



How packaging contributes to Sustainability

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The Finnish Packaging Association

- ❑ A coordination group for the industry
- ❑ Scope: Fostering the business environment for the industry
- ❑ About 200 members from the whole packaging chain
- ❑ Member of SPA and WPO
- ❑ Essential functions:
 - ✓ Advocacy
 - ✓ Communications
 - ✓ Publications
 - ✓ Training
 - ✓ Service





How packaging contributes to Sustainability

- ❑ Common mind set:
Packaging is a burden on the environment and difficult to recover

- ❑ The scientific and industry approach:
Packaging is environmentally efficient and contributes to Sustainability

- ❑ This presentation provides facts to support our case



The EU waste hierarchy according to the WFD

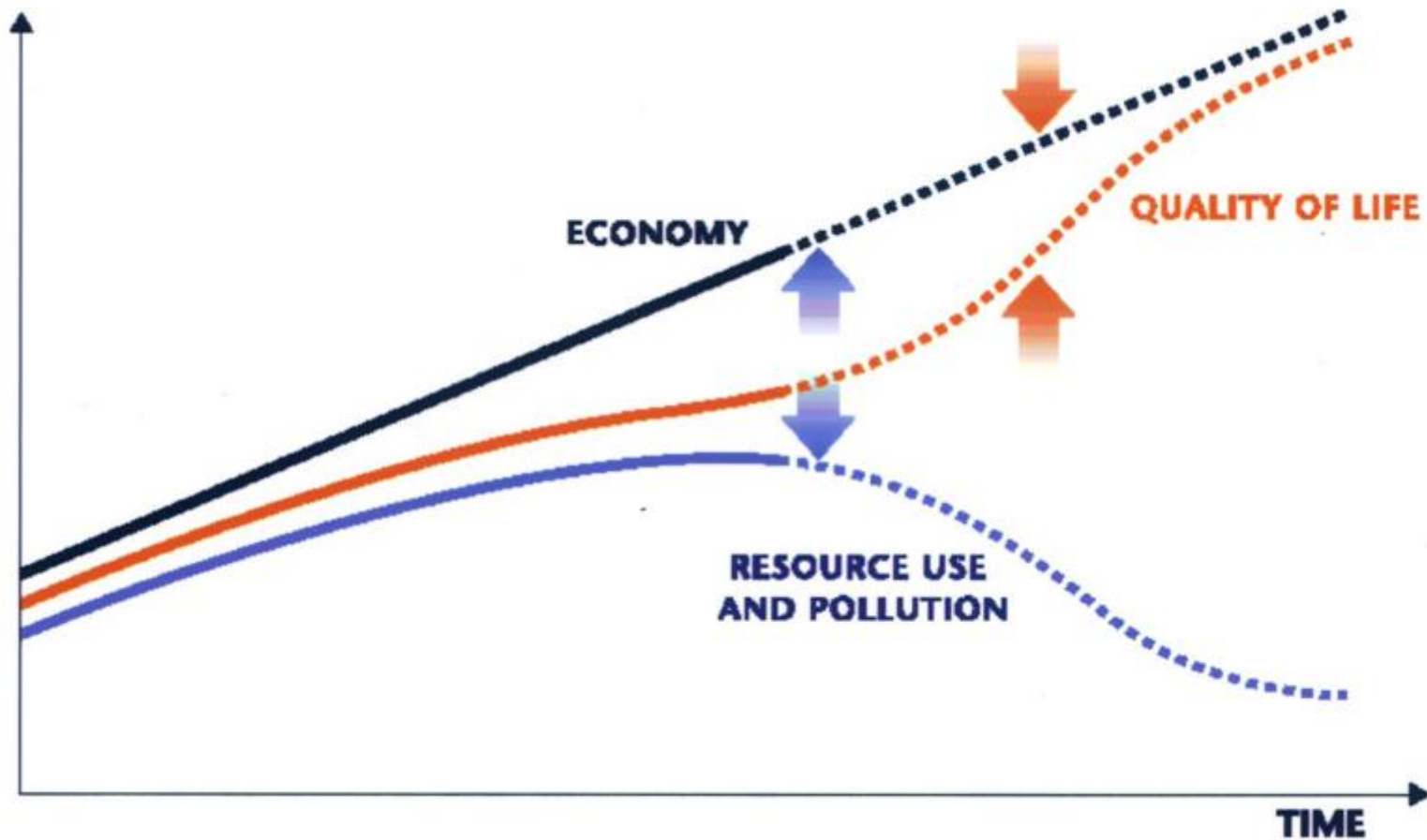


- (a) prevention;
- (b) preparing for re-use;
- (c) recycling;
- (d) other recovery, e.g. energy recovery; and
- (e) disposal.

Departing from the hierarchy can be justified by life-cycle thinking.

