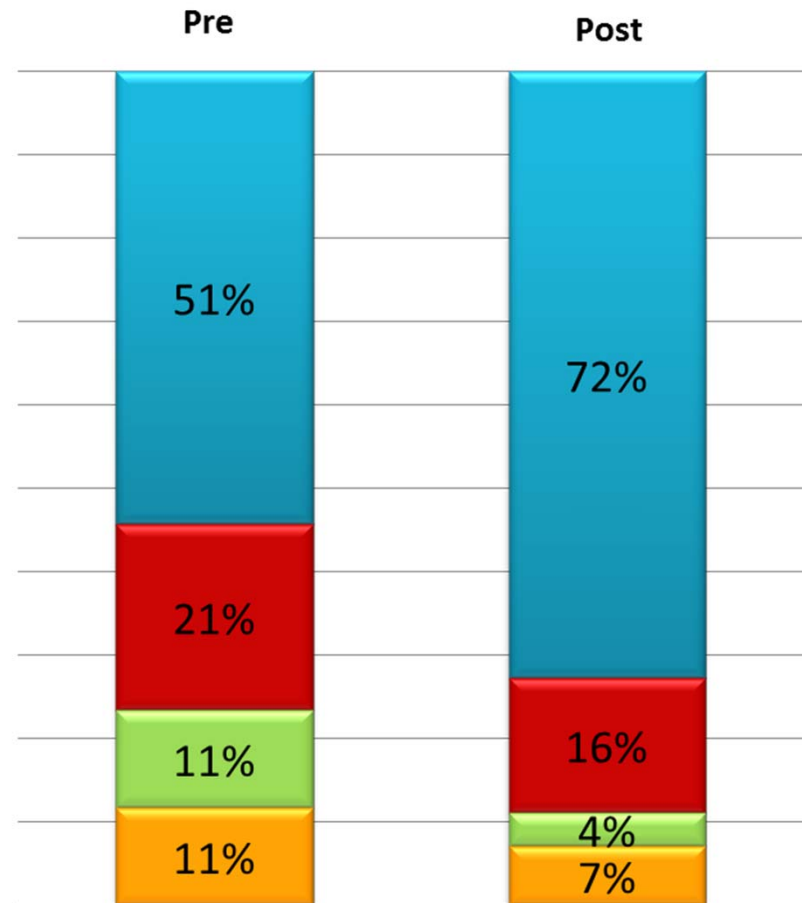
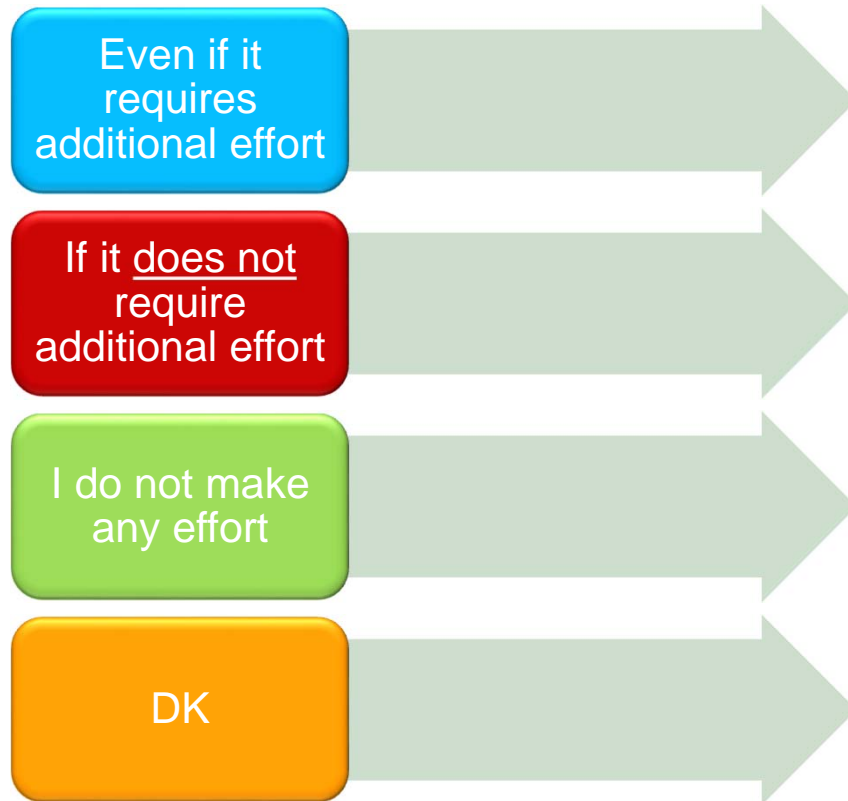
Source: Peterborough Pilot – FOG & Unflushables Survey

Knowledge of what should and should not be disposed of down sinks, toilets or drains improves



More people say they are making extra effort to dispose of unflushables and FOG in the bin

“I put this type of waste in the bin...”

