

# Better Planet Packaging: *Protecting your product and the planet*

Jurgita Girzadiene, 12<sup>th</sup> of June 2019



Blue Planet II Plastic Pollution Awareness 2018



NATIONAL  
GEOGRAPHIC

PLANET OR  
PLASTIC?

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GEOGRAPHIC

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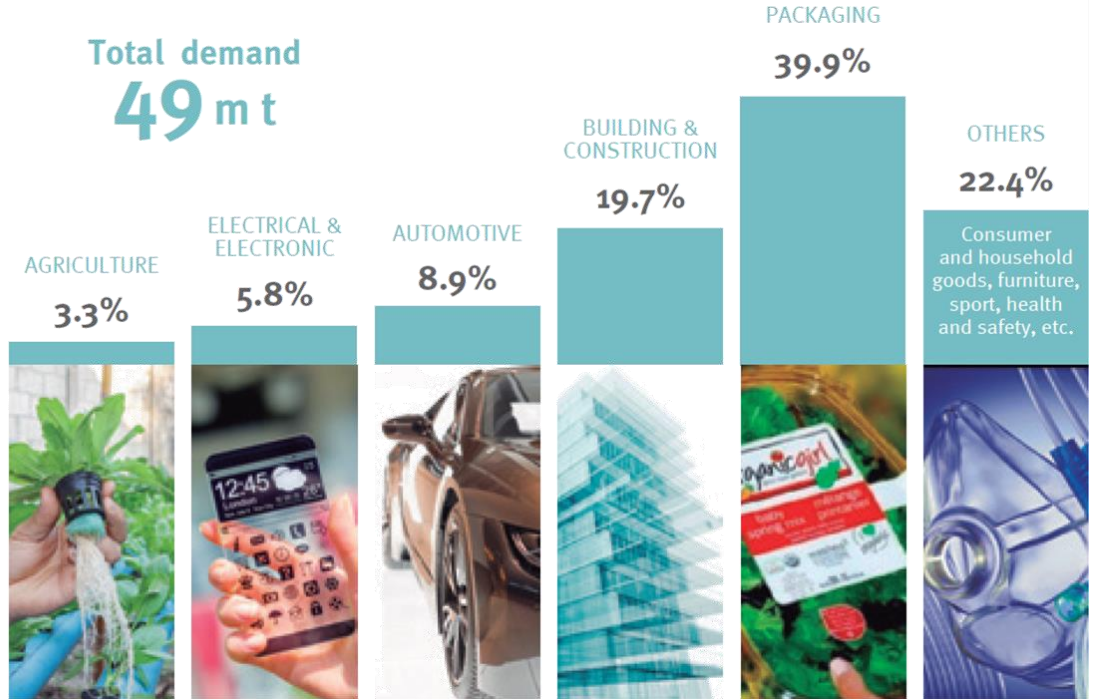
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# It's not about plastic → it's about what we do or don't do with it

Distribution of plastic material demand  
main market sectors in Europe, 2015

Source: Plastics Europe



# Plastic packaging has some unique and challenging properties



## UNIQUE

Durable

Lightweight

Inexpensive

Barrier for gas, liquids, grease, etc.

