

Julie James AS/MS
Y Gweinidog Newid Hinsawdd
Minister for Climate Change



Llywodraeth Cymru
Welsh Government

Ein cyf/Our ref: MA/JJ/1638/23

Heledd Fychan MS
Interim Chair
Climate Change, Environment and Infrastructure Committee
Welsh Parliament
Cardiff Bay
Cardiff
CF99 1SN

19 June 2023

Dear Heledd,

Thank you for your letter of 25 May requesting an update on work undertaken by the Welsh Government to raise awareness amongst businesses and develop detailed guidance in relation to The Environmental Protection (Single-use Plastic Products) (Wales) Act 2023.

Our ongoing communications plan to engage key stakeholders was initiated ahead of the introduction of The Environmental Protection (Single-use Plastic Products) (Wales) Bill to the Senedd last September. Following the passing of the Bill in December, awareness raising materials were immediately released. Since then, we have continued to release national communication materials, including social media content via Welsh Government and partner channels, including Business Wales. Here is an example of [Twitter messaging](#).

As of 5 June, we have stepped up national campaign activities with the release of an informational [animation clip](#). Similar activities will continue in the months before the bans come into force. We have recently engaged a marketing agency to help take the targeted national campaign forward and will further develop our plans in conjunction with them.

The [Welsh Government website](#) has been updated with information regarding the changes in law and the expected timetable, providing information to businesses about how they can prepare for the changes. This will continue to be updated as the Act is implemented.

We are also producing comprehensive guidance that will support implementation of the Act, which is due to be published later this month. In developing this, officials have worked collaboratively with a range of key stakeholders including representative bodies for impacted businesses, environmental NGOs, protected characteristic groups, local authorities and community groups.

Canolfan Cyswllt Cyntaf / First Point of Contact Centre:
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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

A number of provisions in the Act are already in force, as they came into effect automatically on the day after Royal Assent. Our plan to bring forward the first bans in October is on track. Bans on products already in the Schedule will be given effect by an Order. Our consultation on proposals to introduce civil sanctions as an alternative enforcement regime to the criminal sanctions already contained in the Act closed on 9 June. Drafting of the resulting Regulations will take place over the summer so they may be considered by the Senedd using the affirmative procedures in time to come into force with the first bans in October.

Yours sincerely,

A handwritten signature in blue ink that reads "Julie James". The signature is written in a cursive, flowing style.

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