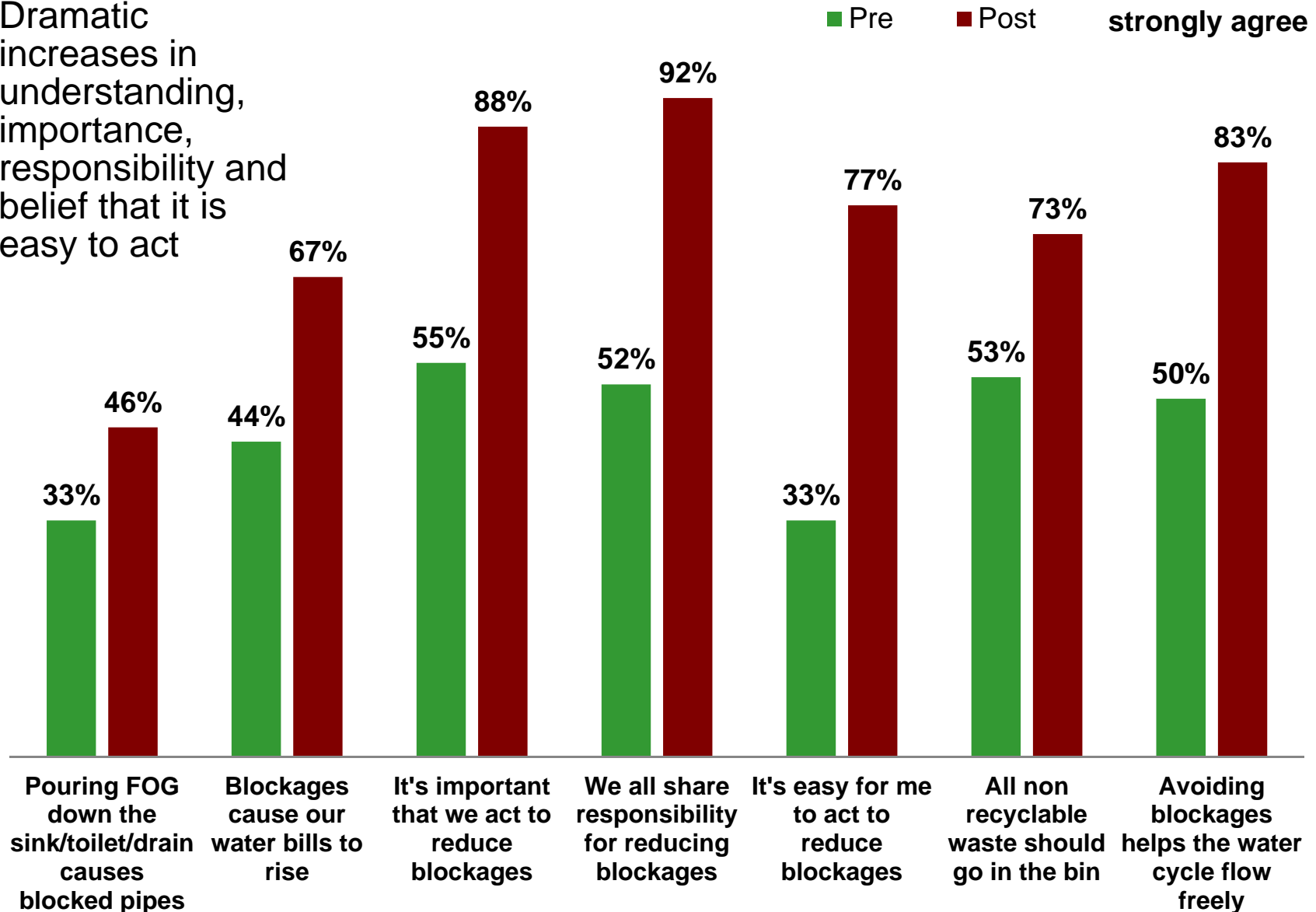


significant increase in extra effort to use the bin for sanitary protection, wipes and FOG/food waste after activity – from 51% pre up to 72% post

Base: all pre:241; post:224

Large positive shifts in understanding and attitudes

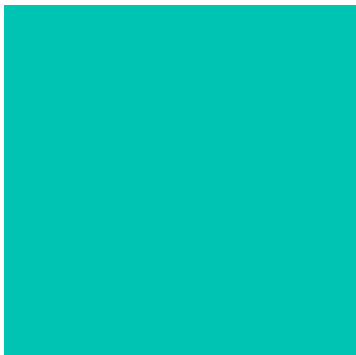
- Dramatic increases in understanding, importance, responsibility and belief that it is easy to act



Summary

summary

- domestic customers are habituated to disposing items inappropriately at home and more so when out
- hygiene, consistency, ease and convenience as well as lack of awareness of alternatives are key reasons underpinning behaviour
- 13% recalled communication about reducing sewer blockages (from 1% pre-campaign) - radio and direct mail were best remembered
- the communications were well liked for a number of key reasons:
 - educational 52%, easy to understand 34%, well presented 16%
- the pilot drove significant increases in key measures:
 - concern about blockages increased from 69% to 100%
 - those saying reducing blockages is very important increased from 45% to 79%
 - 72% make an extra effort to dispose of items appropriately (from 51%)
 - numbers claiming to never flush sanitary protection increased from 41% - 63% for towels and 25% - 60% for panty liners
- underpinned by dramatic increases in understanding, importance, responsibility and belief that it is easy to act