Versatility enables almost limitless shapes

Transparent

Convenient

## CHALLENGING

Non renewable

One of major waste on land and in water

Non biodegradable

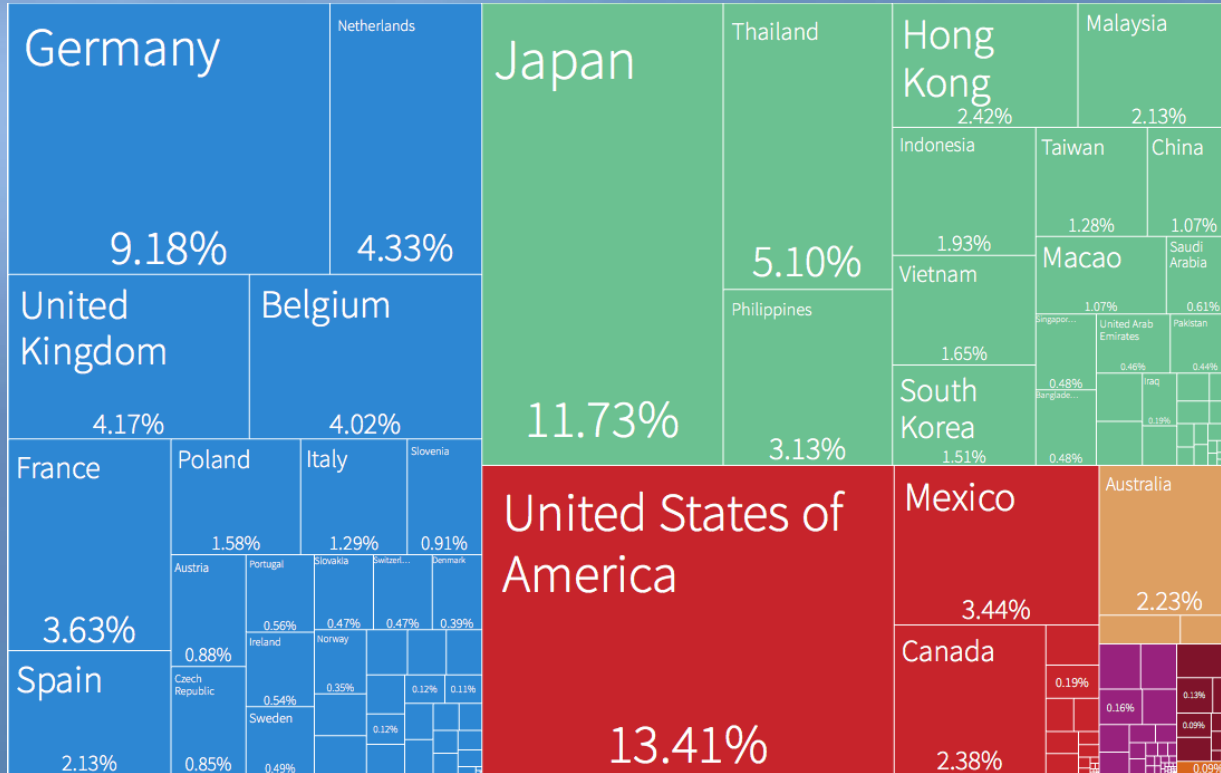
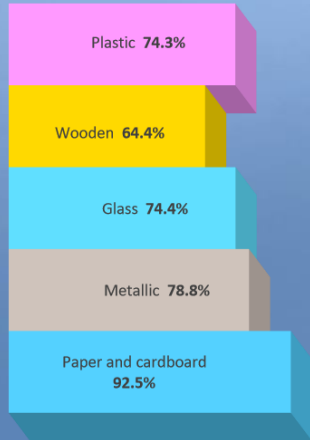
Challenging recycling