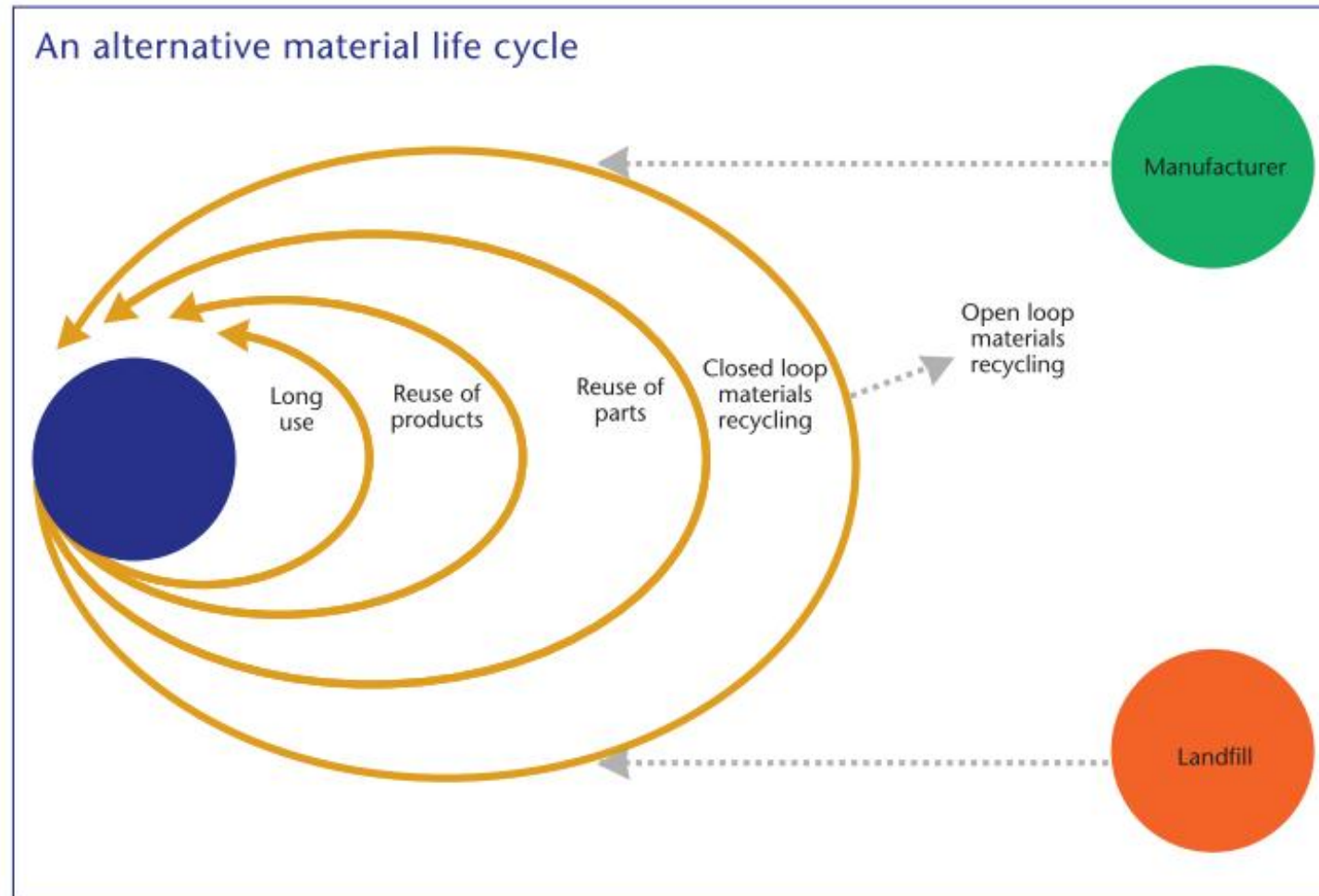


Sustainability is achieved by decoupling of growth and resource use (WBCSD) = prevention