Bambino Mio





our story

Founded in 1997

by husband & wife
Guy and Jo Schanschieff

Distribute to over
**50 COUNTRIES
WORLDWIDE**

Based in
Northamptonshire,
UK

multi award-winning

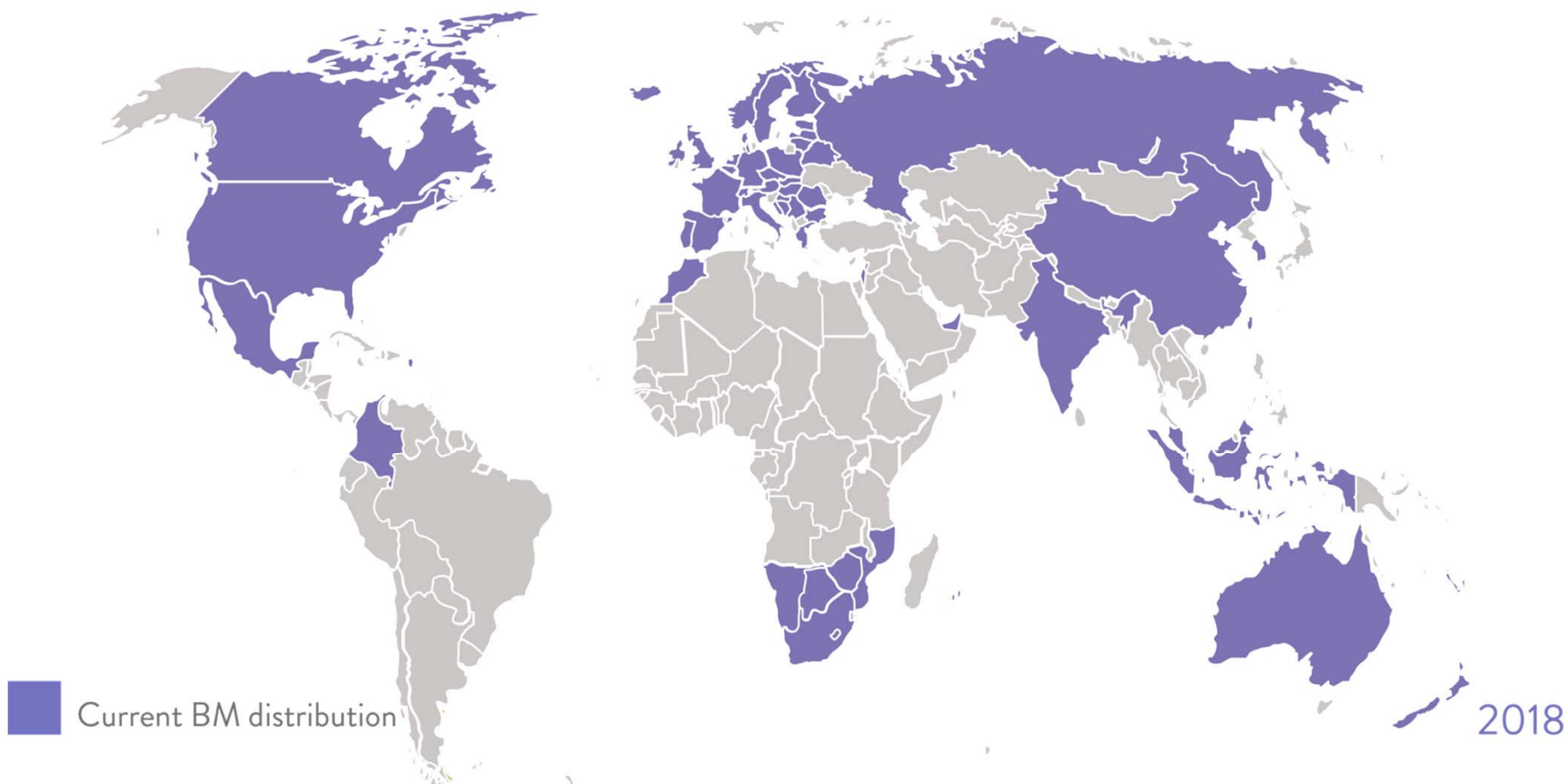
have won over 60 awards
since the company started



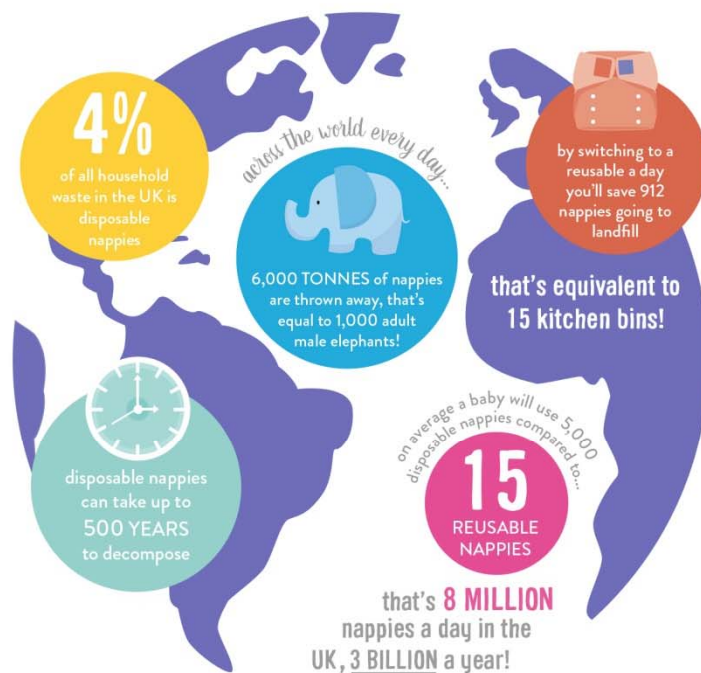
THE BAMBINO MIO RANGE INCLUDES...