Harmful in full, micro or nano particles to many life forms

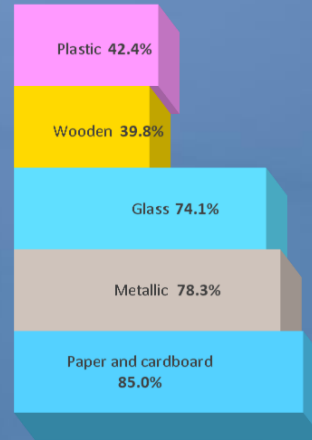
Emits toxins when incinerated

# Global export of plastic waste in 2016

Packaging **collected**  
EU (27) 2016



Packaging **recycled**  
EU (27) 2016





# The Guardian

International edit

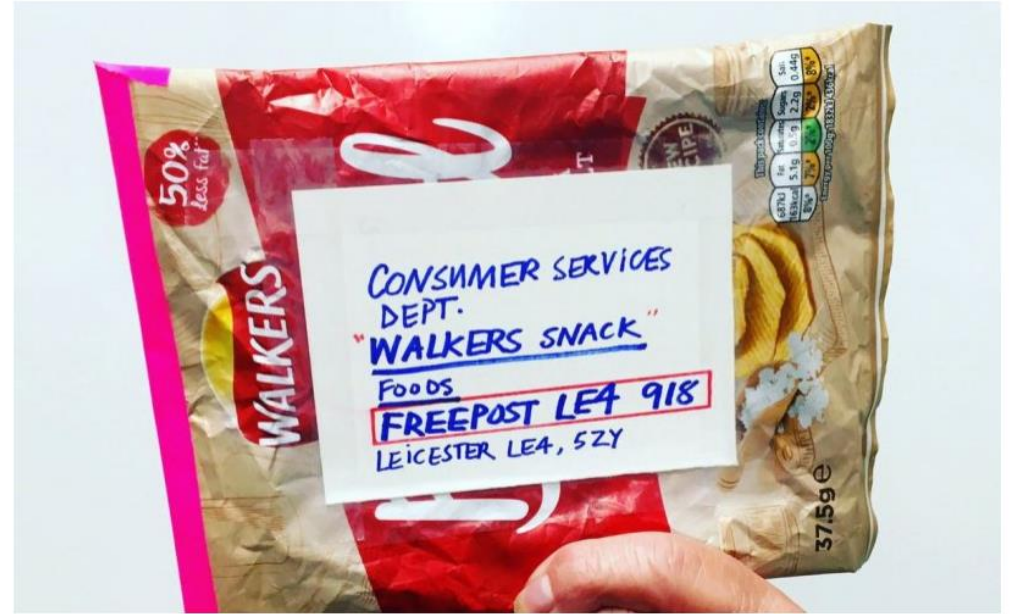
## Plastic bottle washes up looking 'almost new' after nearly 50 years at sea

Coastguard expresses shock after decades-old piece of debris ends up on UK beach



▲ A 47 year old washing liquid bottle was found on Brean Beach in Somerset. Photograph: Burnham Coastguard/Facebook

## Empty chip bags mailed back to Walkers in protest against plastic packaging





THE GREATEST WONDER  
OF THE SEA IS  
THAT IT'S STILL ALIVE.

Come on board: [www.oceans.greenpeace.org](http://www.oceans.greenpeace.org)



STORY - Nature People - #Consumption #Oceans

## These 10 companies are flooding the planet with throwaway plastic

By Ryan Schaefer - 9 October 2018 | 1 Comments



Greenpeace volunteers in South Korea found this Coca bottle as part of a cleanup and brought with the people they are responsible to avoid. [#StopgingOnPlastic](#)

The equivalent of one truckload of plastic enters the ocean [@ every minute](#) — but where is it all coming from? Up until recently, we weren't sure. But to solve the plastic pollution crisis, we knew we needed to arm ourselves with the best information possible.

So, together with our partners in the [Break Free From Plastic](#) movement, we enlisted the help of 10,000 volunteers across 42 countries to embark on the world's most

#Consumption #Oceans

Call for a Plastic-Free Future

TAKE ACTION

# EU Parliament seals ban on throwaway plastics by 2021

- ▶ Following product will be banned in EU:
  - Plastic cutlery (forks, knives, spoons and chopsticks); Plastic plates; Plastic straws; Food containers made of expanded polystyrene (e.g. fast food boxes); Beverage containers made of expanded polystyrene; Cups for beverages made of expanded polystyrene; Products made from oxo-degradable plastic (contributes to micro-plastic pollution)
- ▶ Measurable reduction required on following products:
  - Food containers made of plastic (e.g. fast food boxes); Plastic cups for beverages, including their covers and lids
- ▶ More stringent application of the “polluter pays” principle
- ▶ BY 2025:
  - Plastics where no alternatives available to be reduced by at least 25%
  - Beverage bottles, will have to be collected separately and recycled at a rate of 90%





SHOP  
PLASTIC  
FREE  
NOW!

RIGHT NOW THERE ARE

1 4 2 1

PRODUCTS IN OUR ASSORTMENT  
AND COUNTING...

# ICELAND LAUNCHING IN-STORE GREENGROCERS IN BID TO ELIMINATE PLASTIC PACKAGING

The loose produce will also be sold at a lower price

Sarah Young | @sarah\_j\_young | Tuesday 26 February 2019 11:28 |



Click to follow  
Indy/Life

Supermarket chain **Iceland** has announced plans to bring back the traditional greengrocer with packaging-free fruit and vegetables as part of its efforts to eliminate **plastic** entirely by 2023.