Eliminating waste by closing the material loop

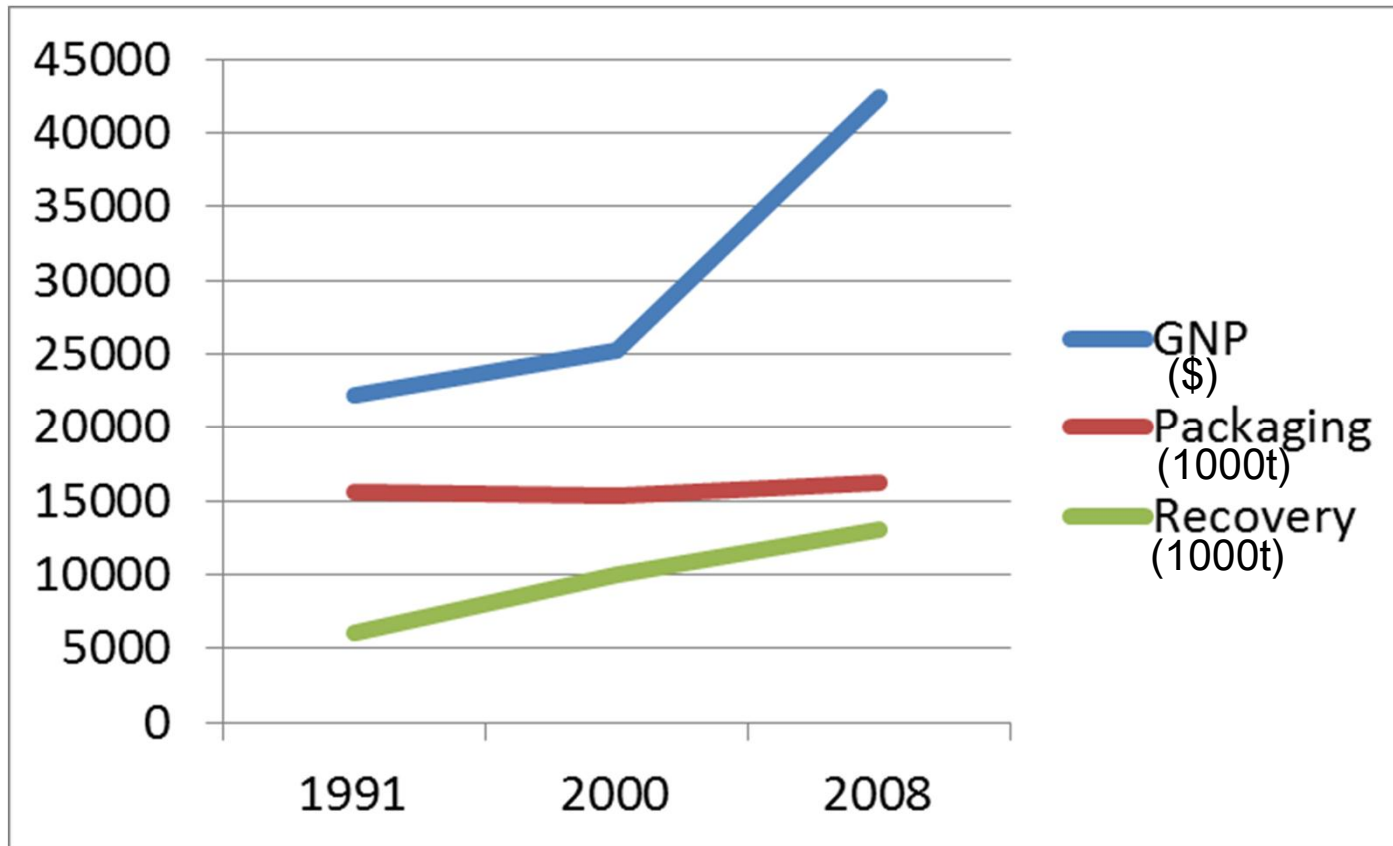


Source: WBCSD



Argument 1: Prevention

Decoupling GNP and packaging use in Germany

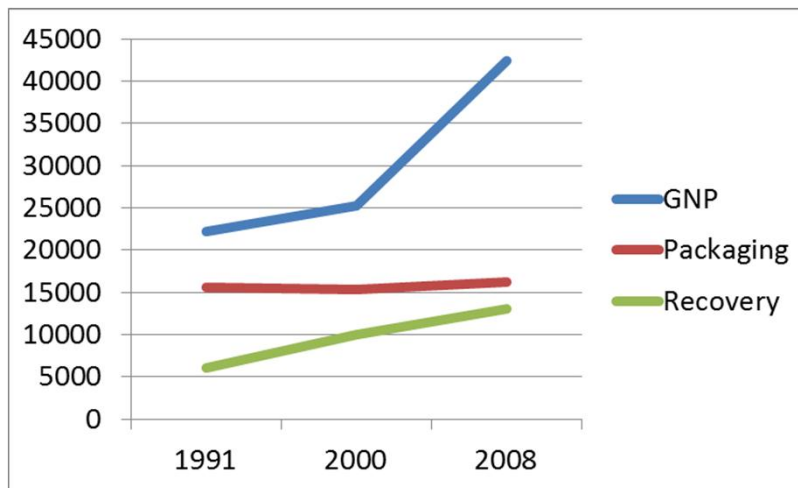


Source: GVM and World Bank



Conclusions argument 1.

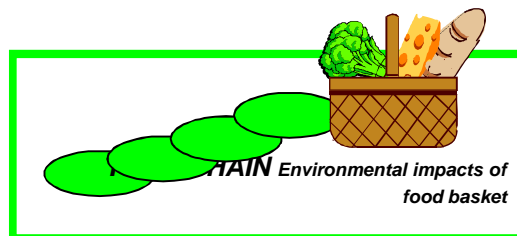
- ❑ Packaging volume has not grown in relation to GNP – source reduction has made packaging more eco-efficient
- ❑ Packaging recovery has grown to minimize landfilling – efficient recovery systems have been developed





