



G PACKAGING PACKAGING PACKAGING PACKAGING
GING PACKAGING PACKAGING PACKAGING PACKAG
KAGING PACKAGING PACKAGING PACKAGING PAC



Packaging
contributes to
Sustainability

www.worldpackaging.org

Packaging contributes to Sustainability!

WPO – World Packaging Organization believes that packaging contributes to Sustainability. Packaging preserves the product and, thus, all the environmental efforts put into its production and delivery.

Packages take part of the product's life cycle

The packaging industry has also been looking at source reduction and production efficiency, both in the production processes and in the packaging itself. Do you know that during the past 50 years there have been some remarkable achievements that make packaging even more environmentally efficient? Well optimized packaging provides environmental benefits.

What about packaging waste? A lot of emphasis has been put on the packaging waste issue and on the recycling technology. In developed countries much of the collection and recycling issues have been solved, but the littering issue is, unfortunately, a social problem which cannot be solved by any collection system. Let's join efforts to stimulate, globally, formal waste management programs.

Get to know WPO principles related to "How packaging can support a sustainable society" and how they can be applied:

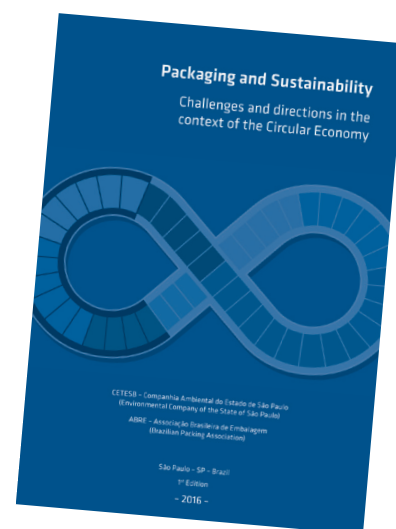
- The package should be designed in a holistic way. This means that packaging design should begin at the same time as the product concept in order to maximize compatibility with external and internal environments in which packaging will interact.
- Use materials that are sourced in a responsible way.
- Product and package must meet the needs of the marketplace at a competitive cost.
- Manufacturing processes should incorporate environmentally clean methods and safe machinery.
- Package material should be easily recoverable once its primary purpose is satisfied.
- Energy and other resources for manufacturing and distribution should be renewable if feasible.
- Education of the consumers to clarify their role in making their society more sustainable and how packaging plays a role and helps engaging in recycling programs.

Share with us your publication and projects!

WPO supports different global initiatives that enhance packaging sustainability, such as "Packaging and Sustainability: Challenges and Directions in the Context of the Circular Economy" (www.abre.org.br/eng/sector/circular-economy).

In the effort to support a sustainable society, WPO aims to globally promote:

- The positive economic, social and environmental impact of packaging on society.
- A reduction of the negative perception of packaging by society and its impact in the environment.
- Development of packaging technology, sciences and engineering.
- Communication concerning packaging technology and applications.
- Advancement of packaging skills and expertise through education.
- A forum for national and international organisations to further the state of the art of packaging.
- Expansion of international trade, not the least to support developing countries and economies.



Is your packaging a WorldStar Sustainability winner?

The World Packaging Organisation holds, within the WorldStar Award, the Sustainability Award, seeking to reward innovation that supports the development of more sustainable packaging from all over the world.

Subscribe for the next edition! Access our website to see what is being developed internationally in this field! And Check WPO's Position Papers at our website!

For additional information

For additional or any specific information, please contact Mrs. Nerida Kelton, Vice President Sustainability & Save Food, nerida@worldpackaging.org.

www.worldpackaging.org