



Better quality of life, through
better packaging, for more people

PRESS RELEASE

World Design Organization (WDO) and World Packaging Organisation (WPO) to explore opportunities for sustainable design in the packaging industry



WPO President, Pierre Pienaar



WDO President, Srinivasan

November 2020 Having collaborated on several occasions in the past year, World Design Organization (**WDO**)® and World Packaging Organisation (**WPO**) have recently formalized a partnership and signed a Memorandum of Understanding (MOU) to leverage their shared commitment for sustainability and education as a means to organize and implement a variety of collaborative projects. With a special focus on training initiatives for designers in packaging design and technology, both parties will aim to align their common interests and explore new areas for industry optimization.

“Packaging is neither solely an exercise in aesthetics nor simple functionality; it is an indispensable factor that exists at almost every level of product design, development and production” said **WDO** President Srinivasan. “Now, more than ever, as we work to decrease our global waste streams and protect our environment, it is imperative that we invest and support innovation in the packaging sector and ensure that all designers understand both its potential impact and benefits. With this new partnership, **WDO** looks forward to working alongside the World Packaging Organisation to further our parallel missions of bettering global quality of life.”

As stated by the **WPO** President, Pierre Pienaar: “We always see design as one of the key pillars in the development of successful, sustainable and acceptable packaging. Designs of the future must be in accordance with the circular economy of packaging and always striving to reduce the demand on our global natural resources. The **WPO** therefore sees this partnership with **WDO** a significant shift in design focus as we develop this partnership in striving to maintain good acceptable packaging practices.”

The last several decades have seen remarkable industry progress in the areas of materials, technology and user centered design and innovation. Increased consumer dialogue and public awareness have also highlighted the importance of sustainable packaging, from production, distribution and end-of-life. Today, the safety, usability and environmental impact of packaging remains paramount, and both **WDO** and

WPO – World Packaging Organisation is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. For more information, contact WPO at www.worldpackaging.org.

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WPO hope that this partnership will enable new understandings and advancements of the materials that house and protect everyday personal, food and commercial products.

About WPO

World Packaging Organisation (WPO) is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. Its mission is “ Better quality of life through better packaging for more people”. WPO joins 58 different countries.

About WDO


The World Design Organization (WDO)®, formerly the International Council of Societies of Industrial Design (Icsid), is an international non-governmental organization founded in 1957 to promote the profession of industrial design. WDO advocates industrial design driven innovation that creates a better world, engaging more than 170 member organizations in collaborative efforts and carrying out international programming—World Design Capital®, World Design Talks™, World Design Impact Prize™, World Industrial Design Day™, and Interdesign™. WDO has United Nations Special Consultative Status.

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