Two award-winning cloth nappies, baby accessories,
swim nappies and potty training essentials.

Bambino Mio today: worldwide



BETTER FOR YOU, BETTER FOR BABY & BETTER FOR THE ENVIRONMENT



Figures shown are approximate.

* Environment Agency's 2008 revision of their Lifecycle Analysis Report on Nappies.

what would you rather...

3000 DISPOSABLES per year

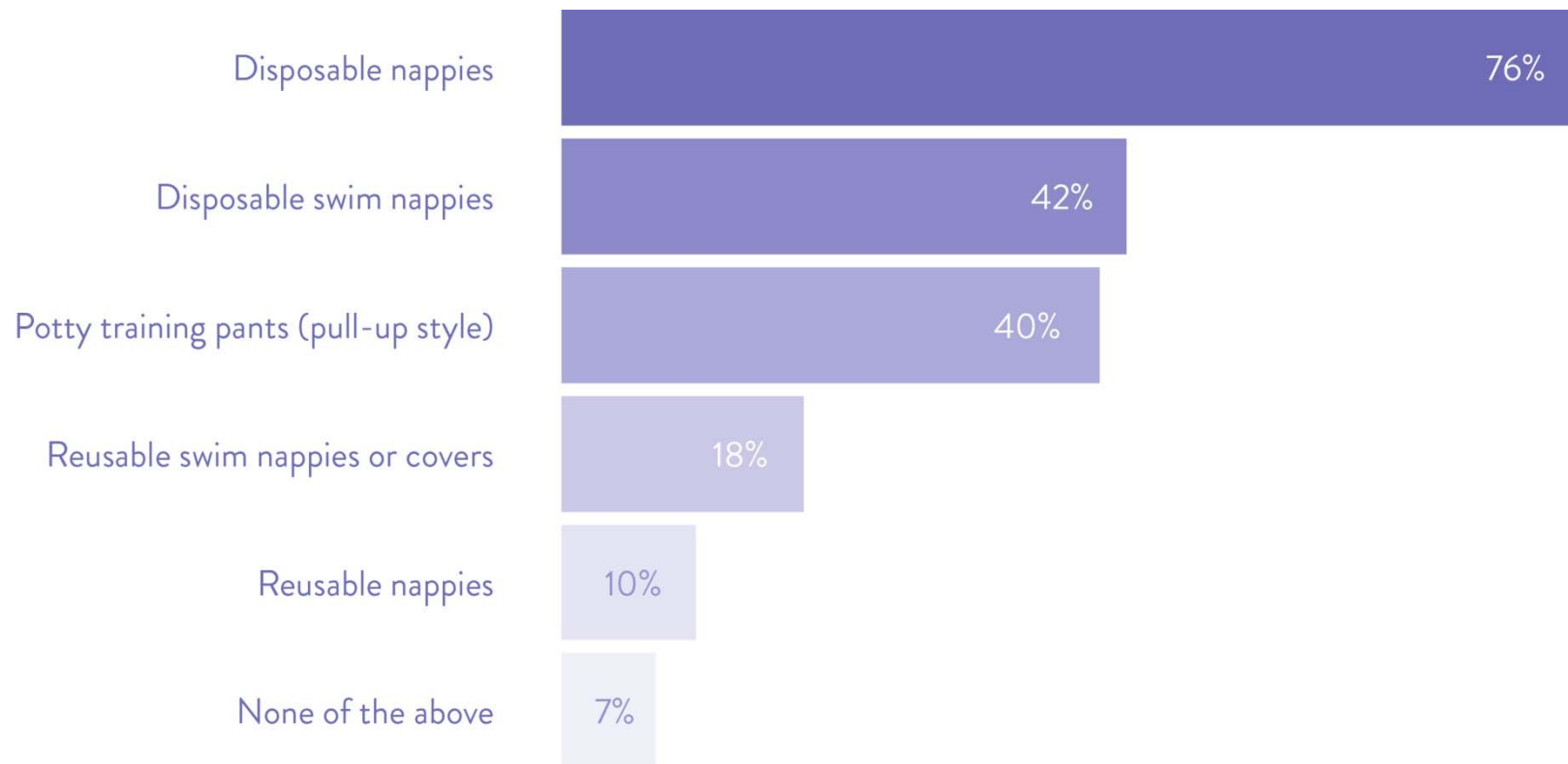
15 CLOTH NAPPIES

Figures shown are approximate.

