WPO announces a collaboration with the Sustainable Medicines Partnership (SMP)

March 17th, 2022 As part of its strategy to continually raise the profile of the important role that sustainable packaging plays in many industries, the WPO (World Packaging Organisation - www.worldpackaging.org) announced yesterday, during a webinar, the support to the recently created SMP (Sustainable Medicines Partnership). The SMP is a not-for-profit private-public collaboration executing projects to make the use of medicines more sustainable and less wasteful, and is the flagship Programme of YewMaker.

The webinar ‘Awarding Sustainable Pharmaceutical Packaging’ included speakers from the global packaging industry. Representing the WPO WorldStar Awards, Coordinator Soha Atallah offered a look at the WorldStar Awards Program, and Pierre Pienaar, WPO President, chaired the event. WPO Global Ambassador, Chakravarthi AVPS spoke on ‘Sustainable and patient centric packaging’, Dr Joerg Adrian from Constantia Flexibles spoke on ‘Sustainable solutions for primary pharmaceutical packaging - possibilities and limitations’, and Dr Carol Klicullen-Lawrence from UPM Raflatac spoke on ‘Elevating the Sustainability of Pharmaceutical Labeling’.

During the webinar, the new SMP Packaging Awards were announced, a global awards program in two categories: ‘Sustainable Design in Medicines Packaging’ and ‘Circular Innovation in Medicines Packaging’. These awards will recognise packaging innovations that deliver superior function and sustainability and are good for people, planet and business. The awards will feed into and are endorsed by the WorldStar Packaging Awards, the global packaging competition organised by WPO.

“The collaboration the WPO has formed with the SMP is key to the development of more suitable packaging for a sustainable world in pharmaceuticals. Pharmaceuticals are major users of packaging globally so it makes good sense to combine forces to bring about change and create more sustainable packaging for all. By working together, WPO and SMP can bring awareness and drive innovation to make medicines packaging more sustainable”, celebrates WPO President, Pierre Pienaar.
Nazneen Rahman, CEO of YewMaker and SMP Director, said: “The World Packaging Organisation is a global powerhouse promoting innovation that improves the effectiveness and sustainability of packaging. We are delighted WPO has joined the Partnership and will be endorsing the SMP Packaging Awards. Together we will drive global awareness of the need for sustainable medicines packaging solutions and will recognise, reward, and incentivise sustainable innovation.”

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 76 members from around the globe, which also includes Honorary Members (12), Affiliate Members (7) and a Regional Federation (1) as well.

About SMP (Sustainable Medicines Partnership)

The SMP is a not-for-profit, private-public, multi-stakeholder collaboration. Through executing priority actions, the Sustainable Medicines Partnership aims to stop the avoidable waste of medicines and medicines packaging - reducing healthcare emissions and increasing health equity globally.

About YewMaker

YewMaker is a purpose-driven company delivering science-based, scalable concepts and solutions that make healthcare more sustainable. YewMaker is the initiator and executive lead of the Sustainable Medicines Partnership.

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