51%OFF

## Virginie Helias: P&G's ocean plastic bottles 'only the beginning' of war on plastic



## Unilever's new pigment to help recycling of plastic packaging

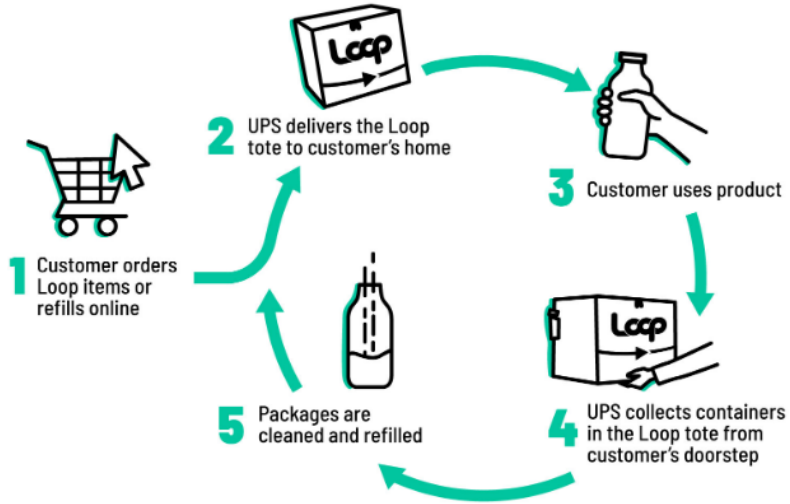
By Lucy Whitehouse [↗](#)

29-May-2019 - Last updated on 29-May-2019 at 09:04 GMT



*Nesquik launches All Natural cocoa powder in recyclable paper packaging*

# Pilots launched in Paris and New York this May





# The awareness around sustainable packaging is growing

- ▶ Focus on packaging litter
- ▶ Multiple stakeholders:
  - Demanding for responsibility
  - Imposing legislation
  - Eliminating unsustainable packaging
  - Improving current packaging portfolio
  - Inventing new models



Let's make packaging for  
a sustainable world



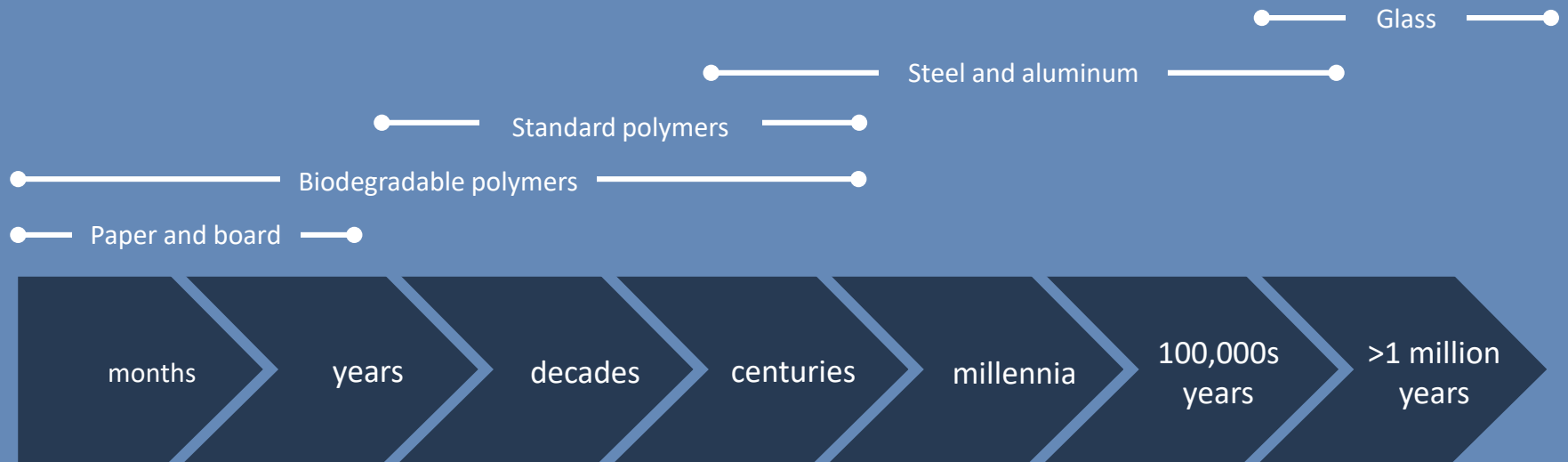
Smurfit Kappa  
**Better Planet  
Packaging**