- Studies show going cloth can be up to 40% better for the environment.*
- 8 million disposable nappies are thrown away every day in the UK. Each disposable can take up to 500 years to decompose.
- Our nappies have none of the chemicals that can be found in disposables. We use soft, super absorbent and easily-washed fabrics, keeping your baby comfy and smiling.
- Parents can save significant £££ when using reusable nappies, and even more if used on more than one child!



product research



* Online Eureka! poll of parents with children aged 3 or under, aged 25-40 years old, February 2018, sample size n=208.

awards





our products

Bambino Mio offer a range of award-winning products designed for the stylish, modern and eco-conscious parent. Our nappies are as simple to use as a disposable; easy to put on and easy to wash. Our **mioso** all-in-one and **miosoft** two-piece nappies, are both onesize* which means they'll fit from birth to potty training and are available in a variety of stylish designs. That's not all - we also have a range of baby accessories to suit every need, **swim nappies** for the pool or beach and a range of **potty training** essentials for when it's time to ditch the nappies!



* True for most, but due to the wide range of babies' shapes and sizes, this cannot be guaranteed.

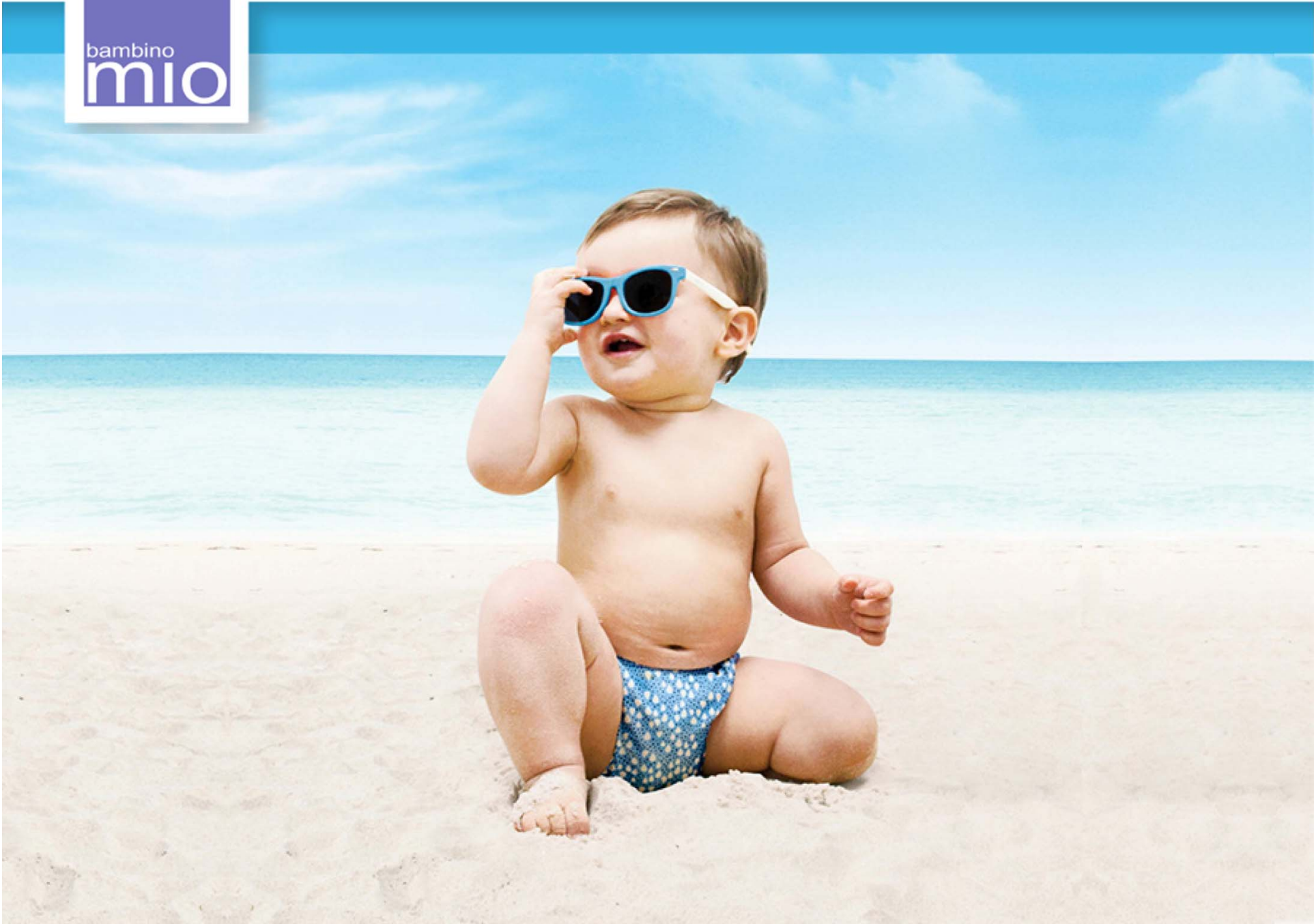
miosolo

all-in-one nappy

- The simplest nappy to put on baby - designed for parents on the go.
- The miosolo is onsize* and grows with baby from birth to potty training.
- The nappy has a super absorbent core and stay-dry inner layer that prevents moisture seeping back onto baby's skin.
- The nappy is made from a stay soft fabric which remains soft even after washing, providing a cool and comfortable nappy for baby.
- Available in a range of stylish designs.
- Available in a range of nappy sets.

