



PACKAGING'S CONTRIBUTION TO SUSTAINABLE DEVELOPMENT: THE VISION OF EUROPEN (REVISED)

Sustainable development addresses economic, environmental and social objectives. EUROPEN members are encouraged to develop and use packaging which contributes to achievement of the European Union's Sustainable Development Strategy^{1, 2}.

Such packaging should:

- be designed holistically with the product in order to optimise overall environmental performance,
- be made from responsibly sourced materials,
- be designed to be effective and safe throughout its life cycle,
- meet market criteria for performance and cost,
- meet consumer choice and expectations, and
- be recovered efficiently after use.

May 2009

¹ *Renewed EU Sustainable Development Strategy*, 10117/06, Council of the European Union, 9 June 2006.

² This Vision addresses the environmental element of sustainable development, reflecting EUROPEN's area of expertise. However EUROPEN recognises that our members should also incorporate social and economic elements in their packaging policies.