

BCMPA Annual Conference

Responsible Packaging for resource-efficient sustainable supply chains

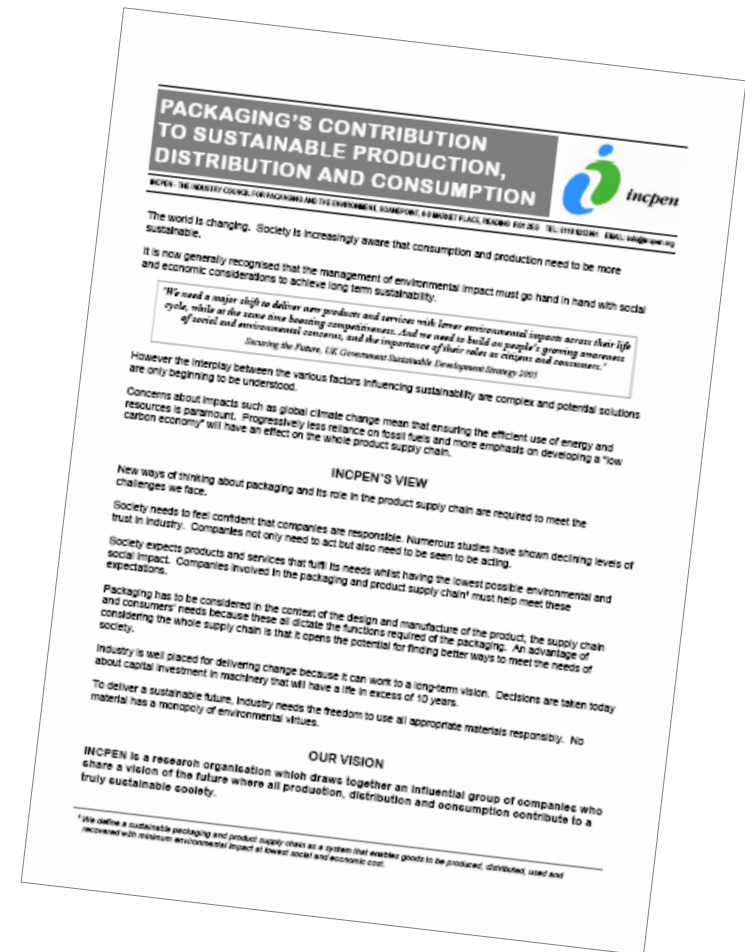
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The Industry Council for research on Packaging & the Environment



Research organisation which draws together an influential group of companies who share a vision of the future where all production, distribution and consumption contribute to a truly sustainable society.



The Industry Council for research on Packaging & the Environment



Major international companies from every stage of the supply chain



- Why sustainability matters
- The product and packaging lifecycle
- Designing more resource-efficient supply systems
- Telling customers and regulators what is good for the environment

Sustainable Development

1987 UN report 'Our Common Future'



“sustainable development requires meeting the basic needs of all and extending to all the opportunity to fulfill their aspirations for a better life”

Alleviating poverty through improving the economy and quality of life of less well-off people which will enable them to care for the environment

<http://www.un-documents.net/our-common-future.pdf>

Sustainability matters



- Growing awareness globally from
 - consumers
 - your customers
 - investors
 - regulators
 - your employees
- Companies need to meet expectations that their products and services will fulfil needs at lowest environmental and social impact
- Making more efficient use of resources (materials, energy, water) makes business sense

There's no single measure of sustainability for packaging



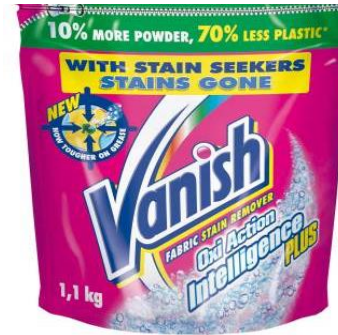
- It could be
 - made from renewable or non-renewable resources
 - recyclable
 - biodegradable or inert
 - reusable or non-reusable
 - made from recycled or virgin material
 - single material or multi-layer
 - lightweight or heavy



Which is the greenest - measured by weight?