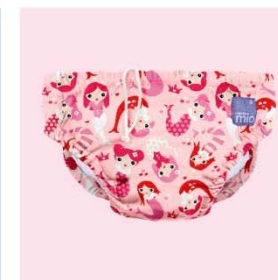


* True for most, but due to the wide range of babies' shapes and sizes, this cannot be guaranteed.



swim nappy

- No additional nappy is required.
- Leak-proof leg cuffs and waistband offer containment.
- Soft cotton terry lining which is beautifully soft against baby's skin.
- Concealed water resistant layer.
- Drawstring waistband for a secure and comfortable fit.
- Machine washable and can be tumble dried.
- Best-selling sizes - 1-2 years & 2 years+.
- Available in a range of stylish designs.



potty training

- Potty training range to promote independence for toddlers.
- Pull-up style potty training pants are the first step away from nappies.
- Cotton blend fabric with a water resistant layer which allows toddlers to feel wetness.
- Concealed inner pad to contain little accidents.
- Machine washable and can be tumble dried.
- Best-selling sizes - 2-3 years & 3 years+.
- Available in a range of vibrant colours and designs.

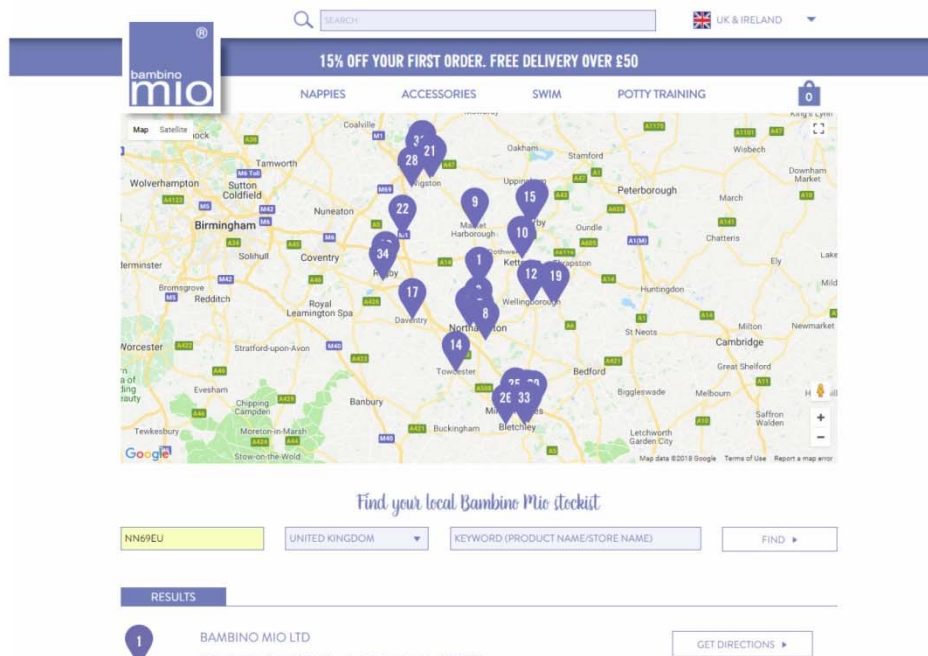
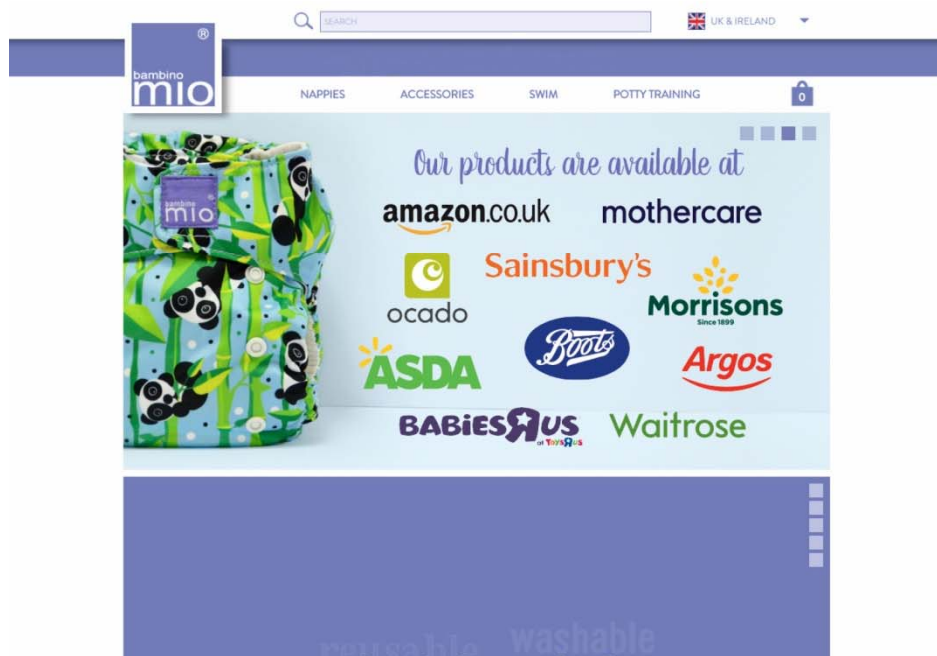




our marketing

website exposure

Reach 30,000+ MUVs as we feature you on the homepage of bambinomio.com along with retail information on our store finder to drive traffic in-store.





our marketing

social media

Branded images across our social media platforms expose you to a highly targeted and engaged audience to drive customer's your way.