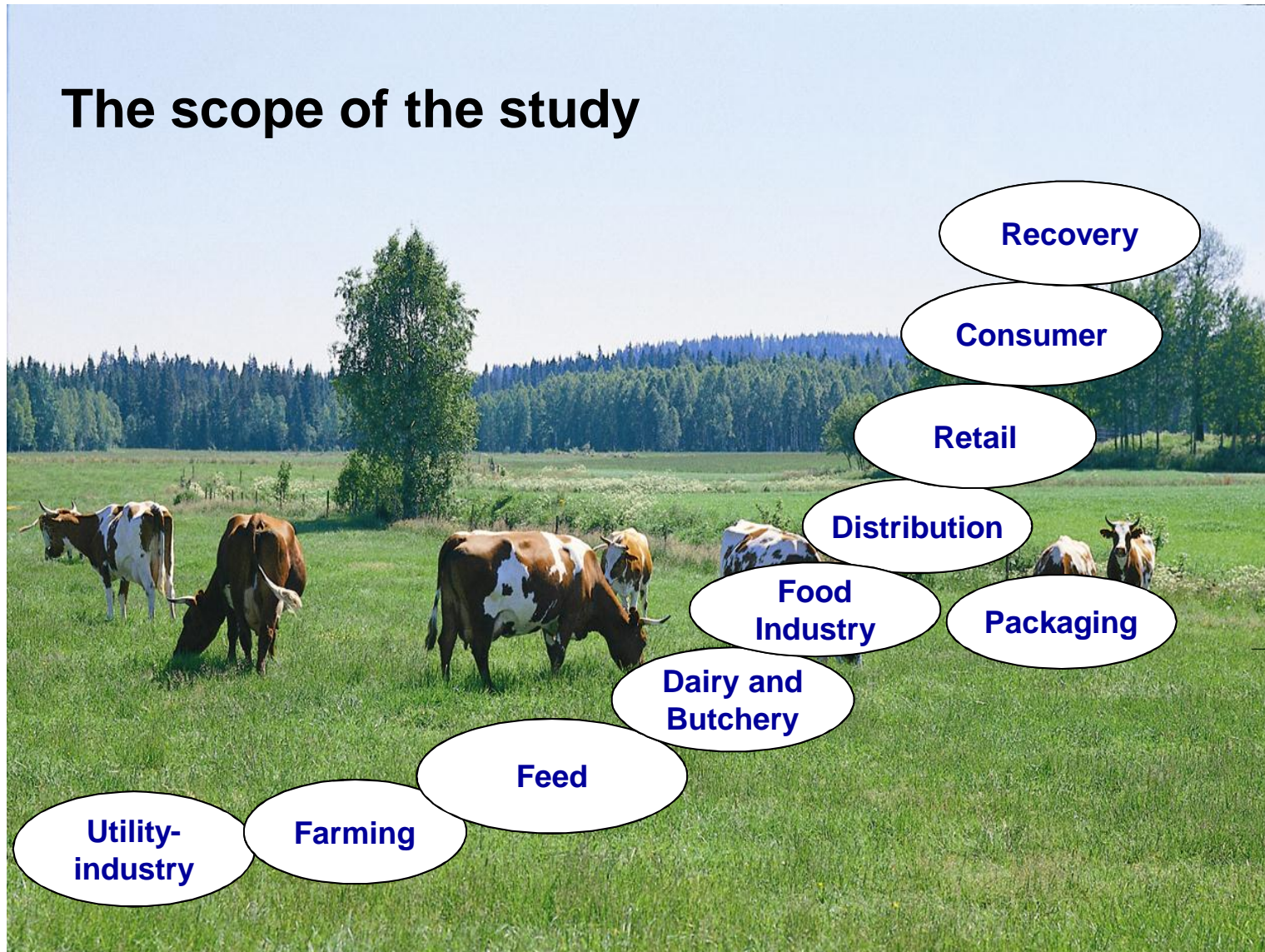
Argument 2: The Finnish Food Chain

- ❑ The Finnish Institute for Agricultural Research has during 2000 - 2008 performed studies on foodstuffs and their environmental burdens throughout the delivery chain.
- ❑ Studies have been made on dairy products, butchery products, flour, beverages and other consumer goods
- ❑ LCA techniques have been used, not only a simplified and biased Carbon Footprint approach
- ❑ Similar studies have been made by Incpen in the UK