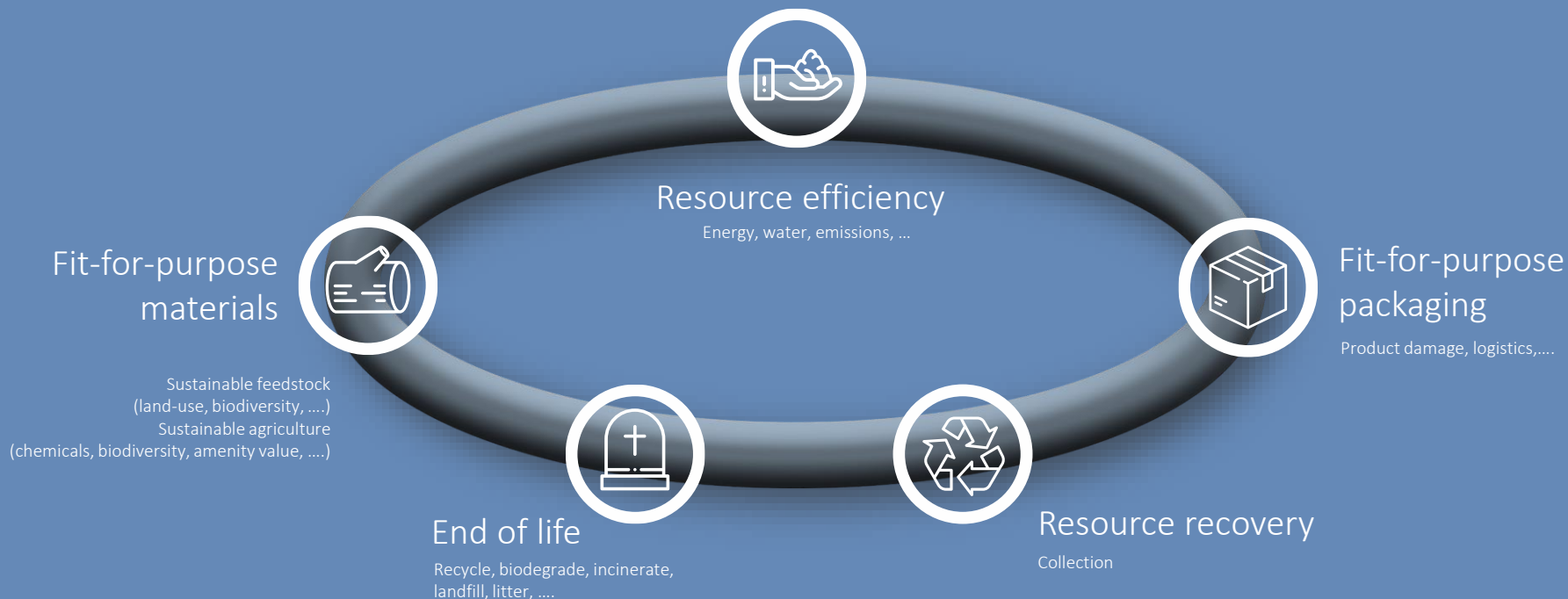
Packaging is a **service**  
to bundle and protect  
the product