78g



18g



Source: Arno Melchior, Reckitt Benckiser plc, UK

Which is the greenest - measured by recyclability?



tub 52g (recyclable)



18g (not recycled)

Source: Arno Melchior, Reckitt Benckiser plc, UK

Which is the greenest - measured by residual waste generated?



26g
(lid 22g, label 4g)



18g



Source: Arno Melchior, Reckitt Benckiser plc, UK

Which is the greenest – measured by filling energy?

Line speed



80/min



16/min

5 times more energy to fill flexible pack



So ... which is greenest?



No packaging has a monopoly of environmental virtues

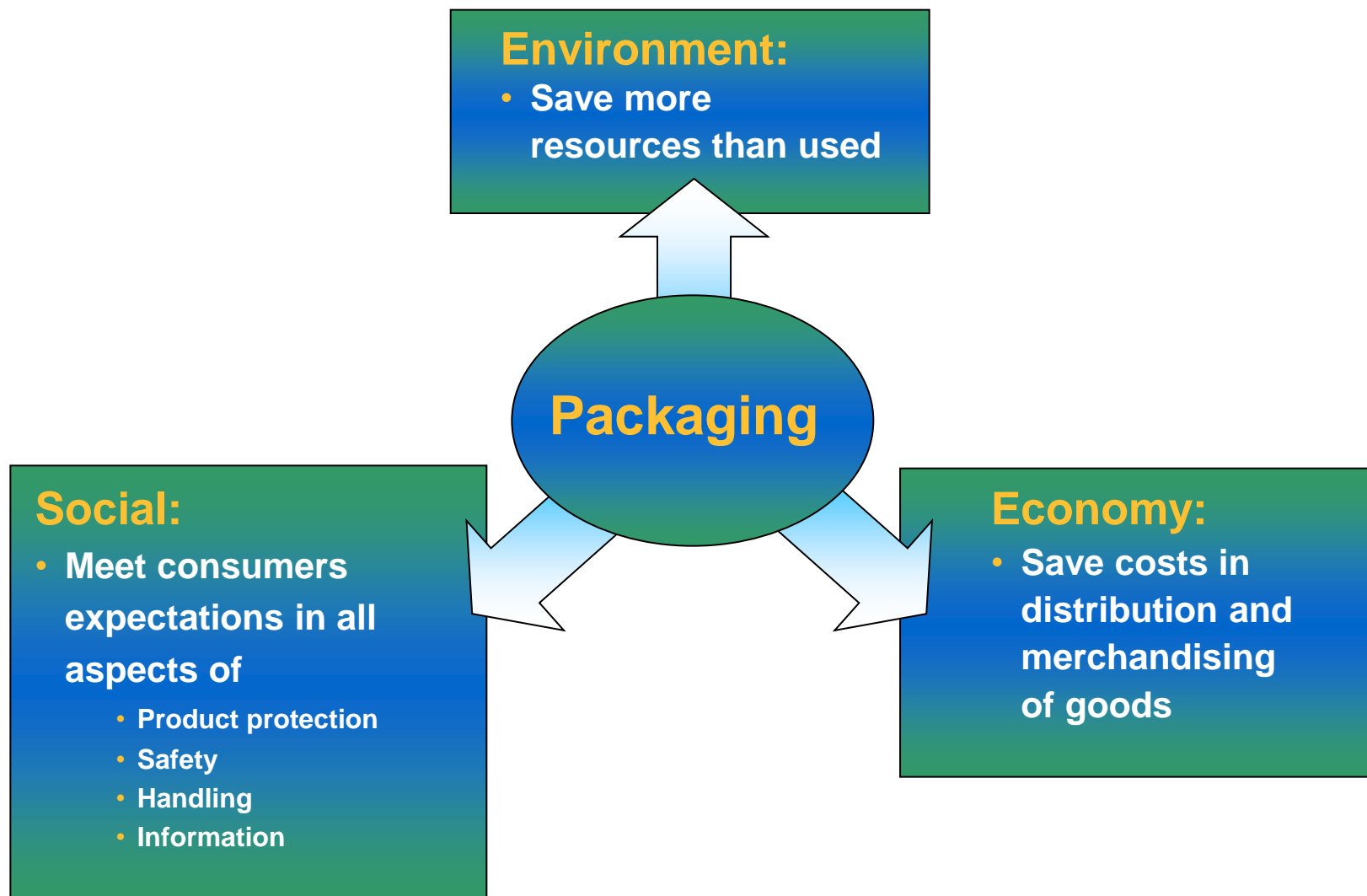
Provided it is fit for purpose and prevents more waste than it generates all packaging makes a positive contribution to sustainability