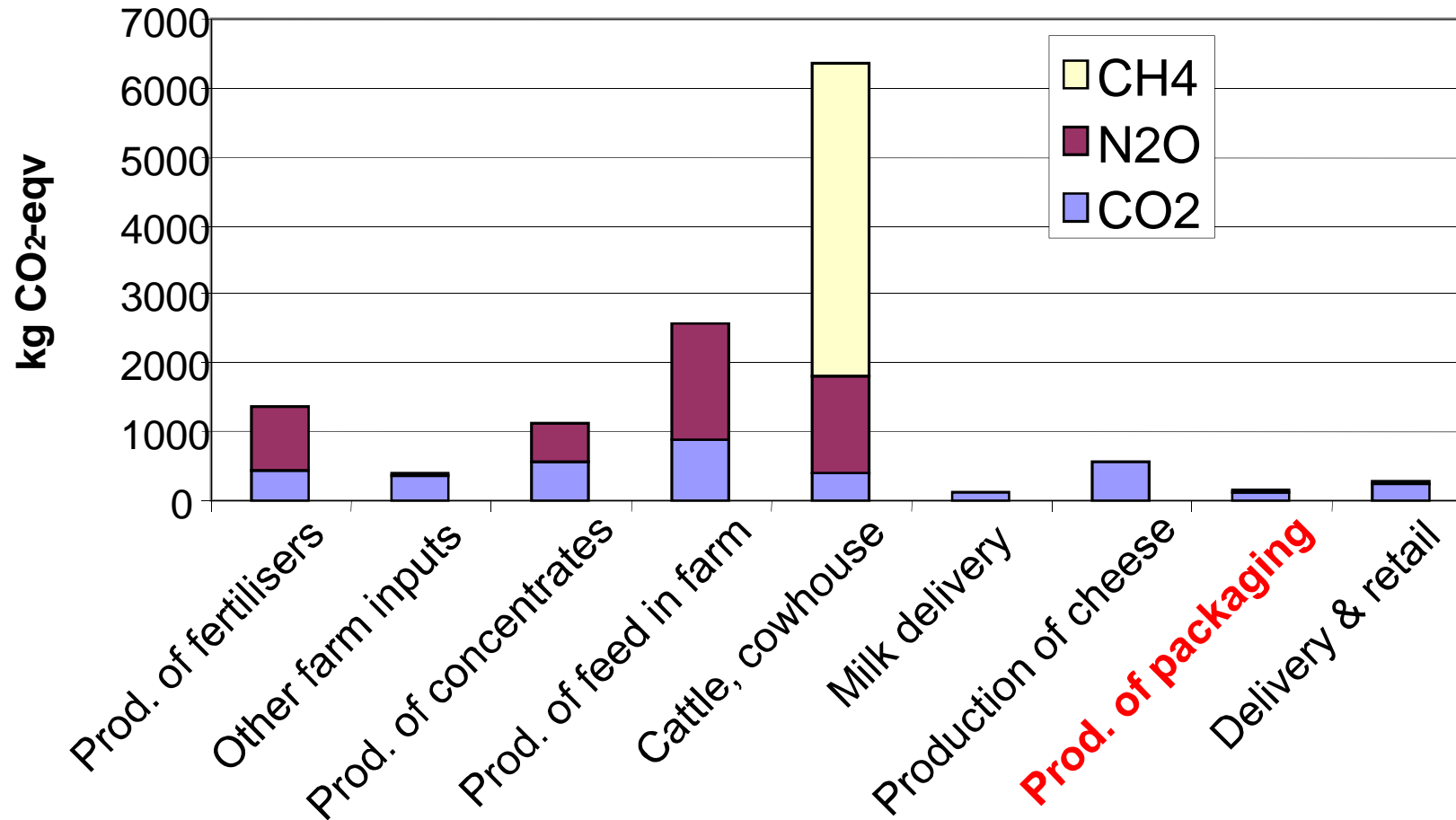


The scope of the study





Global Warming potential of 1000 kg cheese

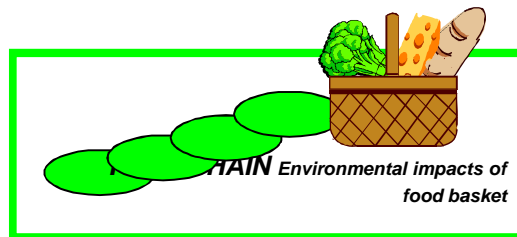


