

## Levy celebrates landmark sustainability partnership with Earthshot Prize Winner

1 year ago



An expected 75 million items of Notpla's seaweed-based, biodegradable food packaging will be used by [Levy](#) over the next three years.

Keen to show his support for the groundbreaking partnership in-person, Prince William met with Co-Founder of Notpla, Pierre Paslier, and Levy UK + Ireland MD, Jon Davies this week at the Kia Oval to witness Notpla's fully scaled sustainability solution in action. Over the coming months, over 50 other progressive sites will join the Kia Oval in serving up their visitors' food orders in Notpla's unique, biodegradable packaging.

### Sustainability & Environmental Impacts

Notpla's novel food packaging shows that the solution to the 14 million tonnes of plastic entering our oceans each year may also lie in our ocean, too. The UK startup uses seaweed – one of nature's most abundant and fastest growing resources – to replicate the qualities of plastics, replacing millions of items of single-use plastic packaging. With just 9% of all of the plastic ever produced having been recycled and 12% incinerated, the rest lies in landfills or has been dumped into the oceans – thankfully, this milestone partnership is enabling Notpla to drastically scale up the speed at which it can turn back the tides on plastic pollution.

Having developed and brought its solution to the market in 2019, the rise of Notpla's seaweed-coated food packaging from tens of thousands of units, to now producing tens of millions shows unique and much-needed scale in the production of plastic-alternatives.

Crucially for Levy sites, Notpla has been able to validate the positive environmental impact of their

seaweed-based packaging. Life cycle analysis showed an impressive 70% potential CO2e reduction over the conventional packaging previously used, offering the Levy-catered stadiums, racecourses, arenas and event spaces an immediate reduction in their site's impact on the environment. With no notable changes to the packaging's functionality or usage conditions, visitors and catering staff alike can maintain the convenience of single-use packaging.

Pierre Paslier, Co-Founder & Co-CEO Notpla said: "Since the first introduction from Prince William and some early stadium trials, we've been so inspired by Levy's dedication to reducing environmental impact. They truly recognise the positive effect that they can have in stopping the production of millions of items of plastic packaging and, most importantly, are taking action. That's something to be optimistic about".

Jon Davies, Managing Director, Levy UK + Ireland comments on the partnership: "Levy UK + Ireland is determined to have a positive voice and demonstrate that by working together we can improve the health of our planet. Strategic partnerships are key to this success, and working with Notpla, a groundbreaking business, allows us to take another step in removing plastic from consumables and eliminating waste which would otherwise end up in landfills or oceans. This exclusive partnership means we will find solutions, and be able to look towards the future with hope."

When it comes to climate action Levy UK + Ireland has been leading by example within the sports and entertainment catering world. As a venue specialist business which serves millions of meals a year, Levy can make a positive impact and effect change. It has already introduced carbon-labeling on its menus to help customers make sustainable choices; banned air freight across all its fruit and vegetables; serves seasonally appropriate menus; and has reduced its carbon emissions by as much as 60% by only serving plant-based desserts across its portfolio.

Notpla's range of Earthshot Prize Winning takeaway packaging will now feature across some of the world's most prestigious sports and entertainment venues including; The Kia Oval – home of Surrey County Cricket Club; Aston Villa Football Club; Twickenham Stadium – the official home of England Rugby; and Dublin's Aviva Stadium.