Facebook:
27K+ likes
94% female (79% aged 25-44)
facebook.com/bambinomio



Instagram:
23K+ followers
94% female
instagram.com/bambinomio



Twitter:
6K+ followers
88% female
twitter.com/bambinomio



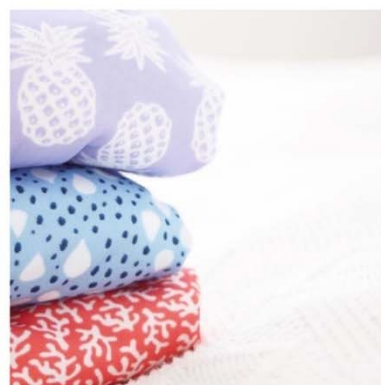
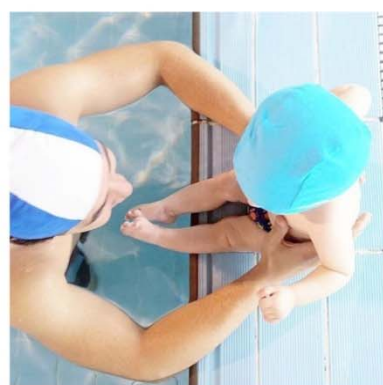
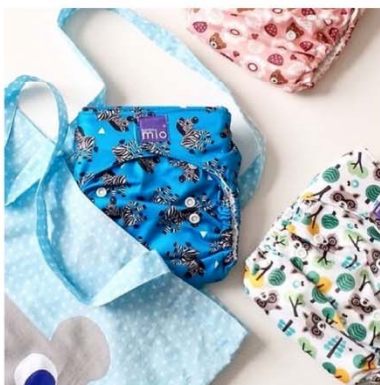
Pinterest:
1.7K+ followers
pinterest.com/bambinomio



our marketing

bloggers & influencers

We work with a hand-picked range of social influencers to maximise brand awareness and key retail partner events.





our marketing email

Dedicated emails and sponsored content in our regular newsletter reach engaged and active Bambino Mio customers.

bambino mio

swim nappies

nappy liners

potty training pants

miosolo all-in-one nappy

WE'RE AVAILABLE IN

FIND A STORE ► OR SHOP ONLINE ►

bambino mio

Make a splash!

Summer is here and we're getting ready with Aldi. Grab your two exclusive swim nappies in all Aldi stores now. Perfect to use in the pool and at the beach!

NEW

pink petal

blue tail

- Reusable and easy to use.
- Super soft and lightweight.
- Leak proof legs & waist.

bambino mio

THE BABY & TODDLER EVENT IS HERE

Grab a bargain with massive rollback savings on our products in Asda stores.

<p>£10</p> <p>miosolo all-in-one nappy</p>	<p>£4</p> <p>potty training pants</p>
<p>nappy cleanser</p> <p>£3</p> <p>miofresh</p>	<p>£5</p>

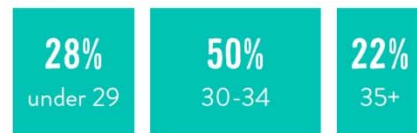


our customers

DEMOGRAPHIC



AGE



NUMBER OF CHILDREN



INCOME



92% use reusable nappies to be more environmentally friendly

78% use reusable nappies to save money in the long term

£££

65% are interested in good price/value

TRUSTED BRAND

22

On average, customers own 22 reusable nappies

Those who have purchased a miosolo all-in-one nappy are likely to go on and purchase > accessories & swim nappies

Those who have purchased a reusable swim nappy are likely to go on and purchase > accessories & potty training pants

OUR BRAND

75%	84%	81%
go on to buy subsequent Bambino Mio products after entry into the brand	would recommend Bambino Mio to their friends	think Bambino Mio products are easy to use