# Packaging should only last as long as the product



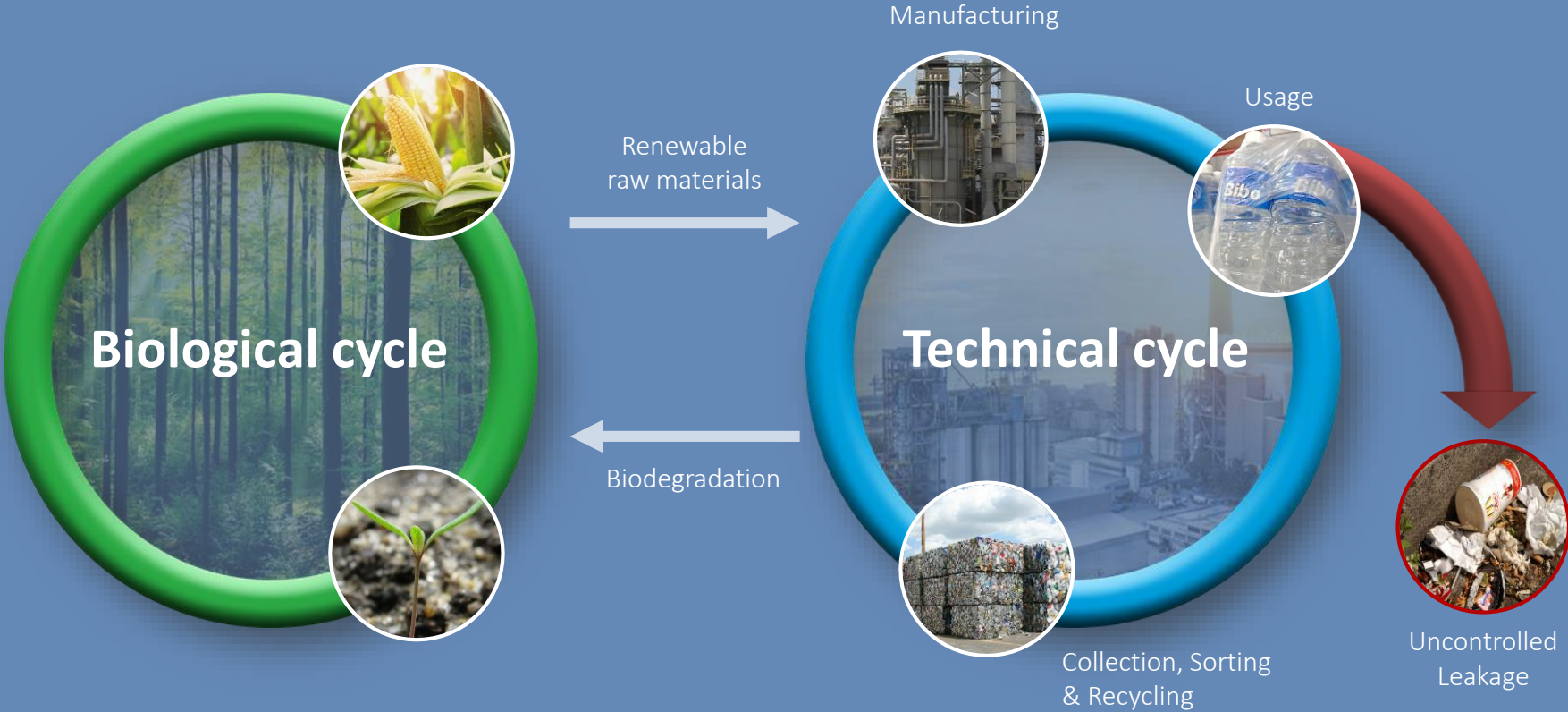
# Making sustainability the heart of packaging design





# Sustainable Packaging


the reality: minimize the risk of uncontrolled waste



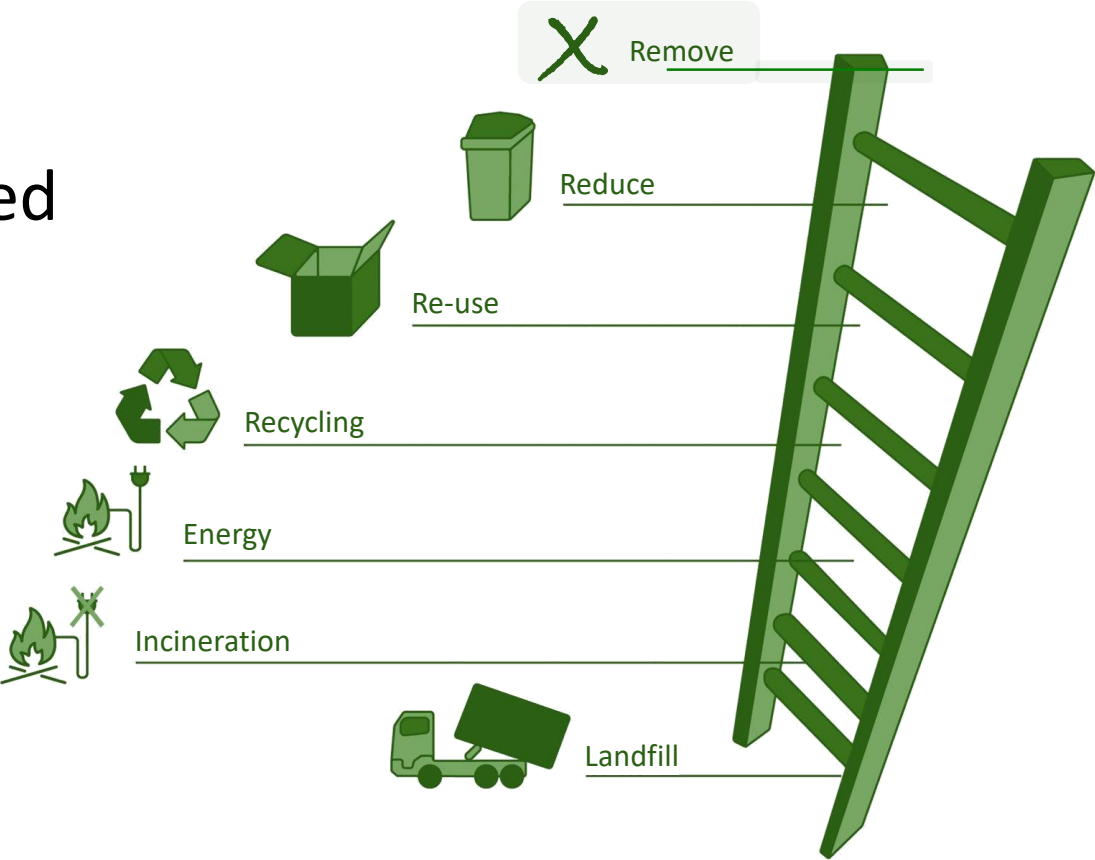
# The environmental impacts associated with **uncontrolled leakage** are overlooked by current LCA studies