Be realistic about recycling



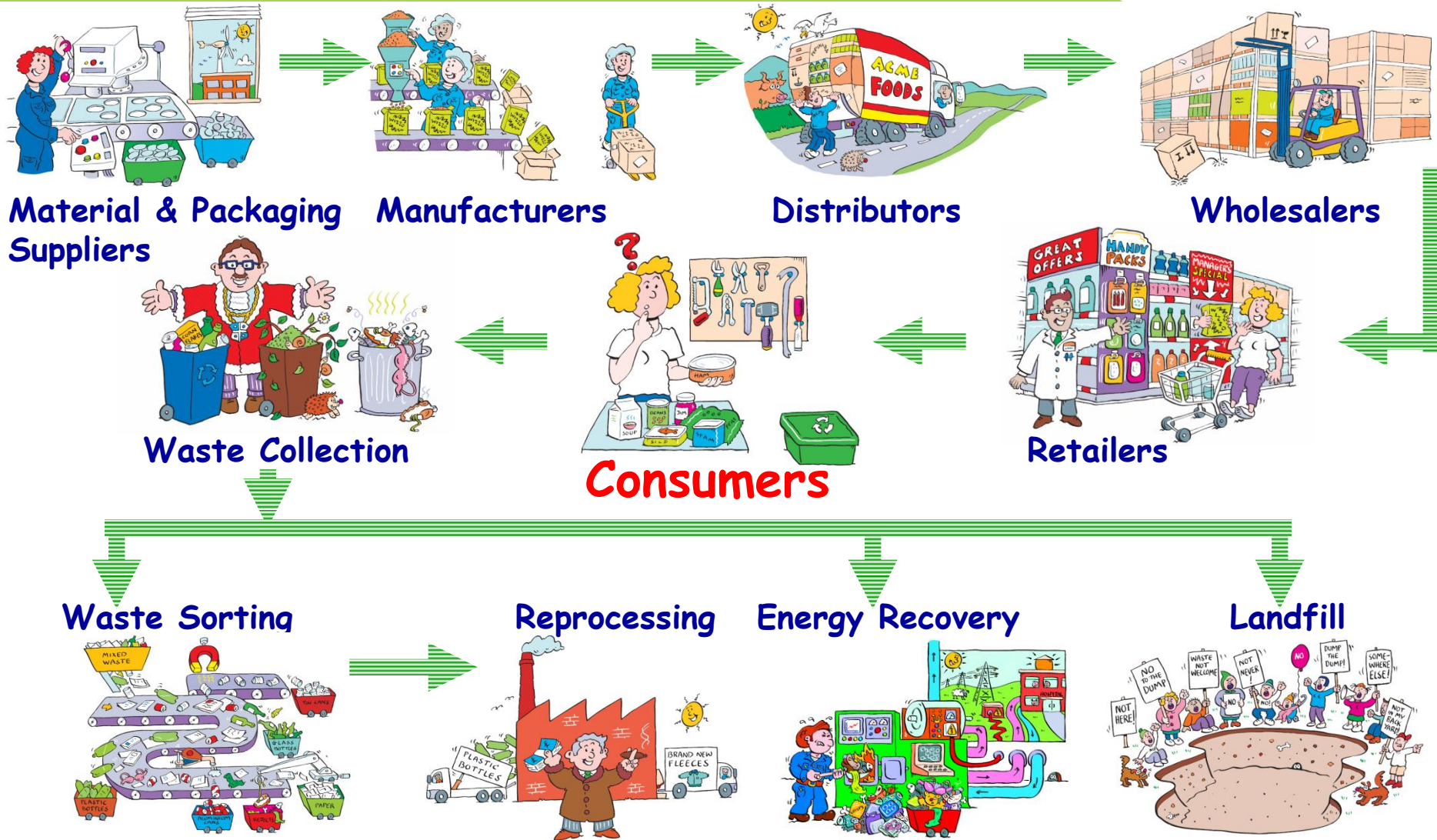
- Best case scenario:
- 95% of households have collection facilities
- 90% of those households participate and contribute 90% of recyclables
- 90% material is left after removal of contamination
- **maximum** amount of material that can be recycled is **69%** (90% of 90% of 90% of 95%)