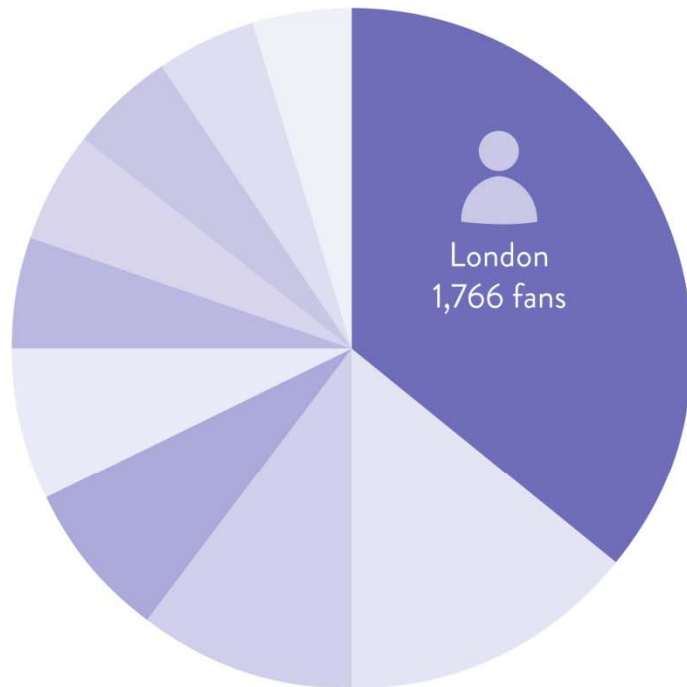


Apple +62 HOMEBASE -12

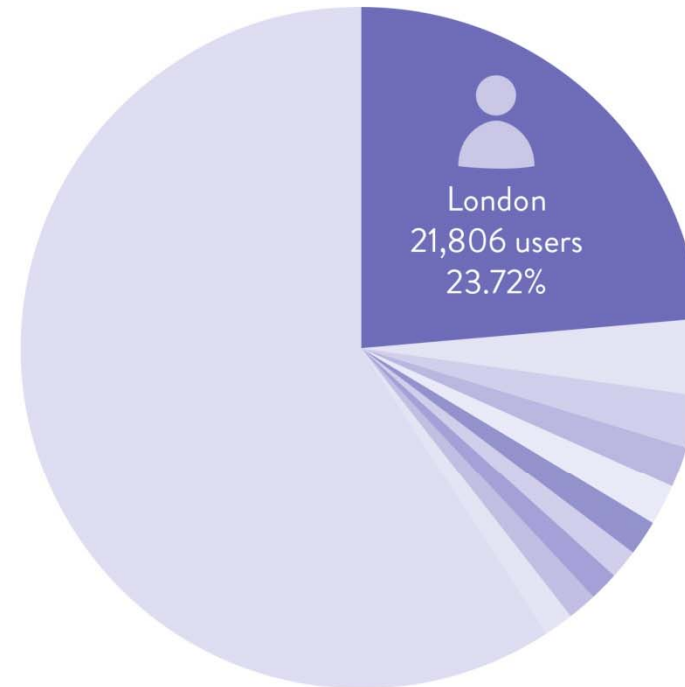
sky +10 ebay +31

our customers

OUR FANS



OUR USERS





retail partners



Sainsbury's

Waitrose

mothercare

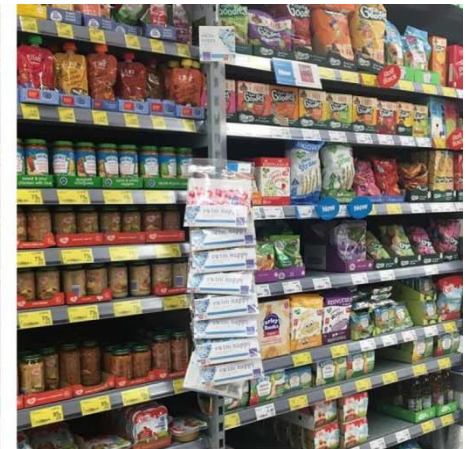


Carrefour



El Corte Inglés

POS

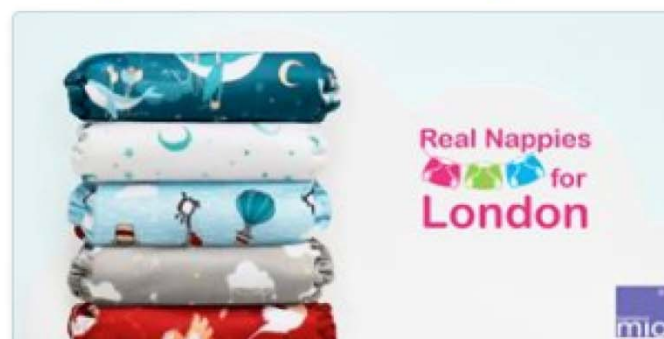


working with RNFL

- Targeted campaigns Sept, Feb, March.
- New parent, 0-12 months.
- Women ages 24-45.
- Reach - 11,349 targeted residents.
- 761 clicks on adverts.
- Voucher redemption +25% Feb, +10 March.



Claim cashback with Bambino Mio when using your Real Nappies for London vouchers. As an added bonus grab TWO FREE gifts when Quoting 'FREE GIFT' when claiming.



Thinking of trying reusable nappies?

[Learn More](#)

realnappiesforlondon.org.uk

 Like  Comment  Share



South Gloucestershire Council

reusable miosolo all-in-one nappy pack

- 15 x miosolo all-in-one nappies
- 50 mioliners (biodegradable nappy liners)
- 300g miofresh (nappy cleanser)
 - 1 x wet nappy bag
 - 1 x nappy bucket
 - 2 x laundry bags



MOY PFT/16: WISCO LM/ BMSOC CL071217



onesize





“The reduction in the cost of the kits has also given us the ability to help those who would not have been able to afford reusable nappies to do so”

“It has also gained us some good “kudos” with our residents that are glad to see their council taking a positive stance to endorse and encourage the use of reusable nappies.”

“In terms of how it has helped us as a council it has kept us in line with one of our waste strategy targets which was to encourage residents to reduce their non-recyclable waste”

Emilie Woodger-Smith (née Shapton)
Waste Minimisation and Enforcement Officer
South Gloucestershire Council



*surround yourself
with positive people...*
**AND FRESHLY
WASHED NAPPIES**

join the family



facebook.com/bambinomio



instagram.com/bambinomio



twitter.com/bambinomio



pinterest.com/bambinomio

You Tube youtube.com/bambinomio

Find out more at www.bambinomio.com