

Packaging and Sustainability

Past, Present and Future

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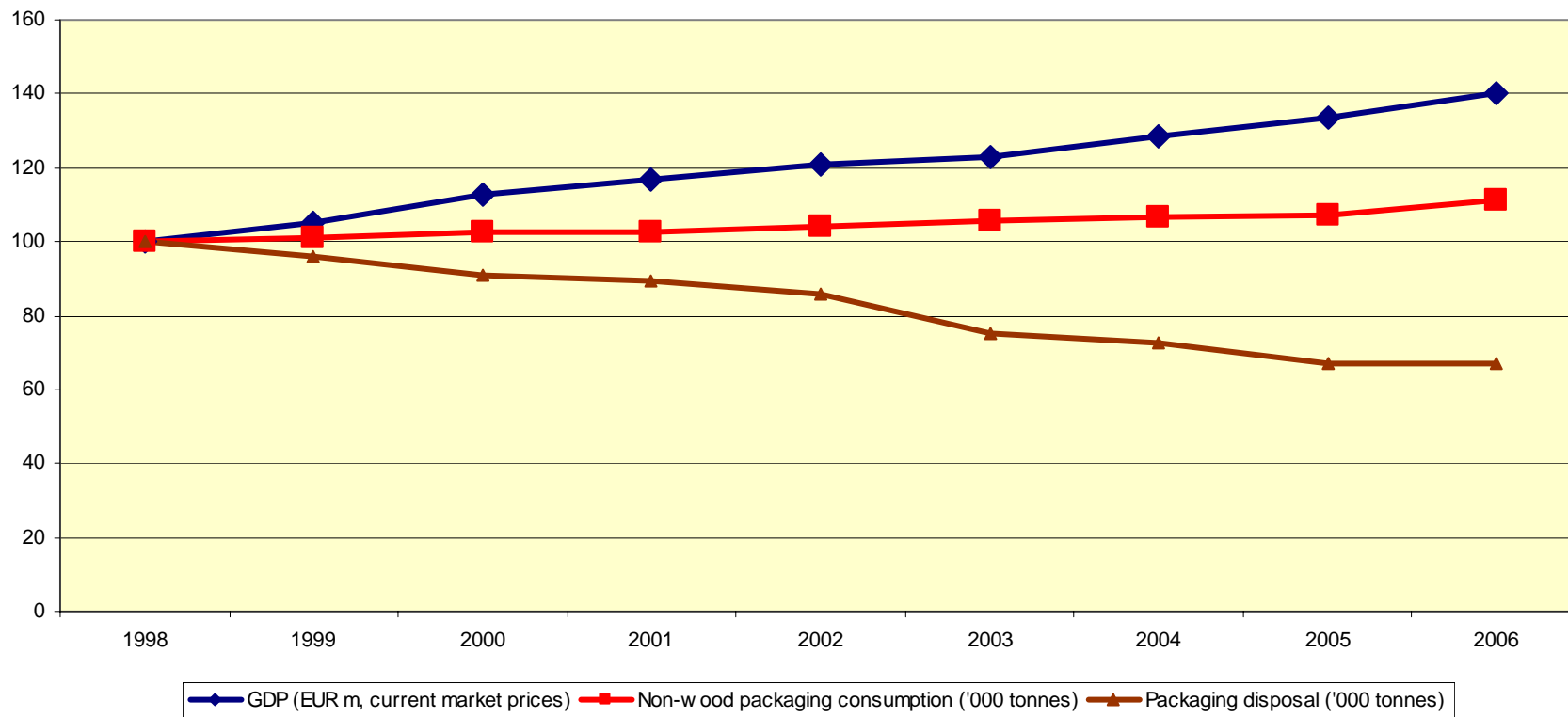
EU Packaging and Packaging Waste Directive*

A five point summary:

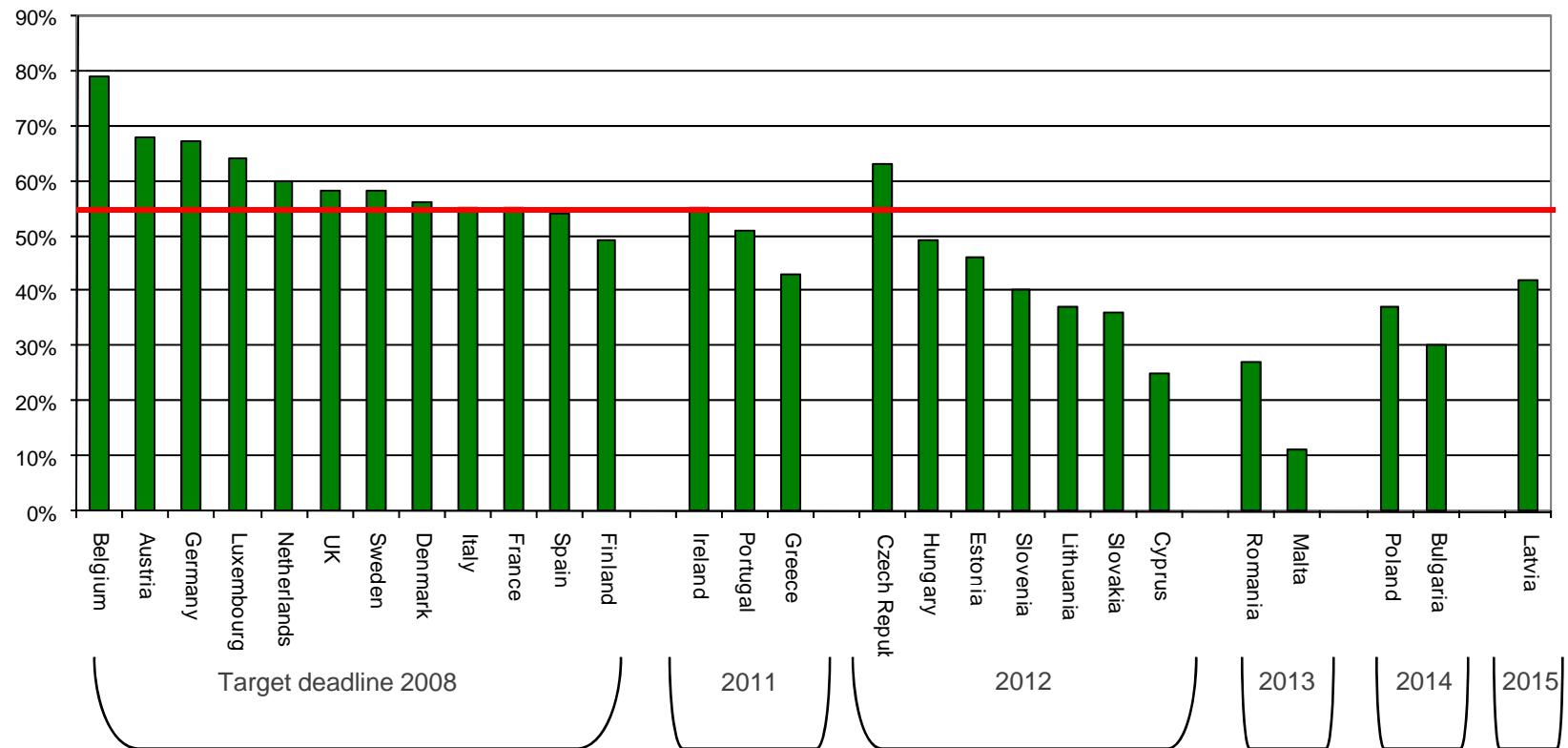
1. Twin objective: environment & trade barrier prevention
2. Systems to collect and manage used packaging
3. Sets recovery and recycling targets
4. Establishes Packaging “Essential Requirements”
5. Guarantees free movement of packaged goods

** Directive 94/62/EC, amended by Directive 2004/12/EC
Adopted 1994 in force 1996*

Trends in GDP, packaging consumption and packaging disposal in EU-15, 1998-2006



2006 recycling rates



Essential Requirements: underlying principles

1. Specific to manufacturing and composition
 - Volume - weight – safety – hygiene – acceptance for product and consumer
2. Specific to reuse of packaging
3. Specific to recovery of packaging

EUROPEN's Vision of Packaging and Sustainability

- Designed holistically, with the product, in order to minimise the environmental impact of both
- Made from responsibly resourced materials
- Designed to be effective and safe throughout its life cycle
- Meet market criteria for performance and cost
- Meet consumer choice and expectations
- Be recovered efficiently after use wherever possible