Packaging in a sustainable society



- Waste policy, including the Packaging Directive, is under Waste Framework Directive alongside other waste directives
- December 2014 - new Commission withdrew the previous Commission's Circular Economy Waste Review Package
 - (to be replaced in 2015 with something that better fits their priorities)
- Opportunity now for business to explain the role that packaging plays in providing the public with food and other goods

The product & packaging lifecycle



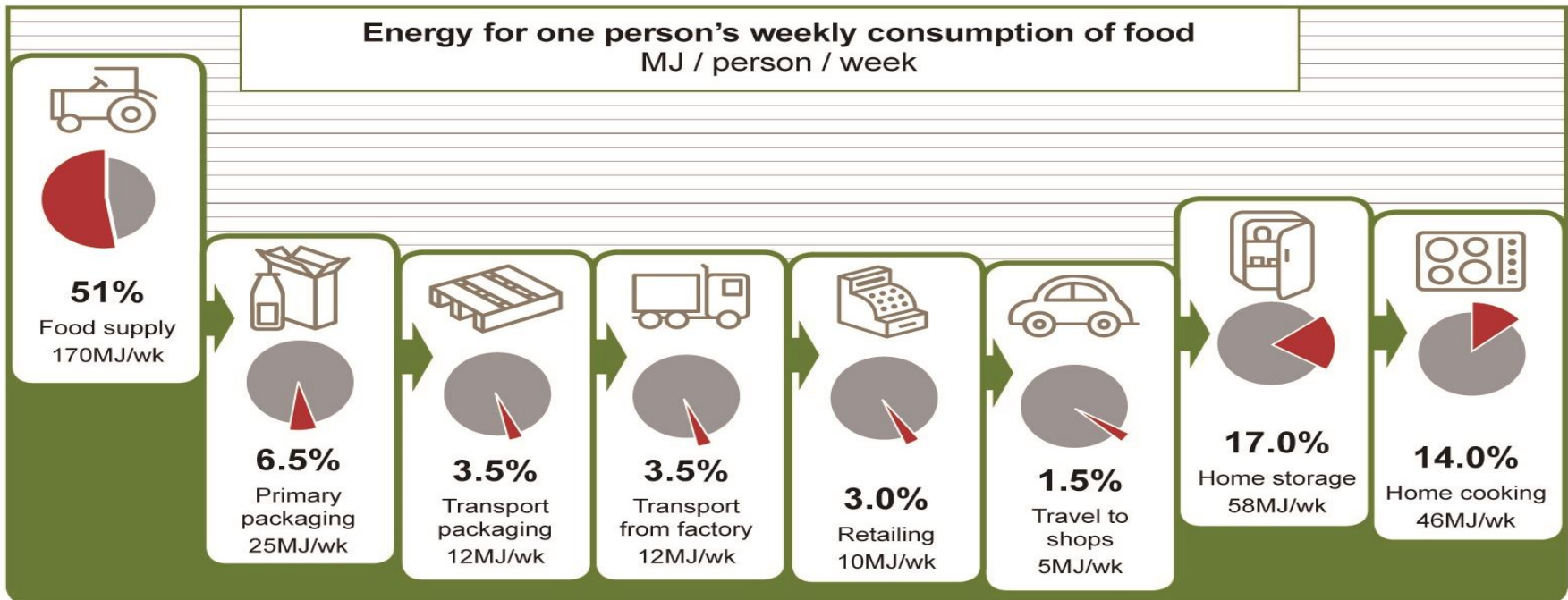
Packaging protects far more resources than it uses



Total Food



Energy for one person's weekly consumption of food
MJ / person / week



Packaging prevents far more waste than it generates



**PACKAGING
MAKES FOOD
LAST LONGER**

When damaged food is
unsaleable, 100% of the resources
used to produce it is wasted.
That's a lot of waste.

