

WPO actions for a healthy packaging business

The World Packaging Organisation is a non-profit, non-governmental, international federation of national packaging institutes and associations, regional packaging federations and other interested parties including corporations and trade associations. Founded September 6, 1968 in Tokyo, the organisation aims at encouraging the development of packaging technology, science, access and engineering. The WPO wants also to contribute to the development of international trade, and to stimulate education and training in packaging. Primary activities of the organisation today are to promote education through meetings, special activities and publications, including the web site. The organization support packaging promotion threw the sponsoring of an international packaging design awards program, and facilitate contact and exchange among the various national institutes of packaging. The WPO contributes to the development of international trade, with, among others, a close collaboration with ITC.

Establishment of packaging institute and associations

An important objective of the WPO is to promote globally the development of packaging technology, science and engineering. Over the last years, the WPO has sponsored and co-run (together with local partners/ members) packaging workshops, training programmes, seminars and similar events etc. WPO try to encourage and help countries to establish associations/institutes. Activities include specific action programmes in e.g. Ghana, but also frequent visits to e.g. exhibitions to try to help local people to form associations. WPO try to work close with ITC. Main focus is developing countries, but the organisation try to involve also developed countries to a larger extent : a dynamic action list including some top-ten candidate countries to become members is followed up at each board meeting. The list includes European, African, Asian, Latin American and Middle East countries. Responsibilities for follow up are distributed among board members. In recent years WPO activities have been carried out in Kenya, Tunisia, Ghana, Nigeria, Sri Lanka, India and Bolivia. The organisation has also attracted participants from neighboring countries, and supported and assisted the establishment of packaging institutes /"packaging infrastructure" in countries like Ghana, Nigeria and Bolivia. If WPO main focus has been Africa and developing countries in Asia, some actions are also lead in Latin America. This is likely to remain. There is no fixed budget, but WPO try to allocate typically 20-40 kEURO annually.

An electronic newsletter

To encourage communication concerning packaging technology, applications and achievements, WPO intend to use its website www.worldpackaging.org more actively for these purposes, and plan also to re-launch an electronic newsletter soon, possibly in collaboration with IPPO.

Trend reports

The WPO has for other purpose to monitor and communicate with its members concerning packaging-related issues such as consumer safety, food preservation, and environmental impact. Some documents are already available on their website, e.g. "who does what in packaging education". Trend reports have been part of WPO market research report, published in collaboration with PIRA International. Further position papers are soon to be made available at the WPO website.

WPO is also ready to engage in other such activities relating to packaging as approved by its Board of Directors. An example is a donation to help Tsunami victims, made a couple of years ago.