SUSTAINABILITY

ENVIRONMENT



ECONOMY



SOCIETY

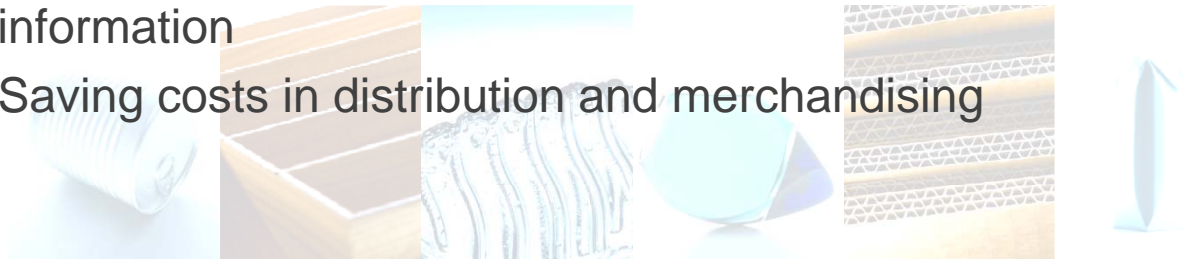


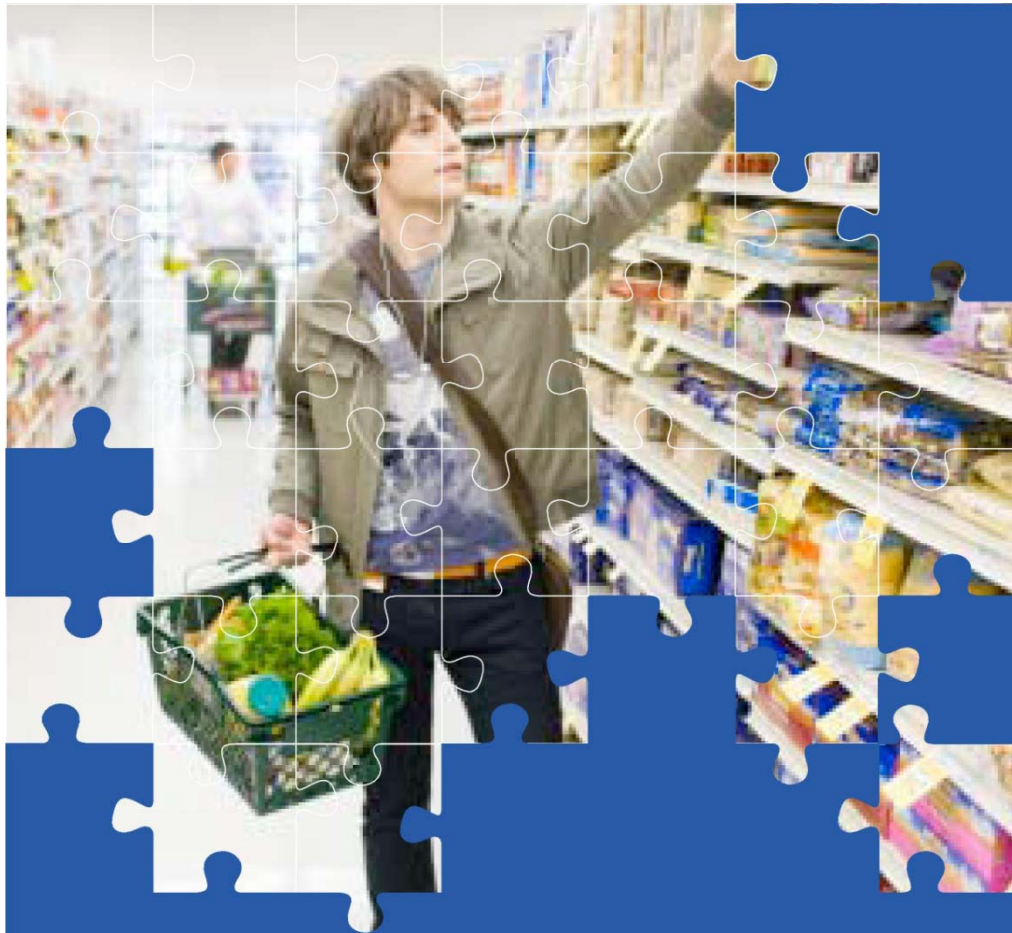
The Big Sustainability Picture

Eco-efficiency will be the overarching criterion

Don't talk of "sustainable" packaging—talk of how your packaging adds value to achieving Corporate Sustainability goals by:

- Being part of an integrated life cycle-based product system
- Saving more resources than used for the packaging
- Meeting consumer expectations for product protection, safety and information
- Saving costs in distribution and merchandising





Packaging in the Sustainability Agenda: A Guide for Corporate Decision Makers

