



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

## PRESS RELEASE

### World Packaging Organisation (WPO) launches the Japanese version of the Global Packaging Design for Recycling Guide



*The Japanese version was presented at WPO Board Meeting, in Cape Town, with the participation of WPO Presidents, Pierre Pienaar (former) and Luciana Pellegrino (current), VP Sustainability & Save Food, Nerida Kelton, and the representative of JPI (Japan Packaging Institute), Hiroko Akieda. The version is available for free download at [www.worldpackaging.org](http://www.worldpackaging.org).*

**December, 2023** – The ‘Packaging Design for Recycling Guide’, a product of **WPO (World Packaging Organisation – [www.worldpackaging.org](http://www.worldpackaging.org))**, has recently been translated into Japanese, and is now available through **WPO** website. This is the 11<sup>th</sup> translation besides the versions in English, German, Spanish, Arabic, Portuguese, Thai, Latvian, Czech, Hungarian and Georgian. Developed by **WPO**, Circular Analytics, FH Campus University of Applied Sciences and ECR Community, the Guide is a starting point to understand best practice examples, using state-of-the-art technology that can be applied and tailored to suit the recovery and recyclability capabilities and infrastructure on a regional and local level.

The formal launch of the Japanese version was undertaken during **WPO** Board Meeting (Nov 23), in South Africa, with the presence of the former President, Pierre Pienaar, the current President, Luciana Pellegrino, the representative of Japan Packaging Institute (JPI), Hiroko Akieda, and Vice President Sustainability & Save Food, Nerida Kelton.

“The ‘Packaging Design for Recycling Guide’ is a very important tool for the global packaging community to ensure that our industry is taking steady steps, based on scientific foundations, to achieve a circular

economy model. It contributes to address the challenges that face the world in terms of climate change, environment and preservation of natural resources”, states Luciana Pellegrino, **WPO** President. She adds: “We highly recommend the industry to explore this Guide in a way of driving efforts based on a common voice of the packaging industry in terms of recycling and circular economy.”

The Managing Director of the Japan Packaging Institute (JPI), Yoichi Sonoyama, is extremely proud of the translation as a part of their own 60<sup>th</sup> anniversary celebrations. “It is apt that JPI have finalised the Japanese translation in our 60<sup>th</sup> year, especially because **WPO** was established in Japan in 1968. We also wanted to play our role in ensuring that our industry has access to the latest resources, training and guides. By delivering better packaging design to everyone, we will be able to provide better packaging around the world. This design guide will help to aid this objective.”

According to **WPO** Vice President Sustainability & Save Food, Nerida Kelton, “The work undertaken to translate the Global Packaging Recycling Guide should not be underestimated and a huge acknowledgement must go to Yasuhiko Ide, Toshio Arita and Mitsuhiro Sumimoto, from JPI, who were dedicated to complete the translation by the second **WPO** Board Meeting for 2023.’

“These translations are no small feat and require experts in technical packaging terminology to be able to accurately formulate the translation. The Japanese translation is now available to download and access for free via the World Packaging Organisation website and we are looking forward to launching even more guides in 2024. The goal is to ensure that every country in the world has access to the guide so that we can design our waste at the start and ensure that packaging is recycle ready”, says Nerida.

To download the Japanese translation visit <https://worldpackaging.org/wpo/45/> or download via [https://www.worldpackaging.org/Uploads/2023-11/ResourcePDF69\\_1699181956.pdf](https://www.worldpackaging.org/Uploads/2023-11/ResourcePDF69_1699181956.pdf).

## **About WPO**


*The 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 84 members, representing 63 countries that includes Full Members, Honorary Members, Affiliate Members and a Regional Federation.*

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