thepowerofpackaging.com

Inform consumers about packaging

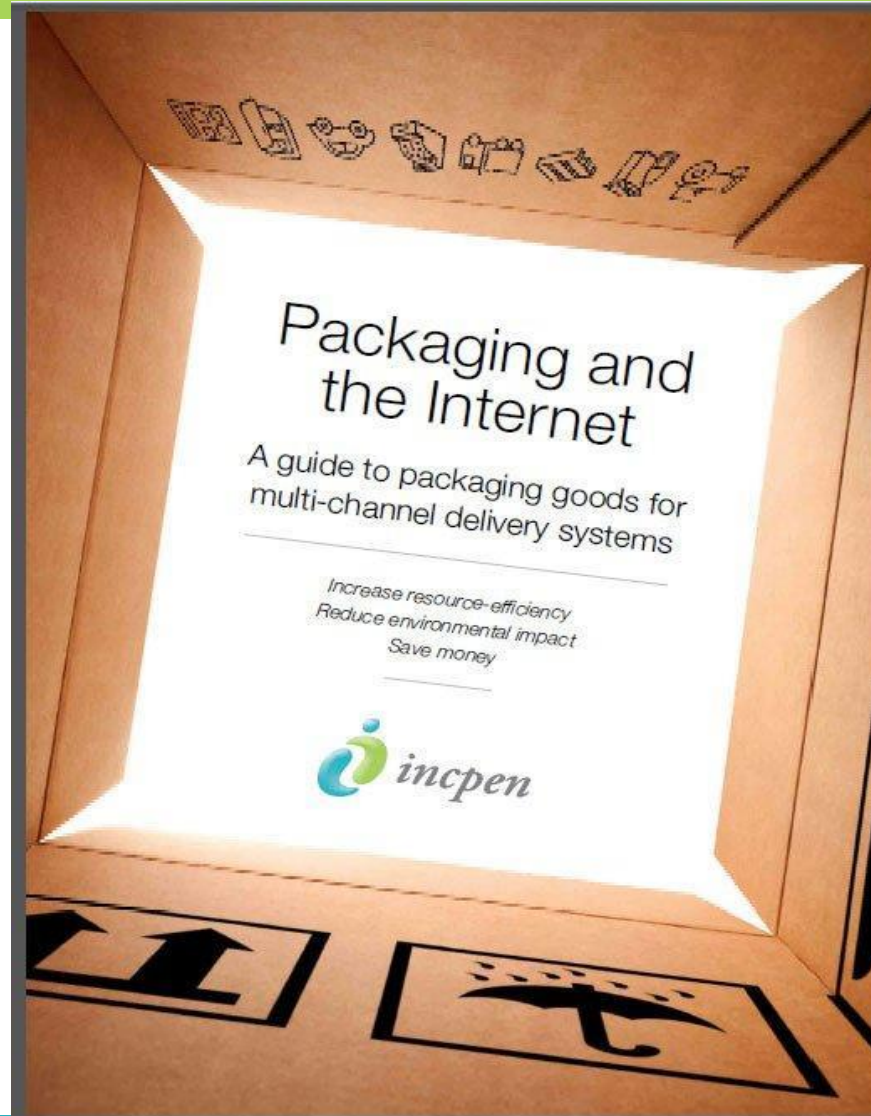


PACKAGING: IT'S COME A LONG WAY

Lorry side

 My journey → to the supermarket has involved ❄ temperatures from -15°C up to 26°C, ⇄ 12 conveyor belts, 🚧 300 potholes, 🛤 46 dodgy country roads, 🏔 256 speedbumps, 🔄 75 roundabouts and one very swift ! handbrake turn to avoid 🐾 a kamikazee badger. But I'm still in one piece.  📦 Packaging: It's come a long way.

INCPEN Guide to Packaging and the Internet



CHECKING OUT FOOD WASTE

THE MAIN FOOD PRODUCT TYPES THAT ARE
DUMPED OR REDUCED-TO-CLEAR
BETWEEN DEPOT AND
RETAIL CHECKOUT



Innovative packaging – environmental and social

Vacuum skin pack



Calorie-portion



Pigment replaces label



Reclosable pack



Dip & squeeze – reduced packaging



Single-use portions for developing markets



The Good, the Bad and the Spudly



Thank you



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