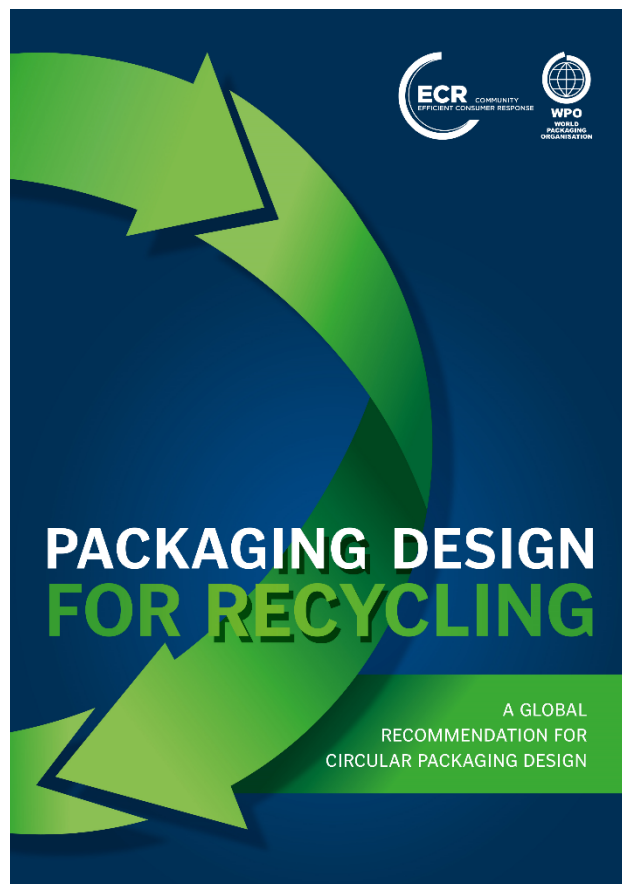




Better quality of life, through
better packaging, for more people

PRESS RELEASE

WPO and ECR release 'Packaging Design for Recycling Guide'



The document is a global recommendation of circular packaging design.

September, 2021 - A global 'Packaging Design for Recycling Guide' has been developed by ECR Community (Efficient Consumer Response – www.ecr-community.org), WPO (World Packaging Organisation – www.worldpackaging.org) and FH Campus University of Applied Sciences (www.fh-campuswien.ac.at), Austria, and is available for download.

Design for recycling is part of circular product design and represents an important basis for holistic **sustainability assessment**. Accordingly, circularity means that the packaging is designed in such a way

that the highest possible recycling of the materials in use can be achieved. The goals here are resource conservation, the longest possible service life, material-identical recycling (closed-loop recycling) or the use of renewable materials. Circular packaging should therefore be designed and manufactured in such a way that it can be reused (reusable solution) and/or that the raw materials used can be reused to a large extent as **secondary raw materials** after the use phase (recycling) and/or consist of renewable raw materials.

In order to be able to apply recyclable packaging design, a certain fundamental knowledge of sorting and recycling processes is necessary. Packaging must, therefore, be suitable for state-of-the-art sorting and recycling processes in addition to its basic functions (e.g., storage, transport, product protection, product presentation and convenience).

The 'Packaging Design for Recycling Guide' is a starting point to understand Best Practice examples using state-of-the-art technology that can then be applied and tailored to suit the recovery and recyclability capabilities and infrastructure on a regional and local level. The guide can be applied to products from the Food, Near-Food and Non-Food segments and is applicable to all primary, secondary and tertiary packaging; provided that product-specific regulations of the packaging system are observed.

According to Declan Carolan, Co-Chair, ECR Community, 'We are delighted to support the publication of these global recommendations for circular packaging design for recycling. This guide aims to promote knowledge development within the retail and Consumer Product Group (CPG) sector as companies transition to new packaging designs that help to minimise their environmental impact, while ensuring packaging remains fit for purpose and continues to look good. We recognise both the challenges and opportunities that the transition to a circular economy will bring and understand that circular packaging and supporting recycling systems are a crucial step in this process.'

"As retailers and manufacturers start to publicly commit to significantly reducing their plastic packaging over the coming years, these recommendations should help to guide the conversation. The use of a straightforward traffic light system with colour coding, makes it easy to read and understand for all senior executives. Getting buy in from across the business and from those in your supply chain is essential when making such changes", completes Carolan.

Nerida Kelton, **WPO** Vice President Sustainability & Save Food, adds: 'Some months ago, when the **WPO** had the idea to develop an international Circular Packaging Design Guide the project seemed an impossible pipe dream. As we proudly release the first component of this guide to the world, the **WPO** has shown that a dream can become a reality. This resource was simply not possible without our wonderful collaborative partners who worked alongside the **WPO** at every stage of the project.'

"The **WPO** sees this new resource as the first step to developing a consistent global notion of Circular Design Thinking for materials and Packaging. The next step is to encourage all of our 53 Member countries to not only use the tool but also work with the **WPO** to develop more localised versions that suit their countries and regions. This is the only way to provide better quality of life, through better packaging, for more people globally", adds Nerida Kelton.

Ernst Krottendorfer, Co-Managing Partner, Circular Analytics, who was one of the key developers of this international guide, stressed that "This guideline is just the first step towards a common global understanding and harmonisation of circular packaging design. Further steps will follow to either establish, or improve, harmonised collection and sorting flows for packaging in many countries through the partnership with the **WPO** Member countries and ECR community members. This new global guide is a successful solution that was born from international collaborative efforts between the packaging, consumer products and retail sectors. We are proud that we, as Packforce Austria, are contributing to the creation and further development of this guideline." Dr Krottendorfer said.

The guideline will be continuously updated and adapted to changes in collection, sorting and recycling technology, as well as to future material developments.

The 'Packaging Design for Recycling Guide: A Global Recommendation of Circular Packaging Design' is now available on the WPO website via the <https://www.worldpackaging.org/resources/41/> link.

PS. If you want an exclusive interview with the representative of any of the partners below, just let me know and I will be glad to schedule it 😊

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 53 different countries.

A key focus for the WPO in recent years is to ensure that every packaging designers and technologists across the globe has access to education and training. The purpose is to minimise unnecessary packaging and food waste, eliminate single use plastic and problematic materials, ensure that all packaging is recyclable and recoverable in the country it is sold in, and help guide packaging design to offer the lowest environmental footprint possible.

About FH Campus University of Applied Sciences

FH Campus Wien is the largest university of applied sciences in Austria. Students can choose from more than 60 bachelor's and master's degree programs and master courses in the departments of Applied Life Sciences, Building and Design, Health Sciences, Applied Nursing Science, Administration, Economics, Security, Politics, Social Work and Engineering.

The team behind the Department of Packaging and Resource Management at the University of Applied Sciences FH Campus Wien conducts research in the areas of sustainable packaging development and circular design, as well as methods for assessing the sustainability and safety of packaging.

About ECR Community

ECR Community is the global association for all ECR National organisations in the Retail & Consumer Product Group sector. It is a not for profit that provides a neutral platform to develop and share best practices among our network of ECR Nationals and their members. The purpose of the ECR Nationals is to bring together manufacturers, retailers, service providers and industry associations at a national level to share best practice information in areas that are mutually beneficial such as supply chain, category management, sustainability and digital transformation.

A key focus area for the ECR Community is the circular economy, given the impact that this transition will have on retailers and manufacturers over the coming years.

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WPO – World Packaging Organization



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