



The European Organization for Packaging and the Environment

EUROPEN's Scorecard Evaluation

3rd Annual Sustainable Packaging Forum
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AMCOR **3M** Worldwide  Ball Packaging Europe  **Colgate** World of Care

Coca-Cola HBC  *The miracles of science™* **Baxter**  Groupe DANONE

 **Heineken International**    *Good For Life™* **ecolean**
sustainable packaging   **IGGESUND**
HOLMEN GROUP

ExxonMobil Chemical    **NatureWorks**
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 **CROWN**
Brand-Building Packaging™  **mondipackaging** **MeadWestvaco**

L'ORÉAL   **PEPSICO**  **Novelis**  **McDonald's**
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 **Nestlé**
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Welcome *protects what's good™*

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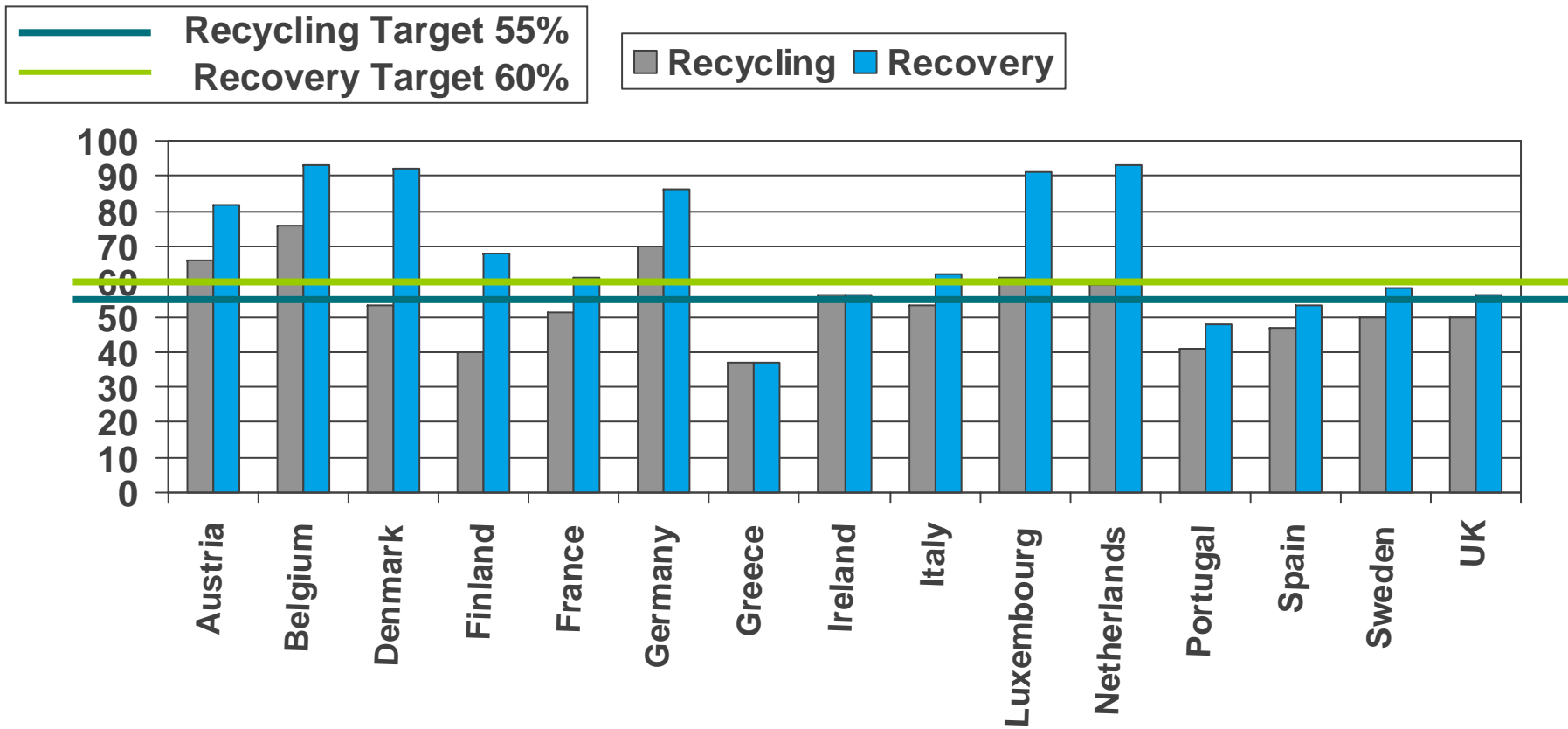
 **STORAENSO**

Directive 94/62/EC: Objectives

Article 1 (excerpt)

*“This Directive aims to harmonize national measures concerning the management of packaging and packaging waste in order, **on the one hand**, to prevent any impact thereof on the environment (...) and, **on the other hand**, to ensure the functioning of the internal market (...).”*

Recycling and recovery rates 2004



A European PEI

- Unnecessary—enforce existing legislation
- Unclear—no scientific justification to combine impact categories
- Impractical—cost disproportionate to any benefit and use of averages risks giving meaningless results

EU Packaging Environment Indicator (PEI)

“Such an indicator is a conceptual tool (...).

(...) practical constraints make it difficult to use PEI in order to identify single numbers which could be used to justify favouring one type of packaging over another or to inform the consumer.”

European Commission, December 2006

Dutch Study

“The conclusion is that this particular environmental methodology provides no real perspective for fully integrating environmental policy on packaging and products.”

CE Delft / KPMG, December 2004

Observations on Wal-Mart Scorecard criteria

- Greenhouse gas measurement
- Material types
- Transport
- Product to package ratio
- Recycled content
- Recovery value
- Renewable energy

Conclusions

- The Wal-Mart Scorecard is not an environmental indicator
- A bold first step which has focussed our minds
- Continue work to improve it and avoid it becoming an industry standard
- Learn to live with it!

For further information

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The Voice of Industry for Packaging and the Environment