



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

PRESS RELEASE

## WPO new Position Paper ‘Sustainability perspectives across the globe’ is available



**April, 2023** – WPO (World Packaging Organisation – [www.worldpackaging.org](http://www.worldpackaging.org)) is pleased to announce that the new Position Paper ‘Sustainability perspectives across the globe’ is available for free download on the website <https://worldpackaging.org/resources/28/> or via the PDF link [https://worldpackaging.org/Uploads/2023-02/ResourcePDF51\\_1675967696.pdf](https://worldpackaging.org/Uploads/2023-02/ResourcePDF51_1675967696.pdf).

“Looking through the lens of **WPO** members, sustainability is ever-evolving, dynamic and in a flux of change subject”, states Nerida Kelton, **WPO** Vice President Sustainability & Save Food. She explains the document is the result of recent discussions among 21 countries, **WPO** members (Finland, Austria, Italy, Poland, Ireland, Wales, Scotland, England, United States of America, South Africa, Ghana, Kenya, Vietnam, United Arab Emirates, Israel, India, China, the Philippines, Thailand, Australia and New Zealand), about the latest trends, barriers, challenges and initiatives within their country and region.

“What is interesting is that the sentiment is the same in every corner of the globe. Whilst a lot is happening in circular and sustainable design, a lot more needs to be done to realistically be able to meet packaging and waste targets globally, regionally and locally”, adds Nerida. The common themes are designing out waste at the start, eliminating problematic materials, phasing out single use plastics, incorporating more recycled content into products, and ensuring that the materials and packaging that

is put out into the market is in fact capable of being collected, sorted, recycled, reprocessed and put back into other solution.

Key initiatives and programs that are being developed across the **WPO** member countries include:

1. Moving soft plastics and flexible packaging to mono material formats that can be recycled and/or reprocessed through Advanced Recycling facilities, Kerbside collection or Return to Store programs.
2. Developing Extended Producer Responsibility (EPR) Regulations.
3. Establishing Plastics Pacts and roadmaps for the country or region.
4. Creating Deposit Return Schemes/Container Deposit Schemes.
5. Building facilities for recycled content.
6. Establishing Single Use Plastics (SUP) Regulations.
7. Improving Materials Recovery Facility (MRF) capabilities and technologies.
8. Building Advanced/Chemical Recycling facilities.
9. Developing Consumer Education for Recycling.
10. Creating on-pack labelling programs to help guide consumers to recycle correctly.

“With so much happening across the world, **WPO** offers a unique platform to be able to bring developed and developing countries together, in one room, to regularly and openly discuss what is happening globally, regionally and locally”, celebrates Pierre Pienaar, **WPO** President. According to him, “The Sustainability & Save Food working group is a strong and passionate team of packaging experts from across the world who are all working towards circular design. The group learns from one another, and we hope that members take some of the ideas and programs back to their own country to implement. WPO recognises that no country can do this by themselves. By sharing knowledge, on not only the positive sides of sustainability, will enable all of us to have a clearer view on what needs to be done in our own regions to meet global, regional and local packaging and waste targets.”

“Everyone has a role to play to ensure that packaging is being designed to provide the lowest environmental impacts wherever possible and that the materials and formats are fit-for-purpose, functional and truly capable of being collected, sorted, recycled and reprocessed in the country that it is sold in”, ends Nerida.

## 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.*

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