One kg of cheese equals driving a car 60 km



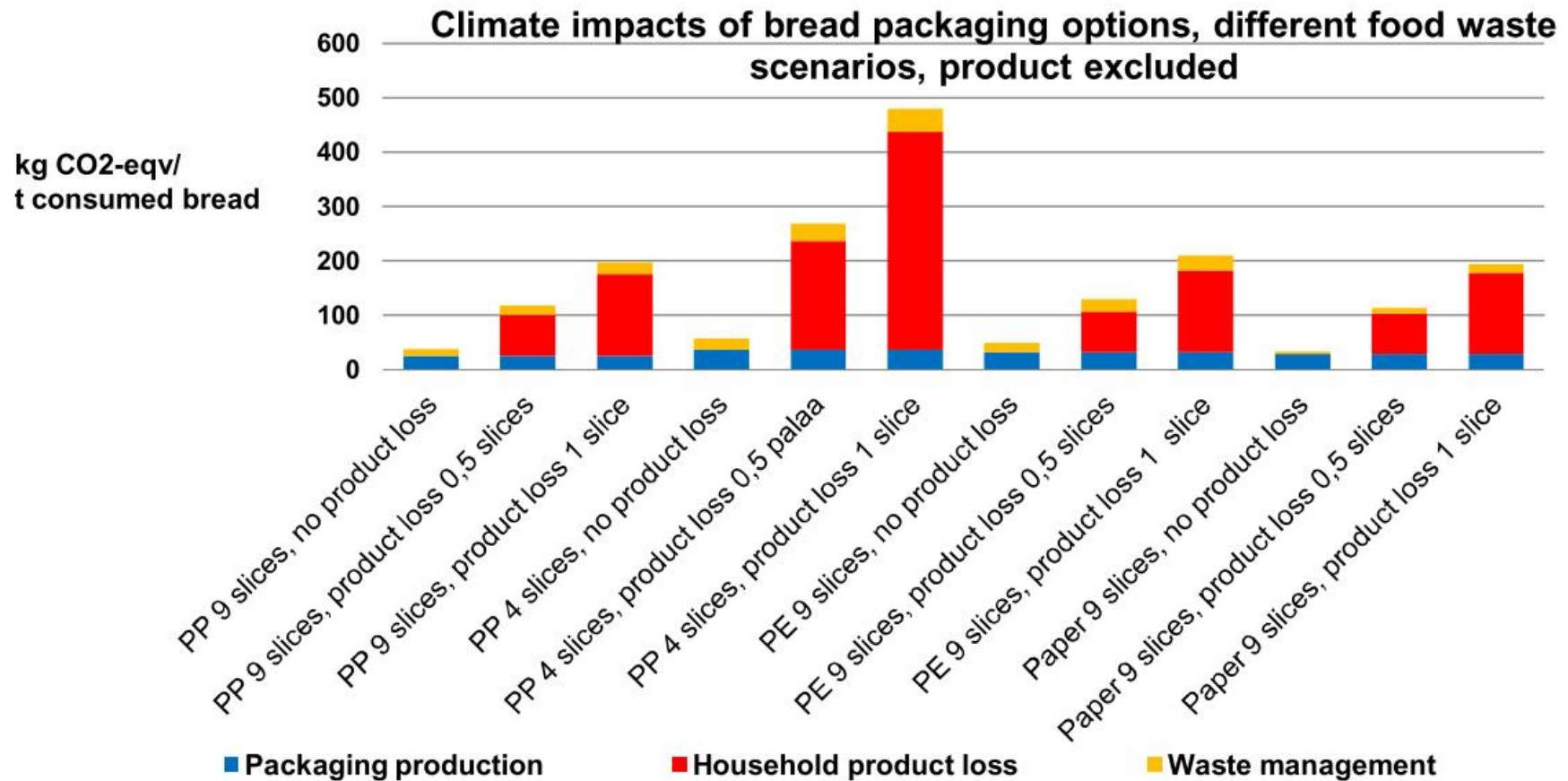
Conclusions argument 2.