- ▶ Littering (deliberate or accidental)
- ▶ Illegal dumping
- ▶ Poorly managed landfill
- ▶ Waste collection losses
- ▶ Windblown litter from recycling facilities
- ▶ Accidental losses (lost cargo)
- ▶ Natural disasters

- 
- ▶ Ingestions by organisms (wildlife, farm animals)
  - ▶ Entanglement
  - ▶ Breakdown and release of toxic chemicals and/or GHG emissions

**Ensure** the used packaging is collected and controlled





# Remove uncollectable Packaging as much as possible



Paper is renewable,  
recyclable and biodegradable



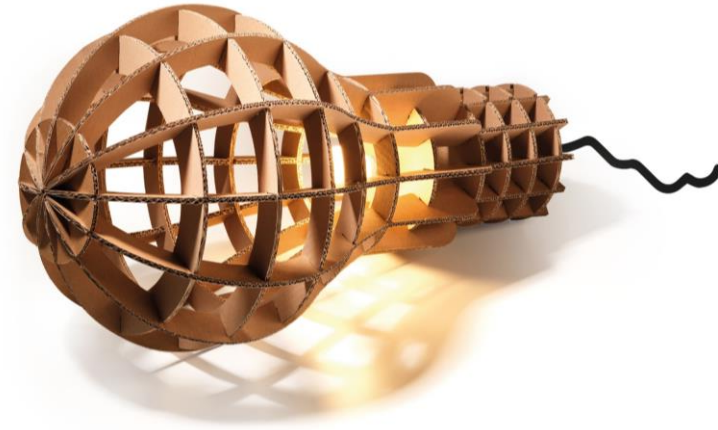


Get a handle on  
sustainable packaging



# Making sustainable packaging a brand value

- ① 75% of shoppers have a preference for cardboard above plastic
- ② Cardboard packaging improves the environmental perception of the producer from 22% to 65%
- ③ Quality perception is raised from 41% to 54% when changing to cardboard packaging





# The true impact of sustainable packaging?



x



x



# The true environmental impact of **packaging**?



## Simple Sustainability

RePack removes single-use packaging waste and is designed to last at least 20 cycles

X

75% collected and 4 years used

X

Lifetime of over 500 years



## Simple Sustainability

Zara uses single-use packaging to last at least 2 cycles

X

93% collected and 4 weeks used

X

Lifetime of 3 months





# Everybody can design sustainable packaging → the challenge is to make it real

- ▶ Packaging is a service
- ▶ The true full impact of packaging
- ▶ Closed loop recycling
- ▶ Increase brand value
- ▶ Biodegradable in nature

# Better Planet Packaging

Let's design packaging  
waste into extinction





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