- ❑ The main results is that packaging represents a very small (2 %) part of the total environmental burden
- ❑ This means that good packaging saves the environmental resources put into the production and delivery of the product
- ❑ In terms of recycling this also means that for instance a multilayer package protecting the product better than an easily recyclable mono layer package is better for the environment
- ❑ Packaging contributes to Sustainability by conserving natural resources





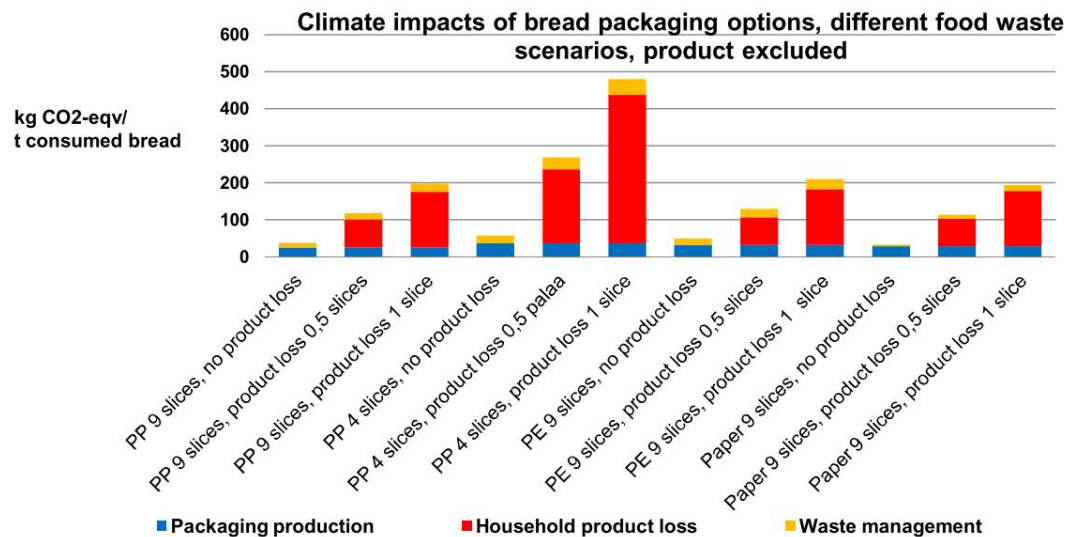
Argument 3. Environmental impact of foodspill in relation to packaging (FutupackEKO 2010 - Finland)





Conclusions argument 3 – packaging prevents food spill

- Environmental impacts of food packaging are very small compared to the environmental impacts of food waste
- Packaging has a positive environmental impact by protecting the product and reducing the amount of food waste





Argument 4. Packaging is the answer to world hunger





Conclusions argument 4 – the social dimension

- ❑ Packaging prevents food spill
- ❑ Food can be stored and distributed in areas of crisis, famine and other needs
- ❑ Packaging provides hygienic food and safe medicine





Summary: Packaging contributes to Sustainability

- ❑ Packaging is an integral part of today's society
- ❑ Packaging performs an important role in preserving resources
- ❑ Packaging performance is difficult to measure:
 - ✓ Do not assess packaging apart from the product
 - ✓ Do not Eco label packaging apart from the product
- ❑ The Global Protocol on Packaging Sustainability 2.0 gives practical guidelines
- ❑ WPO Sustainability award promotes Sustainability
- ❑ In short:

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

